

Facebook Account Performance Report 1 Feb 2020 — 29 Feb 2020

Mary Christina Simpson (act_10203681630310534)

Key Performance Indicators



Impr
60,772
↓ 8%



Clicks
1,157
↓ 47%



Cost
\$520.42
↓ 47%



CTR
1.90%
↓ 42%



Fb Pixel Lead
3
↓ 50%

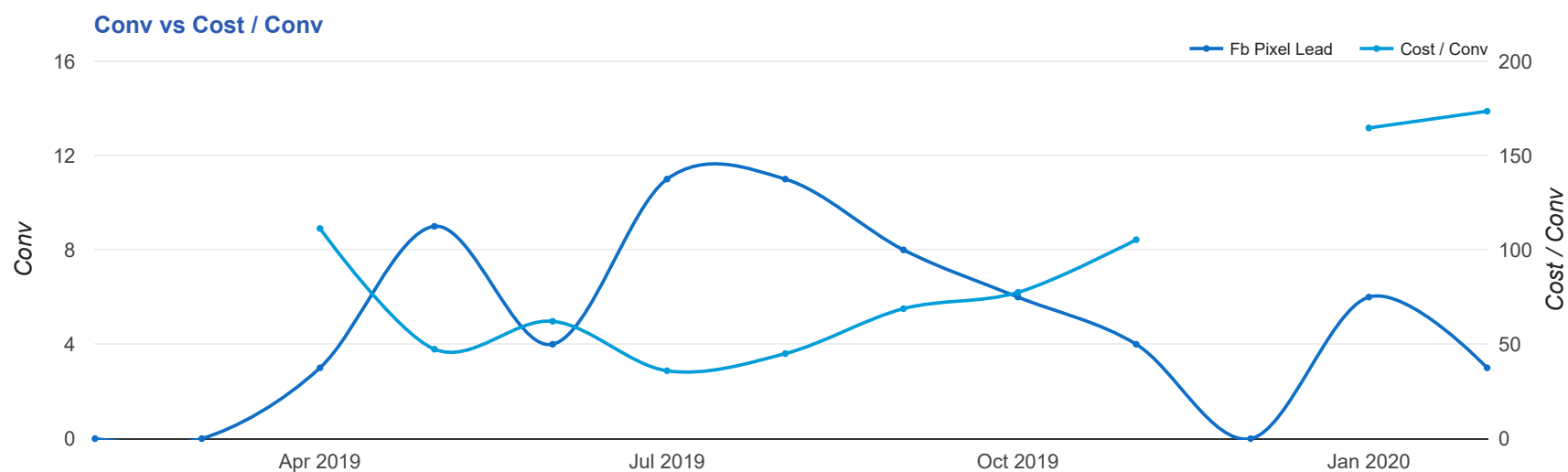


Cost / Conv
\$173.47
↑ 5%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	Feb, 2020	\$520.42	60,772	1,157	3	\$173.47

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	\$987.65	66,395	2,179	6	\$164.61
Mary Christina Simpson	Feb, 2020	\$520.42	60,772	1,157	3	\$173.47

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$234.95	31,314	164	3	\$78.32
Instagram Post: Whether you celebrate...	\$33.85	3,458	44	0	-
Instagram Post: Still reeling from my West coast...	\$35.00	2,630	52	0	-
Instagram Post: Valentine's Day Special . You...	\$40.00	3,871	43	0	-
Instagram Post: Reflecting on my birthday 	\$60.00	2,856	108	0	-
T - Coolsculpting	\$59.62	10,317	93	0	-
Instagram Post: What does STRONG mean to you?...	\$50.00	5,829	647	0	-
Instagram Post: Now you can! Don't miss out on...	\$7.00	497	6	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Women	\$106.87	2,462	34	2	\$53.44
Conversion - Coolsculpting page	\$128.08	28,852	130	1	\$128.08
Instagram Post: Whether you celebrate...	\$4.14	147	3	0	-
Instagram Post: Whether you celebrate...	\$29.71	3,311	41	0	-
Instagram Post: Still reeling from my West coast...	\$30.00	2,342	52	0	-
Instagram Post: Still reeling from my West coast...	\$5.00	288	0	0	-
Instagram Post: Valentine's Day Special . You...	\$35.00	3,715	43	0	-
Instagram Post: Valentine's Day Special . You...	\$5.00	156	0	0	-
Instagram Post: Reflecting on my birthday 	\$60.00	2,856	108	0	-
Valentines day	\$59.62	10,317	93	0	-
Instagram Post: What does STRONG mean to you?...	\$50.00	5,829	647	0	-
Instagram Post: Now you can! Don't miss out on...	\$1.00	67	1	0	-
Instagram Post: Now you can! Don't miss out on...	\$6.00	430	5	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-01 - CS - Women - Valentine Img 2	\$31.52	658	8	1.22%	2	\$15.76
Coolsculpting general - Image 1	\$46.23	9,496	44	0.46%	1	\$46.23
2020-01 - CS - Women - Valentine Img 1	\$22.28	419	9	2.15%	0	-
2020-01 - CS - Women - Valentine Img 3	\$28.28	1,034	9	0.87%	0	-
2020-01 - CS - Women - Valentine Img 4	\$24.79	351	8	2.28%	0	-
Instagram Post: 🤍Whether you celebrate...	\$4.14	147	3	2.04%	0	-
Instagram Post: 🤍Whether you celebrate...	\$29.71	3,311	41	1.24%	0	-
Instagram Post: Still reeling from my West coast...	\$5.00	288	0	0.00%	0	-
Instagram Post: Still reeling from my West coast...	\$30.00	2,342	52	2.22%	0	-
Instagram Post: 🤍 Valentine's Day Special🤍 . You...	\$5.00	156	0	0.00%	0	-
Instagram Post: 🤍 Valentine's Day Special🤍 . You...	\$35.00	3,715	43	1.16%	0	-
Instagram Post: Reflecting on my birthday🥳🥳🥳.....	\$60.00	2,856	108	3.78%	0	-
Default name - Traffic	\$59.62	10,317	93	0.90%	0	-
Coolsculpting general - Image 2	\$81.85	19,356	86	0.44%	0	-
Instagram Post: What does 🦋STRONG🦋 mean to you?...	\$50.00	5,829	647	11.10%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	55-64	female	\$60.37	7,590	60	0.79%	2	\$30.18
Mary Christina Simpson	25-34	female	\$72.49	7,716	70	0.91%	1	\$72.49
Mary Christina Simpson	18-24	female	\$21.52	3,416	28	0.82%	0	-
Mary Christina Simpson	18-24	male	\$9.16	1,076	12	1.12%	0	-
Mary Christina Simpson	18-24	unknown	\$0.05	16	0	0.00%	0	-
Mary Christina Simpson	25-34	male	\$22.66	3,455	53	1.53%	0	-
Mary Christina Simpson	25-34	unknown	\$0.52	76	0	0.00%	0	-
Mary Christina Simpson	35-44	female	\$68.70	6,790	55	0.81%	0	-
Mary Christina Simpson	35-44	male	\$33.00	4,186	207	4.95%	0	-
Mary Christina Simpson	35-44	unknown	\$0.79	116	1	0.86%	0	-
Mary Christina Simpson	45-54	female	\$65.94	5,713	39	0.68%	0	-
Mary Christina Simpson	45-54	male	\$46.21	4,643	290	6.25%	0	-
Mary Christina Simpson	45-54	unknown	\$0.54	58	3	5.17%	0	-
Mary Christina Simpson	55-64	male	\$37.14	3,845	172	4.47%	0	-
Mary Christina Simpson	55-64	unknown	\$0.30	65	3	4.62%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Mary Christina Simpson	mobile_app	\$486.04	55,588	1,122	2.02%	3	\$162.01
Mary Christina Simpson	desktop	\$26.07	4,736	29	0.61%	0	-
Mary Christina Simpson	mobile_web	\$8.31	448	6	1.34%	0	-