

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

wayne wertheim (act_117337088362415)

Key Performance Indicators



Impr
43,743
↑ 189%



Clicks
331
↓ 38%



Cost
\$440.81
↑ 55%



CTR
0.76%
↓ 78%



Fb Pixel Lead
11
↓ 78%

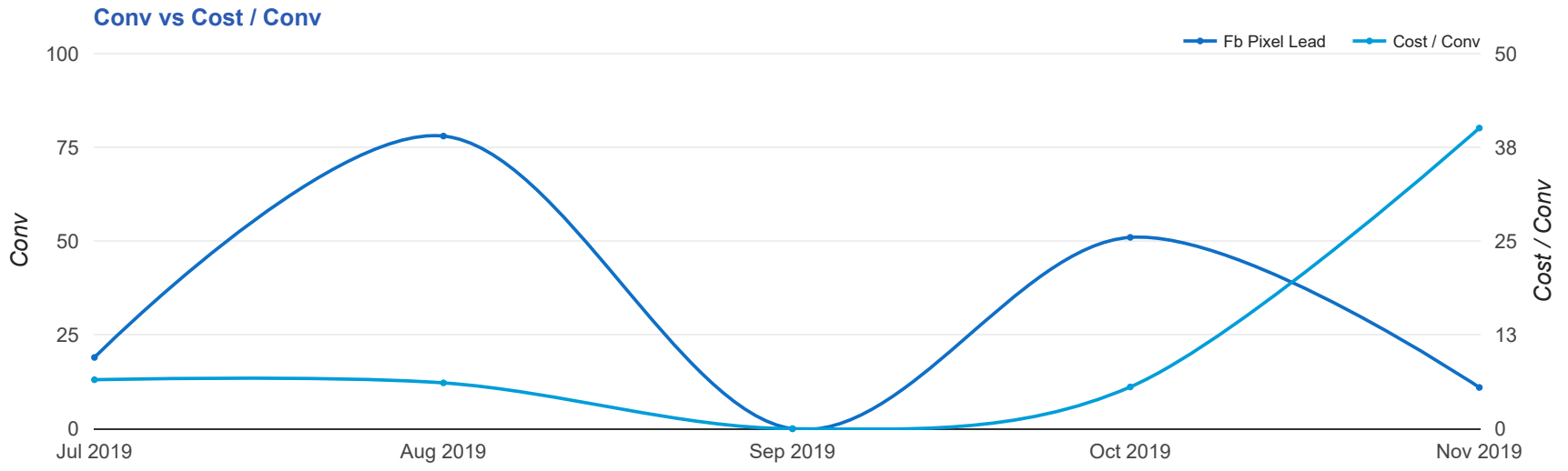


Cost / Conv
\$40.07
↑ 619%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Nov, 2019	\$440.81	43,743	331	11	\$40.07

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
wayne wertheim	Jul, 2019	\$124.04	4,460	213	19	\$6.53
wayne wertheim	Aug, 2019	\$476.84	20,856	852	78	\$6.11
wayne wertheim	Oct, 2019	\$284.03	15,114	531	51	\$5.57
wayne wertheim	Nov, 2019	\$440.81	43,743	331	11	\$40.07

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Traffic	\$440.81	43,743	331	11	\$40.07

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Emsculpt - Prospecting Women - Dynamic	\$440.81	43,743	331	11	\$40.07

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019 - 11 Emsculpt - Women - 55% Dynamic	\$440.81	43,743	331	0.76%	11	\$40.07

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	45-54	female	\$208.55	17,782	145	0.82%	9	\$23.17
wayne wertheim	25-34	female	\$99.87	12,623	81	0.64%	1	\$99.87
wayne wertheim	35-44	female	\$132.39	13,338	105	0.79%	1	\$132.39

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
wayne wertheim	mobile_app	\$416.43	39,725	308	0.78%	11	\$37.86
wayne wertheim	desktop	\$13.55	2,916	10	0.34%	0	-
wayne wertheim	mobile_web	\$10.83	1,102	13	1.18%	0	-