

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

Umm Dean (act_28548383)

Key Performance Indicators



Impr
10,392
↑ ∞



Clicks
52
↑ ∞



Cost
\$235.65
↑ ∞



CTR
0.50%
-



0
-

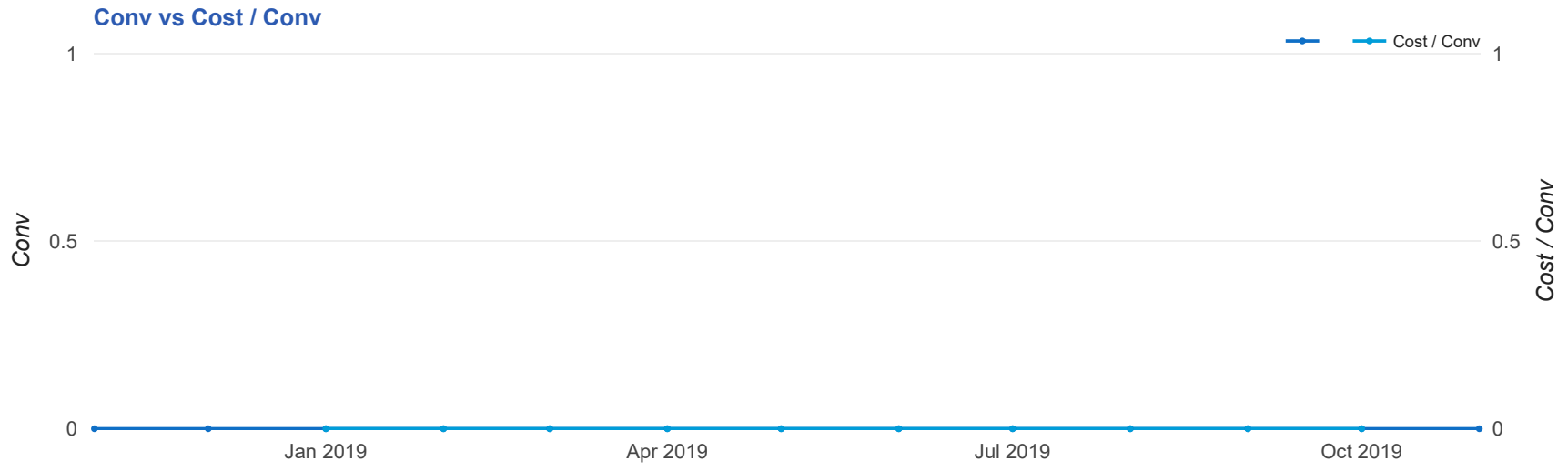


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS		COST / CONV
Umm Dean	Nov, 2019	\$235.65	10,392	52	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS		COST / CONV
Umm Dean	Nov, 2018	\$433.71	15,463	253	0	-
Umm Dean	Dec, 2018	\$575.98	15,921	322	0	-
Umm Dean	Nov, 2019	\$235.65	10,392	52	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS		COST / CONV
Emsculpt - Traffic	\$0.27	6	0	0	-
Coolsculpting Traffic	\$235.38	10,386	52	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS		COST / CONV
FB Emsculpting Men	\$0.27	6	0	0	-
FB Coolsculpting Women	\$63.26	2,575	9	0	-
FB - Coolsculpting - Men	\$172.12	7,811	43	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR		COST / CONV
2019-11 - Coolsculpting - Prospecting - Women - Img 1	\$18.37	672	3	0.45%	0	-
2019-11 - Coolsculpting - Prospecting - Women - Img 2	\$13.76	661	2	0.30%	0	-
2019-11 - Coolsculpting - Prospecting - Women - Img 3	\$22.12	848	4	0.47%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 1	\$120.26	5,044	33	0.65%	0	-
2019-11 - Coolsculpting - Prospecting - Men - Img 2	\$51.86	2,767	10	0.36%	0	-
2019-11 - Coolsculpting - Prospecting - Women - Img 4	\$9.01	394	0	0.00%	0	-
2019-11 -Emsculpt - Prospecting - Men - Img 1	\$0.09	4	0	0.00%	0	-
2019-11 -Emsculpt - Prospecting - Men - Img 2	\$0.18	2	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	COST / CONV	
Umm Dean	25-34	female	\$15.82	766	1	0.13%	0	-
Umm Dean	25-34	male	\$39.39	2,100	10	0.48%	0	-
Umm Dean	35-44	female	\$23.39	1,011	7	0.69%	0	-
Umm Dean	35-44	male	\$72.81	3,066	17	0.55%	0	-
Umm Dean	45-54	female	\$24.05	798	1	0.13%	0	-
Umm Dean	45-54	male	\$60.19	2,651	16	0.60%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	COST / CONV	
Umm Dean	desktop	\$6.47	897	1	0.11%	0	-
Umm Dean	mobile_app	\$224.93	9,302	50	0.54%	0	-
Umm Dean	mobile_web	\$4.25	193	1	0.52%	0	-