

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

Lana Long (act_10151134992331590)

Key Performance Indicators



Impr
17,815
↓ 27%



Clicks
176
↓ 41%



Cost
\$741.14
↔ 0%



CTR
0.99%
↓ 19%



Fb Pixel Lead
38
↑ 46%

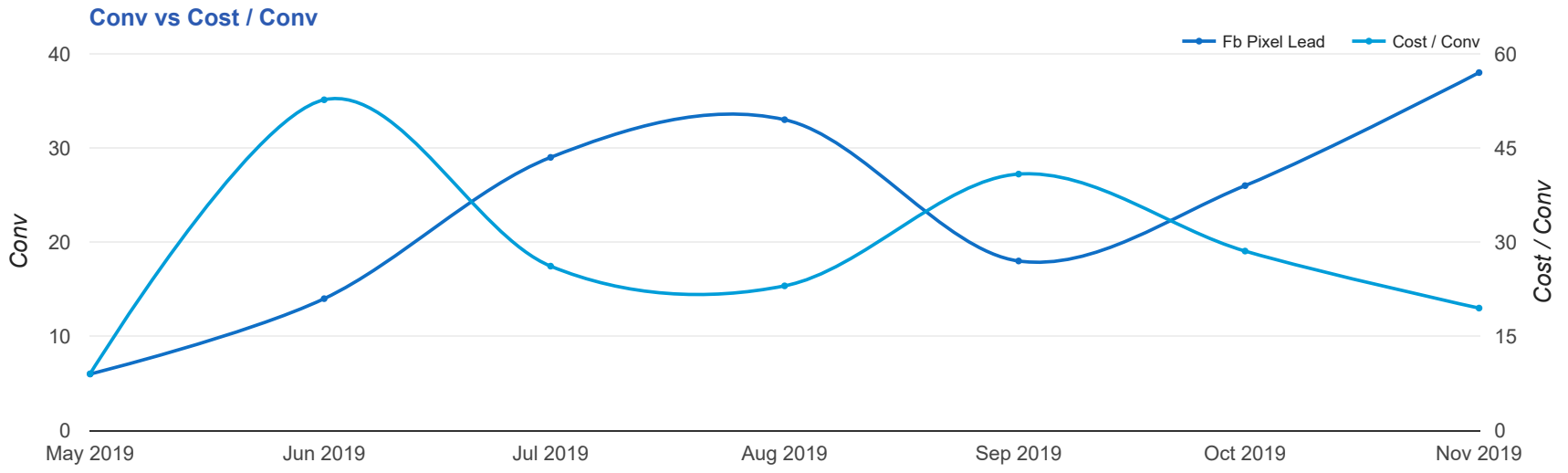


Cost / Conv
\$19.50
↓ 32%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Lana Long	Nov, 2019	\$741.14	17,815	176	38	\$19.50

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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
Lana Long	Oct, 2019	\$742.97	24,550	299	26	\$28.58
Lana Long	Nov, 2019	\$741.14	17,815	176	38	\$19.50

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$741.14	17,815	176	38	\$19.50

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
FB Coolsculpting Women Retargeting	\$489.62	7,583	126	38	\$12.88
FB Coolsculpting Women Prospecting	\$251.52	10,232	50	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-10 CS - Women - FB - Low Vio	\$489.62	7,583	126	1.66%	38	\$12.88
2019-10 CS - Women - FB - Low Vio	\$251.52	10,232	50	0.49%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Lana Long	25-34	female	\$99.11	4,343	28	0.64%	16	\$6.19
Lana Long	55-64	female	\$182.18	2,442	48	1.97%	12	\$15.18
Lana Long	45-54	female	\$247.80	5,529	37	0.67%	6	\$41.30
Lana Long	65+	female	\$95.09	1,116	33	2.96%	4	\$23.77
Lana Long	35-44	female	\$116.96	4,385	30	0.68%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Lana Long	mobile_app	\$675.40	15,381	162	1.05%	38	\$17.77
Lana Long	desktop	\$36.30	1,546	5	0.32%	0	-
Lana Long	mobile_web	\$29.44	888	9	1.01%	0	-