

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

Lana Long (act_10151134992331590)

Key Performance Indicators



Impr
21,988
↓ 12%



Clicks
297
↓ 22%



Cost
\$735.19
↓ 3%



CTR
1.35%
↓ 12%



Fb Pixel Lead
18
↓ 45%

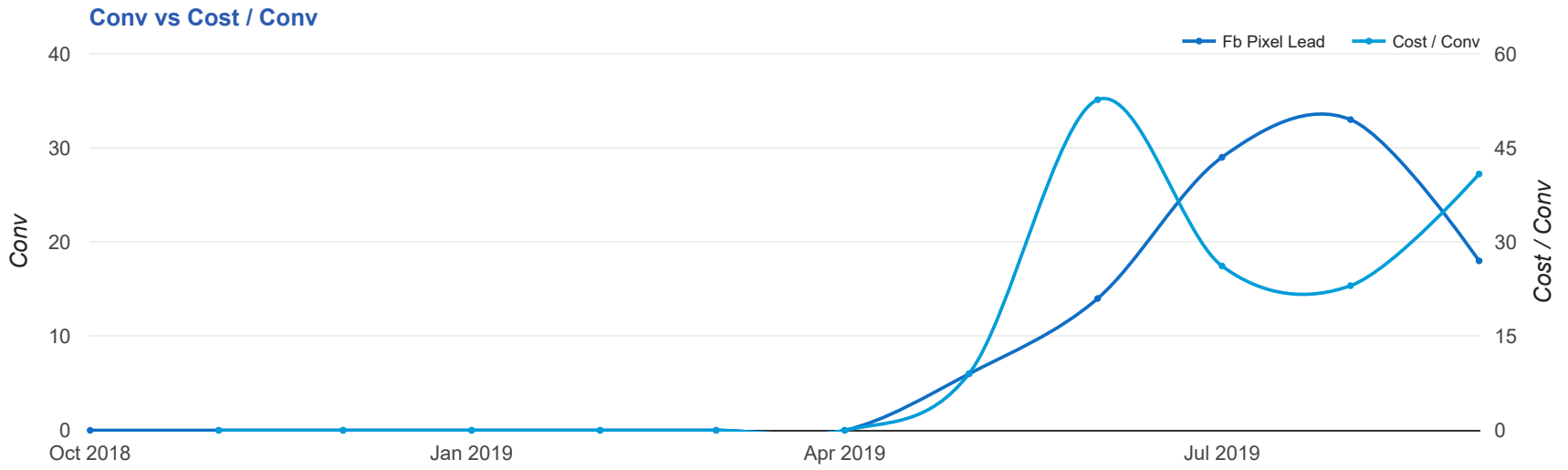


Cost / Conv
\$40.84
↑ 77%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Lana Long	Sep, 2019	\$735.19	21,988	297	18	\$40.84

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Lana Long	Oct, 2018	\$100.00	3,671	183	0	-
Lana Long	May, 2019	\$54.24	2,059	41	6	\$9.04
Lana Long	Jun, 2019	\$737.38	21,209	349	14	\$52.67
Lana Long	Jul, 2019	\$759.26	26,708	409	29	\$26.18
Lana Long	Aug, 2019	\$760.17	24,999	382	33	\$23.04
Lana Long	Sep, 2019	\$735.19	21,988	297	18	\$40.84

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$735.19	21,988	297	18	\$40.84

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women - General Population	\$677.81	20,155	270	16	\$42.36
CS - Women - General Population - Copy	\$57.38	1,833	27	2	\$28.69

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CS - Women - Low Vio	\$677.81	20,155	270	1.34%	16	\$42.36
CS - Women - Low Vio	\$57.38	1,833	27	1.47%	2	\$28.69

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Lana Long	35-44	female	\$118.08	4,969	47	0.95%	6	\$19.68
Lana Long	25-34	female	\$92.74	4,845	30	0.62%	4	\$23.18
Lana Long	45-54	female	\$210.14	5,366	83	1.55%	4	\$52.53
Lana Long	55-64	female	\$183.87	4,293	96	2.24%	4	\$45.97
Lana Long	65+	female	\$130.37	2,515	41	1.63%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Lana Long	mobile	\$681.44	20,788	282	1.36%	18	\$37.86
Lana Long	desktop	\$53.75	1,200	15	1.25%	0	-