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圖形 **API** 版本　　　　　　　　　　　　　　　　　　　　**v23.0**

Ad Account, Insights

The Insights API can return several metrics which are *estimated* or *in-development*. In some cases a metric may be **both** *estimated and in-development*.

- **Estimated** - Provide directional insights for outcomes that are hard to precisely quantify. They may evolve as we gather more data. See Ads Help Center, Estimated metrics.

- **In Development** - Still being tested and may change as we improve our methodologies. We encourage you to use it for directional guidance, but please use caution when using it for historical comparisons or strategic planning. See Ads Help Center, In development metrics.

For more information, see Insights API, Estimated and Deprecated Metrics

> Facebook will no longer be able to aggregate non-inline conversion metric values across iOS 14.5 and non-iOS 14.5 campaigns due to differences in attribution logic. Querying across iOS 14.5 and non-iOS 14.5 campaigns will result in no data getting returned for non-inline conversion metrics such as app installs and purchases. Inline event metrics like impressions, link clicks, and video views, however, can still be aggregated. Please visit our changelog for more information.

> `date_preset = lifetime` 參數已在圖形 API 第 10.0 版中停用，並由 `date_preset = maximum` 取代，其可傳回最多 37 個月的資料。針對第 9.0 及較舊版本，`date_preset = maximum` 將於 2021 年 5 月 25 日啟用，任何 `lifetime` 呼叫都將預設為 `maximum`，並僅傳回 37 個月的資料。

閱讀中

Provides insights on your advertising performance. Allows for deduped metrics across child objects, such as `unique_clicks`, sorting of metrics, and async reporting.

範例

```
GET /v23.0/<AD_SET_ID>/insights?fields=impressions&breakdown=publisher_plat
Host: graph.facebook.com
```

如果想瞭解如何使用圖形 API，請參閱我們的使用圖形 API 指南。

參數

參數	說明
`action_attribution_windows` list<enum{1d_view, 7d_view, 28d_view, 1d_click, 7d_click, 28d_click, 1d_ev, dda, default, 7d_view_first_conversion, 28d_view_first_conversion, 7d_view_all_conversions, 28d_view_all_conversions, skan_view, skan_click, skan_click_second_postback, skan_view_second_postback, skan_click_third_postback, skan_view_third_postback}>	預設值：`default` The attribution window for the actions. For example, `28d_click` means the API returns all actions that happened 28 days after someone clicked on the ad. `1d_ev` refers to engaged-view conversions counted when a skippable video ad is played for at least 10 seconds, or for at least 97% of its total length if it's shorter than 10 seconds, and a person takes an action within 1 day. The `default` option means `["7d_click","1d_view"]`.
`action_breakdowns` list<enum{action_device, conversion_destination, matched_persona_id, matched_persona_name, signal_source_bucket, standard_event_content_type, action_canvas_component_name, action_carousel_card_id, action_carousel_card_name, action_destination, action_reaction, action_target_id, action_type, action_video_sound, action_video_type}>	預設值：`Vec` How to break down action results. Supports more than one breakdowns. Default value is `["action_type"]`. Note: you must also include `actions` field whenever `action_breakdowns` is specified.

參數	說明
`action_report_time` enum{impression, conversion, mixed, lifetime}	Determines the report time of action stats. For example, if a person saw the ad on Jan 1st but converted on Jan 2nd, when you query the API with `action_report_time=impression`, you see a conversion on Jan 1st. When you query the API with `action_report_time=conversion`, you see a conversion on Jan 2nd.
`breakdowns` list<enum{ad_extension_domain, ad_extension_url, ad_format_asset, age, app_id, body_asset, breakdown_ad_objective, breakdown_reporting_ad_id, call_to_action_asset, coarse_conversion_value, comscore_market, comscore_market_code, country, creative_relaxation_asset_type, description_asset, fidelity_type, flexible_format_asset_type, gen_ai_asset_type, gender, hsid, image_asset, impression_device, is_auto_advance, is_conversion_id_modeled, is_rendered_as_delayed_skip_ad, landing_destination, link_url_asset, mdsa_landing_destination, media_asset_url, media_creator, media_destination_url, media_format, media_origin_url, media_text_content, media_type, postback_sequence_index, product_id, redownload, region, skan_campaign_id, skan_conversion_id, skan_version, sot_attribution_model_type, sot_attribution_window, sot_channel, sot_event_type, sot_source, title_asset, user_persona_id, user_persona_name, video_asset, dma, frequency_value, hourly_stats_aggregated_by_advertiser_time_zone, hourly_stats_aggregated_by_audience_time_zone, mmm, place_page_id, publisher_platform, platform_position, device_platform,	How to break down the result. For more than one breakdown, only certain combinations are available: See Combining Breakdowns and the Breakdowns page. The option `impression_device` cannot be used by itself.

參數	說明
standard_event_content_type, conversion_destination, signal_source_bucket, marketing_messages_btn_name, impression_view_time_advertiser_hour_v2}>	
date_preset enum{today, yesterday, this_month, last_month, this_quarter, maximum, data_maximum, last_3d, last_7d, last_14d, last_28d, last_30d, last_90d, last_week_mon_sun, last_week_sun_sat, last_quarter, last_year, this_week_mon_today, this_week_sun_today, this_year}	預設值：`last_30d` Represents a relative time range. This field is ignored if `time_range` or `time_ranges` is specified.
default_summary boolean	預設值：`false` Determine whether to return a summary. If `summary` is set, this param is be ignored; otherwise, a summary section with the same fields as specified by `fields` will be included in the summary section.
export_columns list<string>	Select fields on the exporting report file. It is an optional param. Exporting columns are equal to the param fields, if you leave this param blank
export_format string	Set the format of exporting report file. If the export_format is set, Report file is asyncrhonizely generated. It expects ["xls", "csv"].
export_name string	Set the file name of the exporting report.
fields list<string>	Fields to be retrieved. Default behavior is to return impressions and spend.

參數	說明
filtering list<Filter Object>	預設值：`Vec` Filters on the report data. This parameter is an array of filter objects.
level enum {ad, adset, campaign, account}	Represents the level of result.
limit integer	limit
product_id_limit integer	Maximum number of product ids to be returned for each ad when breakdown by `product_id`.
sort list<string>	預設值：`Vec` Field to sort the result, and direction of sorting. You can specify sorting direction by appending "_ascending" or "_descending" to the sort field. For example, "reach_descending". For actions, you can sort by action type in form of "actions:<action_type>". For example, ["actions:link_click_ascending"]. This array supports no more than one element. By default, the sorting direction is ascending.
summary list<string>	If this param is used, a summary section will be included, with the fields listed in this param.
summary_action_breakdowns list<enum{action_device, conversion_destination, matched_persona_id, matched_persona_name, signal_source_bucket, standard_event_content_type, action_canvas_component_name,	預設值：`Vec` Similar to `action_breakdowns`, but applies to summary. Default value is ["action_type"].

參數	說明
action_carousel_card_id, action_carousel_card_name, action_destination, action_reaction, action_target_id, action_type, action_video_sound, action_video_type}>	
time_increment enum{monthly, all_days} or integer	預設值：all_days If it is an integer, it is the number of days from 1 to 90. After you pick a reporting period by using time_range or date_preset, you may choose to have the results for the whole period, or have results for smaller time slices. If "all_days" is used, it means one result set for the whole period. If "monthly" is used, you will get one result set for each calendar month in the given period. Or you can have one result set for each N-day period specified by this param. This param is ignored if time_ranges is specified.
time_range {'since':YYYY-MM-DD,'until':YYYY-MM-DD}	A single time range object. UNIX timestamp not supported. This param is ignored if time_ranges is provided.
time_ranges list<{'since':YYYY-MM-DD,'until':YYYY-MM-DD}>	Array of time range objects. Time ranges can overlap, for example to return cumulative insights. Each time range will have one result set. You cannot have more granular results with time_increment setting in this case.If time_ranges is specified, date_preset, time_range and time_increment are ignored.
use_account_attribution_setting boolean	預設值：false When this parameter is set to true, your ads results will be shown using the attribution settings defined for the ad account.

參數	說明
use_unified_attribution_setting boolean	When this parameter is set to `true`, your ads results will be shown using unified attribution settings defined at ad set level and parameter `use_account_attribution_setting` will be ignored.

欄位

由此關係連線進行的閱讀將回傳 JSON 格式結果：

```
{
    "data": [],
    "paging": {},
    "summary": {}
}
```

data

AdsInsights 節點的清單。

paging

如需更多有關分頁的詳細資料，請參閱圖形 API 指南。

summary

與關係連線相關的彙總資訊，例如次數等。請在摘要參數中指定要擷取的欄位（例如 `summary=account_currency`）。

欄位	說明
account_currency string	Currency that is used by your ad account.
account_id numeric string	The ID number of your ad account, which groups your advertising activity. Your ad account includes your campaigns, ads and billing.

欄位	說明
	`預設`
account_name string	The name of your ad account, which groups your advertising activity. Your ad account includes your campaigns, ads and billing.
action_values list<AdsActionStats>	The total value of all conversions attributed to your ads.
actions list<AdsActionStats>	The total number of actions people took that are attributed to your ads. Actions may include engagement, clicks or conversions.
activity_recency string	activity_recency
ad_click_actions list<AdsActionStats>	ad_click_actions
ad_format_asset string	ad_format_asset
ad_id numeric string	The unique ID of the ad you're viewing in reporting.
	`預設`
ad_impression_actions list<AdsActionStats>	ad_impression_actions
ad_name string	The name of the ad you're viewing in reporting.

欄位	說明
adset_id numeric string	The unique ID of the ad set you're viewing in reporting. An ad set is a group of ads that share the same budget, schedule, delivery optimization and targeting. 預設
adset_name string	The name of the ad set you're viewing in reporting. An ad set is a group of ads that share the same budget, schedule, delivery optimization and targeting.
attribution_setting string	The default attribution window to be used when attribution result is calculated. Each ad set has its own attribution setting value. The attribution setting for campaign or account is calculated based on existing ad sets.
auction_bid numeric string	auction_bid
auction_competitiveness numeric string	auction_competitiveness
auction_max_competitor_bid numeric string	auction_max_competitor_bid
body_asset AdAssetBody	body_asset
buying_type string	The method by which you pay for and target ads in your campaigns: through dynamic auction bidding, fixed-price bidding, or reach and

欄位	說明
	frequency buying. This field is currently only visible at the campaign level.
campaign_id numeric string	The unique ID number of the ad campaign you're viewing in reporting. Your campaign contains ad sets and ads. 預設
campaign_name string	The name of the ad campaign you're viewing in reporting. Your campaign contains ad sets and ads.
canvas_avg_view_percent numeric string	The average percentage of the Instant Experience that people saw. An Instant Experience is a screen that opens after someone interacts with your ad on a mobile device. It may include a series of interactive or multimedia components, including video, images product catalog and more.
canvas_avg_view_time numeric string	The average total time, in seconds, that people spent viewing an Instant Experience. An Instant Experience is a screen that opens after someone interacts with your ad on a mobile device. It may include a series of interactive or multimedia components, including video, images product catalog and more.
catalog_segment_actions list<AdsActionStats>	The number of actions performed attributed to your ads promoting your catalog segment, broken down by action type.

欄位	說明
catalog_segment_value list<AdsActionStats>	The total value of all conversions from your catalog segment attributed to your ads.
catalog_segment_value_mobile_purch... list<AdsActionStats>	The total return on ad spend (ROAS) from mobile app purchases for your catalog segment.
catalog_segment_value_omni_purchas... list<AdsActionStats>	The total return on ad spend (ROAS) from all purchases for your catalog segment.
catalog_segment_value_website_purc... list<AdsActionStats>	The total return on ad spend (ROAS) from website purchases for your catalog segment.
clicks numeric string	The number of clicks on your ads.
coarse_conversion_value string	Allows advertisers and ad networks to receive directional post-install quality insights when the volume of campaign conversions isn't high enough to meet the privacy threshold needed to unlock the standard conversion value. Possible values of this breakdown are low, medium and high. **Note:** This breakdown is only supported by the total_postbacks_detailed_v4 field.
comparison_node AdsInsightsComparison	Parent node that encapsulates fields to be compared (current time range Vs comparison time range)

欄位	說明
comscore_market string	comscore market
conversion_values list<AdsActionStats>	conversion_values
conversions list<AdsActionStats>	conversions
converted_product_app_custom_event... list<AdsActionStats>	converted product app custom event fb mobile purchase
converted_product_app_custom_event... list<AdsActionStats>	converted product app custom event fb mobile purchase value
converted_product_offline_purchase list<AdsActionStats>	converted product offline purchase
converted_product_offline_purchase... list<AdsActionStats>	converted product offline purchase value
converted_product_omni_purchase list<AdsActionStats>	converted product omni purchase
converted_product_omni_purchase_va... list<AdsActionStats>	converted product omni purchase values
converted_product_quantity list<AdsActionStats>	The number of products purchased which are recorded by your merchant partner's pixel or app SDK for a given product ID and driven by your ads. Has to be used together with converted product ID breakdown.

欄位	說明
converted_product_value list<AdsActionStats>	The value of purchases recorded by your merchant partner's pixel or app SDK for a given product ID and driven by your ads. Has to be used together with converted product ID breakdown.
converted_product_website_pixel_pu... list<AdsActionStats>	converted product website pixel purchase
converted_product_website_pixel_pu... list<AdsActionStats>	converted product website pixel purchase value
converted_promoted_product_app_cus... list<AdsActionStats>	converted promoted product app custom event fb mobile purchase
converted_promoted_product_app_cus... list<AdsActionStats>	converted promoted product app custom event fb mobile purchase value
converted_promoted_product_offline... list<AdsActionStats>	converted promoted product offline purchase
converted_promoted_product_offline... list<AdsActionStats>	converted promoted product offline purchase value
converted_promoted_product_omni_pu... list<AdsActionStats>	converted promoted product omni purchase
converted_promoted_product_omni_pu... list<AdsActionStats>	converted promoted product omni purchase values

欄位	說明
converted_promoted_product_quantity list\<AdsActionStats\>	converted_promoted_product_quantity
converted_promoted_product_value list\<AdsActionStats\>	converted_promoted_product_value
converted_promoted_product_website… list\<AdsActionStats\>	converted promoted product website pixel purchase
converted_promoted_product_website… list\<AdsActionStats\>	converted promoted product website pixel purchase value
cost_per_15_sec_video_view list\<AdsActionStats\>	cost_per_15_sec_video_view
cost_per_2_sec_continuous_video_view list\<AdsActionStats\>	cost_per_2_sec_continuous_video_view
cost_per_action_type list\<AdsActionStats\>	The average cost of a relevant action.
cost_per_ad_click list\<AdsActionStats\>	cost_per_ad_click
cost_per_conversion list\<AdsActionStats\>	cost_per_conversion
cost_per_dda_countby_convs numeric string	cost_per_dda_countby_convs

欄位	說明
cost_per_inline_link_click numeric string	The average cost of each inline link click.
cost_per_inline_post_engagement numeric string	The average cost of each inline post engagement.
cost_per_objective_result list<AdsInsightsResult>	The average cost per objective result from your ads. Objective results are what you're trying to get the most of in your ad campaign, based on the objective you selected.
cost_per_one_thousand_ad_impression list<AdsActionStats>	cost_per_one_thousand_ad_impression
cost_per_outbound_click list<AdsActionStats>	The average cost for each outbound click.
cost_per_result list<AdsInsightsResult>	The average cost per result from your ads.
cost_per_thruplay list<AdsActionStats>	The average cost for each ThruPlay. This metric is in development.
cost_per_unique_action_type list<AdsActionStats>	The average cost of each unique action. This metric is estimated.
cost_per_unique_click numeric string	The average cost for each unique click (all). This metric is estimated.
cost_per_unique_conversion	

欄位	說明
list<AdsActionStats>	cost_per_unique_conversion
cost_per_unique_inline_link_click numeric string	The average cost of each unique inline link click. This metric is estimated.
cost_per_unique_outbound_click list<AdsActionStats>	The average cost for each unique outbound click. This metric is estimated.
country string	country
cpc numeric string	The average cost for each click (all).
cpm numeric string	The average cost for 1,000 impressions.
cpp numeric string	The average cost to reach 1,000 people. This metric is estimated.
created_time string	created_time
creative_relaxation_asset_type string	creative relaxation asset type
ctr numeric string	The percentage of times people saw your ad and performed a click (all).
date_start string	

欄位	說明
	The start date for your data. This is controlled by the date range you've selected for your reporting view.
	預設
date_stop string	The end date for your data. This is controlled by the date range you've selected for your reporting view.
	預設
dda_countby_convs numeric string	dda_countby_convs
dda_results list<AdsInsightsDdaResult>	dda_results
description_asset AdAssetDescription	description_asset
device_platform string	device_platform
dma string	dma
fidelity_type string	To differentiate StoreKit-rendered ads from view-through ads, SKAdNetwork defines a fidelity-type parameter, which you include in the ad signature and receive in the install-validation postback. Use a fidelity-type value of 1 for StoreKit-rendered ads and attributable web ads, and 0 for view-through ads. **Note:** This breakdown is only supported by the total_postbacks_detailed_v4 field.

欄位	說明
`flexible_format_asset_type` string	flexible format asset type
`frequency` numeric string	The average number of times each person saw your ad. This metric is estimated.
`frequency_value` string	frequency_value
`full_view_impressions` numeric string	The number of Full Views on your Page's posts as a result of your ad.
`full_view_reach` numeric string	The number of people who performed a Full View on your Page's post as a result of your ad.
`gen_ai_asset_type` string	gen ai asset type
`hourly_stats_aggregated_by_adverti…` string	hourly_stats_aggregated_by_advertiser_time_zone
`hourly_stats_aggregated_by_audienc…` string	hourly_stats_aggregated_by_audience_time_zone
`hsid` string	The `hsid` key is available for ad impressions that use SKAdNetwork 4 and later. This integer can have up to four digits. You can encode information about your advertisement in each set of digits; you may receive two, three, or all four

欄位	說明
	digits of the sourceIdentifier in the first winning postback, depending on the ad impression's postback data tier. **Note:** This breakdown is only supported by the `total_postbacks_detailed_v4` field.
`image_asset` AdAssetImage	image_asset
`impression_device` string	impression_device
`impressions` numeric string	The number of times your ads were on screen. 預設
`inline_link_click_ctr` numeric string	The percentage of time people saw your ads and performed an inline link click.
`inline_link_clicks` numeric string	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.
`inline_post_engagement` numeric string	The total number of actions that people take involving your ads. Inline post engagements use a fixed 1-day-click attribution window.
`instagram_upcoming_event_reminders…` numeric string	instagram_upcoming_event_reminders_set
`instant_experience_clicks_to_open` numeric string	instant_experience_clicks_to_open

欄位	說明
instant_experience_clicks_to_start numeric string	instant_experience_clicks_to_start
instant_experience_outbound_clicks list<AdsActionStats>	instant_experience_outbound_clicks
interactive_component_tap list<AdsActionStats>	interactive_component_tap
is_auto_advance string	is auto advance
landing_page_view_per_link_click numeric string	landing_page_view_per_link_click
marketing_messages_delivered numeric string	The number of messages your business sent to customers that were delivered. Some messages may not be delivered, such as when a customer's device is out of service. This metric doesn't include messages delivered to Europe and Japan. In some cases, this metric may be estimated and may differ from what's shown on your invoice due to small variations in data processing.
marketing_messages_delivery_rate numeric string	The number of messages delivered divided by the number of messages sent. Some messages may not be delivered, such as when a customer's device is out of service. This metric doesn't include messages sent to Europe and Japan.

欄位	說明
marketing_messages_read_rate_bench… string	We calculate this metric as the 75th percentile of read rates across similar businesses, representing the percentage of messages read out of total messages delivered.
media_asset AdAssetMedia	media_asset
mobile_app_purchase_roas list<AdsActionStats>	The total return on ad spend (ROAS) from mobile app purchases. This is based on the value that you assigned when you set up the app event.
objective string	The objective reflecting the goal you want to achieve with your advertising. It may be different from the selected objective of the campaign in some cases.
objective_result_rate list<AdsInsightsResult>	The number of objective results you received divided by the number of impressions.
objective_results list<AdsInsightsResult>	The number of responses you wanted to achieve from your ad campaign, based on your selected objective. For example, if you selected promote your Page as your campaign objective, this metric shows the number of Page likes that happened as a result of your ads.
optimization_goal string	The optimization goal you selected for your ad or ad set. Your optimization goal reflects what you want to optimize for the ads.

欄位	說明
outbound_clicks list<AdsActionStats>	The number of clicks on links that take people off Facebook-owned properties.
outbound_clicks_ctr list<AdsActionStats>	The percentage of times people saw your ad and performed an outbound click.
place_page_id string	place_page_id
place_page_name string	The name of the place page involved in impression or click. Has to be used together with Business Locations breakdown.
platform_position string	platform_position
postback_sequence_index string	Sequence of postbacks received from SkAdNetwork API version 4.0. Possible values of this breakdown are 0 (first postback), 1 (second postback) and 2 (third postback). **Note:** This breakdown is only supported by the total_postbacks_detailed_v4 field.
product_brand string	product_brand
product_category string	product_category
product_content_id string	product content id

欄位	說明
product_custom_label_0 string	product_custom_label_0
product_custom_label_1 string	product_custom_label_1
product_custom_label_2 string	product_custom_label_2
product_custom_label_3 string	product_custom_label_3
product_custom_label_4 string	product_custom_label_4
product_group_content_id string	product group content id
product_group_retailer_id string	product_group_retailer_id
product_id string	product_id
product_name string	product_name
product_retailer_id string	product_retailer_id
product_views string	product views

欄位	說明
publisher_platform string	publisher_platform
purchase_per_landing_page_view numeric string	purchase_per_landing_page_view
purchase_roas list<AdsActionStats>	The total return on ad spend (ROAS) from purchases. This is based on information received from one or more of your connected Facebook Business Tools and attributed to your ads.
qualifying_question_qualify_answer… numeric string	qualifying_question_qualify_answer_rate
reach numeric string	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. This metric is estimated.
redownload string	Boolean flag that indicates the customer redownloaded and reinstalled the app when the value is true. A 1 indicates customer has reinstalled the app and 0 indicates that customer hasn't reinstalled the app **Note:** This breakdown is only supported by the total_postbacks_detailed_v4 field.
result_rate list<AdsInsightsResult>	The percentage of results you received out of all the views of your ads.

欄位	說明
result_values_performance_indicator string	result_values_performance_indicator
results list<AdsInsightsResult>	The number of times your ad achieved an outcome, based on the objective and settings you selected.
rule_asset AdAssetRule	rule_asset
shops_assisted_purchases string	shops_assisted_purchases
skan_version string	skan_version
social_spend numeric string	The total amount you've spent so far for your ads showed with social information. (ex: Jane Doe likes this).
spend numeric string	The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule. This metric is estimated. 預設
title_asset AdAssetTitle	title_asset
total_card_view string	total card view
updated_time	

欄位	說明
string	updated_time
user_segment_key string	user_segment_key
video_30_sec_watched_actions list<AdsActionStats>	The number of times your video played for at least 30 seconds, or for nearly its total length if it's shorter than 30 seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video.
video_asset AdAssetVideo	video_asset
video_avg_time_watched_actions list<AdsActionStats>	The average time a video was played, including any time spent replaying the video for a single impression.
video_continuous_2_sec_watched_act… list<AdsActionStats>	video_continuous_2_sec_watched_actions
video_p100_watched_actions list<AdsActionStats>	The number of times your video was played at 100% of its length, including plays that skipped to this point.
video_p25_watched_actions list<AdsActionStats>	The number of times your video was played at 25% of its length, including plays that skipped to this point.
video_p50_watched_actions list<AdsActionStats>	

欄位	說明
	The number of times your video was played at 50% of its length, including plays that skipped to this point.
video_p75_watched_actions list<AdsActionStats>	The number of times your video was played at 75% of its length, including plays that skipped to this point.
video_p95_watched_actions list<AdsActionStats>	The number of times your video was played at 95% of its length, including plays that skipped to this point.
video_play_actions list<AdsActionStats>	The number of times your video starts to play. This is counted for each impression of a video, and excludes replays. This metric is in development.
video_play_curve_actions list<AdsHistogramStats>	A video-play based curve graph that illustrates the percentage of video plays that reached a given second. Entries 0 to 14 represent seconds 0 thru 14. Entries 15 to 17 represent second ranges [15 to 20), [20 to 25), and [25 to 30). Entries 18 to 20 represent second ranges [30 to 40), [40 to 50), and [50 to 60). Entry 21 represents plays over 60 seconds.
video_play_retention_0_to_15s_acti… list<AdsHistogramStats>	video_play_retention_0_to_15s_actions
video_play_retention_20_to_60s_act… list<AdsHistogramStats>	video_play_retention_20_to_60s_actions
video_play_retention_graph_actions	

欄位	說明
list<AdsHistogramStats>	video_play_retention_graph_actions
video_time_watched_actions list<AdsActionStats>	video_time_watched_actions
website_ctr list<AdsActionStats>	The percentage of times people saw your ad and performed a link click.
website_purchase_roas list<AdsActionStats>	The total return on ad 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.
wish_bid numeric string	wish_bid

Error Codes

錯誤	說明
200	Permissions error
190	Invalid OAuth 2.0 Access Token
100	Invalid parameter
2635	You are calling a deprecated version of the Ads API. Please update to the latest version.
3018	The start date of the time range cannot be beyond 37 months from the current date
2642	Invalid cursors values
613	Calls to this api have exceeded the rate limit.
2500	Error parsing graph query

錯誤	說明
3001	Invalid query

建立中

You can make a POST request to `insights` edge from the following paths:

- `/act_{ad_account_id}/insights`

發佈到此關係連線時，會建立 an AdReportRun 。

參數

參數	說明
`action_attribution_windows` list<enum{1d_view, 7d_view, 28d_view, 1d_click, 7d_click, 28d_click, 1d_ev, dda, default, 7d_view_first_conversion, 28d_view_first_conversion, 7d_view_all_conversions, 28d_view_all_conversions, skan_view, skan_click, skan_click_second_postback, skan_view_second_postback, skan_click_third_postback, skan_view_third_postback}>	預設值：`default` The attribution window for the actions. For example, `28d_click` means the API returns all actions that happened 28 days after someone clicked on the ad. The `default` option means `["7d_view","1d_click"]`.
`action_breakdowns` list<enum{action_device, conversion_destination, matched_persona_id, matched_persona_name, signal_source_bucket, standard_event_content_type, action_canvas_component_name, action_carousel_card_id, action_carousel_card_name, action_destination, action_reaction, action_target_id, action_type, action_video_sound, action_video_type}>	預設值：`Vec` How to break down action results. Supports more than one breakdowns. Default value is ["action_type"] Note: you must also include `actions` field whenever `action_breakdowns` is specified.
`action_report_time` enum{impression, conversion, mixed, lifetime}	Determines the report time of action stats. For example, if a person saw the ad on Jan 1st but

參數	說明
	converted on Jan 2nd, when you query the API with `action_report_time=impression`, you see a conversion on Jan 1st. When you query the API with `action_report_time=conversion`, you see a conversion on Jan 2nd
`breakdowns` list<enum{ad_extension_domain, ad_extension_url, ad_format_asset, age, app_id, body_asset, breakdown_ad_objective, breakdown_reporting_ad_id, call_to_action_asset, coarse_conversion_value, comscore_market, comscore_market_code, country, creative_relaxation_asset_type, description_asset, fidelity_type, flexible_format_asset_type, gen_ai_asset_type, gender, hsid, image_asset, impression_device, is_auto_advance, is_conversion_id_modeled, is_rendered_as_delayed_skip_ad, landing_destination, link_url_asset, mdsa_landing_destination, media_asset_url, media_creator, media_destination_url, media_format, media_origin_url, media_text_content, media_type, postback_sequence_index, product_id, redownload, region, skan_campaign_id, skan_conversion_id, skan_version, sot_attribution_model_type, sot_attribution_window, sot_channel, sot_event_type, sot_source, title_asset, user_persona_id, user_persona_name, video_asset, dma, frequency_value, hourly_stats_aggregated_by_advertiser_time_zone, hourly_stats_aggregated_by_audience_time_zone, mmm, place_page_id, publisher_platform, platform_position, device_platform, standard_event_content_type, conversion_destination, signal_source_bucket,	How to break down the result. For more than one breakdown, only certain combinations are available: See "Combining Breakdowns" in the Breakdowns page. The option `impression_device` cannot be used by itself

參數	說明
marketing_messages_btn_name, impression_view_time_advertiser_hour_v2}>	
date_preset enum{today, yesterday, this_month, last_month, this_quarter, maximum, data_maximum, last_3d, last_7d, last_14d, last_28d, last_30d, last_90d, last_week_mon_sun, last_week_sun_sat, last_quarter, last_year, this_week_mon_today, this_week_sun_today, this_year}	預設值：`last_30d` Represents a relative time range. This field is ignored if `time_range` or `time_ranges` is specified
default_summary boolean	預設值：`false` Determine whether to return a summary. If `summary` is set, this param is ignored; otherwise, a summary section with the same fields as specified by `fields` is included in the summary section
export_columns list<string>	Select fields on the exporting report file. It is an optional param. Exporting columns are equal to the param fields if you leave this param blank
export_format string	Set the format of exporting report file. If the export_format is set, Report file is asyncrhonizely generated. It expects ["xls", "csv"].
export_name string	Set the file name of the exporting report.
fields list<string>	Fields to be retrieved. Default behavior is to return a list of most used fields
filtering list<Filter Object>	預設值：`Vec`

參數	說明
	Filters on the report data. This parameter is an array of filter objects
level enum {ad, adset, campaign, account}	Represents the level of result
product_id_limit integer	Maximum number of product ids to be returned for each ad when breakdown by product_id.
sort list<string>	預設值：Vec Field to sort the result, and direction of sorting. You can specify sorting direction by appending "_ascending" or "_descending" to the sort field. For example, "reach_descending". For actions, you can sort by action type in form of "actions:<action_type>". For example, ["actions:link_click_ascending"]. This array supports no more than one element. By default, the sorting direction is ascending
summary list<string>	If this param is used, a summary section is included, with the fields listed in this param
summary_action_breakdowns list<enum{action_device, conversion_destination, matched_persona_id, matched_persona_name, signal_source_bucket, standard_event_content_type, action_canvas_component_name, action_carousel_card_id, action_carousel_card_name, action_destination, action_reaction, action_target_id, action_type, action_video_sound, action_video_type}>	預設值：Vec Similar to action_breakdowns, but applies to summary. Default value is ["action_type"]

參數	說明
`time_increment` enum{monthly, all_days} or integer	預設值：`all_days` If it is an integer, it is the number of days from 1 to 90. After you pick a reporting period by using `time_range` or `date_preset`, you may choose to have the results for the whole period, or have results for smaller time slices. If "all_days" is used, it means one result set for the whole period. If "monthly" is used, you get one result set for each calendar month in the given period. Or you can have one result set for each N-day period specified by this param. This param is ignored if `time_ranges` is specified
`time_range` {'since':YYYY-MM-DD,'until':YYYY-MM-DD}	A single time range object. UNIX timestamp not supported. This param is ignored if `time_ranges` is provided
`time_ranges` list<{'since':YYYY-MM-DD,'until':YYYY-MM-DD}>	Array of time range objects. Time ranges can overlap, for example to return cumulative insights. Each time range has one result set. You cannot have more granular results with `time_increment` setting in this case.If `time_ranges` is specified, `date_preset`, `time_range` and `time_increment` are ignored
`use_account_attribution_setting` boolean	預設值：`false` When this parameter is set to true, your ads results are shown using the attribution settings defined for the ad account
`use_unified_attribution_setting` boolean	When this parameter is set to `true`, your ads results will be shown using unified attribution settings defined at ad set level and parameter

參數	說明
	`use_account_attribution_setting` will be ignored. **Note:** Please set this to `true` to get the same behavior as in the Ads Manager.

傳回類型

```
Struct {
  report_run_id: numeric string,
}
```

Error Codes

錯誤	說明
100	Invalid parameter
2635	You are calling a deprecated version of the Ads API. Please update to the latest version.
3018	The start date of the time range cannot be beyond 37 months from the current date
190	Invalid OAuth 2.0 Access Token
200	Permissions error
2500	Error parsing graph query
415	Two factor authentication required. User have to enter a code from SMS or TOTP code generator to pass 2fac. This could happen when accessing a 2fac-protected asset like a page that is owned by a 2fac-protected business manager.

更新中

你無法在此端點執行此操作。

刪除中

你無法在此端點執行此操作。

Product Catalog

System User

變更紀錄