

Facebook Account Performance Report 1 Sep 2019 — 30 Sep 2019

Ale Arnez (act_541427886325534)

Key Performance Indicators



Impr
29,318
↑ 14%



Clicks
409
↑ 1%



Cost
\$750.31
↓ 3%



CTR
1.40%
↓ 11%



Fb Pixel Lead
38
↑ 52%

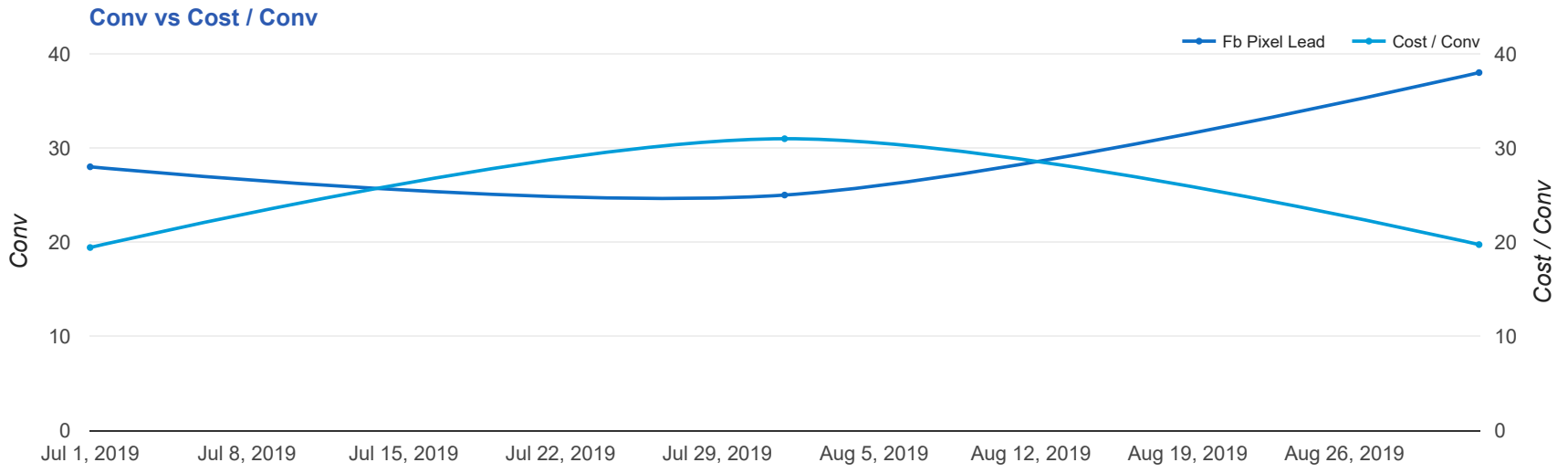


Cost / Conv
\$19.74
↓ 36%

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ale Arnez	Sep, 2019	\$750.31	29,318	409	38	\$19.74

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ale Arnez	Jul, 2019	\$544.15	18,729	311	28	\$19.43
Ale Arnez	Aug, 2019	\$774.61	25,624	404	25	\$30.98
Ale Arnez	Sep, 2019	\$750.31	29,318	409	38	\$19.74

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$750.31	29,318	409	38	\$19.74

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
General Population	\$750.31	29,318	409	38	\$19.74

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019 - 07 - Image 1	\$568.44	22,521	319	1.42%	29	\$19.60
2019-07 - Image 2	\$124.10	4,658	63	1.35%	8	\$15.51
2019-07 - Image 3	\$57.77	2,139	27	1.26%	1	\$57.77

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	35-44	female	\$220.96	9,587	119	1.24%	15	\$14.73
Ale Arnez	25-34	female	\$203.51	11,393	123	1.08%	11	\$18.50
Ale Arnez	55-64	female	\$96.30	1,881	56	2.98%	6	\$16.05
Ale Arnez	45-54	female	\$188.93	5,381	84	1.56%	4	\$47.23
Ale Arnez	65+	female	\$40.61	1,076	27	2.51%	2	\$20.30

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	mobile	\$741.30	29,085	403	1.39%	38	\$19.51
Ale Arnez	desktop	\$9.01	233	6	2.58%	0	-