

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

Chalik Emmerson

Key Performance Indicators



Impr
6,522
↑ ∞



Clicks
15
↑ ∞



Cost
\$188.50
↑ ∞



CTR
0.23%
-



Fb Pixel Lead
0
-

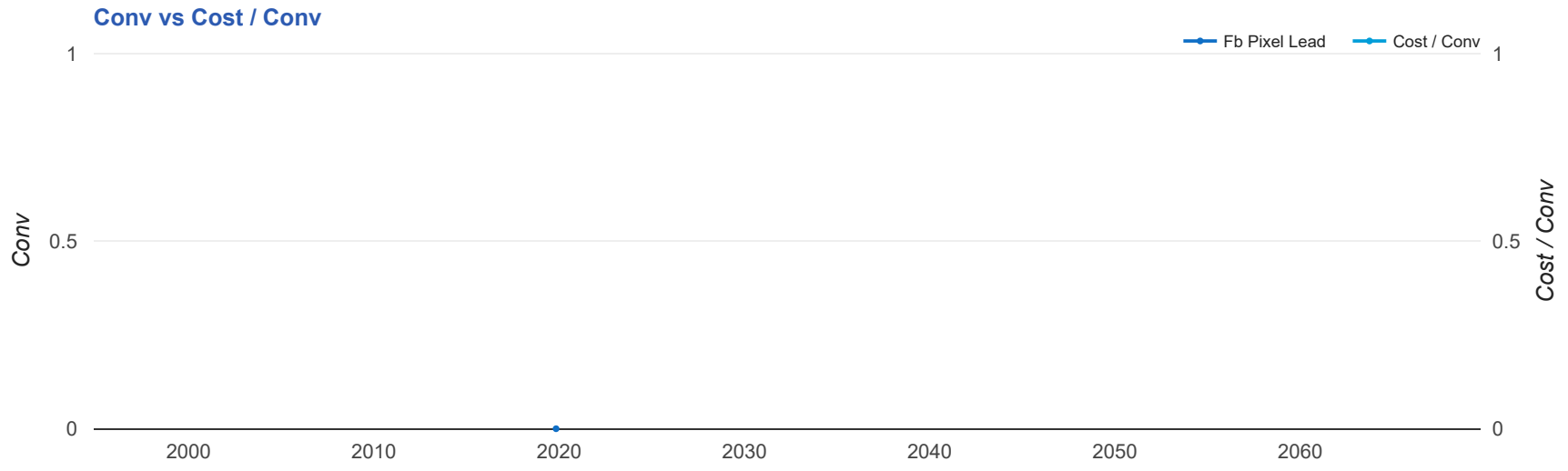


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natalya Cool	Nov, 2019	\$188.50	6,522	15	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natalya Cool	Nov, 2019	\$188.50	6,522	15	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$188.50	6,522	15	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
IG - Coolsculpting - Prospecting - Women	\$101.70	3,424	7	0	-
IG - Coolsculpting - Prospecting - Women - Audience2	\$86.80	3,098	8	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - IG - CS - Women - Image 1	\$57.93	1,803	4	0.22%	0	-
2019-11 - IG - CS - Women Img 2	\$9.32	450	1	0.22%	0	-
2019-11 - IG - CS - Women - Image 3	\$34.45	1,171	2	0.17%	0	-
2019-11 - IG - CS - Women - Image 3	\$33.86	1,105	3	0.27%	0	-
2019-11 - IG - CS - Women Img 2	\$6.14	249	0	0.00%	0	-
2019-11 - IG - CS - Women - Image 1	\$46.80	1,744	5	0.29%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natalya Cool	25-34	female	\$76.42	3,391	6	0.18%	0	-
Natalya Cool	35-44	female	\$62.40	2,033	3	0.15%	0	-
Natalya Cool	45-54	female	\$49.68	1,098	6	0.55%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natalya Cool	mobile_app	\$188.50	6,522	15	0.23%	0	-