

Facebook Account Performance Report 1 Nov 2019 — 30 Nov 2019

Cindy Brooks Vayuvegula (act_225412102)

Key Performance Indicators



Impr
13,191
↑ 4%



Clicks
205
↓ 40%



Cost
\$490.38
↓ 8%



CTR
1.55%
↓ 42%



Fb Pixel Lead
8
↔ 0%

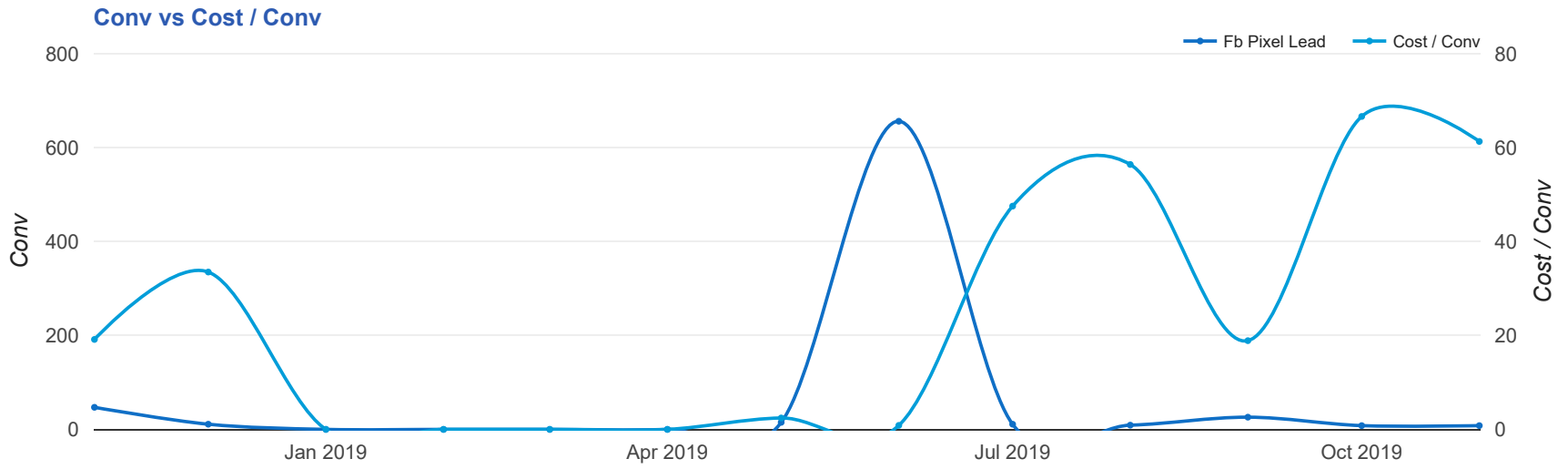


Cost / Conv
\$61.30
↓ 8%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	Nov, 2019	\$490.38	13,191	205	8	\$61.30

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuegula	Nov, 2018	\$900.21	44,925	750	47	\$19.15
Cindy Brooks Vayuegula	Dec, 2018	\$368.47	16,331	267	11	\$33.50
Cindy Brooks Vayuegula	May, 2019	\$36.50	1,697	17	15	\$2.43
Cindy Brooks Vayuegula	Jun, 2019	\$554.64	132,173	1,250	656	\$0.85
Cindy Brooks Vayuegula	Jul, 2019	\$522.84	20,310	481	11	\$47.53
Cindy Brooks Vayuegula	Aug, 2019	\$507.64	17,141	288	9	\$56.40
Cindy Brooks Vayuegula	Sep, 2019	\$491.22	14,180	388	26	\$18.89
Cindy Brooks Vayuegula	Oct, 2019	\$532.99	12,654	341	8	\$66.62
Cindy Brooks Vayuegula	Nov, 2019	\$490.38	13,191	205	8	\$61.30

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Conversions	\$490.38	13,191	205	8	\$61.30

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CS Conversions - Prospecting - Women	\$490.38	13,191	205	8	\$61.30

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 - CS - Women - Dynamic Img	\$490.38	13,191	205	1.55%	8	\$61.30

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	35-44	female	\$165.23	4,707	65	1.38%	3	\$55.08
Cindy Brooks Vayuvegula	25-34	female	\$93.17	3,475	44	1.27%	2	\$46.59
Cindy Brooks Vayuvegula	55-64	female	\$36.02	875	14	1.60%	2	\$18.01
Cindy Brooks Vayuvegula	65+	female	\$21.80	506	17	3.36%	1	\$21.80
Cindy Brooks Vayuvegula	45-54	female	\$174.16	3,628	65	1.79%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Cindy Brooks Vayuvegula	mobile_app	\$454.04	12,118	193	1.59%	6	\$75.67
Cindy Brooks Vayuvegula	mobile_web	\$21.03	553	8	1.45%	2	\$10.52
Cindy Brooks Vayuvegula	desktop	\$15.31	520	4	0.77%	0	-