







Paid Performance Dashboard Template

The **Paid performance dashboard template** offers a comprehensive overview of your paid performance on Facebook. It includes both channel and content metrics. You can also use this dashboard template to view your [paid Instagram content performance](#).

Please note that [your Facebook ad account must be connected in order to view the content metrics in this dashboard template](#).

Widget Name	Widget Type	Metrics
Channel comparison of paid metrics	Channel comparison	Paid fans increase, paid impressions, paid reach (daily) avg., paid video views (3s)
Paid content performance	Content performance	Spent, paid impressions (ads), paid engagements, cost per engagement, paid link clicks, total conversion value
Promoted conversions	Content performance	Spent, landing page views, add to cart, purchase, purchase value, purchase ROI
Promoted links performance	Content performance	Paid clicks, paid link clicks
Promoted video performance	Content performance	Paid video views (ads), paid video views (50%)
Fans	Key metrics	Fans, paid fans increase
Paid labelled performance	Label performance	Paid impressions (ads), spent, paid engagements, cost per engagement, paid link clicks
Paid fans increase	Time series	Paid fans increase
Paid impressions/reach	Time series	Paid impressions, paid reach (daily)

Promoted video performance															
Posts	Paid video views (ads)	Paid video views (30%)													
5	1.81K	973													
<div> <div>  <div> Everyday Beauty 3 Feb 2:27 PM </div> </div> <div> beauty is everywhere in social gatherings </div> </div>															
															
Paid video views (Ads)	354	Paid video views (Ads)	1.04K												
Paid video views (50%)	28	Paid video views (50%)	642												
Paid video views (75%)	12	Paid video views (75%)	377												
Paid video views (95%)	7	Paid video views (95%)	278												
Paid video viewers	354	Paid video viewers	1K												
Promoted links performance															
Posts	Paid clicks	Paid link clicks													
2	114	10													
<div> <div>  <div> Everyday Beauty 10 Jun 2024, 8:55 AM </div> </div> <div> test test this labelling thing #loveintheair </div> </div>															
															
Paid clicks	64	Paid clicks	50												
Paid link clicks	5	Paid link clicks	5												
Paid outbound clicks	5	Paid outbound clicks	5												
CPC	€0.04	CPC	€0.05												
Cost per link click	€0.47	Cost per link click	€0.5												