

**Facebook Account Performance  
Report  
1 Jan 2020 — 31 Jan 2020**

Shore Medical

## Key Performance Indicators



Impr  
50,843  
↓ 40%



Clicks  
534  
↓ 57%



Cost  
\$384.54  
↓ 63%



CTR  
1.05%  
↓ 29%



Fb Pixel Lead  
0  
-

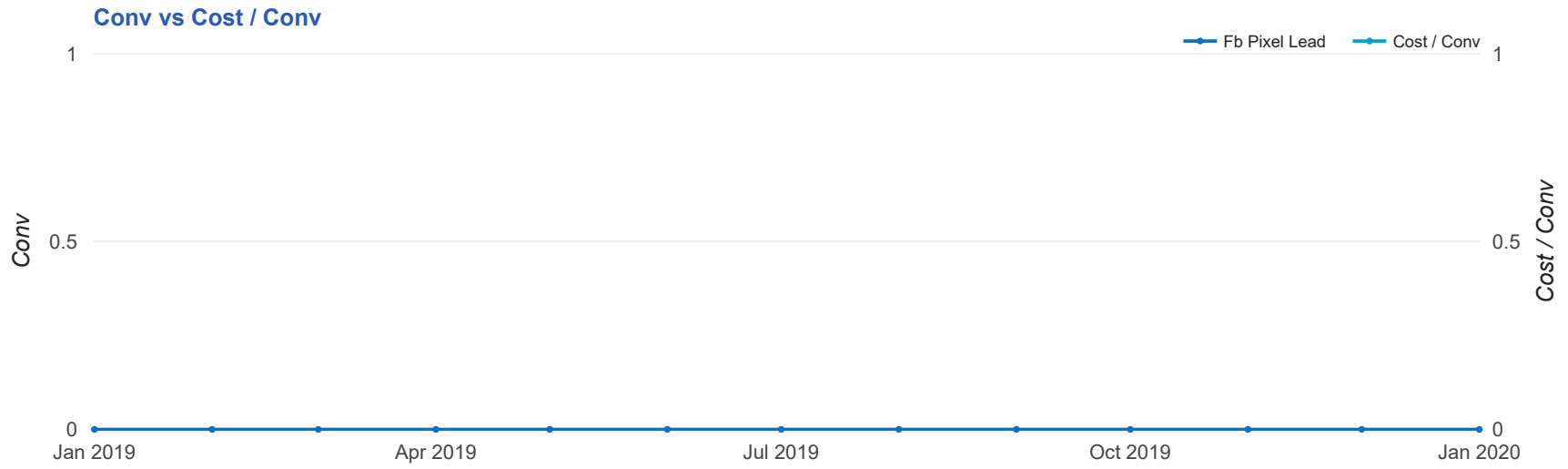


Cost / Conv  
-  
-

## Monthly Account Summary

ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
Robert Caiati	Jan, 2020	\$384.54	50,843	534	0	-

# Monthly Performance Trends



ACCOUNT	DATE	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
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	\$527.52	32,839	431	0	-
Robert Caiati	Dec, 2019	\$1,040.48	84,352	1,241	0	-
Robert Caiati	Jan, 2020	\$384.54	50,843	534	0	-

## Top Performing Campaigns

CAMPAIGNS	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$61.57	3,930	51	0	-
Emsculpt - Conversion	\$88.20	12,134	180	0	-
Emsculpt - Traffic	\$132.91	22,826	213	0	-
Botox - Traffic	\$101.86	11,953	90	0	-

## Top Performing Ad Sets

ADSET	COST	IMPR	CLICKS	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$61.57	3,930	51	0	-
FB - Botox - Women	\$101.86	11,953	90	0	-
Emsculpt - Women	\$132.91	22,826	213	0	-
Emsculpt - Women	\$88.20	12,134	180	0	-

# Top Performing Ads

AD	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
[09/02/2018] Promoting Shore Medical Aesthetics & Anti-Aging	\$61.57	3,930	51	1.30%	0	-
2019-11 - FB - Botox - Women 1	\$49.13	5,282	40	0.76%	0	-
2019-11 - FB - Botox - Women 2	\$18.79	2,911	14	0.48%	0	-
2019-11 - FB - Botox - Women 3	\$33.94	3,760	36	0.96%	0	-
2019-10 - Emsculpt - Version 1 - Image 10	\$2.82	604	3	0.50%	0	-
2019-10 - Emsculpt - Version 1 - Image 11	\$3.90	877	9	1.03%	0	-
2019-10 - Emsculpt - Version 1 - Image 9	\$2.99	640	2	0.31%	0	-
2019-10 IG Emsculpt Version 2 - Image 3	\$8.42	2,167	15	0.69%	0	-
2019-10 IG Emsculpt Version 2 - Image 10	\$2.32	593	7	1.18%	0	-
2019-10 - Emsculpt - Version 1 - Image 1	\$1.46	365	2	0.55%	0	-
2019-10 IG Emsculpt Version 2 - Image 1	\$27.13	3,914	34	0.87%	0	-
High Vio 2019-10 IG Emsculpt Version 2 - Image 7	\$28.63	3,846	49	1.27%	0	-
2019-10 IG Emsculpt Version 2 - Image 9	\$8.79	1,541	16	1.04%	0	-
2019-10 - Emsculpt - Version 1 - Image 2	\$0.86	226	0	0.00%	0	-
2019-10 - Emsculpt - Version 1 - Image 8	\$0.42	87	0	0.00%	0	-

## Age & Gender Performance

ACCOUNT	AGE	GENDER	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Robert Caiati	25-34	female	\$79.85	11,727	96	0.82%	0	-
Robert Caiati	35-44	female	\$82.32	12,661	113	0.89%	0	-
Robert Caiati	45-54	female	\$119.31	15,029	162	1.08%	0	-
Robert Caiati	55-64	female	\$82.30	10,047	142	1.41%	0	-
Robert Caiati	65+	female	\$20.76	1,379	21	1.52%	0	-

## Performance By Device

ACCOUNT	DEVICE	COST	IMPR	CLICKS	CTR	FB PIXEL LEAD	COST / CONV
Robert Caiati	desktop	\$14.45	4,895	31	0.63%	0	-
Robert Caiati	mobile_app	\$354.70	44,521	484	1.09%	0	-
Robert Caiati	mobile_web	\$15.39	1,427	19	1.33%	0	-