

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

Sabrina Flores (act\_259213186)

## Key Performance Indicators



Impr  
41,359  
↑ 43%



Clicks  
267  
↓ 40%



Cost  
\$583.84  
↓ 13%



CTR  
0.65%  
↓ 58%



Fb Pixel Lead  
6  
↓ 68%

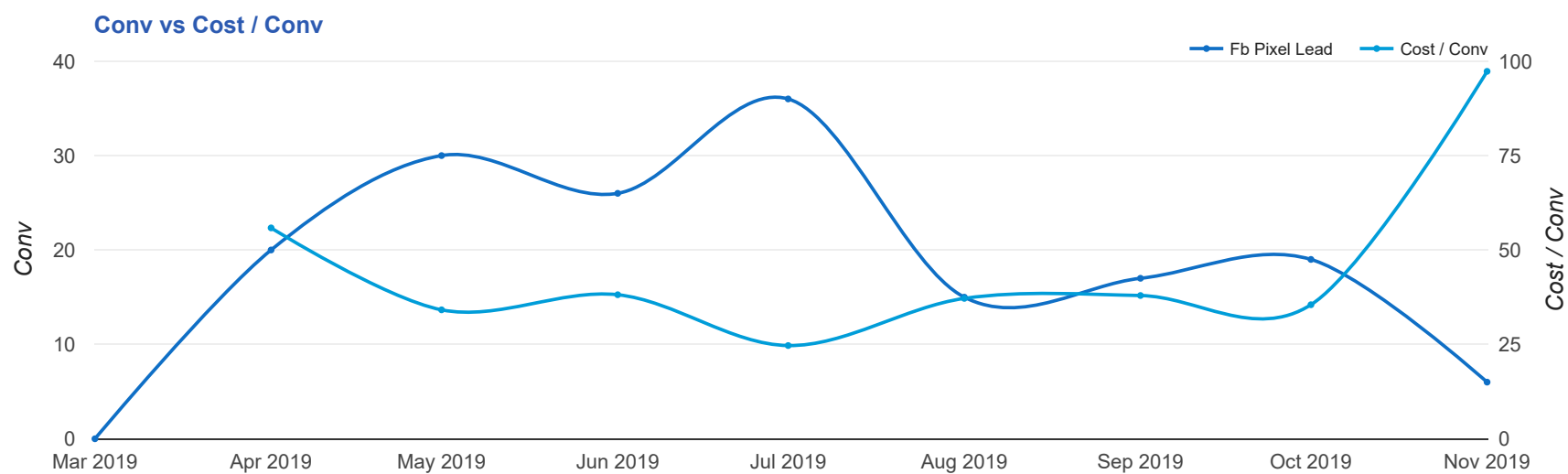


Cost / Conv  
\$97.31  
↑ 174%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Sabrina Flores	Nov, 2019	\$583.84	41,359	267	6	\$97.31

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Sabrina Flores	Mar, 2019	\$50.96	727	5	0	-
Sabrina Flores	Apr, 2019	\$1,116.92	35,012	494	20	\$55.85
Sabrina Flores	May, 2019	\$1,024.61	43,103	562	30	\$34.15
Sabrina Flores	Jun, 2019	\$991.83	45,111	671	26	\$38.15
Sabrina Flores	Jul, 2019	\$888.87	43,310	625	36	\$24.69
Sabrina Flores	Aug, 2019	\$557.67	31,036	447	15	\$37.18
Sabrina Flores	Sep, 2019	\$645.05	33,822	405	17	\$37.94
Sabrina Flores	Oct, 2019	\$674.45	28,959	442	19	\$35.50
Sabrina Flores	Nov, 2019	\$583.84	41,359	267	6	\$97.31

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$165.13	9,757	111	6	\$27.52
Coolsculpting	\$418.71	31,602	156	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - High Vio	\$149.16	9,186	96	6	\$24.86
Coolsculpting   FB   Retargeting	\$15.97	571	15	0	-
CS - Prospecting - Women	\$312.45	27,179	113	0	-
FB   Coolsculpting   Retargeting	\$106.26	4,423	43	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Coolsculpting - Dynamic - High Vio	\$149.16	9,186	96	1.05%	6	\$24.86
Coolsculpting - Dynamic - Low Vio	\$15.97	571	15	2.63%	0	-
Coolsculpting - Dynamic - High Vio	\$312.45	27,179	113	0.42%	0	-
Coolsculpting - Dynamic - Low Vio	\$106.26	4,423	43	0.97%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sabrina Flores	25-34	female	\$140.53	13,211	79	0.60%	3	\$46.84
Sabrina Flores	35-44	female	\$171.36	13,472	69	0.51%	2	\$85.68
Sabrina Flores	45-54	female	\$199.34	11,171	75	0.67%	1	\$199.34
Sabrina Flores	18-24	female	\$23.10	2,182	13	0.60%	0	-
Sabrina Flores	55-64	female	\$49.51	1,323	31	2.34%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Sabrina Flores	mobile_app	\$553.74	37,884	255	0.67%	6	\$92.29
Sabrina Flores	desktop	\$11.20	2,238	5	0.22%	0	-
Sabrina Flores	mobile_web	\$18.90	1,237	7	0.57%	0	-