

**Facebook Account Performance  
Report  
1 Nov 2020 — 30 Nov 2020**

COCAR (act\_520884708317875)

## Key Performance Indicators



Impr  
46,117  
↑ 72%



Clicks  
1,788  
↑ 421%



Cost  
\$1,000.10  
↓ 3%



CTR  
3.88%  
↑ 203%



Fb Pixel Lead  
32  
↑ 7%

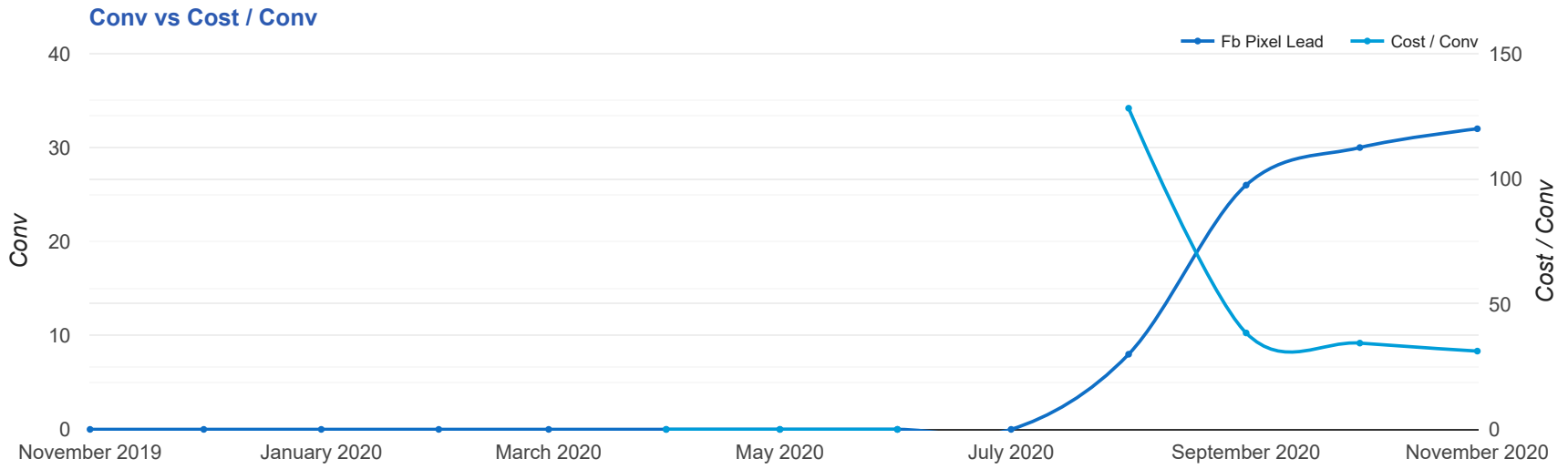


Cost / Conv  
\$31.25  
↓ 9%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Nov, 2020	\$1,000.10	46,117	1,788	32	\$31.25

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
COCAR	Nov, 2019	\$958.27	58,364	1,899	0	-
COCAR	Dec, 2019	\$475.84	42,253	758	0	-
COCAR	Jan, 2020	\$109.32	19,875	138	0	-
COCAR	Feb, 2020	\$1,314.33	51,544	1,001	0	-
COCAR	Mar, 2020	\$225.43	12,773	200	0	-
COCAR	Jul, 2020	\$10.00	903	28	0	-
COCAR	Aug, 2020	\$1,025.61	33,596	402	8	\$128.20
COCAR	Sep, 2020	\$1,001.03	26,520	341	26	\$38.50
COCAR	Oct, 2020	\$1,033.17	26,821	343	30	\$34.44
COCAR	Nov, 2020	\$1,000.10	46,117	1,788	32	\$31.25

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,000.10	46,117	1,788	32	\$31.25

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Interests - Women 25-64	\$972.22	45,469	1,780	31	\$31.36
Coolsculpting - Prospecting - Women	\$27.88	648	8	1	\$27.88

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Women - Video 1 - All Placements	\$772.52	37,518	1,476	3.93%	29	\$26.64
Dynamic Ad 1	\$27.88	648	8	1.23%	1	\$27.88
2020-07 - Women - Video 1	\$27.97	672	15	2.23%	1	\$27.97
2020-10 - Women - Video 2 - All Placements	\$171.73	7,279	289	3.97%	1	\$171.73

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	25-34	female	\$329.60	20,460	763	3.73%	13	\$25.35
COCAR	35-44	female	\$297.83	14,267	491	3.44%	11	\$27.08
COCAR	45-54	female	\$258.09	8,777	383	4.36%	4	\$64.52
COCAR	55-64	female	\$114.59	2,613	151	5.78%	4	\$28.65

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
COCAR	mobile_app	\$976.42	45,337	1,764	3.89%	30	\$32.55
COCAR	desktop	\$11.34	196	8	4.08%	2	\$5.67
COCAR	mobile_web	\$12.34	584	16	2.74%	0	-