

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

nusbaum (act_1456404737728171)

Key Performance Indicators



Impr
105,378
↑ 123%



Clicks
1,696
↑ 90%



Cost
\$2,050.59
↑ 90%



CTR
1.61%
↓ 15%



Fb Pixel Lead
29
↓ 52%

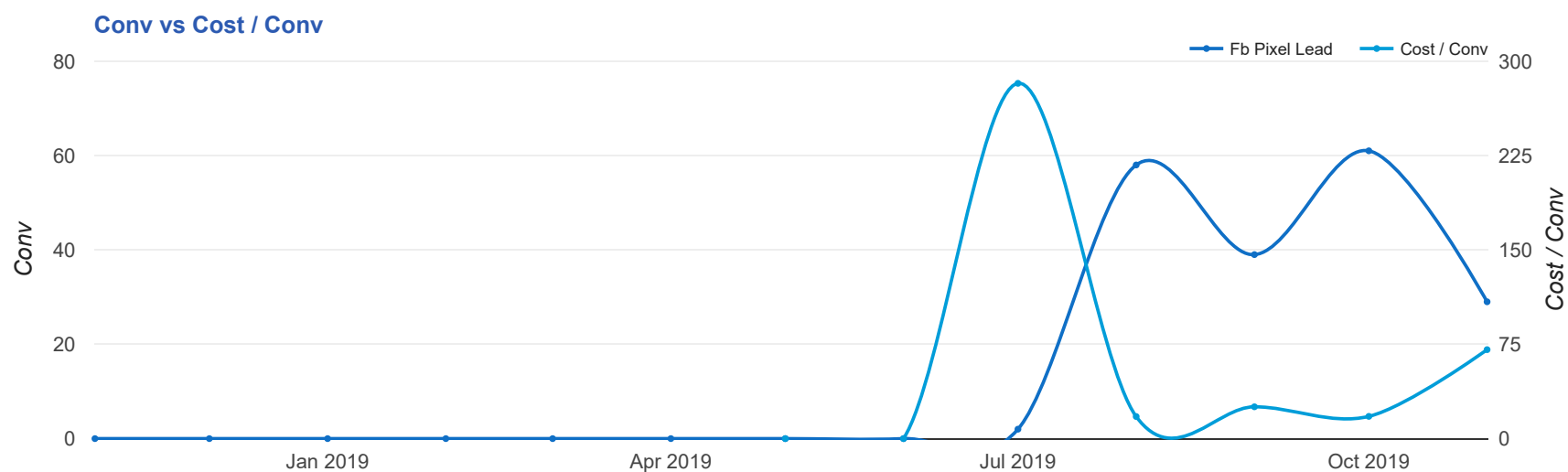


Cost / Conv
\$70.71
↑ 300%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
nusbaum	Nov, 2019	\$2,050.59	105,378	1,696	29	\$70.71

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
nusbaum	Nov, 2018	\$65.65	2,516	197	0	-
nusbaum	Dec, 2018	\$332.97	15,470	563	0	-
nusbaum	Jan, 2019	\$117.27	6,513	79	0	-
nusbaum	Feb, 2019	\$391.87	40,057	178	0	-
nusbaum	Mar, 2019	\$239.80	11,298	84	0	-
nusbaum	Apr, 2019	\$101.64	3,358	36	0	-
nusbaum	Jul, 2019	\$564.75	28,056	415	2	\$282.38
nusbaum	Aug, 2019	\$1,017.80	46,534	969	58	\$17.55
nusbaum	Sep, 2019	\$986.37	41,637	800	39	\$25.29
nusbaum	Oct, 2019	\$1,078.60	47,237	892	61	\$17.68
nusbaum	Nov, 2019	\$2,050.59	105,378	1,696	29	\$70.71

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
CoolSculpting	\$984.26	32,183	277	15	\$65.62
\$10 Botox PRR Morristown	\$261.27	24,102	327	5	\$52.25
\$10 Botox PRR - Livingston	\$191.45	17,072	406	4	\$47.86
Botox-PRR	\$266.12	6,865	273	4	\$66.53
\$10 Botox PRR - short hills	\$211.97	16,028	328	1	\$211.97
Botox - Traffic	\$135.52	9,128	85	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Women General Population Facebook	\$485.86	20,149	181	11	\$44.17
\$10 Botox Morristown 30-64 Women	\$261.27	24,102	327	5	\$52.25
Nusbaum - FB - Women - Retargeting	\$498.40	12,034	96	4	\$124.60
\$10 Botox Livingston 30-64 Women	\$191.45	17,072	406	4	\$47.86
Botox-PRR-9.97-Cities	\$266.12	6,865	273	4	\$66.53
\$10 Botox Short Hills 30-64 Women	\$211.97	16,028	328	1	\$211.97
Botox - Prospecting - Morristown Women	\$81.26	5,414	61	0	-
Botox - Prospecting - Short Hills Women	\$54.26	3,714	24	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
CoolSculpting 25% Off	\$485.86	20,149	181	0.90%	11	\$44.17
\$10 Botox Florham Park 30-64 Women	\$261.27	24,102	327	1.36%	5	\$52.25
CoolSculpting 25% Off	\$498.40	12,034	96	0.80%	4	\$124.60
\$10 Botox 30-64 Women	\$191.45	17,072	406	2.38%	4	\$47.86
Botox-9.97-Mendham	\$266.12	6,865	273	3.98%	4	\$66.53
\$10 Botox <12 miles 30-64 Women	\$211.97	16,028	328	2.05%	1	\$211.97
2019-11 - Botox - Morristown Women Img 1	\$17.51	1,502	11	0.73%	0	-
2019-11 - Botox - Morristown Women Img 2	\$63.75	3,912	50	1.28%	0	-
2019-11 - Botox - Shorthills Women Img 1	\$17.92	1,503	5	0.33%	0	-
2019-11 - Botox - Short Hills Women Img 2	\$36.34	2,211	19	0.86%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	25-34	female	\$330.98	20,535	199	0.97%	11	\$30.09
nusbaum	45-54	female	\$706.11	30,600	549	1.79%	8	\$88.26
nusbaum	35-44	female	\$540.98	30,685	370	1.21%	5	\$108.20
nusbaum	55-64	female	\$444.23	22,119	561	2.54%	5	\$88.85
nusbaum	18-24	female	\$9.38	808	6	0.74%	0	-
nusbaum	65+	female	\$18.91	631	11	1.74%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
nusbaum	mobile_app	\$1,897.88	94,042	1,623	1.73%	29	\$65.44
nusbaum	desktop	\$87.70	7,824	33	0.42%	0	-
nusbaum	mobile_web	\$65.01	3,512	40	1.14%	0	-