

SEM Coaching 60

Facebook Ads Reporting (Responder Demographics)



Introduction


- Age and Gender are basic demographic segmentation variables offered inside the Facebook Ads platform.
- Facebook recently offered a 'Responder Demographics' report that allows us to track conversions by age and gender.
- This report can be further customized and exported for further analysis.
- This training shows you, step-by-step, how to use 'Responder Demographics' to increase your Facebook conversions while minimizing conversion costs!



How It Works





Facebook Ads Manager > Reports



Ads Manager

Account


ClickEvents.com.sg Pte...


 Create an Ad


 Campaigns


 **Reports**


Old Reports
Old Scheduled Reports


 Audience Insights


 Settings

 Billing

 Conversion Tracking

 Power Editor

 Account History

 Audiences

Facebook Ads Reporting

CURRENT REPORT

Responder Demographics (edited)

Save Report
Schedule
Share
Export

REPORT SETTINGS

Level: Ad Set

Customize Columns

Breakdown: Age and Gender

Add Filters

Start Date	End Date	Account	Ad Set Name	Age	
<div> Change Your Filters or Date Range to View Results </div> <div> There isn't any data that matches your search or filters. Update your filters or selected date range to find the data you need for your report. </div>					

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Customize Columns

Customize Columns

All

Performance

Engagement

Videos

Website Conversions

Apps

Events

Clicks

Settings

Select All Columns

WEBSITE CONVERSIONS: ACTIONS

☒ **Website Conversion**
The number of conversions that happened on your website as a result of your ad.

☐ **Checkouts (Conversion)**
The number of times a checkout was completed on your website as a result of your ad.

☐ **Registrations (Conversion)**
The number of times a registration was completed on your website as a result of your ad.

☐ **Leads (Conversion)**
The number of new leads you acquired on your website as a result of your ad.

☐ **Key Web Page Views (Conversion)**
The number of times a key page was viewed on your website as a result of your ad.

☐ **Adds To Cart (Conversion)**
The number of times something was added to a shopping cart on your website as a result of your ad.

19 COLUMNS SELECTED

Account

Age

Gender

Website Conversion

Cost per Website Conver...

Amount Spent

Reach

Frequency

Impressions

Clicks

Unique Clicks

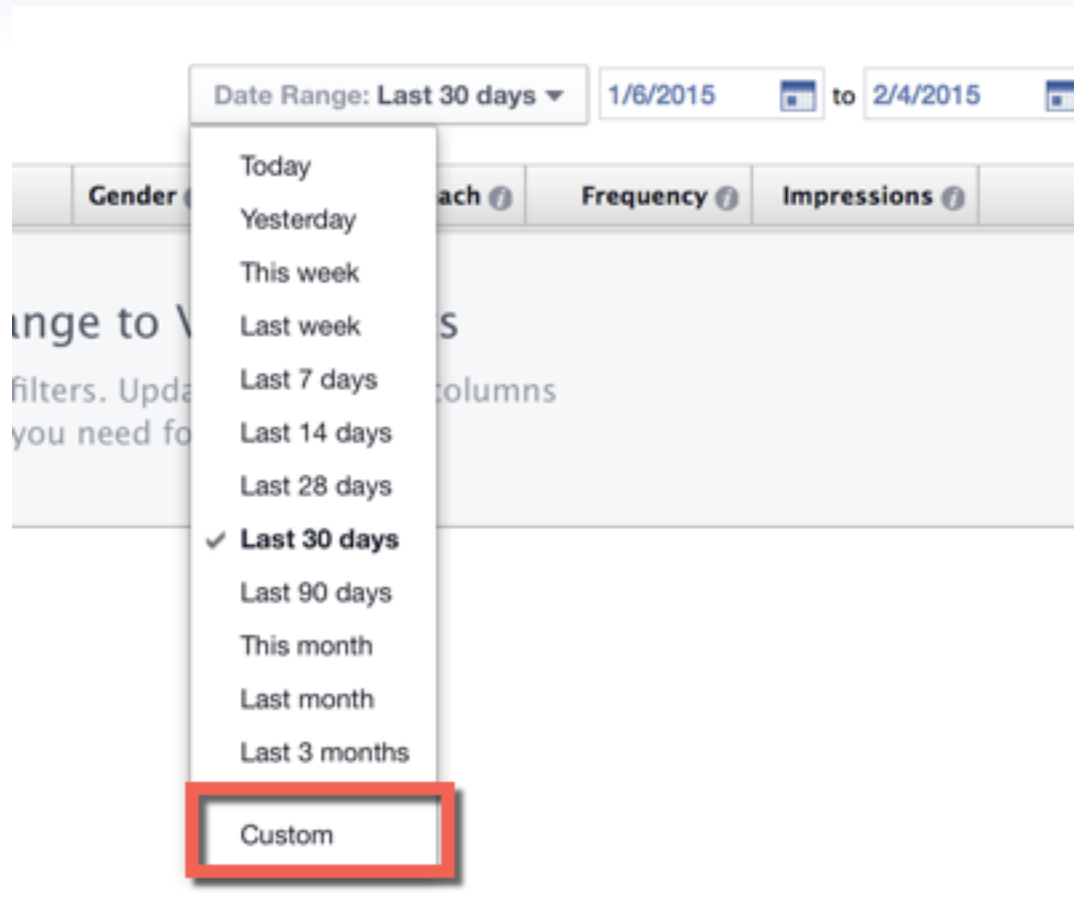
THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad
- 28 days after clicking on ad

[Change Attribution Window](#)

Cancel **Apply**

Customize Date Range



Save Report

Ads Manager

Account

ClickEvents.com.sg Pte...

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Facebook Ads Reporting

CURRENT REPORT

Responder Demographics (edited)

Save Report

Schedule

Share

Export

REPORT SETTINGS

Level: Account

Start Date

Save Report

Give these report settings a unique name so it's easy to use them in the future. We'll save your date range, columns and filters.

Report Name

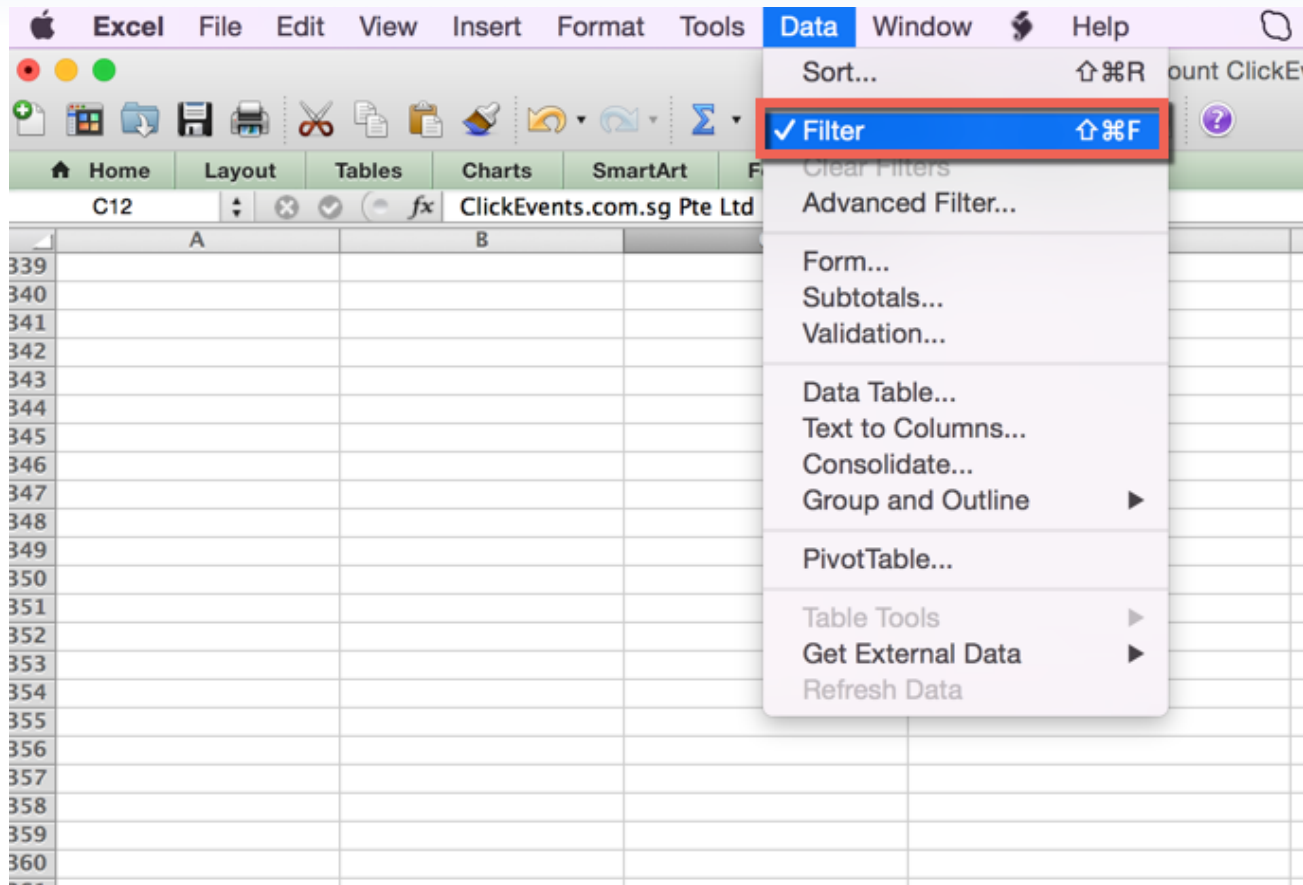
Save

Cancel

Export Report

The screenshot displays the Facebook Ads Reporting interface. At the top, the title "Facebook Ads Reporting" is visible. Below it, the "CURRENT REPORT" section shows a dropdown menu set to "Responder Demographics (edited)". To the right of this menu are buttons for "Save Report", "Schedule", "Share", and "Export". The "Export" button is highlighted with a red rectangle. Below the "CURRENT REPORT" section is the "REPORT SETTINGS" section, which includes a "Level: Ad Set" dropdown and a "Customize" button. Below these are filters for "Start Date", "End Date", "Age", and "Gender". An "Export" dialog box is open in the center of the screen. The dialog box has a title bar that reads "Export 'Responder Demographics: ...'". Inside the dialog, there is a checkbox labeled "Include Summary Row" which is checked and highlighted with a red rectangle. Below this checkbox are two radio button options: ".xls file" (selected) and ".csv file". At the bottom right of the dialog are "Cancel" and "Export" buttons, with the "Export" button highlighted by a red rectangle.

Excel > Data > Filter



Sort By Website Conversion (Descending)

G	H	I	J
Conversion	Website Conversion (USD)	Amount Spent (USD)	Revenue
1	101.57	Cost per Website Conversion (USD)	3
1	62.53	Sort	4
1	59.02	Ascending	7
3	50.81	Descending	4
1	47.38	By color: None	8
1	47.33	Filter	1
4	42.01	By color: None	7
4	41.19	Choose One	4
1	40.71	Search	5
1	34.43	(Select All)	0
4	32.23	-	4
1	31.00	0.73	7
3	30.51	1.14	9
3	28.20	Clear Filter	6
2	26.45		8
4	24.78		6
1	23.48		3
2	22.98	45.95	6966
6	22.22	133.31	12146
1	21.04	21.04	2000

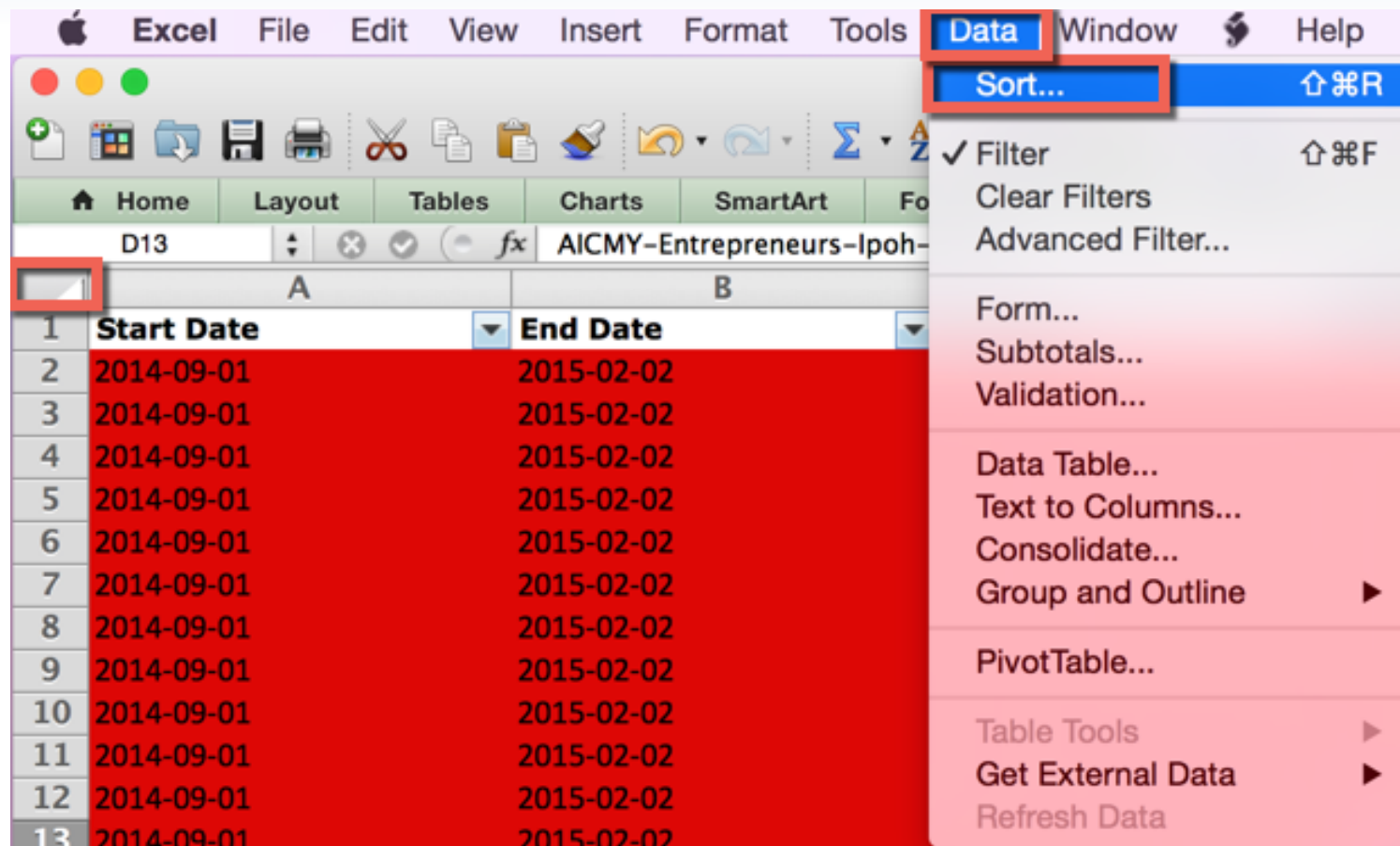


Color-Coding Based On Conversion Cost

- Red > ZERO Conversion Cost
- Green > \$1 to \$20
- Yellow > \$20 to \$40
- Orange > \$40



Excel > Data > Sort



Excel > Data > Sort

The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	
1	Start Date	End Date	Account	Ad Set Name
2	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Group
3	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	RAS-SG-RK
4	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-StarCr
5	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	Y-Group
6	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	SG-Entre
7	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	Y-Aviati
8	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	SG-RK
9	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-Entre
10	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-Entre
11	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-StarCr
12	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	SG-RK
13	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	SG-RK
14	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-Group
15	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	SG-RK
16	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	Y-StarCr
17	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	G-Group
18	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	Y-RK
19	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	Y-RK
20	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	RAS-SG-RK
21	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	RAS-SG-RK
22	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Group

The 'Sort' dialog box is open, showing the following table:

	Column	Sort On	Order	Color/Icon
Sort by	Ad Set Name	Values	A to Z	
Then by	Age	Values	A to Z	
Then by	Gender	Values	A to Z	

The 'OK' button is highlighted with a red box.



Sorted Results

	A	B	C	D
1	Start Date	End Date	Account	Ad Set Name
48	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
49	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
50	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
51	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
52	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
53	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
54	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
55	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
56	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
57	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
58	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
59	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
60	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
61	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
62	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-Groupon-KL-21-55
63	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-HomeBiz-KL-21-55
64	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-HomeBiz-KL-21-55
65	2014-09-01	2015-02-02	ClickEvents.com.sg Pte Ltd	AICMY-HomeBiz-KL-21-55



Questions?

