

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

Parakh Plastic Surgery

Key Performance Indicators



Impr
13,940
↑ 473%



Clicks
121
↑ 48%



Cost
\$786.09
↑ 293%



CTR
0.87%
↓ 74%



Fb Pixel Lead
0
-

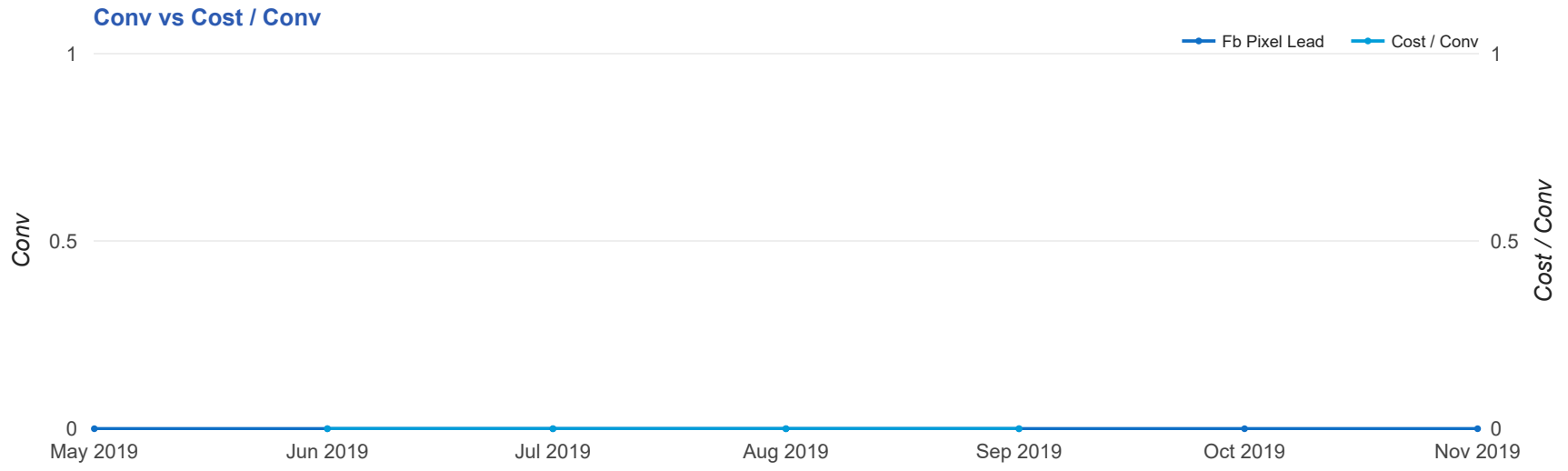


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natasha Bianca	Nov, 2019	\$786.09	13,940	121	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Natasha Bianca	May, 2019	\$9.73	248	1	0	-
Natasha Bianca	Oct, 2019	\$200.00	2,432	82	0	-
Natasha Bianca	Nov, 2019	\$786.09	13,940	121	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Traffic	\$221.38	5,962	47	0	-
Emsculpt - Traffic	\$256.65	5,790	43	0	-
Coolsculpting - Conversion	\$149.47	1,238	12	0	-
Emsculpt - Conversions	\$158.59	950	19	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
2019-11 FB Coolsculpting Women	\$185.06	5,374	44	0	-
2019-11 FB Emsculpt Women	\$137.36	4,193	25	0	-
Emsculpt Traffic - Prospecting - Women	\$119.29	1,597	18	0	-
2019-11 IG Coolsculpting Women	\$36.32	588	3	0	-
CS - Prospecting - Women - Audience 1	\$87.19	702	5	0	-
CS - Prospecting - Women - Audience2	\$62.28	536	7	0	-
Emsculpt Conversions - Prospecting - Women	\$158.59	950	19	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-11 FB Coolsculpting Women - Image 6	\$62.40	1,663	16	0.96%	0	-
2019-11 FB Emsculpt Women - Version 1 - Image 4	\$19.91	540	5	0.93%	0	-
2019-11 FB Emsculpt Women - Version 1 - Image 1	\$4.35	147	1	0.68%	0	-
2019-11 FB Emsculpt Women - Version 1 - Image 2	\$6.86	341	1	0.29%	0	-
2019-11 FB Emsculpt Women -Version 1 - Image 3	\$12.60	384	1	0.26%	0	-
2019-11 FB Emsculpt Women -Version 1 - Image 5	\$8.91	206	2	0.97%	0	-
2019-11 FB Emsculpt Women - Image 6 Version 1	\$25.49	698	6	0.86%	0	-
2019-11 FB Emsculpt Women - Image 6 Version 2	\$13.15	317	2	0.63%	0	-
2019-11 FB Emsculpt Women -Version 2 - Image 5	\$6.28	183	1	0.55%	0	-
2019-11 FB Emsculpt Women -Version 2 - Image 3	\$12.93	471	2	0.42%	0	-
2019-11 FB Emsculpt Women - Version 2 - Image 2	\$9.82	445	2	0.45%	0	-
2019-11 FB Emsculpt Women - Version 2 - Image 1	\$8.53	220	2	0.91%	0	-
2019-11 FB Emsculpt Women - Version 2 - Image 4	\$8.53	241	0	0.00%	0	-
2019-11 IG Emsculpt Women - Version 1 - Image 2	\$4.48	65	1	1.54%	0	-
2019-11 - Emsculpt - Women -Version 1 - Image 3	\$21.54	271	9	3.32%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natasha Bianca	25-34	female	\$181.78	3,785	25	0.66%	0	-
Natasha Bianca	35-44	female	\$329.47	6,012	47	0.78%	0	-
Natasha Bianca	45-54	female	\$274.83	4,143	49	1.18%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Natasha Bianca	desktop	\$26.54	1,141	4	0.35%	0	-
Natasha Bianca	mobile_app	\$750.25	12,655	115	0.91%	0	-
Natasha Bianca	mobile_web	\$9.30	144	2	1.39%	0	-