

**Facebook Account Performance
Report
1 Nov 2019 — 30 Nov 2019**

Advanced Rejuvenation

Key Performance Indicators



Impr
11,795
↑ ∞



Clicks
82
↑ ∞



Cost
\$257.71
↑ ∞



CTR
0.70%
-



Fb Pixel Lead
0
-

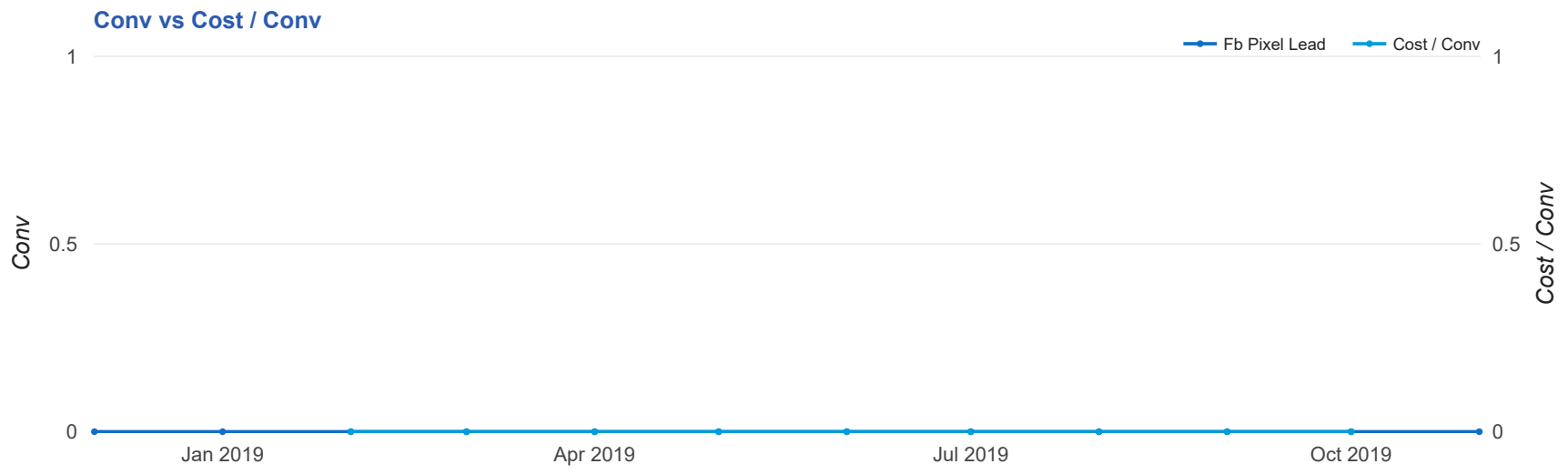


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	Nov, 2019	\$257.71	11,795	82	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	Dec, 2018	\$1.08	77	1	0	-
Liviu B Saimovici	Jan, 2019	\$38.12	23,479	21	0	-
Liviu B Saimovici	Nov, 2019	\$257.71	11,795	82	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Botox	\$141.16	8,171	59	0	-
Coolsculpting - Conversions	\$116.55	3,624	23	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
2019-11 - FB and IG - Botox - Women - Audience 1	\$82.13	4,622	37	0	-
2019-11 IG Botox Women	\$2.99	122	1	0	-
CS Prospecting - Women	\$116.55	3,624	23	0	-
2019-11 FB and IG Botox Women - Audience 2	\$56.04	3,427	21	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 FB and IG Botox Women	\$82.13	4,622	37	0.80%	0	-
2019-11 IG Botox Women	\$2.99	122	1	0.82%	0	-
2019-11 - CS - Prospecting and Retargeting - Women - Image 2	\$14.95	513	1	0.19%	0	-
2019-11 - CS - Prospecting and Retargeting - Women - Image 3	\$60.61	1,812	13	0.72%	0	-
2019-11 - CS - Prospecting and Retargeting - Women - Image 1	\$40.99	1,299	9	0.69%	0	-
2019-11 FB and IG Botox Women	\$56.04	3,427	21	0.61%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	25-34	female	\$32.24	2,099	13	0.62%	0	-
Liviu B Saimovici	35-44	female	\$80.32	3,594	18	0.50%	0	-
Liviu B Saimovici	45-54	female	\$94.11	3,986	25	0.63%	0	-
Liviu B Saimovici	55-64	female	\$42.75	1,871	19	1.02%	0	-
Liviu B Saimovici	65+	female	\$8.29	245	7	2.86%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Liviu B Saimovici	desktop	\$9.68	1,093	3	0.27%	0	-
Liviu B Saimovici	mobile_app	\$242.31	10,555	77	0.73%	0	-
Liviu B Saimovici	mobile_web	\$5.72	147	2	1.36%	0	-