

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

Imagine Body

## Key Performance Indicators



Impr  
7,484  
↑ ∞



Clicks  
45  
↑ ∞



Cost  
\$355.17  
↑ ∞



CTR  
0.60%  
-



Fb Pixel Lead  
0  
-

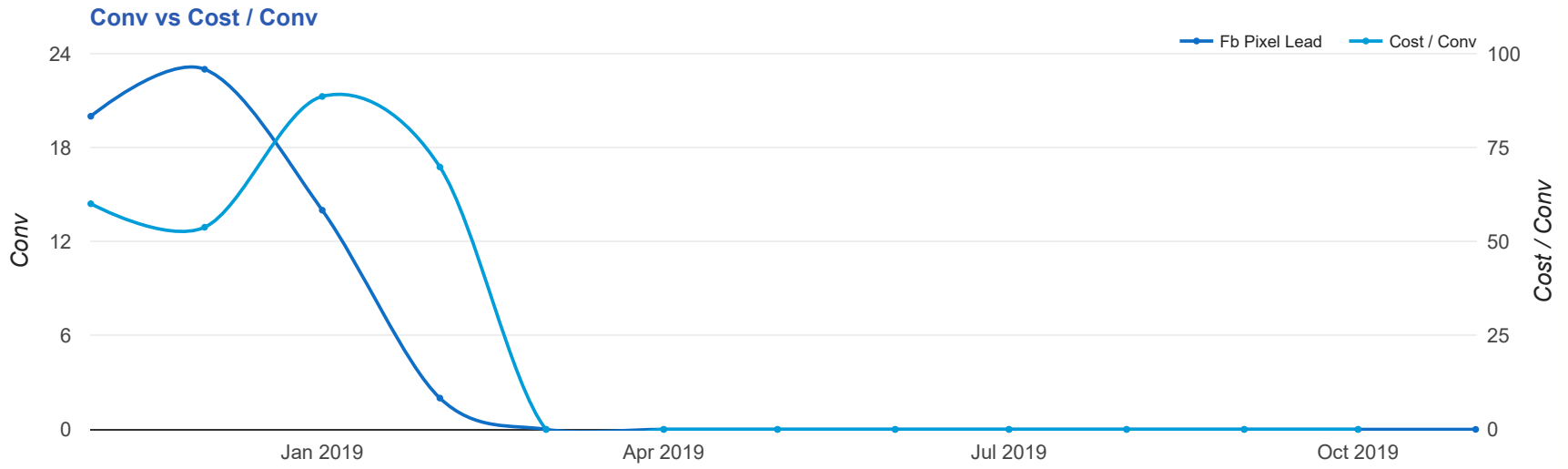


Cost / Conv  
-  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Katia Marino	Nov, 2019	\$355.17	7,484	45	0	-

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Katia Marino	Nov, 2018	\$1,200.90	29,923	375	20	\$60.05
Katia Marino	Dec, 2018	\$1,237.37	34,309	385	23	\$53.80
Katia Marino	Jan, 2019	\$1,240.38	44,336	432	14	\$88.60
Katia Marino	Feb, 2019	\$139.65	5,471	48	2	\$69.83
Katia Marino	Nov, 2019	\$355.17	7,484	45	0	-

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$355.17	7,484	45	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
FB - Coolsculpting - Prospecting - Women	\$266.47	5,679	34	0	-
IG - Coolsculpting - Prospecting - Women	\$88.70	1,805	11	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - FB - CS - Prospecting - Women - Image 2	\$97.00	1,850	12	0.65%	0	-
2019-11 - FB - CS - Prospecting - Women - Image 1	\$113.36	2,392	16	0.67%	0	-
2019-11 - FB - CS - Prospecting - Women - Image 3	\$56.11	1,437	6	0.42%	0	-
2019-11 - FB - CS - Prospecting - Women - Image 2	\$41.30	798	4	0.50%	0	-
2019-11 - IG - CS - Prospecting - Women - Image 3	\$16.54	417	6	1.44%	0	-
2019-11 - IG - CS - Prospecting - Women - Image 1	\$30.86	590	1	0.17%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Katia Marino	25-34	female	\$69.65	2,193	8	0.36%	0	-
Katia Marino	35-44	female	\$119.63	2,756	18	0.65%	0	-
Katia Marino	45-54	female	\$165.89	2,535	19	0.75%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Katia Marino	desktop	\$19.71	331	1	0.30%	0	-
Katia Marino	mobile_app	\$328.66	6,959	44	0.63%	0	-
Katia Marino	mobile_web	\$6.80	194	0	0.00%	0	-