

**Facebook Account Performance
Report
1 Nov 2020 — 30 Nov 2020**

Laser Skin (act_39445014)

Key Performance Indicators



Impr
36,159
↑ 1%



Clicks
757
↓ 10%



Cost
\$1,999.14
↓ 3%



CTR
2.09%
↓ 11%



Fb Pixel Lead
27
↓ 34%

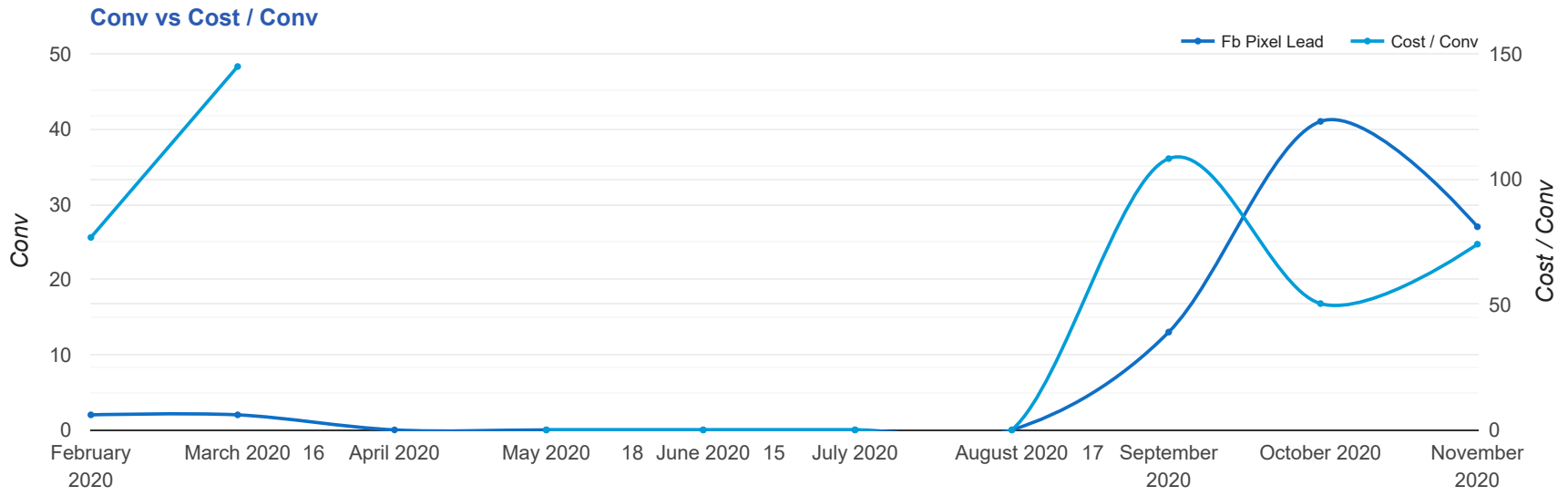


Cost / Conv
\$74.04
↑ 47%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Skin	Nov, 2020	\$1,999.14	36,159	757	27	\$74.04

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Laser Skin	Feb, 2020	\$153.49	5,069	51	2	\$76.75
Laser Skin	Mar, 2020	\$289.73	11,999	139	2	\$144.87
Laser Skin	Apr, 2020	\$20.00	3,836	121	0	-
Laser Skin	Sep, 2020	\$1,406.05	45,892	458	13	\$108.16
Laser Skin	Oct, 2020	\$2,064.58	35,722	841	41	\$50.36
Laser Skin	Nov, 2020	\$1,999.14	36,159	757	27	\$74.04

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$1,999.14	36,159	757	27	\$74.04

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Prospecting - Lookalike - Women 25-64	\$1,999.14	36,159	757	27	\$74.04

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2020-09 - Coolsculpting - Women - Video - All Placements	\$1,774.09	28,929	709	2.45%	25	\$70.96
2020-02 - Coolsculpting - Women - Img 1	\$91.65	2,636	15	0.57%	1	\$91.65
2020-02 - Coolsculpting - Women - Img 2	\$121.91	4,402	28	0.64%	1	\$121.91
2020-09 - Coolsculpting - Women - Video 2	\$1.29	6	0	0.00%	0	-
2020-09 - Coolsculpting - Women - Video 3	\$9.57	176	5	2.84%	0	-
2020-09 - Coolsculpting - Women - Video 1	\$0.63	10	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	45-54	female	\$648.65	9,780	230	2.35%	13	\$49.90
Laser Skin	25-34	female	\$445.41	10,620	186	1.75%	7	\$63.63
Laser Skin	35-44	female	\$608.00	12,214	228	1.87%	7	\$86.86
Laser Skin	55-64	female	\$297.08	3,545	113	3.19%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Laser Skin	mobile_app	\$1,975.22	35,667	751	2.11%	27	\$73.16
Laser Skin	desktop	\$10.96	400	1	0.25%	0	-
Laser Skin	mobile_web	\$12.96	92	5	5.43%	0	-