

Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019

Syed Irfan Ali (act_10151225039925840)

Key Performance Indicators



Impr
9,130
↑ 11%



Clicks
115
↓ 8%



Cost
\$345.57
↓ 3%



CTR
1.26%
↓ 17%



Fb Pixel Lead
5
↑ 67%

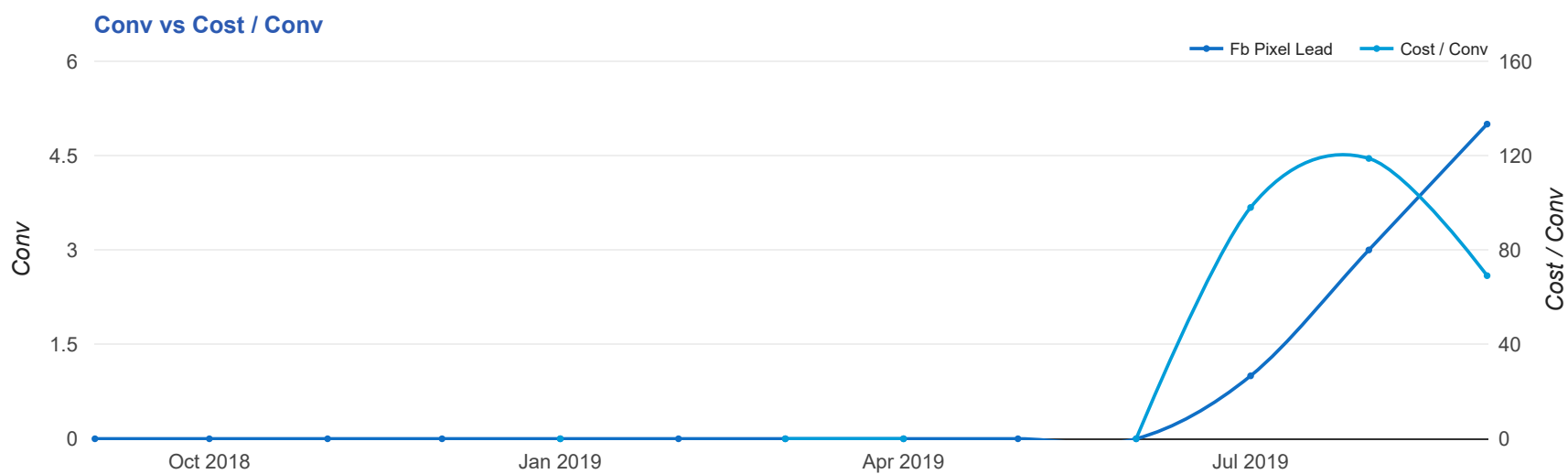


Cost / Conv
\$69.11
↓ 42%

Monthly Account Summary

| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|----------------|-----------|----------|-------|--------|---------------|-------------|
| Syed Irfan Ali | Sep, 2019 | \$345.57 | 9,130 | 115 | 5 | \$69.11 |

Monthly Performance Trends



| ACCOUNT | DATE | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|----------------|-----------|----------|-------|--------|---------------|-------------|
| Syed Irfan Ali | Sep, 2018 | \$87.10 | 3,480 | 54 | 0 | - |
| Syed Irfan Ali | Oct, 2018 | \$0.24 | 16 | 0 | 0 | - |
| Syed Irfan Ali | Nov, 2018 | \$100.00 | 3,978 | 46 | 0 | - |
| Syed Irfan Ali | Dec, 2018 | \$10.00 | 505 | 5 | 0 | - |
| Syed Irfan Ali | Feb, 2019 | \$10.00 | 900 | 3 | 0 | - |
| Syed Irfan Ali | May, 2019 | \$0.66 | 32 | 2 | 0 | - |
| Syed Irfan Ali | Jul, 2019 | \$98.01 | 2,316 | 37 | 1 | \$98.01 |
| Syed Irfan Ali | Aug, 2019 | \$356.37 | 8,230 | 125 | 3 | \$118.79 |
| Syed Irfan Ali | Sep, 2019 | \$345.57 | 9,130 | 115 | 5 | \$69.11 |

Top Performing Campaigns

| CAMPAIGNS | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---------------|----------|-------|--------|---------------|-------------|
| Coolsculpting | \$345.57 | 9,130 | 115 | 5 | \$69.11 |

Top Performing Ad Sets

| ADSET | COST | IMPR | CLICKS | FB PIXEL LEAD | COST / CONV |
|---|----------|-------|--------|---------------|-------------|
| Coolsculpting - Women - General Population | \$345.57 | 9,130 | 115 | 5 | \$69.11 |

Top Performing Ads

| AD | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|---------------------------------|----------|-------|--------|-------|---------------|-------------|
| 2019-07 - Coolsculpting General | \$345.57 | 9,130 | 115 | 1.26% | 5 | \$69.11 |

Age & Gender Performance

| ACCOUNT | AGE | GENDER | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|----------------|-------|--------|----------|-------|--------|-------|---------------|-------------|
| Syed Irfan Ali | 55-64 | female | \$102.55 | 1,851 | 45 | 2.43% | 3 | \$34.18 |
| Syed Irfan Ali | 25-34 | female | \$45.89 | 1,814 | 16 | 0.88% | 1 | \$45.89 |
| Syed Irfan Ali | 45-54 | female | \$119.25 | 2,745 | 35 | 1.28% | 1 | \$119.25 |
| Syed Irfan Ali | 35-44 | female | \$77.88 | 2,720 | 19 | 0.70% | 0 | - |

Performance By Device

| ACCOUNT | DEVICE | COST | IMPR | CLICKS | CTR | FB PIXEL LEAD | COST / CONV |
|----------------|---------|----------|-------|--------|-------|---------------|-------------|
| Syed Irfan Ali | mobile | \$332.81 | 8,756 | 112 | 1.28% | 5 | \$66.56 |
| Syed Irfan Ali | desktop | \$12.76 | 374 | 3 | 0.80% | 0 | - |