

Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019

Avalon Account (act_2041131019498512)

Key Performance Indicators



Impr
25,810
↓ 8%



Clicks
311
↓ 12%



Cost
\$480.41
↓ 3%



CTR
1.20%
↓ 5%



Fb Pixel Lead
5
↓ 55%

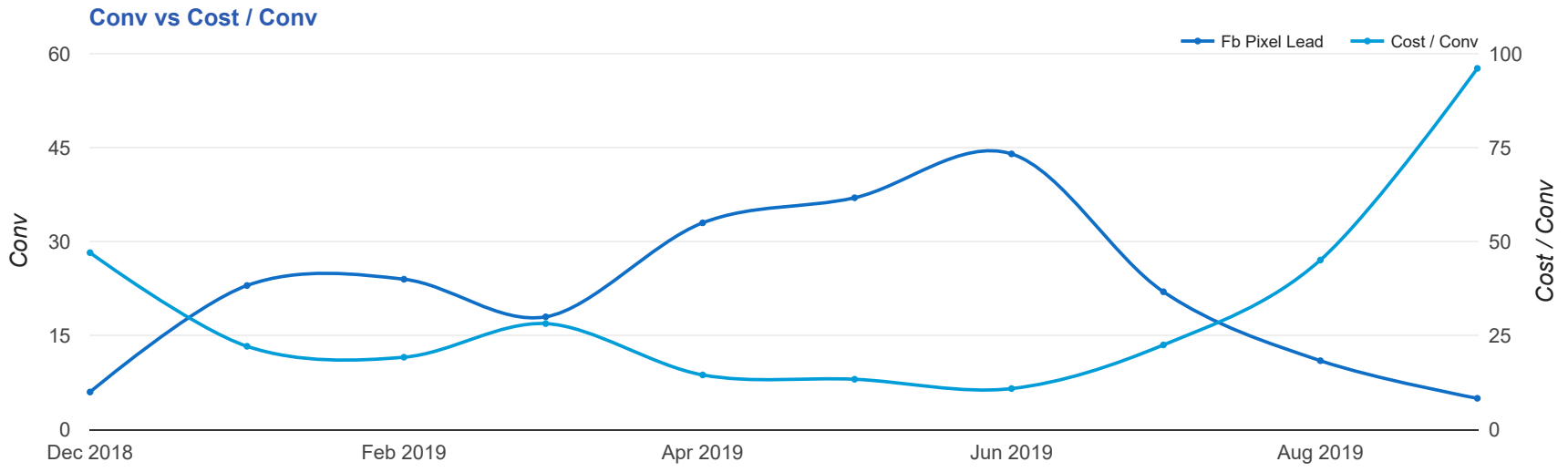


Cost / Conv
\$96.08
↑ 113%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Avalon Account	Sep, 2019	\$480.41	25,810	311	5	\$96.08

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Avalon Account	Dec, 2018	\$282.39	12,330	187	6	\$47.06
Avalon Account	Jan, 2019	\$509.96	34,385	541	23	\$22.17
Avalon Account	Feb, 2019	\$462.13	26,293	455	24	\$19.26
Avalon Account	Mar, 2019	\$507.62	26,210	509	18	\$28.20
Avalon Account	Apr, 2019	\$480.20	23,620	553	33	\$14.55
Avalon Account	May, 2019	\$495.89	27,322	482	37	\$13.40
Avalon Account	Jun, 2019	\$480.35	28,681	512	44	\$10.92
Avalon Account	Jul, 2019	\$495.61	28,427	542	22	\$22.53
Avalon Account	Aug, 2019	\$496.06	28,163	355	11	\$45.10
Avalon Account	Sep, 2019	\$480.41	25,810	311	5	\$96.08

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting	\$480.41	25,810	311	5	\$96.08

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
FB - Coolsculpting - Women	\$480.41	25,810	311	5	\$96.08

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
W_WhiteBikini Image	\$480.41	25,810	311	1.20%	5	\$96.08

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Avalon Account	25-34	female	\$65.16	5,306	51	0.96%	2	\$32.58
Avalon Account	45-54	female	\$172.11	7,662	105	1.37%	2	\$86.06
Avalon Account	35-44	female	\$154.83	9,990	99	0.99%	1	\$154.83
Avalon Account	55-64	female	\$88.31	2,852	56	1.96%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Avalon Account	mobile	\$464.02	24,986	306	1.22%	4	\$116.00
Avalon Account	desktop	\$16.39	824	5	0.61%	1	\$16.39