

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
65,498  
↓ 13%



Clicks  
1,098  
↓ 13%



Cost  
\$1,816.08  
↓ 3%



CTR  
1.68%  
↓ 1%



Fb Pixel Lead  
40  
↓ 26%

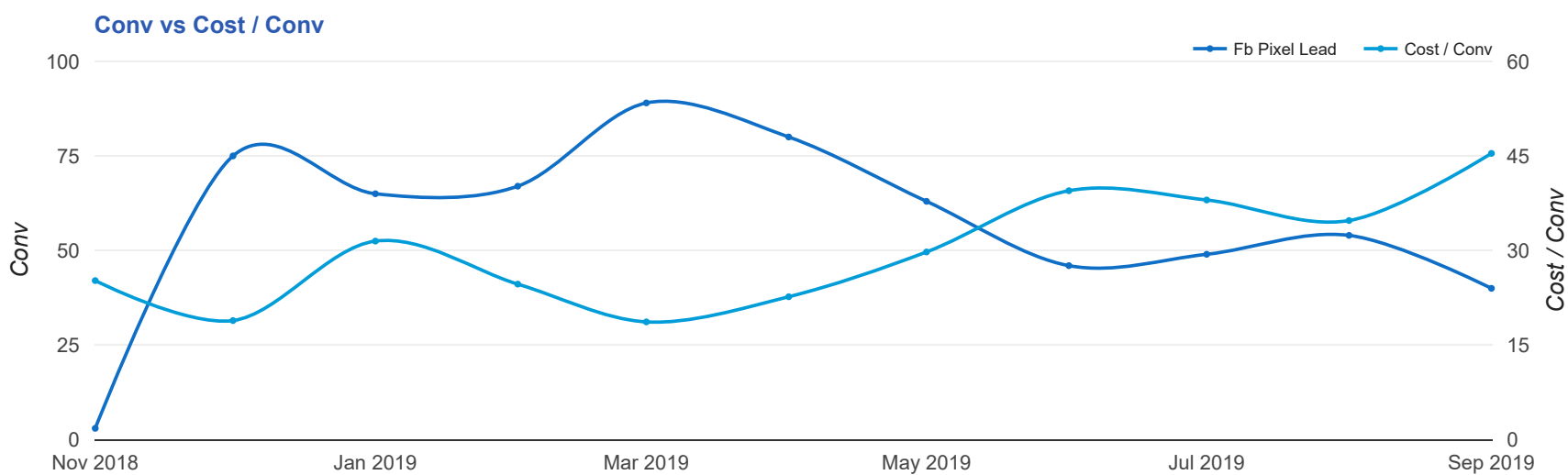


Cost / Conv  
\$45.40  
↑ 31%

## Monthly Account Summary

| ACCOUNT       | DATE      | COST       | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------------|-----------|------------|--------|--------|---------------|-------------|
| 17669586, USD | Sep, 2019 | \$1,816.08 | 65,498 | 1,098  | 40            | \$45.40     |

# Monthly Performance Trends



| ACCOUNT       | DATE      | COST       | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------------|-----------|------------|--------|--------|---------------|-------------|
| 17669586, USD | Nov, 2018 | \$75.68    | 2,767  | 72     | 3             | \$25.23     |
| 17669586, USD | Dec, 2018 | \$1,416.48 | 51,857 | 1,118  | 75            | \$18.89     |
| 17669586, USD | Jan, 2019 | \$2,046.82 | 86,181 | 1,438  | 65            | \$31.49     |
| 17669586, USD | Feb, 2019 | \$1,653.05 | 74,890 | 1,250  | 67            | \$24.67     |
| 17669586, USD | Mar, 2019 | \$1,662.62 | 76,852 | 1,432  | 89            | \$18.68     |
| 17669586, USD | Apr, 2019 | \$1,813.37 | 94,438 | 1,272  | 80            | \$22.67     |
| 17669586, USD | May, 2019 | \$1,875.35 | 87,684 | 1,076  | 63            | \$29.77     |
| 17669586, USD | Jun, 2019 | \$1,816.20 | 72,505 | 876    | 46            | \$39.48     |
| 17669586, USD | Jul, 2019 | \$1,862.54 | 64,636 | 879    | 49            | \$38.01     |
| 17669586, USD | Aug, 2019 | \$1,876.50 | 75,034 | 1,265  | 54            | \$34.75     |
| 17669586, USD | Sep, 2019 | \$1,816.08 | 65,498 | 1,098  | 40            | \$45.40     |

## Top Performing Campaigns

| CAMPAIGNS                   | COST       | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------------|------------|--------|--------|---------------|-------------|
| Prospecting - Coolsculpting | \$1,125.32 | 47,025 | 752    | 34            | \$33.10     |
| Prospecting - Emsculpt      | \$690.76   | 18,473 | 346    | 6             | \$115.13    |

## Top Performing Ad Sets

| ADSET                 | COST     | IMPR   | CLICKS | FB PIXEL LEAD | COST / CONV |
|-----------------------|----------|--------|--------|---------------|-------------|
| Coolsculpting - Women | \$818.89 | 30,942 | 445    | 23            | \$35.60     |
| Coolsculpting - Men   | \$306.43 | 16,083 | 307    | 11            | \$27.86     |
| Emsculpt - Women      | \$690.76 | 18,473 | 346    | 6             | \$115.13    |

# Top Performing Ads

| AD                       | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|--------------------------|----------|--------|--------|-------|---------------|-------------|
| Coolsculpting - Female_5 | \$818.89 | 30,942 | 445    | 1.44% | 23            | \$35.60     |
| Male_9                   | \$306.43 | 16,083 | 307    | 1.91% | 11            | \$27.86     |
| Emsculpt - Female_1      | \$690.76 | 18,473 | 346    | 1.87% | 6             | \$115.13    |

## Age & Gender Performance

| ACCOUNT       | AGE   | GENDER | COST     | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|---------------|-------|--------|----------|--------|--------|-------|---------------|-------------|
| 17669586, USD | 55-64 | female | \$418.40 | 9,405  | 214    | 2.28% | 10            | \$41.84     |
| 17669586, USD | 35-44 | female | \$253.95 | 10,410 | 122    | 1.17% | 8             | \$31.74     |
| 17669586, USD | 45-54 | female | \$467.43 | 14,400 | 242    | 1.68% | 6             | \$77.91     |
| 17669586, USD | 18-24 | female | \$50.99  | 4,138  | 30     | 0.72% | 3             | \$17.00     |
| 17669586, USD | 35-44 | male   | \$58.22  | 3,411  | 59     | 1.73% | 3             | \$19.41     |
| 17669586, USD | 65+   | male   | \$30.09  | 706    | 26     | 3.68% | 3             | \$10.03     |
| 17669586, USD | 18-24 | male   | \$28.94  | 2,589  | 42     | 1.62% | 2             | \$14.47     |
| 17669586, USD | 25-34 | male   | \$54.54  | 3,987  | 67     | 1.68% | 2             | \$27.27     |
| 17669586, USD | 25-34 | female | \$143.22 | 7,604  | 82     | 1.08% | 1             | \$143.22    |
| 17669586, USD | 55-64 | male   | \$61.24  | 2,030  | 55     | 2.71% | 1             | \$61.24     |
| 17669586, USD | 65+   | female | \$175.65 | 3,458  | 101    | 2.92% | 1             | \$175.65    |
| 17669586, USD | 45-54 | male   | \$73.40  | 3,360  | 58     | 1.73% | 0             | -           |

## Performance By Device

| ACCOUNT       | DEVICE  | COST       | IMPR   | CLICKS | CTR   | FB PIXEL LEAD | COST / CONV |
|---------------|---------|------------|--------|--------|-------|---------------|-------------|
| 17669586, USD | mobile  | \$1,751.83 | 63,502 | 1,076  | 1.69% | 40            | \$43.80     |
| 17669586, USD | desktop | \$64.25    | 1,996  | 22     | 1.10% | 0             | -           |