

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

Bill Fulton (act\_350802833)

## Key Performance Indicators



Impr  
62,941  
↑ 218%



Clicks  
363  
↑ 60%



Cost  
\$498.35  
↓ 5%



CTR  
0.58%  
↓ 50%



Fb Pixel Lead  
7  
↓ 22%

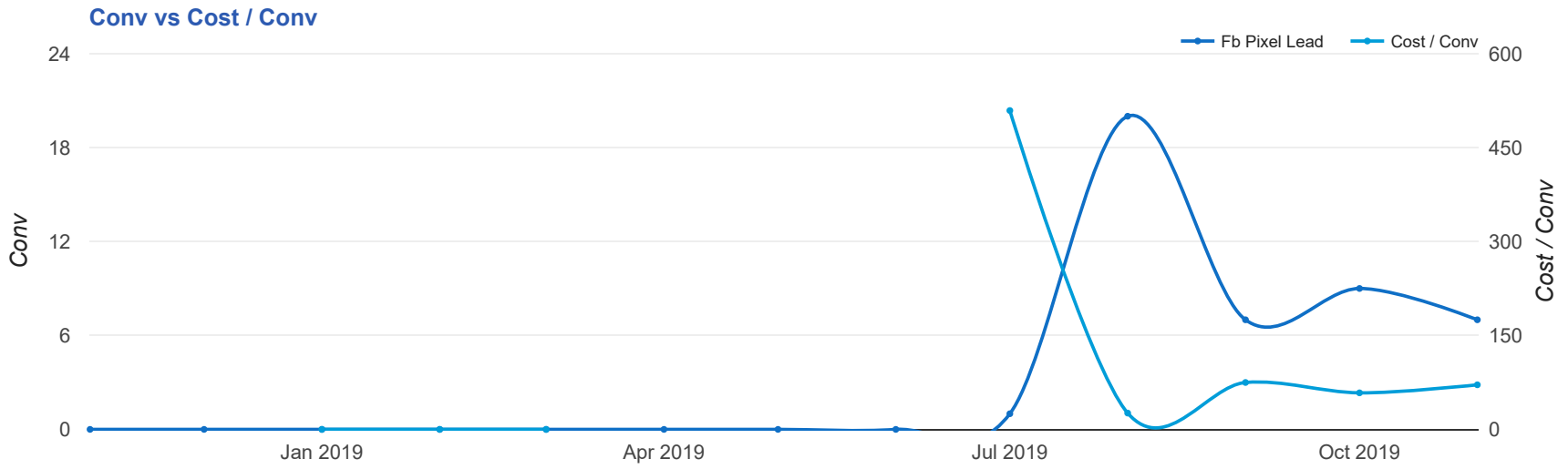


Cost / Conv  
\$71.19  
↑ 22%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bill Fulton	Nov, 2019	\$498.35	62,941	363	7	\$71.19

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Bill Fulton	Nov, 2018	\$394.11	39,682	391	0	-
Bill Fulton	Dec, 2018	\$125.00	7,805	65	0	-
Bill Fulton	Apr, 2019	\$28.97	1,577	77	0	-
Bill Fulton	May, 2019	\$20.29	702	57	0	-
Bill Fulton	Jun, 2019	\$222.70	8,124	103	0	-
Bill Fulton	Jul, 2019	\$509.10	26,707	242	1	\$509.10
Bill Fulton	Aug, 2019	\$521.29	18,799	261	20	\$26.06
Bill Fulton	Sep, 2019	\$524.26	18,137	358	7	\$74.89
Bill Fulton	Oct, 2019	\$525.14	19,788	227	9	\$58.35
Bill Fulton	Nov, 2019	\$498.35	62,941	363	7	\$71.19

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$498.35	62,941	363	7	\$71.19

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting   Prospecting   FB Men	\$260.31	29,256	184	4	\$65.08
Coolsculpting   Prospecting   FB Women	\$238.04	33,685	179	3	\$79.35

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Coolsculpting   25% Off	\$260.31	29,256	184	0.63%	4	\$65.08
2019-11 FB   Prospecting   Women	\$238.04	33,685	179	0.53%	3	\$79.35

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bill Fulton	45-54	female	\$90.85	10,859	67	0.62%	2	\$45.42
Bill Fulton	45-54	male	\$83.75	9,207	66	0.72%	2	\$41.88
Bill Fulton	25-34	female	\$60.15	9,442	51	0.54%	1	\$60.15
Bill Fulton	25-34	male	\$97.27	10,645	69	0.65%	1	\$97.27
Bill Fulton	35-44	male	\$72.19	8,734	46	0.53%	1	\$72.19
Bill Fulton	35-44	female	\$74.52	12,046	54	0.45%	0	-
Bill Fulton	55-64	female	\$12.52	1,338	7	0.52%	0	-
Bill Fulton	55-64	male	\$7.10	670	3	0.45%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Bill Fulton	mobile_app	\$453.90	55,030	326	0.59%	4	\$113.47
Bill Fulton	mobile_web	\$25.29	2,147	22	1.02%	3	\$8.43
Bill Fulton	desktop	\$19.16	5,764	15	0.26%	0	-