

Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019

Cindy Brooks Vayuvegula (act_225412102)

Key Performance Indicators



Impr
14,180
↓ 17%



Clicks
388
↑ 35%



Cost
\$491.22
↓ 3%



CTR
2.74%
↑ 63%



Fb Pixel Lead
26
↑ 189%

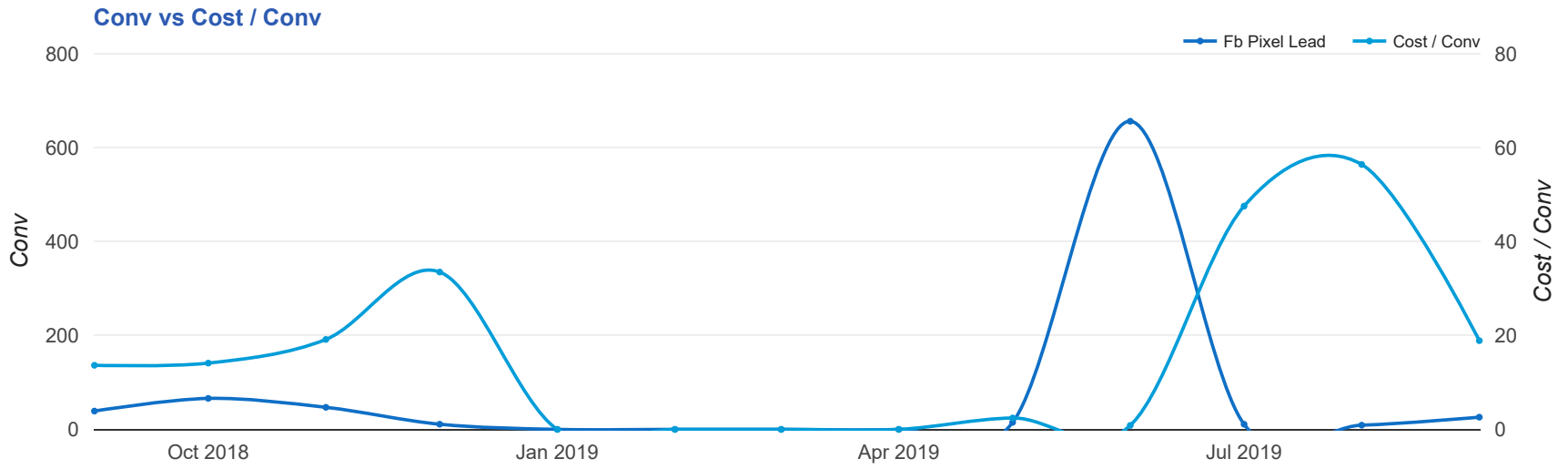


Cost / Conv
\$18.89
↓ 67%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	Sep, 2019	\$491.22	14,180	388	26	\$18.89

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	Sep, 2018	\$532.39	25,030	466	39	\$13.65
Cindy Brooks Vayuvegula	Oct, 2018	\$931.30	49,191	868	66	\$14.11
Cindy Brooks Vayuvegula	Nov, 2018	\$900.21	44,925	750	47	\$19.15
Cindy Brooks Vayuvegula	Dec, 2018	\$368.47	16,331	267	11	\$33.50
Cindy Brooks Vayuvegula	May, 2019	\$36.50	1,697	17	15	\$2.43
Cindy Brooks Vayuvegula	Jun, 2019	\$554.64	132,173	1,250	656	\$0.85
Cindy Brooks Vayuvegula	Jul, 2019	\$522.84	20,310	481	11	\$47.53
Cindy Brooks Vayuvegula	Aug, 2019	\$507.64	17,141	288	9	\$56.40
Cindy Brooks Vayuvegula	Sep, 2019	\$491.22	14,180	388	26	\$18.89

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$491.22	14,180	388	26	\$18.89

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS - Women - General Population	\$491.22	14,180	388	26	\$18.89

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CS - Women	\$491.22	14,180	388	2.74%	26	\$18.89

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	55-64	female	\$149.90	3,131	101	3.23%	8	\$18.74
Cindy Brooks Vayuvegula	45-54	female	\$137.67	3,830	108	2.82%	7	\$19.67
Cindy Brooks Vayuvegula	65+	female	\$76.19	1,868	73	3.91%	6	\$12.70
Cindy Brooks Vayuvegula	35-44	female	\$82.90	3,175	68	2.14%	5	\$16.58
Cindy Brooks Vayuvegula	25-34	female	\$44.56	2,176	38	1.75%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	mobile	\$469.39	13,634	376	2.76%	25	\$18.78
Cindy Brooks Vayuvegula	desktop	\$21.83	546	12	2.20%	1	\$21.83