

# **Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019**

Mary Christina Simpson (act\_10203681630310534)

## Key Performance Indicators



Impr  
35,095  
↓ 4%



Clicks  
717  
↑ 3%



Cost  
\$550.93  
↑ 11%



CTR  
2.04%  
↑ 6%



Fb Pixel Lead  
8  
↓ 27%

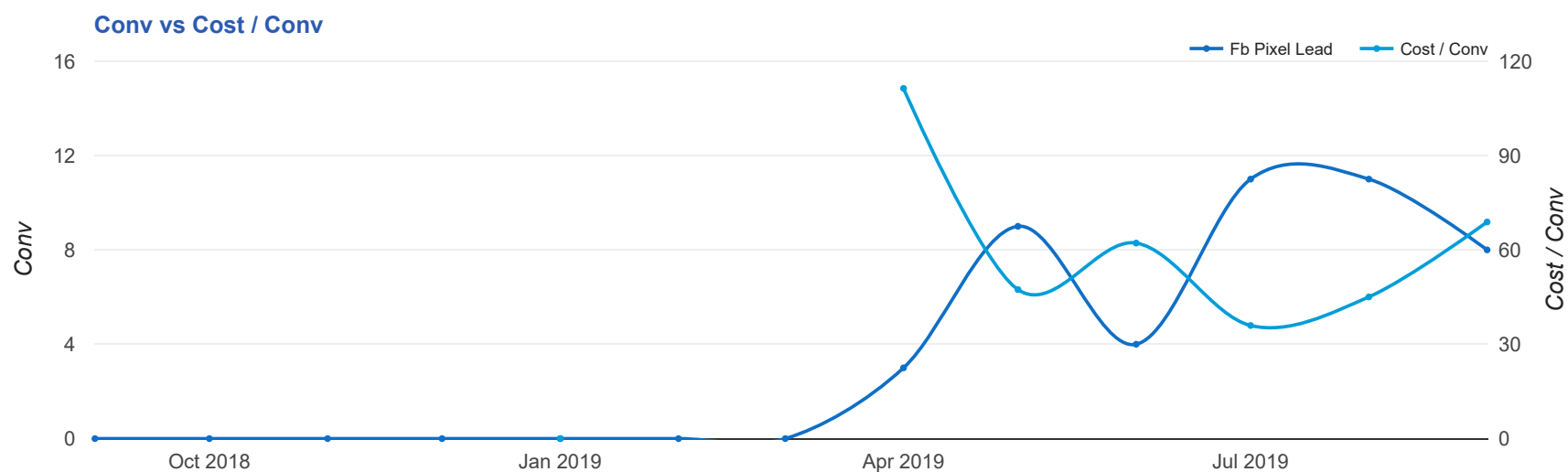


Cost / Conv  
\$68.87  
↑ 53%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	Sep, 2019	\$550.93	35,095	717	8	\$68.87

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	Sep, 2018	\$57.36	2,553	41	0	-
Mary Christina Simpson	Oct, 2018	\$115.92	6,116	84	0	-
Mary Christina Simpson	Nov, 2018	\$380.27	15,189	644	0	-
Mary Christina Simpson	Dec, 2018	\$148.43	6,945	201	0	-
Mary Christina Simpson	Feb, 2019	\$296.84	19,801	236	0	-
Mary Christina Simpson	Mar, 2019	\$328.47	28,605	415	0	-
Mary Christina Simpson	Apr, 2019	\$334.01	16,550	169	3	\$111.34
Mary Christina Simpson	May, 2019	\$426.51	26,577	327	9	\$47.39
Mary Christina Simpson	Jun, 2019	\$248.69	12,703	177	4	\$62.17
Mary Christina Simpson	Jul, 2019	\$395.61	26,548	269	11	\$35.96
Mary Christina Simpson	Aug, 2019	\$495.56	36,375	697	11	\$45.05
Mary Christina Simpson	Sep, 2019	\$550.93	35,095	717	8	\$68.87

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$300.03	15,537	167	8	\$37.50
Post: "Morpheus 8 by @inmodeaesthetics executes great..."	\$14.53	3,195	87	0	-
Instagram Post: 🎁 Labor day GIVEAWAY!!! 🎁 We know...	\$42.00	3,168	17	0	-
Instagram Post: In your 20's you think that life...	\$60.00	4,214	34	0	-
Post: "We are so excited for our event this Thursday 🎉"	\$50.00	2,836	144	0	-
Instagram Post: Happy American Business Women's...	\$40.00	2,337	141	0	-
Instagram Post: Come celebrate 🎉 tomorrow night...	\$25.00	1,934	26	0	-
Instagram Post: So wonderful to be surrounded by...	\$19.37	1,874	101	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - General Population	\$300.03	15,537	167	8	\$37.50
Post: "Morpheus 8 by @inmodeaesthetics executes great..."	\$14.53	3,195	87	0	-
Instagram Post: 🎁 Labor day GIVEAWAY!!! 🎁 We know...	\$36.00	2,409	15	0	-
Instagram Post: 🎁 Labor day GIVEAWAY!!! 🎁 We know...	\$6.00	759	2	0	-
Instagram Post: In your 20's you think that life...	\$60.00	4,214	34	0	-
Post: "We are so excited for our event this Thursday 🎉"	\$50.00	2,836	144	0	-
Instagram Post: Happy American Business Women's...	\$35.00	2,130	141	0	-
Instagram Post: Happy American Business Women's...	\$5.00	207	0	0	-
Instagram Post: Come celebrate 🎉 tomorrow night...	\$24.00	1,871	26	0	-
Instagram Post: Come celebrate 🎉 tomorrow night...	\$1.00	63	0	0	-
Instagram Post: So wonderful to be surrounded by...	\$19.37	1,874	101	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Coolsculpting   25% Off - Fat Cells	\$300.03	15,537	167	1.07%	8	\$37.50
Post: "Morpheus 8 by @inmodeaesthetics executes great..."	\$14.53	3,195	87	2.72%	0	-
Instagram Post: 🎁 Labor day GIVEAWAY!!! 🎁 We know...	\$6.00	759	2	0.26%	0	-
Instagram Post: 🎁 Labor day GIVEAWAY!!! 🎁 We know...	\$36.00	2,409	15	0.62%	0	-
Instagram Post: In your 20's you think that life...	\$60.00	4,214	34	0.81%	0	-
Post: "We are so excited for our event this Thursday 🎉"	\$50.00	2,836	144	5.08%	0	-
Instagram Post: Happy American Business Women's...	\$5.00	207	0	0.00%	0	-
Instagram Post: Happy American Business Women's...	\$35.00	2,130	141	6.62%	0	-
Instagram Post: Come celebrate 🎉 tomorrow night...	\$1.00	63	0	0.00%	0	-
Instagram Post: Come celebrate 🎉 tomorrow night...	\$24.00	1,871	26	1.39%	0	-
Instagram Post: So wonderful to be surrounded by...	\$19.37	1,874	101	5.39%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	45-54	female	\$159.47	7,498	151	2.01%	4	\$39.87
Mary Christina Simpson	18-24	female	\$56.41	5,375	58	1.08%	2	\$28.20
Mary Christina Simpson	35-44	female	\$123.81	7,881	131	1.66%	2	\$61.91
Mary Christina Simpson	18-24	male	\$2.66	134	7	5.22%	0	-
Mary Christina Simpson	18-24	unknown	\$0.11	5	0	0.00%	0	-
Mary Christina Simpson	25-34	female	\$120.48	9,417	177	1.88%	0	-
Mary Christina Simpson	25-34	male	\$4.84	348	17	4.89%	0	-
Mary Christina Simpson	25-34	unknown	\$0.18	25	1	4.00%	0	-
Mary Christina Simpson	35-44	male	\$3.57	222	15	6.76%	0	-
Mary Christina Simpson	35-44	unknown	\$0.39	29	2	6.90%	0	-
Mary Christina Simpson	45-54	male	\$3.60	162	14	8.64%	0	-
Mary Christina Simpson	45-54	unknown	\$0.15	9	1	11.11%	0	-
Mary Christina Simpson	55-64	female	\$55.81	2,746	93	3.39%	0	-
Mary Christina Simpson	55-64	male	\$1.65	73	4	5.48%	0	-
Mary Christina Simpson	55-64	unknown	\$0.05	5	0	0.00%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	mobile	\$539.50	34,470	713	2.07%	8	\$67.44
Mary Christina Simpson	desktop	\$11.43	625	4	0.64%	0	-