

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

Alla Dorfman (act\_347549345)

## Key Performance Indicators



Impr  
42,421  
↓ 21%



Clicks  
487  
↓ 26%



Cost  
\$749.93  
↓ 3%



CTR  
1.15%  
↓ 6%



Fb Pixel Lead  
28  
↓ 32%

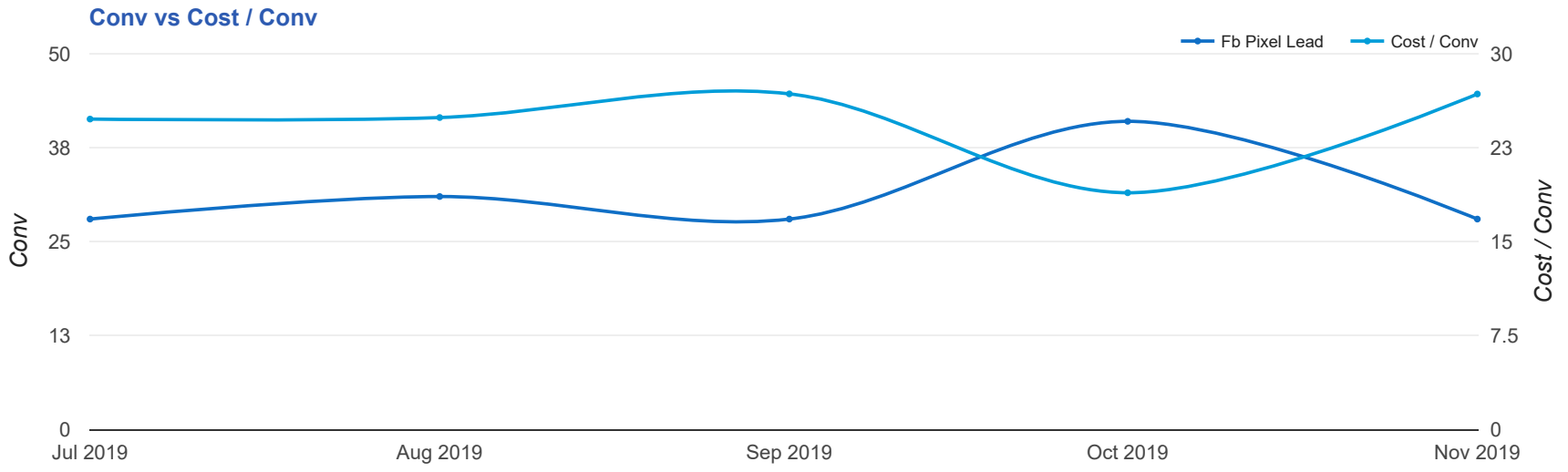


Cost / Conv  
\$26.78  
↑ 42%

## Monthly Account Summary

| ACCOUNT      | DATE      | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|--------------|-----------|----------|--------|--------|---------------|-------------|
| Alla Dorfman | Nov, 2019 | \$749.93 | 42,421 | 487    | 28            | \$26.78     |

# Monthly Performance Trends



| ACCOUNT      | DATE      | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|--------------|-----------|----------|--------|--------|---------------|-------------|
| Alla Dorfman | Jul, 2019 | \$693.95 | 51,118 | 531    | 28            | \$24.78     |
| Alla Dorfman | Aug, 2019 | \$771.96 | 53,943 | 572    | 31            | \$24.90     |
| Alla Dorfman | Sep, 2019 | \$750.24 | 48,562 | 469    | 28            | \$26.79     |
| Alla Dorfman | Oct, 2019 | \$774.83 | 54,002 | 657    | 41            | \$18.90     |
| Alla Dorfman | Nov, 2019 | \$749.93 | 42,421 | 487    | 28            | \$26.78     |

## Top Performing Campaigns

| CAMPAIGNS        | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|------------------|----------|--------|--------|---------------|-------------|
| Invisalign - New | \$749.93 | 42,421 | 487    | 28            | \$26.78     |

## Top Performing Ad Sets

| ADSET                                   | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|---|----------|--------|--------|---------------|-------------|
| Invisalign - General Population - Women | \$546.35 | 30,338 | 340    | 19            | \$28.76     |
| Invisalign - General Population - Men   | \$203.58 | 12,083 | 147    | 9             | \$22.62     |

# Top Performing Ads

| AD                                  | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|-------------------------------------|----------|--------|--------|-------|---------------|-------------|
| 2019-07 - Invisalign - Static Image | \$546.35 | 30,338 | 340    | 1.12% | 19            | \$28.76     |
| 2019-07 - Invisalign - Static Image | \$203.58 | 12,083 | 147    | 1.22% | 9             | \$22.62     |

## Age & Gender Performance

| ACCOUNT      | AGE   | GENDER | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|--------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| Alla Dorfman | 25-34 | female | \$213.23 | 12,693 | 131    | 1.03% | 10            | \$21.32     |
| Alla Dorfman | 25-34 | male   | \$87.37  | 5,294  | 73     | 1.38% | 6             | \$14.56     |
| Alla Dorfman | 45-54 | female | \$75.96  | 2,778  | 45     | 1.62% | 5             | \$15.19     |
| Alla Dorfman | 55-64 | male   | \$13.26  | 425    | 8      | 1.88% | 3             | \$4.42      |
| Alla Dorfman | 35-44 | female | \$126.09 | 6,179  | 88     | 1.42% | 2             | \$63.05     |
| Alla Dorfman | 18-24 | female | \$90.61  | 7,445  | 57     | 0.77% | 1             | \$90.61     |
| Alla Dorfman | 55-64 | female | \$40.46  | 1,243  | 19     | 1.53% | 1             | \$40.46     |
| Alla Dorfman | 18-24 | male   | \$39.77  | 3,243  | 30     | 0.93% | 0             | -           |
| Alla Dorfman | 35-44 | male   | \$40.78  | 2,269  | 27     | 1.19% | 0             | -           |
| Alla Dorfman | 45-54 | male   | \$22.40  | 852    | 9      | 1.06% | 0             | -           |

## Performance By Device

| ACCOUNT      | DEVICE     | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|--------------|------------|----------|--------|--------|-------|---------------|-------------|
| Alla Dorfman | mobile_app | \$697.55 | 39,359 | 457    | 1.16% | 27            | \$25.84     |
| Alla Dorfman | mobile_web | \$33.43  | 1,796  | 20     | 1.11% | 1             | \$33.43     |
| Alla Dorfman | desktop    | \$18.95  | 1,266  | 10     | 0.79% | 0             | -           |