

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

Ale Arnez (act\_541427886325534)

## Key Performance Indicators



Impr  
26,289  
↑ 10%



Clicks  
389  
↓ 15%



Cost  
\$930.06  
↑ 10%



CTR  
1.48%  
↓ 23%



Fb Pixel Lead  
16  
↓ 20%

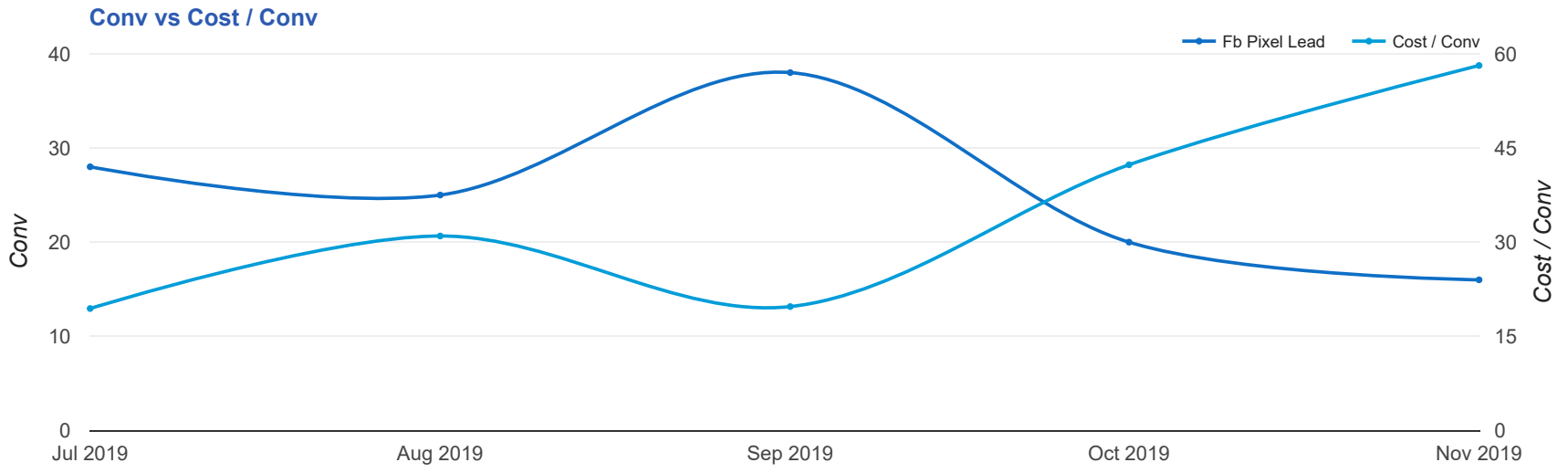


Cost / Conv  
\$58.13  
↑ 37%

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Ale Arnez	Nov, 2019	\$930.06	26,289	389	16	\$58.13

# 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
Ale Arnez	Oct, 2019	\$846.32	23,810	457	20	\$42.32
Ale Arnez	Nov, 2019	\$930.06	26,289	389	16	\$58.13

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting	\$749.68	21,184	261	16	\$46.85
Event: Botox + Dermal Filler Event - Fill in the Lines	\$80.67	4,480	114	0	-
Botox - Conversions	\$99.71	625	14	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Coolsculpting - Prospecting - Women	\$477.81	15,096	160	12	\$39.82
Coolsculpting - Retargeting	\$188.78	3,154	57	2	\$94.39
Coolsculpting - General Population - Halloween	\$75.20	2,745	41	2	\$37.60
Coolsculpting - Retargeting - Halloween	\$7.89	189	3	0	-
Event: Botox + Dermal Filler Event - Fill in the Lines	\$80.67	4,480	114	0	-
Botox - Prospecting - Men	\$12.04	68	3	0	-
Botox - Prospecting - Women	\$87.67	557	11	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
2019-07 - Image 1	\$181.46	6,373	91	1.43%	8	\$22.68
2019-11 - FB - CS - Women - Img 3	\$64.70	1,975	16	0.81%	2	\$32.35
2019-11 - FB - CS - Women - Img 2	\$128.89	3,569	38	1.06%	1	\$128.89
2019-11 - FB - CS - Women - Img 4	\$102.76	3,179	15	0.47%	1	\$102.76
2019-07 - Image 1	\$93.68	1,618	38	2.35%	1	\$93.68
2019-11 - Coolsculpting - Retargeting - Women	\$61.38	897	14	1.56%	1	\$61.38
Coolsculpting - Halloween - Witch 3 IMG	\$34.65	970	14	1.44%	1	\$34.65
Coolsculpting - Halloween - Bunny IMG	\$37.89	1,495	27	1.81%	1	\$37.89
2019-07 - Image 3	\$14.67	264	4	1.52%	0	-
Coolsculpting - Halloween - Witch 1 IMG	\$0.96	183	0	0.00%	0	-
Coolsculpting - Halloween - Witch 2 IMG	\$1.70	97	0	0.00%	0	-
2019-10 - FB - Coolsculpting Halloween Image 1	\$4.08	108	2	1.85%	0	-
2019-10 - FB Coolsculpting Halloween Image 4	\$1.03	27	1	3.70%	0	-
2019-10 FB - Coolsculpting - Halloween Image 2	\$2.78	54	0	0.00%	0	-
Event: Botox + Dermal Filler Event - Fill in the Lines	\$80.67	4,480	114	2.54%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	35-44	female	\$294.18	8,849	98	1.11%	7	\$42.03
Ale Arnez	25-34	female	\$183.38	7,158	81	1.13%	6	\$30.56
Ale Arnez	45-54	female	\$337.51	7,205	122	1.69%	3	\$112.50
Ale Arnez	25-34	male	\$1.67	14	0	0.00%	0	-
Ale Arnez	35-44	male	\$5.50	29	1	3.45%	0	-
Ale Arnez	45-54	male	\$2.88	17	2	11.76%	0	-
Ale Arnez	55-64	female	\$72.07	1,883	55	2.92%	0	-
Ale Arnez	55-64	male	\$1.99	8	0	0.00%	0	-
Ale Arnez	65+	female	\$30.88	1,126	30	2.66%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Ale Arnez	mobile_app	\$878.70	24,693	367	1.49%	15	\$58.58
Ale Arnez	mobile_web	\$34.20	1,019	16	1.57%	1	\$34.20
Ale Arnez	desktop	\$17.16	577	6	1.04%	0	-