

**Facebook Account Performance
Report
1 Jan 2020 — 31 Jan 2020**

Sight of Beauty

Key Performance Indicators



Impr
37,174
↑ 90%



Clicks
595
↑ 62%



Cost
\$956.76
↑ 53%



CTR
1.60%
↓ 14%



Fb Pixel Lead
10
↑ ∞

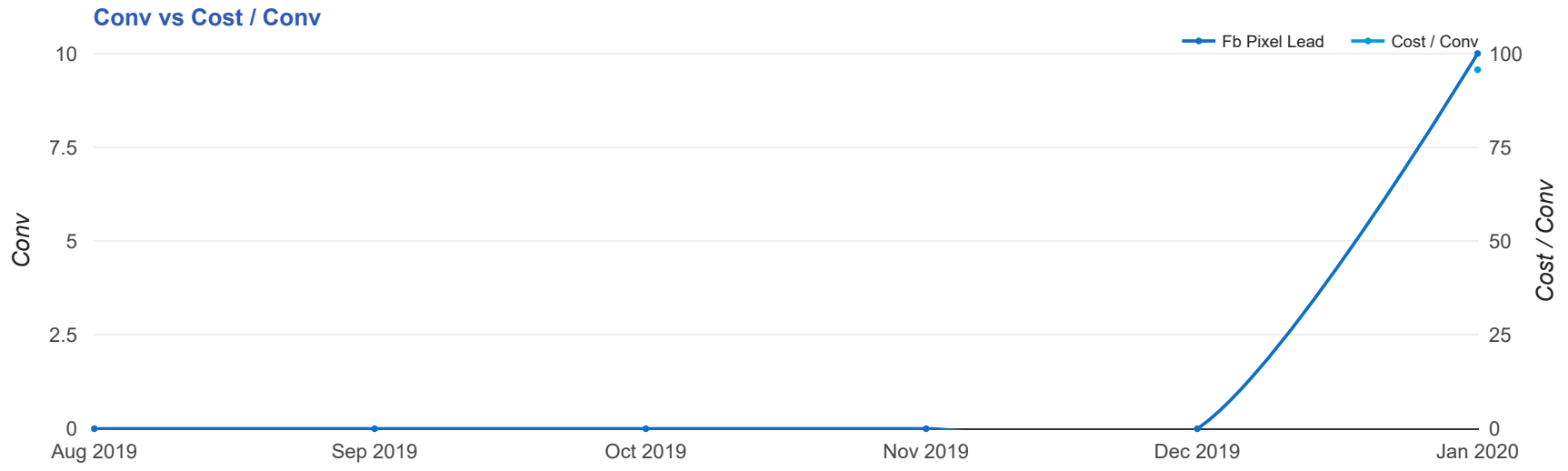


Cost / Conv
\$95.68
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Susan Bellini	Jan, 2020	\$956.76	37,174	595	10	\$95.68

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Susan Bellini	Aug, 2019	\$14.99	1,115	14	0	-
Susan Bellini	Sep, 2019	\$6.00	289	0	0	-
Susan Bellini	Oct, 2019	\$69.00	7,615	111	0	-
Susan Bellini	Nov, 2019	\$136.64	4,936	136	0	-
Susan Bellini	Dec, 2019	\$626.64	19,584	367	0	-
Susan Bellini	Jan, 2020	\$956.76	37,174	595	10	\$95.68

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox	\$423.76	14,276	187	8	\$52.97
Coolsculpting - Conversions	\$514.86	21,266	318	2	\$257.43
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$15.70	1,553	83	0	-
Instagram Post: You would be surprised by how...	\$2.44	79	7	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox - Women	\$423.76	14,276	187	8	\$52.97
Coolsculpting - Women	\$514.86	21,266	318	2	\$257.43
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$12.56	1,202	82	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$3.14	351	1	0	-
Instagram Post: You would be surprised by how...	\$1.95	54	7	0	-
Instagram Post: You would be surprised by how...	\$0.49	25	0	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Botox - Women - Image 2	\$256.86	8,512	109	1.28%	6	\$42.81
2020-01 - CS - Women - Image 1	\$122.43	3,695	60	1.62%	1	\$122.43
Botox - Women - Image 1	\$68.72	2,126	32	1.51%	1	\$68.72
Botox - Women - Image 4	\$81.96	3,042	37	1.22%	1	\$81.96
2020-01 - CS - Women - Valentine Img 2	\$34.78	1,134	15	1.32%	1	\$34.78
2019-11 - CS - Prospecting - Women - V2- Image 1	\$92.25	4,630	53	1.14%	0	-
2019-11 - CS - Prospecting - Women - V2- Image 3	\$61.88	3,209	26	0.81%	0	-
Botox - Women - Image 3	\$16.22	596	9	1.51%	0	-
2020-01 - CS - Prospecting - Women - V2- Image 4	\$109.81	5,332	113	2.12%	0	-
2019-11 - CS - Prospecting - Women - V1 - Image 4	\$42.34	1,383	13	0.94%	0	-
2020-01 - CS - Women - Image 2	\$7.51	289	1	0.35%	0	-
2020-01 - CS - Women - Valentine Img 1	\$19.58	812	16	1.97%	0	-
2020-01 - CS - Women - Valentine Img 3	\$11.36	402	6	1.49%	0	-
2020-01 - CS - Women - Valentine Img 4	\$12.92	380	15	3.95%	0	-
Instagram Post: VALENTINES DAY CHOCOLATE FACIAL...	\$3.14	351	1	0.28%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Susan Bellini	65+	female	\$78.77	1,842	38	2.06%	4	\$19.69
Susan Bellini	55-64	female	\$211.45	5,981	143	2.39%	3	\$70.48
Susan Bellini	45-54	female	\$300.92	10,132	153	1.51%	2	\$150.46
Susan Bellini	25-34	female	\$120.57	6,797	75	1.10%	1	\$120.57
Susan Bellini	18-24	female	\$43.88	3,141	50	1.59%	0	-
Susan Bellini	18-24	male	\$0.32	41	3	7.32%	0	-
Susan Bellini	18-24	unknown	\$0.03	4	0	0.00%	0	-
Susan Bellini	25-34	male	\$1.16	108	8	7.41%	0	-
Susan Bellini	25-34	unknown	\$0.08	6	0	0.00%	0	-
Susan Bellini	35-44	female	\$198.78	9,044	124	1.37%	0	-
Susan Bellini	35-44	male	\$0.52	49	1	2.04%	0	-
Susan Bellini	35-44	unknown	\$0.03	3	0	0.00%	0	-
Susan Bellini	45-54	male	\$0.11	12	0	0.00%	0	-
Susan Bellini	45-54	unknown	\$0.04	2	0	0.00%	0	-
Susan Bellini	55-64	male	\$0.07	9	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Susan Bellini	mobile_app	\$893.12	34,767	568	1.63%	10	\$89.31
Susan Bellini	desktop	\$33.69	1,258	13	1.03%	0	-
Susan Bellini	mobile_web	\$29.95	1,149	14	1.22%	0	-