

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

17669586 (act\_17669586)

## Key Performance Indicators



Impr  
48,753  
↑ 8%



Clicks  
1,327  
↑ 5%



Cost  
\$1,350.53  
↓ 1%



CTR  
2.72%  
↓ 3%



Fb Pixel Lead  
56  
↓ 18%

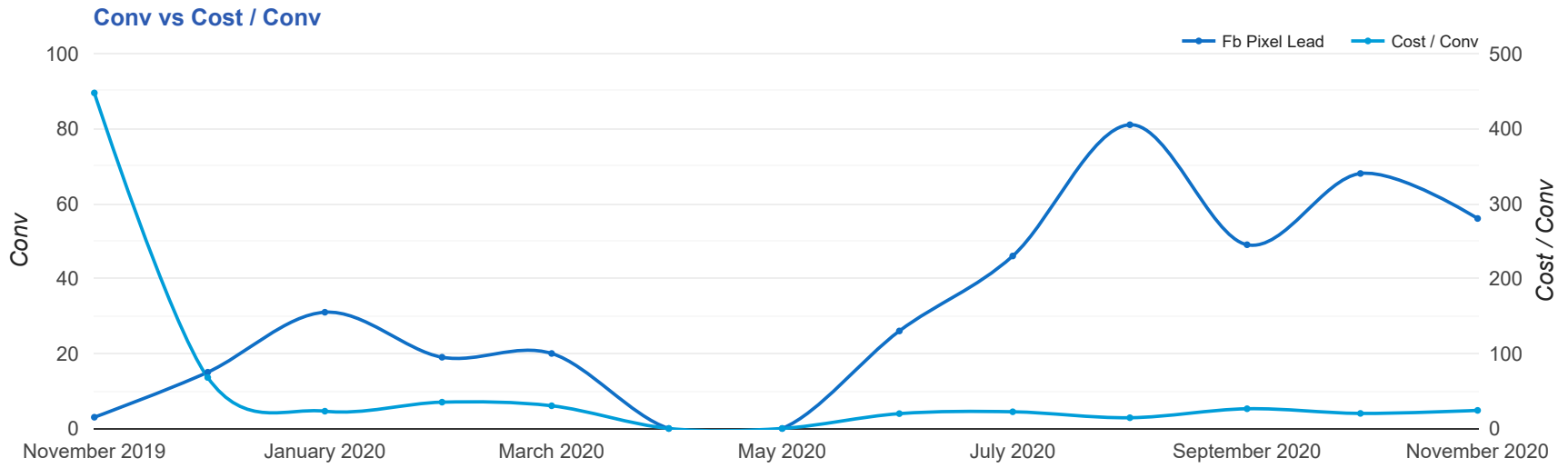


Cost / Conv  
\$24.12  
↑ 20%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Nov, 2020	\$1,350.53	48,753	1,327	56	\$24.12

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
17669586JFEMD	Nov, 2019	\$1,342.38	134,931	966	3	\$447.46
17669586JFEMD	Dec, 2019	\$1,019.82	76,844	783	15	\$67.99
17669586JFEMD	Jan, 2020	\$714.30	28,108	517	31	\$23.04
17669586JFEMD	Feb, 2020	\$666.56	25,763	442	19	\$35.08
17669586JFEMD	Mar, 2020	\$605.64	30,783	389	20	\$30.28
17669586JFEMD	Jun, 2020	\$514.43	23,146	353	26	\$19.79
17669586JFEMD	Jul, 2020	\$1,024.13	42,701	642	46	\$22.26
17669586JFEMD	Aug, 2020	\$1,159.56	40,287	1,060	81	\$14.32
17669586JFEMD	Sep, 2020	\$1,288.68	32,643	786	49	\$26.30
17669586JFEMD	Oct, 2020	\$1,365.17	44,972	1,265	68	\$20.08
17669586JFEMD	Nov, 2020	\$1,350.53	48,753	1,327	56	\$24.12

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Conversions	\$1,350.53	48,753	1,327	56	\$24.12

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - General Population	\$1,350.53	48,753	1,327	56	\$24.12

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-10 - Emsculpt - Vid 1	\$878.25	30,961	857	2.77%	36	\$24.40
2020-10 - Emsculpt - Vid 2	\$425.71	15,781	410	2.60%	19	\$22.41
2020-10 - Emsculpt - Vid 3	\$23.73	906	38	4.19%	1	\$23.73
2019-12 - Emsculpt - Img 2	\$3.81	117	1	0.85%	0	-
2019-12 - Emsculpt - Img 3	\$1.22	71	0	0.00%	0	-
2019-10 - Emsculpt	\$0.45	22	0	0.00%	0	-
2020-07 - Emsculpt - J-lo	\$3.69	138	3	2.17%	0	-
2020-10 - Emsculpt - Vid 4	\$13.67	757	18	2.38%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	35-44	female	\$322.77	12,568	284	2.26%	15	\$21.52
17669586JFEMD	45-54	female	\$359.46	10,086	308	3.05%	11	\$32.68
17669586JFEMD	25-34	female	\$208.42	9,925	174	1.75%	9	\$23.16
17669586JFEMD	55-64	female	\$166.47	4,151	128	3.08%	6	\$27.75
17669586JFEMD	55-64	male	\$59.61	1,836	74	4.03%	6	\$9.94
17669586JFEMD	45-54	male	\$100.85	3,749	164	4.37%	5	\$20.17
17669586JFEMD	35-44	male	\$84.38	3,830	122	3.19%	2	\$42.19
17669586JFEMD	45-54	unknown	\$5.53	181	3	1.66%	1	\$5.53
17669586JFEMD	55-64	unknown	\$1.07	34	3	8.82%	1	\$1.07
17669586JFEMD	25-34	male	\$38.83	2,235	61	2.73%	0	-
17669586JFEMD	25-34	unknown	\$1.27	55	4	7.27%	0	-
17669586JFEMD	35-44	unknown	\$1.88	103	2	1.94%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
17669586JFEMD	mobile_app	\$1,303.34	46,835	1,258	2.69%	55	\$23.70
17669586JFEMD	mobile_web	\$37.21	1,346	66	4.90%	1	\$37.21
17669586JFEMD	desktop	\$9.98	572	3	0.52%	0	-