

Facebook Account Performance Report 1 Apr 2021 — 30 Apr 2021

Michael Spitale (act_534409253244360)

Key Performance Indicators



Impr
49,990
↑ 200%



Clicks
2,298
↑ 322%



Cost
\$988.55
↑ 91%



CTR
4.60%
↑ 41%



Fb Pixel Lead
35
↑ 150%

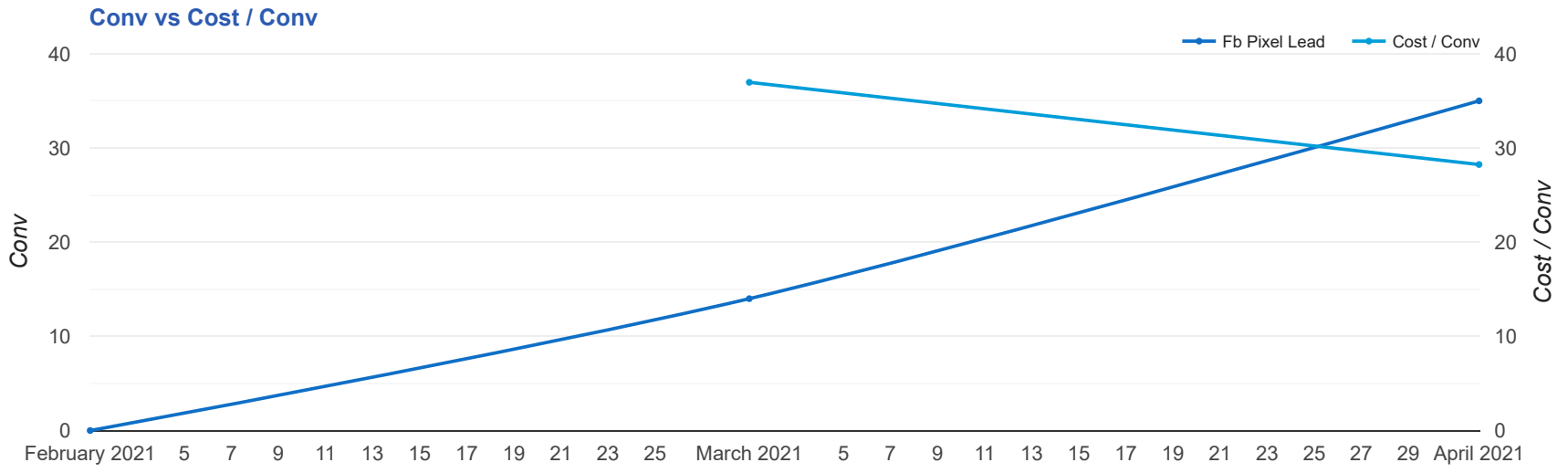


Cost / Conv
\$28.24
↓ 24%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Michael Spitale	Apr, 2021	\$988.55	49,990	2,298	35	\$28.24

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Michael Spitale	Feb, 2021	\$1.00	77	5	0	-
Michael Spitale	Mar, 2021	\$517.62	16,656	544	14	\$36.97
Michael Spitale	Apr, 2021	\$988.55	49,990	2,298	35	\$28.24

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$988.55	49,990	2,298	35	\$28.24

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Interests - Women - 25-64 - 10mi Radius	\$988.55	49,990	2,298	35	\$28.24

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2021-03 - CS - UGC - Sitting - Copy 2	\$574.23	29,997	1,230	4.10%	23	\$24.97
2021-03 - CS - UGC - Standing - Copy 2	\$414.32	19,993	1,068	5.34%	12	\$34.53

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Michael Spitale	45-54	female	\$260.16	11,077	566	5.11%	13	\$20.01
Michael Spitale	25-34	female	\$253.71	16,423	613	3.73%	10	\$25.37
Michael Spitale	55-64	female	\$245.90	9,637	606	6.29%	7	\$35.13
Michael Spitale	35-44	female	\$228.78	12,852	513	3.99%	4	\$57.20
Michael Spitale	Unknown	unknown	\$0.00	1	0	0.00%	1	\$0.00

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Michael Spitale	mobile_app	\$953.87	48,383	2,248	4.65%	30	\$31.80
Michael Spitale	mobile_web	\$20.13	934	40	4.28%	3	\$6.71
Michael Spitale	desktop	\$14.55	673	10	1.49%	1	\$14.55
Michael Spitale	unknown	\$0.00	0	0	-%	1	\$0.00