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Section: Integrations

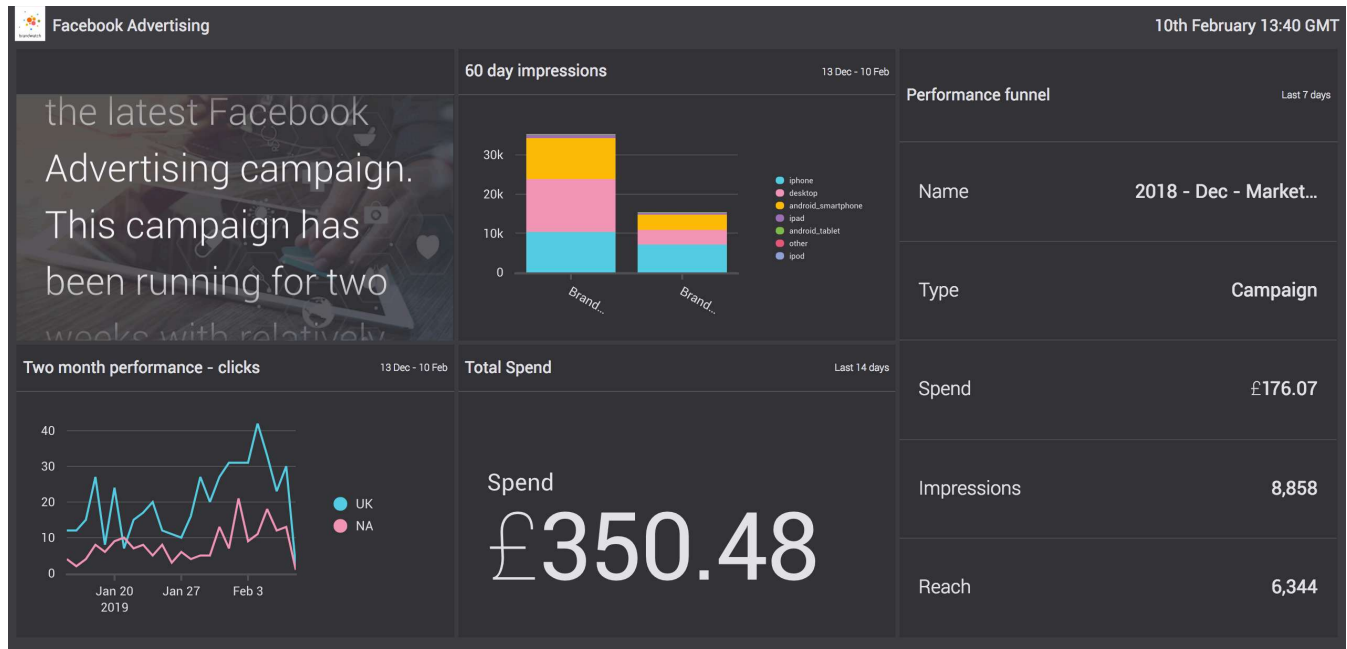
Facebook and Instagram Ads

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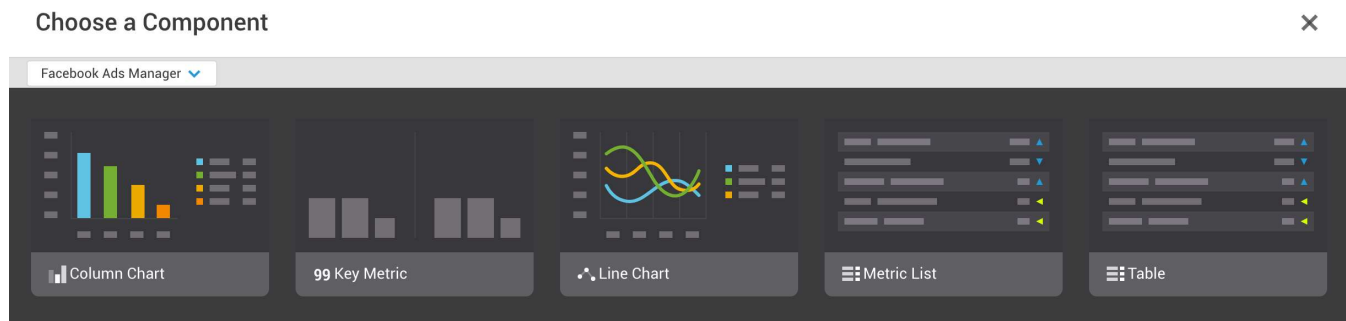
The Facebook and Instagram ads integration is available to use by all customers. The details of each of the components in the integration are listed below.



Set up process:

Each of the component in the integration follow the same set up process:

1. Choose the component from the component picker

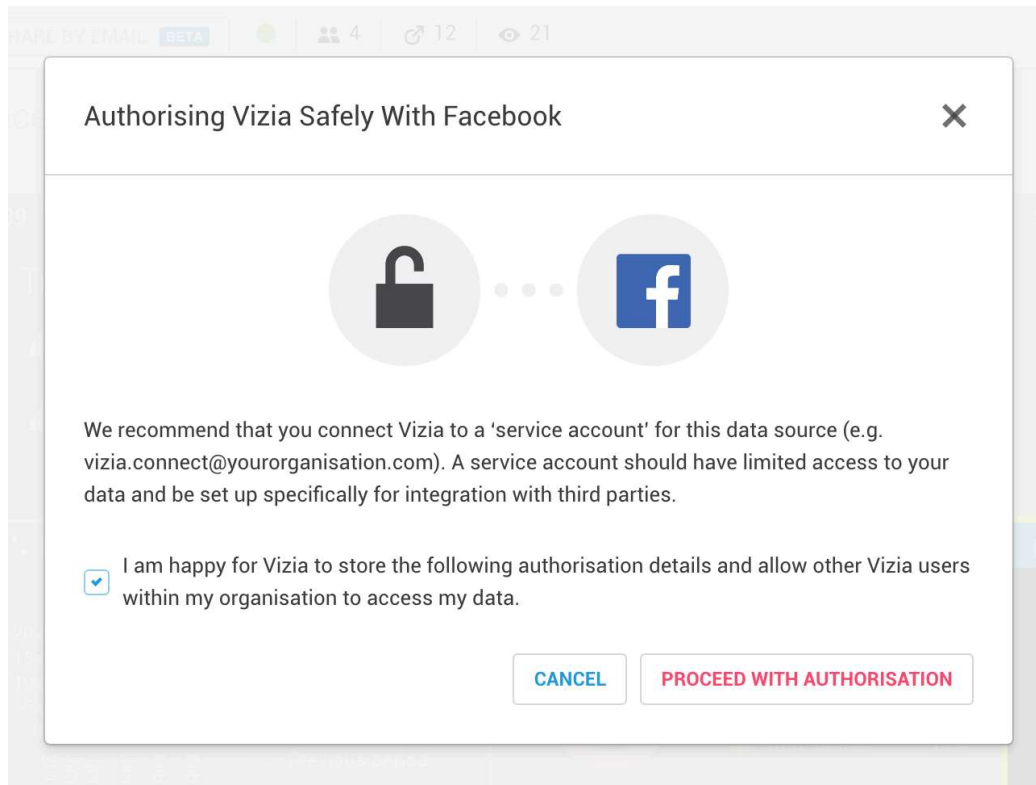


2. Authenticate to receive your Facebook token by clicking 'Add Token'. This will prompt an authentication flow that will allow Vizia to access the different campaigns linked to your account.

Facebook Token

Please Select... ▼

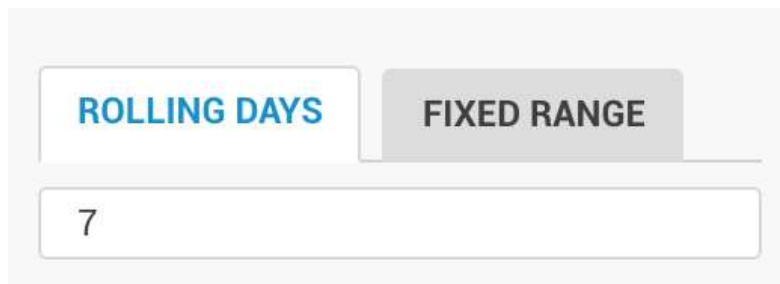
ADD TOKEN



3. Set your time range preferences.

Rolling days will look at a most recent X days

Fixed date range will look at a snapshot in time, depending on the dates set.



4. Choose the campaign you would like to visualize data from. The campaigns will have the same name and format as the ones you have set in your Facebooks ads accounts.

Once you have chosen the campaign you will then be able to choose the relevant ad sets and specific ads.

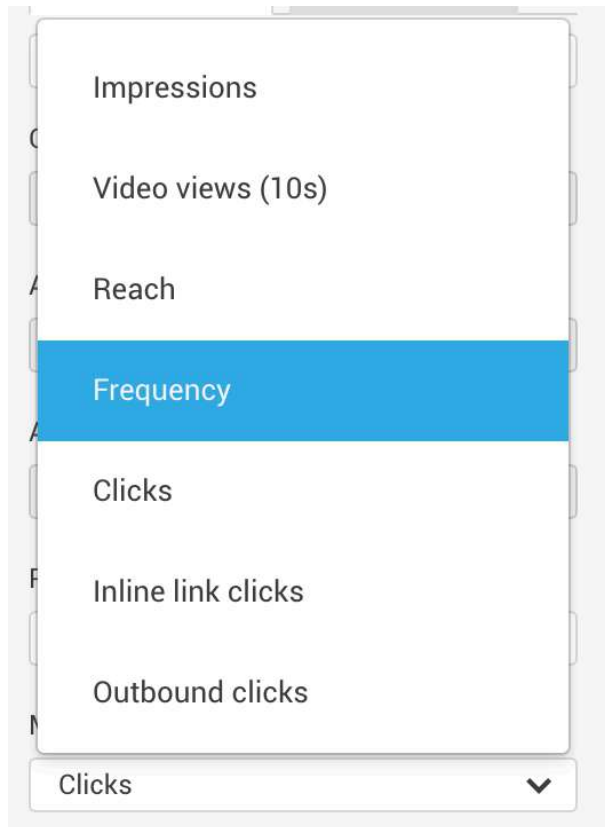
You can either choose to visualize data from an entire ad set or look at the more granular ad data.

The screenshot shows the Vizia reporting interface. On the left, there are several filter sections: 'ADD TOKEN' (a blue button), 'ROLLING DAYS' (selected) and 'FIXED RANGE' (disabled), a date input field with '7', 'Campaign(s)' (a dropdown menu), 'Adset(s)' (a dropdown menu with 'All' selected), 'Advert(s)' (a dropdown menu with 'All' selected), and 'Platform (optional)' (a dropdown menu with 'All' selected). On the right, a search bar with a magnifying glass icon and the text 'Search for items' is shown. Below the search bar, a list of reports is displayed, including '2018 - Feb - Brand Follower Report', '2019 - Feb - FR Social+ Guide', '2019 - Jan - CX Report', '2019 - Jan - NYK Chicago', '2019 - Jan - CMO Webinar', '2019 - Jan - CMI Webinar', and '2019 - Jan - LATAM Marketing'.

5. Choose the platform you'd like to visualize the data from. You can choose 'all' or choose a specific platform.

The screenshot shows a dropdown menu for selecting the platform. The menu is open, displaying four options: 'All', 'Facebook', 'Instagram', and 'Audience Network'. Below the menu, the selected option 'All' is shown in a dropdown box with a downward arrow.

6. Choose the metric(s) you would like to visualize. The full list of metrics is explained in glossary section of this article.



7. Finally, choose how and if you would like the data to be broken down by. The options are:

- None
- Age
- Country
- DMA
- Gender
- Device
- Age
- Platform
- Device type
- Product ID
- Region

(This option is only available for the charting components)

Component Types:

- **Column Chart**

The column chart allows you to chart the total performance of a campaign, ad set or ad across a range of 17 different metrics. There are wide range of uses for this component- predominantly rooted in monitoring the performance of running advertising and comparing sets.

With this component, you can different campaigns or ad sets or ads against each other which you isn't possible in the Facebook ads manager. This means you can gain an understanding a true understanding of all ad activities across your account.

- **Line Chart**

The column chart allows you to chart the total performance of a campaign, ad set or ad across a range of 17 different metrics over a given time period. There are wide range of uses for this component:

- Users can monitor the performance (spend, impressions, clicks...) of activities overtime.
- Compare the performance of different campaign, ad sets or ads over time.

With this component, you can different campaigns or ad sets or ads against each other which you isn't possible in the Facebook ads manager. This means you can gain an understanding a true understanding of all ad activities across your account.

- **Key Metric**

The key metric give you a high level overview of the total of a specific metric over a given time range. Users can drill into specific data points for campaigns, ad sets or ads.

This component is really useful when used alongside the other FB ads graph by adding context to the data.

- **Table**

The table visualization allows users to compare different metrics from a campaign, ad set or ad against each other.

This comparative view gives a quick overview on what's working and what's not. What needs more investment and what need to be pulled. Users have the flexibility to compare the metrics that matter to them.

- **Metric List**

The key metric list creates funnel view of a user's campaign. Ad set or ad. This gives an overview of performance of this activity down the conversion funnel.

Differentiator: This is a unique visualization and that is based off the objective groupings in the Facebook Ads manager. The metrics in the groupings are the following:

Metric Groups

- **Clicks**
 1. Spend
 2. Impressions
 3. Reach
 4. Clicks
 5. Unique clicks
 6. CTR
 7. CPC
- **Performance**
 1. Spend
 2. Impressions
 3. Reach
 4. Actions
 5. CPP
 6. CPM
 7. Cost/ total action
- **Social Engagement**
 1. Spend
 2. Social spend
 3. Social impressions
 4. Social reach
 5. Social clicks
- **Video Engagement**
 1. Spend
 2. Impressions
 3. Reach

Glossary:

Campaign ID - The unique ID number of the advertising campaign that you're viewing in reporting. Your campaign contains ad sets and ads.

Ad set ID - The unique ID of the group of ads that you're viewing.

Ad ID - The unique ID of the ad that you're viewing in reporting.

Metrics

- **Clicks** - The metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations, and links to expanded ad experiences
 - **Impressions** - The number of times that your adverts were on-screen.
 - **Social impressions** - The number of times that your ads were viewed when displayed with social information, which shows Facebook friends who engaged with your Facebook Page or ad.
 - **Video views** - The number of times the video has been viewed.
 - **Reach** - The number of people who saw your adverts at least once. Reach is different to impressions, which may include multiple views of your adverts by the same people.
 - **Social reach** - The number of people who saw your ad when this was displayed with social information, which shows other Facebook friends who engaged with your Facebook Page or ad.
 - **Frequency** - The average number of times that each person saw your ad.
-
- **Actions** - The total number of actions people took that are attributed to your adverts. Actions may include engagement, clicks or conversions.
-
- **Social clicks** - The number of clicks (all) when your ad was displayed with social information, which shows other Facebook friends who engaged with your Facebook Page or ad.
 - **Unique clicks** - The number of people who performed a link click.
-
- **Inline link clicks** - The number of clicks on links to select destinations or experiences, on or off Facebook-owned properties. Inline link clicks use a fixed 1-day-click attribution window.
-
- **Outbound clicks** - The number of clicks on links that take people off Facebook-owned properties.

- **CTR (Click through rate)** - The percentage of times that people saw your ad and performed a click. (Clicks divided by impressions)
- **Website CTR** -
- **CPC (Cost per click)** - The average cost for each click. (Amount spent divided by clicks)
- **CPP** - The average cost to reach 1,000 people. This metric is estimated.
- **CPM** - The average cost for 1,000 impressions.
- **Spend** - The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule. This metric is estimated.
- **Social Spend** - The total amount you've spent so far for your ads showed with social information.
- **Website ROAS** (Return on advertising spend) - The total return on advertising spend (ROAS) from website purchases. This is based on the value of all conversions recorded by the Facebook pixel on your website and attributed to your ads.

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