

Facebook Account Performance Report 1 Jan 2020 — 31 Jan 2020

Mary Christina Simpson (act_10203681630310534)

Key Performance Indicators



Impr
66,394
↑ 97%



Clicks
2,179
↑ 227%



Cost
\$987.61
↑ 48%



CTR
3.28%
↑ 66%



Fb Pixel Lead
6
↑ ∞

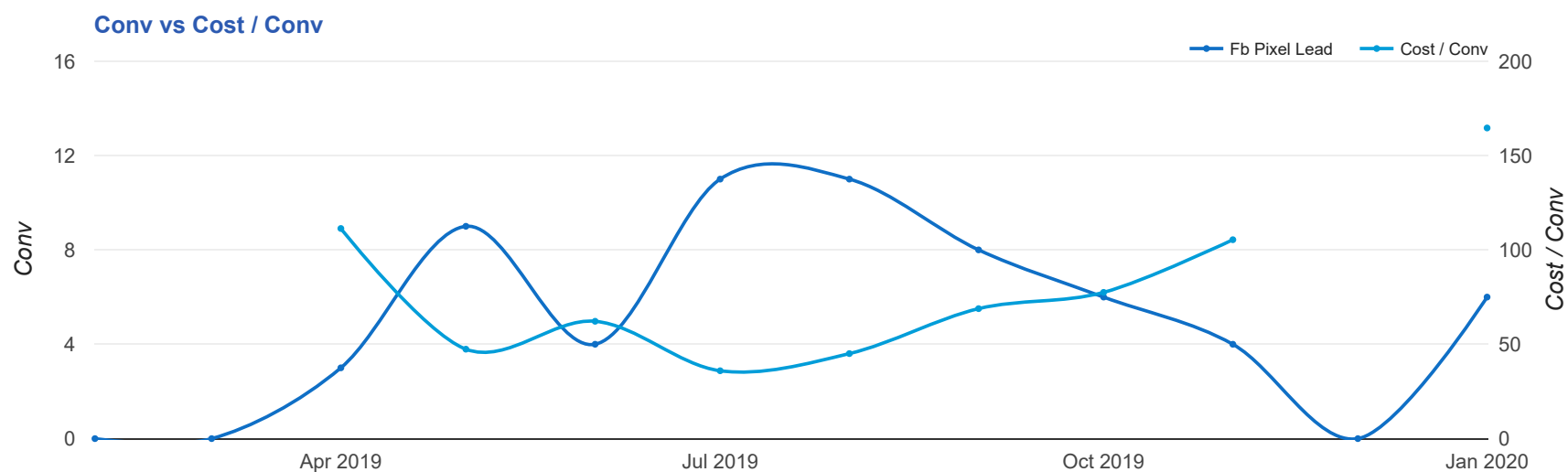


Cost / Conv
\$164.60
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	Jan, 2020	\$987.61	66,394	2,179	6	\$164.60

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Mary Christina Simpson	Oct, 2019	\$464.96	31,087	766	6	\$77.49
Mary Christina Simpson	Nov, 2019	\$421.56	23,783	208	4	\$105.39
Mary Christina Simpson	Dec, 2019	\$667.07	33,769	666	0	-
Mary Christina Simpson	Jan, 2020	\$987.61	66,394	2,179	6	\$164.60

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$309.99	15,850	169	6	\$51.66
Instagram Post: Hello 2020 🌸🌸🌸 🔪 What a fantastic...	\$120.00	10,326	124	0	-
Post: "Hello 2020 🌸🌸🌸🔪 What a fantastic year 2019 was....."	\$35.00	3,536	139	0	-
Instagram Post: ❄️ WINTER SKINCARE 🧴 segment in...	\$40.00	4,007	169	0	-
Instagram Post: 🌸 INSPIRED. 🌸 So wonderful to hear...	\$60.00	4,190	267	0	-
Post: "🌸 INSPIRED. 🌸 So wonderful to hear from this highly..."	\$50.00	5,513	342	0	-
Instagram Post: Let's talk EMSCULPT 🏋️! Muscle...	\$60.00	4,417	59	0	-
Post: "🌸 INSPIRED. 🌸 So wonderful to hear from this highly..."	\$10.00	785	24	0	-
Post: "🌸 INSPIRED. 🌸 So wonderful to hear from this highly..."	\$24.99	1,738	137	0	-
Post: "What a great experience!!! Thanks "	\$50.00	5,422	243	0	-
Instagram Post: 🌸 Swift Beauty Miami 2020 🌸 #beauty...	\$35.00	2,865	14	0	-
Instagram Post: 🌸 SWIFT BEAUTY MASTERCLASS 🌸....	\$76.52	983	13	0	-
Post: "🌸 SWIFT BEAUTY MASTERCLASS 🌸. Wonderful..."	\$50.00	1,218	20	0	-
Instagram Post: Never let anyone dull your...	\$60.00	5,057	453	0	-
Instagram Post: 🧡 Whether you celebrate...	\$6.11	487	6	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women - Dynamic	\$262.08	14,699	153	4	\$65.52
Coolsculpting - Women	\$47.91	1,151	16	2	\$23.95
Instagram Post: Hello 2020 🌸🌸🌸 🔑 What a fantastic...	\$120.00	10,326	124	0	-
Post: "Hello 2020 🌸🌸🌸🔑 What a fantastic year 2019 was....."	\$35.00	3,536	139	0	-
Instagram Post: ❄️ WINTER SKINCARE 🧴 segment in...	\$4.00	687	1	0	-
Instagram Post: ❄️ WINTER SKINCARE 🧴 segment in...	\$36.00	3,320	168	0	-
Instagram Post: 🌟 INSPIRED. 🌟 So wonderful to hear...	\$60.00	4,190	267	0	-
Post: "🌟 INSPIRED. 🌟 So wonderful to hear from this highly..."	\$50.00	5,513	342	0	-
Instagram Post: Let's talk EMSCULPT 🌀! Muscle...	\$60.00	4,417	59	0	-
Post: "🌟 INSPIRED. 🌟 So wonderful to hear from this highly..."	\$10.00	785	24	0	-
Post: "🌟 INSPIRED. 🌟 So wonderful to hear from this highly..."	\$24.99	1,738	137	0	-
Post: "What a great experience!!! Thanks "	\$50.00	5,422	243	0	-
Instagram Post: 🌟 Swift Beauty Miami 2020 🌟 #beauty...	\$5.00	495	0	0	-
Instagram Post: 🌟 Swift Beauty Miami 2020 🌟 #beauty...	\$30.00	2,370	14	0	-
Instagram Post: 🌟 SWIFT BEAUTY MASTERCLASS 🌟....	\$76.52	983	13	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-12 - CS - Women - Dynamic Img	\$262.08	14,699	153	1.04%	4	\$65.52
2020-01 - CS - Women - Valentine Img 3	\$22.42	684	9	1.32%	2	\$11.21
Instagram Post: Hello 2020 🎉🎉🎉 🥂🥂 What a fantastic...	\$120.00	10,326	124	1.20%	0	-
Post: "Hello 2020 🎉🎉🎉 What a fantastic year 2019 was....."	\$35.00	3,536	139	3.93%	0	-
Instagram Post: ❄️ WINTER SKINCARE 🧴 segment in...	\$4.00	687	1	0.15%	0	-
Instagram Post: ❄️ WINTER SKINCARE 🧴 segment in...	\$36.00	3,320	168	5.06%	0	-
Instagram Post: 🌟INSPIRED. 🌟 So wonderful to hear...	\$60.00	4,190	267	6.37%	0	-
Post: "🌟INSPIRED. 🌟 So wonderful to hear from this highly..."	\$50.00	5,513	342	6.20%	0	-
Instagram Post: Let's talk EMSCULPT🔗! Muscle...	\$60.00	4,417	59	1.34%	0	-
Post: "🌟INSPIRED. 🌟 So wonderful to hear from this highly..."	\$10.00	785	24	3.06%	0	-
Post: "🌟INSPIRED. 🌟 So wonderful to hear from this highly..."	\$24.99	1,738	137	7.88%	0	-
Post: "What a great experience!!! Thanks "	\$50.00	5,422	243	4.48%	0	-
Instagram Post: 🌟Swift Beauty Miami 2020 🌟 #beauty...	\$5.00	495	0	0.00%	0	-
Instagram Post: 🌟Swift Beauty Miami 2020 🌟 #beauty...	\$30.00	2,370	14	0.59%	0	-
Instagram Post: 🌟SWIFT BEAUTY MASTERCLASS 🌟....	\$76.52	983	13	1.32%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	55-64	female	\$115.80	5,360	202	3.77%	3	\$38.60
Mary Christina Simpson	45-54	female	\$197.38	9,962	313	3.14%	2	\$98.69
Mary Christina Simpson	35-44	female	\$186.65	11,898	305	2.56%	1	\$186.65
Mary Christina Simpson	18-24	female	\$84.06	7,361	88	1.20%	0	-
Mary Christina Simpson	18-24	male	\$13.18	1,248	25	2.00%	0	-
Mary Christina Simpson	18-24	unknown	\$0.07	19	1	5.26%	0	-
Mary Christina Simpson	25-34	female	\$213.30	15,537	283	1.82%	0	-
Mary Christina Simpson	25-34	male	\$24.32	2,620	100	3.82%	0	-
Mary Christina Simpson	25-34	unknown	\$0.63	80	1	1.25%	0	-
Mary Christina Simpson	35-44	male	\$33.66	3,283	198	6.03%	0	-
Mary Christina Simpson	35-44	unknown	\$1.17	97	7	7.22%	0	-
Mary Christina Simpson	45-54	male	\$45.27	3,889	255	6.56%	0	-
Mary Christina Simpson	45-54	unknown	\$0.61	49	3	6.12%	0	-
Mary Christina Simpson	55-64	male	\$36.03	2,680	209	7.80%	0	-
Mary Christina Simpson	55-64	unknown	\$0.30	30	1	3.33%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	mobile_app	\$928.41	62,020	2,087	3.37%	4	\$232.10
Mary Christina Simpson	desktop	\$25.25	1,341	16	1.19%	1	\$25.25
Mary Christina Simpson	mobile_web	\$33.95	3,033	76	2.51%	1	\$33.95