

Facebook and Instagram Key Performance Indicators in Advertise

Whether you are new to running ad campaigns or you are an experienced advertiser, monitoring the key performance indicators (KPIs) for your ads is an essential step in gauging the success of your ads strategy. There are no right or wrong answers to which KPIs you should be tracking as it depends on the type of objectives you set for your ad campaigns. In this article, learn about the available KPIs in Advertise for Meta networks.

Note:

In Advertise, KPIs will be aggregated across the Meta networks supported by your Facebook ad account (e.g. Facebook, Instagram, Messenger, and WhatsApp).

You can change which KPIs you would like to view by clicking on the **Edit** button next to each one. Please note that you can only view up to four KPIs at a time.



Performance KPIs

Spent

The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule.

Reach

The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Impressions

The number of times your ads were on screen.

Frequency

The average number of times each person saw your ad.

CPM

The average cost for 1,000 impressions (Cost Per Mille).

Cost per 1,000 people reached.

Relevance score

A rating from 1 to 10 that estimates how well your target audience is responding to your ad. This score is shown after your ad receives more than 500 impressions.

Clicks KPIs

Clicks

The number of clicks on your ads.

Link clicks

The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.

Outbound clicks

The number of clicks on links that take people off Facebook-owned properties.

CPC

The average cost for each click.

CTR (%)

The percentage of times people saw your ad and performed a click.

Outbound CTR

The percentage of times people saw your ad and performed an outbound click.

Cost per link click

The average cost for each link click.

Cost per outbound click

The average cost for each outbound click (The number of clicks on links that take people off Facebook-owned properties).

Engagement KPIs

Page likes

The number of likes of your Facebook Page attributed to your ads.

Post engagement

The total number of actions that people take involving your ads. Actions can include: reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

Inline post engagement

The total number of inline actions that people take involving your ads.

Page engagement

The total number of actions that people took on your Facebook Page and its posts, attributed to your ads.

Post Stories

The number of stories on your ads. Post comment: The number of comments on your ads.

Post reactions

The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad or Angry.

Post shares

The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups and on their own Pages.

Photo view

The number of views of photos on your Page or posts that are attributed to your ads. Photo views are counted when people click on photos to view them.

Cost per fan

The average cost per fan.

Cost per post eng.

The average cost for each post engagement.

Cost per inline post eng.

The average cost for each inline post engagement.

Cost per page eng.

The average cost for each Page engagement.

Cost per post story

The average cost for each post story.

Cost per post comment

The average cost for each post comment.

Cost per post like

The average cost for each post like.

Cost per post share

The average cost of each post share.

Cost per photo view

The average cost for each photo view.

Media KPIs

3-second video views

The number of times your video was watched for an aggregate of at least 3 seconds, or for nearly its total length, whichever happened first.

10-second video views

The number of times your video was watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first.

30-second video views

The number of times your video was watched for an aggregate of at least 30 seconds, or for nearly its total length, whichever happened first.

Avr. % of video viewed

The average percentage of your video that people played.

Avr. time of video viewed

The average time a video was watched.

Video views to 25%

The number of times your video was played at 25% of its length, including plays that skipped to this point.

Video views to 50%

The number of times your video was played at 50% of its length, including plays that skipped to this point.

Video views to 75%

The number of times your video was played at 75% of its length, including plays that skipped to this point.

Video views to 95%

The number of times your video was played at 95% of its length, including plays that skipped to this point.

Video views to 100%

The number of times your video was played at 100% of its length, including plays that skipped to this point.

Cost per 3-second video view

The average cost for each 3-second video view.

Cost per 10-second video view

The average cost for each 10-second video view.

Messaging KPIs

New messaging conversation

The number of messaging conversations on Facebook Messenger that began with people who had never messaged with your business before, attributed to your ads.

Messaging replies

The number of messaging replies that people sent to your business from Facebook Messenger, attributed to your ads.

Blocked messaging conversations

Blocked messaging conversations.

Cost per new messaging conversation

The average cost for each new messaging conversation.

Cost per messaging reply

The average cost for each messaging reply.

Awareness KPIs

Ad recall lift (People)

An estimate of the number of additional people who may remember seeing your ads, if asked, within 2 days. This metric is only available for assets in the Brand awareness, Post engagement and Video views Objectives.

Ad recall lift (rate)

The rate at which an estimated number of additional people, when asked, would remember seeing your ads within 2 days. This metric is only available for assets in the Brand awareness, Post engagement and Video views Objectives.

Cost per ad recall lift (People)

The average cost for each estimated ad recall lift. This metric is only available for assets in the Brand awareness, Post engagement and Video views Objectives.

Website conversions KPIs

Content view

The number of view content events tracked by the pixel on your website and attributed to your ads.

Search

The number of search events tracked by the pixel on your website and attributed to your ads.

Add to cart

The number of add to cart events tracked by the pixel on your website and attributed to your ads.

Add to wishlist

The number of add to wishlist events tracked by the pixel on your website and attributed to your ads.

Checkout initiated

The number of initiate checkout events tracked by the pixel on your website and attributed to your ads.

Add payment info

The number of add payment info events tracked by the pixel on your website and attributed to your ads.

Purchase

The number of purchase events tracked by the pixel on your website and attributed to your ads.

Lead

The number of lead events tracked by the pixel on your website and attributed to your ads.

Registration completed

The number of complete registration events tracked by the pixel on your website and attributed to your ads.

Landing page views

The number of times a person clicked on an ad link and then successfully loaded the destination webpage. To report on landing page views, you must have the Facebook pixel implemented on your webpage.

Unique landing page view

The number of times a unique person clicked on an ad link and then successfully loaded the destination webpage. To report on landing page views, you must have the Facebook pixel implemented on your webpage.

Cost per "Content view"

The average cost of each website content view.

Cost per "Search"

The average cost of each website search.

Cost per "Add to cart"

The average cost of each website add to cart.

Cost per "Add to wishlist"

The average cost of each website add to wishlist.

Cost per "Checkout initiated"

The average cost of each website checkouts initiated.

Cost per "Add payment Info"

The average cost of each website add of payment info.

Cost per "Purchase"

The average cost of each website purchase.

Cost per "Lead"

The average cost of each website lead.

Cost per "Registration completed"

The average cost of each website registration completed.

Cost per "Landing page view"

The average cost for each landing page view.

Cost per "Unique landing page view"

The average cost for each unique landing page view.

Website earnings KPIs

Total conversion value

The total value of all conversions attributed to your ads.

Purchase value

The total value of all purchases attributed to your ads.

Purchase ROI

The total value of all purchase ROI attributed to your ads.

Content view value

The total value of all purchase ROI attributed to your ads.

Search value

The total value of all searches attributed to your ads.

Add to cart value

The total value of all 'add to cart' actions attributed to your ads.

Add to Wishlist value

The total value of all 'add to Wishlist' actions attributed to your ads.

Checkout initiated value

The total value of all checkouts initiated attributed to your ads.

Add payment Info value

The total value of all 'add payment info' actions attributed to your ads.

Lead value

The total lead value attributed to your ads.

Registration completed value

The total value of all completed registrations attributed to your ads.

Landing page view value

The total value of all landing page views attributed to your ads.

Unique landing page view value

The total value of all unique landing page views attributed to your ads.

Apps KPIs

Mobile app installs

The number of installs of your mobile app that were recorded as app events and attributed to your ads.

Cost per mobile app install

The average cost for each mobile app install.

Facebook conversions KPIs

Facebook purchases

The number of purchases made within a Facebook-owned property (such as Pages or Messenger) and attributed to your ads. Purchases on Facebook may include conversions such as event ticket sales, travel bookings or movie ticket sales that happen directly on Facebook-owned properties.

Facebook Leads

The number of form responses submitted after people clicked on Facebook lead ads.

Cost per Facebook purchase

The cost for each on-Facebook purchase.

Cost per Facebook lead

The average cost of form responses submitted after people clicked on Facebook lead ads.

Facebook purchase value

The total value of on-Facebook purchase conversions.

Offline KPIs

Store visits

The estimated number of times people visit your business location, attributed to your ads. After June 29 2018, store visits uses the same attribution window as other objectives, which is 28-day view, 1-day click.

Cost per store visit

The average cost of each store visit.

Tip:

You can also create up to 100 custom conversions using [Facebook Pixels](#).