

Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019

Deborah Cole Sediwy (act_76541161)

Key Performance Indicators



Impr
5,919
↓ 65%



Clicks
101
↓ 54%



Cost
\$435.82
↓ 14%



CTR
1.71%
↑ 30%



Fb Pixel Lead
6
↓ 67%

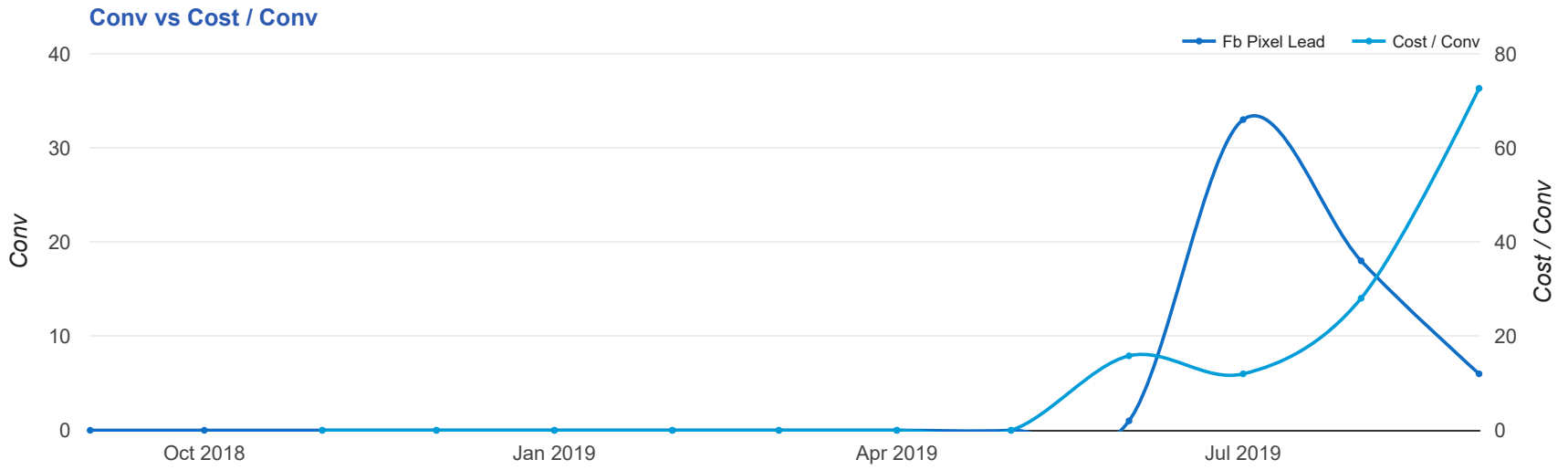


Cost / Conv
\$72.64
↑ 159%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Deborah Cole Sedivy	Sep, 2019	\$435.82	5,919	101	6	\$72.64

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Deborah Cole Sedivy	Sep, 2018	\$28.49	1,532	30	0	-
Deborah Cole Sedivy	Oct, 2018	\$62.90	1,169	51	0	-
Deborah Cole Sedivy	Jun, 2019	\$15.82	1,031	10	1	\$15.82
Deborah Cole Sedivy	Jul, 2019	\$395.56	19,924	405	33	\$11.99
Deborah Cole Sedivy	Aug, 2019	\$504.95	16,777	221	18	\$28.05
Deborah Cole Sedivy	Sep, 2019	\$435.82	5,919	101	6	\$72.64

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$435.82	5,919	101	6	\$72.64

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting Men General Population Facebook	\$155.66	2,032	41	4	\$38.91
Coolsculpting Women General Population Facebook	\$112.60	1,640	22	1	\$112.60
Coolsculpting Men General Population Instagram	\$102.66	1,352	29	1	\$102.66
Coolsculpting Women General Population Instagram	\$64.90	895	9	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Men 25% Off	\$155.66	2,032	41	2.02%	4	\$38.91
Women 25% Off	\$112.60	1,640	22	1.34%	1	\$112.60
Men 25% Off	\$102.66	1,352	29	2.14%	1	\$102.66
Women 25% Off	\$64.90	895	9	1.01%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Deborah Cole Sedivy	45-54	male	\$77.31	742	25	3.37%	5	\$15.46
Deborah Cole Sedivy	25-34	female	\$35.01	748	5	0.67%	1	\$35.01
Deborah Cole Sedivy	18-24	female	\$10.04	307	6	1.95%	0	-
Deborah Cole Sedivy	18-24	male	\$18.03	296	2	0.68%	0	-
Deborah Cole Sedivy	25-34	male	\$57.35	1,080	13	1.20%	0	-
Deborah Cole Sedivy	35-44	female	\$55.70	730	11	1.51%	0	-
Deborah Cole Sedivy	35-44	male	\$66.40	930	21	2.26%	0	-
Deborah Cole Sedivy	45-54	female	\$54.11	549	6	1.09%	0	-
Deborah Cole Sedivy	55-64	female	\$22.61	200	3	1.50%	0	-
Deborah Cole Sedivy	55-64	male	\$39.24	337	9	2.67%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Deborah Cole Sedivy	mobile	\$430.14	5,858	101	1.72%	6	\$71.69
Deborah Cole Sedivy	desktop	\$5.68	61	0	0.00%	0	-