

Facebook Marketing Metrics Cheatsheet

Reach

The total number of unique users who saw your ad or post.

Formula: Directly reported by Facebook.

Impressions

The total number of times your ad or post was displayed on someone's screen.

Formula: Directly reported by Facebook.

CTR (Click-Through Rate)

The percentage of people who clicked on your ad after seeing it.

Formula:
$$\frac{\text{Number of Clicks}}{\text{Impressions}}$$

Link Clicks

The total number of clicks on the links associated with your ad or post.

Formula: Directly reported by Facebook.

Conversion Rate

The percentage of users who take a desired action after clicking on your ad.

Formula:
$$\frac{\text{Number of Conversions}}{\text{Link Clicks}}$$

CPM (Cost Per Mille/Thousand Impressions)

The average cost of 1,000 impressions of your ad.

Formula:
$$\frac{\text{Total Ad Spend}}{\text{Impressions}}$$

CPC (Cost Per Click)

The average cost for each click on your ad.

Formula:
$$\frac{\text{Total Ad Spend}}{\text{Link Clicks}}$$

CPR (Cost Per Conversion)

The average cost for each conversion resulting from your ad.

Formula:
$$\frac{\text{Total Ad Spend}}{\text{Number of Conversions}}$$

ROAS (Return On Ad Spend)

The total revenue generated for every dollar spent on advertising.

Formula:
$$\frac{\text{Total Revenue from Ad}}{\text{Total Ad Spend}}$$