Reporting in Facebook Ads Manager Overview

What are Facebook Ads Manager reports?

Reports generated by Facebook Ads Manager are exactly what they sound like—data that can help a business evaluate the success of its marketing efforts. Ads Manager reports are essential for when businesses want to understand how their ads are performing.

Ad reports can help businesses make informed decisions on their advertising strategy. You can use Ads Reporting to learn more about your audience, product sales, campaign's reach and more across Facebook, Instagram, and Audience Network. After generating reports, you can use the insights you gain on your ad campaign performance to optimize and improve your business strategy, no matter what your business goal is. And due to the program's built-in data collection and metrics tracking, Facebook Ads Manager easily allows businesses to generate reports.

What are the default metrics in Ads Manager reports

When you first view Ads Manager, the default dashboard will look a lot like the one shown below from this sample Ads Manager account. Let's take a moment to learn about how a report is organized.

Tabs in Ads Manager Reports

When Ads Manager shows you your reports, there are three tabs you can select: **campaigns**, **ad sets**, and **ads**. Your dashboard will automatically default to show the campaign tab.

Campaigns

In this tab, information in the dashboard is organized by the ad campaign it's in. The dashboard will automatically show you a list of your active and inactive campaigns, the performance of each campaign, and more.

Ad Sets

In this tab, information in the dashboard is organized by ad set. By selecting a campaign in the campaign tab, you can narrow the list of ad sets shown here to the selected campaign.

Ads

In this tab, information in the dashboard is organized by ad. Information includes ad relevance diagnostics.

Metrics in Ads Manager reports

Each column in an Ads Manager report provides a different status or measurement that you can use to analyze the impact of your campaign. Now, we'll go through the main columns that appear in a default campaign report.

Status and Campaign Information

For the default dashboard settings, the first two columns show Delivery and Bid Strategy.

Delivery

The delivery column lets you know whether your ad campaign is running or not. Possible delivery statuses include: off, active, completed, or in review. Here, we can see that our example campaign's ad campaign is active.

Bid Strategy

This column shows the campaign bid strategy. Bid strategy choice determines how much you spend on bids in ad actions. Our example company chose two different bid strategies, which you can see reflected here.

Result Metrics

Results metrics for your campaign can give you a sense how many people your ad campaign has reached and the results your campaign achieved. We'll cover three types of result metrics, although there are more.

Results

Results are the number of times your ad achieved an outcome, based on the objective and ad delivery optimization you selected. Since our example company chose to optimize its campaign for link clicks, their results are reported as the number of link clicks the campaign generated.

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. For our example company, the number reported here is the number of people who saw an ad for each specific campaign.

Impressions

This metric measures how often your ads were on screen for your target audience. For our example company, the number reported here is the number of times their campaign ads were shown.

Cost Metrics

Cost metrics are metrics that cover specifically how the budget is being spent. They're the last metrics in the row of a default Ads Manager report.

Cost per result

This indicates how cost-efficiently you achieved the objectives you set in your ad campaign. It is the ratio of total amount spent to number of results. Since this ad campaign objective is link clicks, the company's cost per result is reported as cost per link click.

Amount spent

This is the estimated total you've spent on your campaign. For example, this column may display $0.00 for a campaign that's in review, or $6.57 for a campaign that was recently approved and started running. This number should always be less than your budget.

What if I can't remember all these terms?

If you ever wonder or are confused about a term you encounter when going through your Facebook Reports or through Ads Manager, the glossary of Ad Terms from Facebook can be very helpful. We suggest you bookmark it so you always have it handy.