

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

17669586 (act_17669586)

Key Performance Indicators



Impr
134,927
↑ 55%



Clicks
966
↓ 28%



Cost
\$1,342.38
↓ 19%



CTR
0.72%
↓ 54%



Fb Pixel Lead
3
↓ 90%

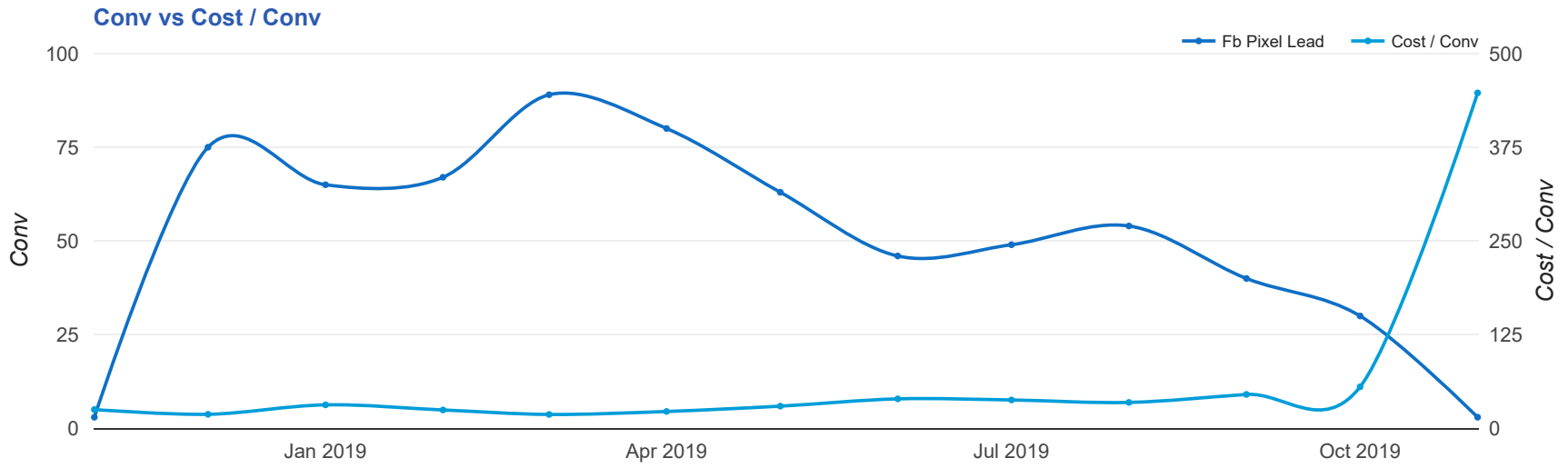


Cost / Conv
\$447.46
↑ 706%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586, USD	Nov, 2019	\$1,342.38	134,927	966	3	\$447.46

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
17669586, USD	Oct, 2019	\$1,666.49	87,085	1,349	30	\$55.55
17669586, USD	Nov, 2019	\$1,342.38	134,927	966	3	\$447.46

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt	\$690.32	65,713	588	3	\$230.11
Coolsculpting	\$2.90	94	0	0	-
Coolsculpting - Traffic	\$649.16	69,120	378	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
FB - Emsculpt - Prospecting	\$667.38	64,412	563	2	\$333.69
FB - Emsculpt - Retargeting	\$22.94	1,301	25	1	\$22.94
Coolsculpting - Prospecting - Women	\$2.87	92	0	0	-
Coolsculpting - FB Retargeting - Women	\$0.03	2	0	0	-
Coolsculpting - Prospecting - Women	\$606.95	67,198	358	0	-
Coolsculpting - FB Retargeting - Women	\$42.21	1,922	20	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-10 - Emsculpt	\$667.38	64,412	563	0.87%	2	\$333.69
2019-10 - Emsculpt	\$22.94	1,301	25	1.92%	1	\$22.94
Coolsculpting - Female_5	\$0.91	29	0	0.00%	0	-
Coolsculpting - Female 1	\$0.03	1	0	0.00%	0	-
Coolsculpting - Female_5	\$0.00	1	0	0.00%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 1	\$0.02	6	0	0.00%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 2	\$0.13	9	0	0.00%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 3	\$0.28	6	0	0.00%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 4	\$1.53	42	0	0.00%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 2	\$172.11	18,259	106	0.58%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 1	\$60.80	6,311	33	0.52%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 4	\$175.90	18,511	110	0.59%	0	-
2019 - 11 FB - Coolsculpting - Female - IMG 3	\$118.20	12,309	65	0.53%	0	-
Coolsculpting - Female_5	\$47.38	5,801	18	0.31%	0	-
Coolsculpting - Female 1	\$32.56	6,007	26	0.43%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	25-34	male	\$41.29	4,712	34	0.72%	1	\$41.29
17669586, USD	45-54	male	\$126.12	12,015	100	0.83%	1	\$126.12
17669586, USD	55-64	female	\$155.83	13,791	150	1.09%	1	\$155.83
17669586, USD	18-24	female	\$0.24	13	0	0.00%	0	-
17669586, USD	25-34	female	\$107.20	12,974	58	0.45%	0	-
17669586, USD	25-34	unknown	\$0.45	49	0	0.00%	0	-
17669586, USD	35-44	female	\$234.54	27,053	143	0.53%	0	-
17669586, USD	35-44	male	\$66.57	7,376	54	0.73%	0	-
17669586, USD	35-44	unknown	\$0.69	90	1	1.11%	0	-
17669586, USD	45-54	female	\$450.86	43,686	296	0.68%	0	-
17669586, USD	45-54	unknown	\$2.39	216	5	2.31%	0	-
17669586, USD	55-64	male	\$153.01	12,615	120	0.95%	0	-
17669586, USD	55-64	unknown	\$2.93	332	5	1.51%	0	-
17669586, USD	65+	female	\$0.27	5	0	0.00%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586, USD	mobile_app	\$1,203.25	103,599	838	0.81%	2	\$601.63
17669586, USD	mobile_web	\$36.41	3,190	34	1.07%	1	\$36.41
17669586, USD	desktop	\$102.72	28,138	94	0.33%	0	-