

# Understanding Facebook Ad Reporting

# Introduction

- Facebook advertising is an effective way to reach out to consumers globally
- As more and more advertisers use Facebook ads, it would be inevitable for Facebook to raise the Average CPM (cost per thousand impression) to reach out to a Facebook audience
- Hence, it is crucial for Facebook advertisers to know how to measure the effectiveness of their Facebook Campaigns, Ad Sets and Ads
- In this training, we will explore how to create and interpret Facebook reports in detail



# Facebook Ad Reporting



# Customize Columns

The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and user information 'Fabian Lim'. Below the navigation bar, there are tabs for 'Account Overview', 'Campaigns' (1 selected), 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. The 'Ad Sets for 1 Campaign' tab is active, displaying a table of ad sets. A dropdown menu is open, showing the 'Columns: Custom' option selected. The menu also lists other column categories like Performance (Default), Delivery, Engagement, Video Engagement, App Engagement, Carousel Engagement, Performance and Clicks, Cross-Device, Messenger Engagement, Offline Conversions, Targeting and Creative, E-Commerce, and Custom. The 'Custom' option is highlighted, and a 'Customize Columns...' option is also visible at the bottom of the menu.

Ad Set Name	Delivery	Resu...	Reach	Amount ...	End
...	Active 15 Approved	1 Purchase	5	\$41.90	Ong
...	Active 13 Approved	6 Purchases	3,2	\$139.35	Ong
...	Active 15 Approved	4 Purchases	2,4	\$147.04	Ong
...	Active 3 Approved	9 Purchases	6,3	\$172.31	Ong
...	Active 3 Approved	14 Purchases	6,8	\$228.55	Ong
...	Active 16 Approved	342 Purchases	85,9	\$6,878.08	Ong
...	Active 20 Approved	174 Purchases	50,8	\$3,479.49	10/1
...	Active 16 Approved	61 Purchases	12,3	\$934.07	Ong
...	Active 10 Approved	23 Purchases	11,126	\$13.60 \$20.00	\$312.83 Ong



# Customize Columns

Customize Columns

Performance

Engagement

Conversions

Settings

Search

Clear Search

PERFORMANCE

Select All Columns

Results

Result Rate

Reach

Frequency

Impressions

Delivery

Social Reach

Social Impressions

Actions

People Taking Action

Relevance Score

Positive Feedback

Negative Feedback

Amount Spent

Amount Spent Today

Clicks (All)

CPC (All)

CTR (All)

24 COLUMNS SELECTED

Ad Set Name

Delivery

Reach

Impressions

Frequency

CPM (Cost per 1,000 Impressions)

CTR (Link Click-Through Rate)

Link Clicks

CPC (Cost per Link Click)

Cost per Result

Bid

Relevance Score

Website Content Views

Website Adds to Cart

ATTRIBUTION WINDOW

28-day click and 1-day view

Comparing Windows

Save as preset

Cancel

Apply

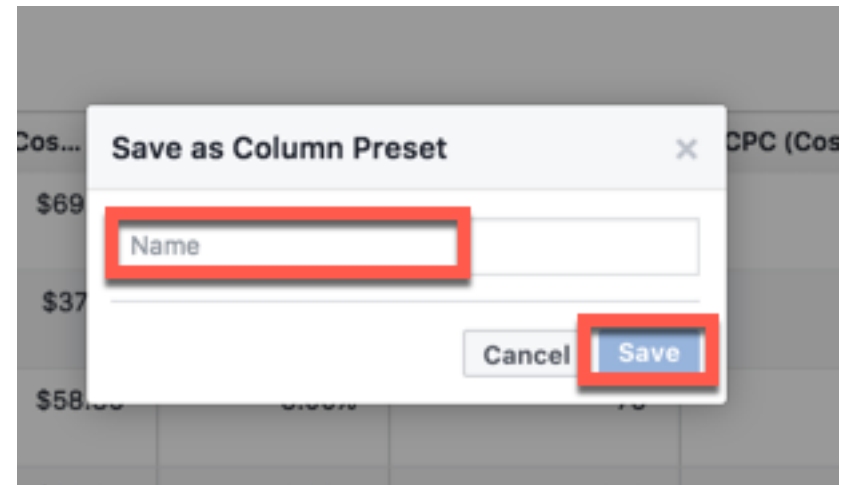
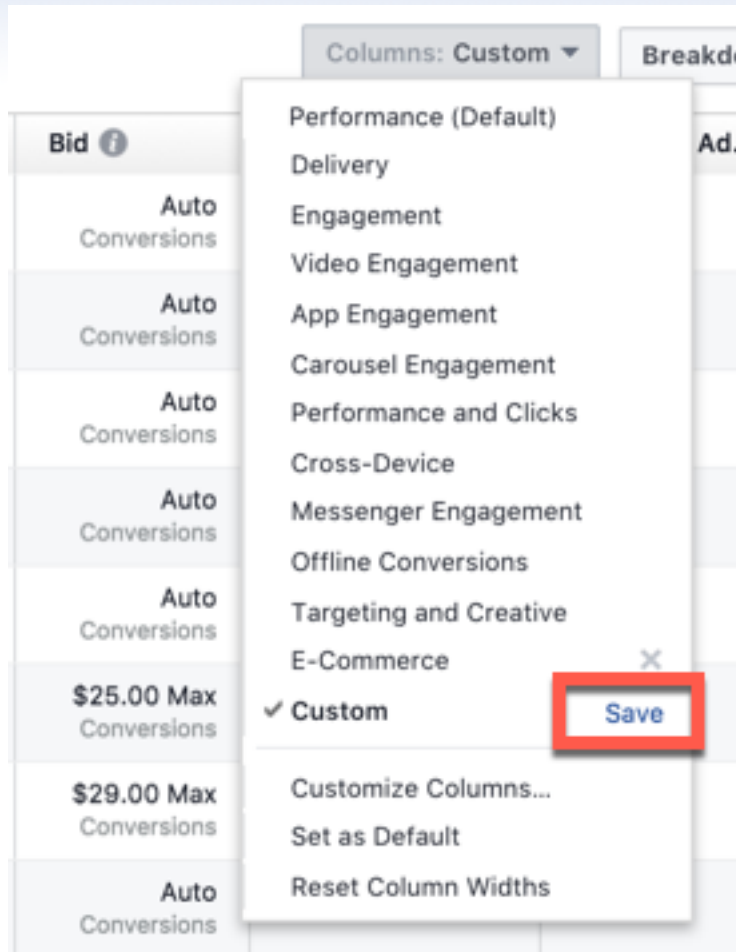
# Customize Columns

## 24 'Must-Have' Columns

Ad Set Name	
Delivery	×
Reach	×
Impressions	×
Frequency	×
CPM (Cost per 1,000 Impressions)	×
CTR (Link Click-Through Rate)	×
Link Clicks	×
CPC (Cost per Link Click)	×
Cost per Result	×
Bid	×
Relevance Score	×
Website Content Views	×
Website Adds to Cart	×

Cost per Result	×
Bid	×
Relevance Score	×
Website Content Views	×
Website Adds to Cart	×
Website Checkouts Initiated	×
Website Purchases	×
Website Purchases Conversion Value	×
Amount Spent	×
Website Purchase ROAS (Return on Ad Spend)	×
Budget	×
Ends	×
Schedule	×
Positive Feedback	×
Negative Feedback	×

# Saving Column Preset



Questions?

