

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

Shore Medical

Key Performance Indicators



Impr
32,838
↑ 186%



Clicks
431
↑ 142%



Cost
\$527.51
↑ 100%



CTR
1.31%
↓ 15%



Fb Pixel Lead
0
-

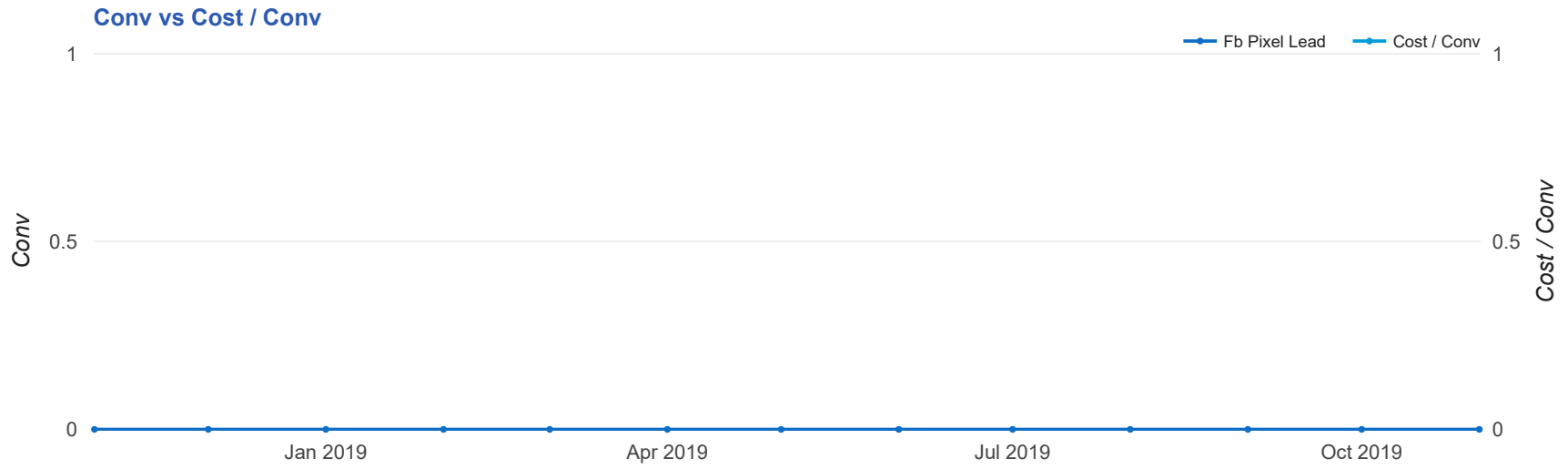


Cost / Conv
-
-

Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Robert Caiati	Nov, 2019	\$527.51	32,838	431	0	-

Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Robert Caiati	Nov, 2018	\$190.99	3,981	91	0	-
Robert Caiati	Dec, 2018	\$286.39	8,322	171	0	-
Robert Caiati	Jan, 2019	\$206.04	8,131	166	0	-
Robert Caiati	Feb, 2019	\$239.79	8,052	204	0	-
Robert Caiati	Mar, 2019	\$355.03	17,025	297	0	-
Robert Caiati	Apr, 2019	\$599.05	34,557	506	0	-
Robert Caiati	May, 2019	\$405.87	30,678	579	0	-
Robert Caiati	Jun, 2019	\$670.10	41,706	1,622	0	-
Robert Caiati	Jul, 2019	\$774.60	53,311	2,257	0	-
Robert Caiati	Aug, 2019	\$509.81	26,714	1,063	0	-
Robert Caiati	Sep, 2019	\$252.93	9,193	238	0	-
Robert Caiati	Oct, 2019	\$264.05	11,478	178	0	-
Robert Caiati	Nov, 2019	\$527.51	32,838	431	0	-

Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$105.26	4,307	42	0	-
Emsculpt	\$208.29	10,391	183	0	-
Emsculpt - Traffic	\$142.39	12,832	151	0	-
Botox - Traffic	\$71.57	5,308	55	0	-

Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$105.26	4,307	42	0	-
FB Emsculpt Women	\$129.55	6,312	136	0	-
IG Emsculpt - Women	\$78.74	4,079	47	0	-
IG Emsculpt - Women	\$22.31	1,282	25	0	-
FB Emsculpt Women	\$40.25	4,238	46	0	-
FB Botox Women	\$71.57	5,308	55	0	-
Emsculpt - Prospecting - Women	\$79.83	7,312	80	0	-

Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$105.26	4,307	42	0.98%	0	-
2019-10 FB Emsculpt Version 1 - Image 1	\$1.68	200	3	1.50%	0	-
2019-10 FB Emsculpt Version 1 - Image 5	\$34.19	1,567	42	2.68%	0	-
2019-10 FB Emsculpt Version 1 - Image 4	\$5.34	266	3	1.13%	0	-
2019-10 FB Emsculpt Version 1 - Image 3	\$6.55	221	4	1.81%	0	-
2019-10 FB Emsculpt Version 1 - Image 2	\$9.98	364	3	0.82%	0	-
2019-10 FB Emsculpt Version 1 - Image 6	\$22.92	1,230	44	3.58%	0	-
2019-10 FB Emsculpt Version 1 - Image 7	\$6.32	268	6	2.24%	0	-
2019-10 FB Emsculpt Version 1 - Image 8	\$3.39	112	3	2.68%	0	-
2019-10 FB Emsculpt Version 1 - Image 9	\$8.89	320	6	1.88%	0	-
2019-10 FB Emsculpt Version 1 - Image 10	\$2.68	135	3	2.22%	0	-
2019-10 FB Emsculpt Version 1 - Image 11	\$4.32	239	4	1.67%	0	-
2019-10 FB Emsculpt Version 2 - Image 1	\$0.70	95	0	0.00%	0	-
2019-10 FB Emsculpt Version 2 - Image 2	\$1.40	84	0	0.00%	0	-
2019-10 FB Emsculpt Version 2 - Image 3	\$1.42	82	0	0.00%	0	-

Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Robert Caiati	25-34	female	\$159.05	11,537	130	1.13%	0	-
Robert Caiati	35-44	female	\$149.59	9,835	126	1.28%	0	-
Robert Caiati	45-54	female	\$174.92	9,250	144	1.56%	0	-
Robert Caiati	55-64	female	\$31.57	1,650	21	1.27%	0	-
Robert Caiati	65+	female	\$12.38	566	10	1.77%	0	-

Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Robert Caiati	desktop	\$21.95	1,812	22	1.21%	0	-
Robert Caiati	mobile_app	\$474.89	29,434	394	1.34%	0	-
Robert Caiati	mobile_web	\$30.67	1,592	15	0.94%	0	-