

# Glossary

Term	Definition
<b>A/B test</b>	A randomized experiment where you choose a variable and select two variations of that variable to test.
<b>Account spending limit</b>	Controls your total ad costs by pausing your ads when the limit is reached. Your ads will stay paused until you change this limit.
<b>Ad auction</b>	Facebook uses an ad auction to determine the best ad to show to a person at a given point in time. The winning ad maximizes value for both people and businesses.
<b>Ad level</b>	The third level of a campaign structure where you define your creative, or what appears in your ads: photos, videos, copy, links and more.
<b>Ad placements</b>	Where your ads will appear.
<b>Ads</b>	The media you create for your audience. When you create a Facebook ad, you'll choose its creative media (images or videos), text, links and call-to-action button.
<b>Ad set level</b>	The second level of a campaign structure where you choose your audiences, your ad schedule, where your ads appear and how much you'll pay.
<b>Ads Manager</b>	A tool designed to give you full control of the types of ads you run, their format and the audiences they reach. Additionally, it allows for more granular settings for scheduling and budgeting. The Ads Manager interface is connected to your Facebook account.
<b>Amount spent</b>	The estimated total you've spent on your campaign, ad set or ad during its schedule. This number should always be less than your budget.

<b>Audience Network</b>	A tool you can use to extend your Facebook and Instagram campaigns to thousands of other apps. Audience Network ads use the same targeting, auction, delivery and measurement systems as Facebook ads.
<b>Audience size</b>	Indicates whether your audience may be too broad or too specific. Ideally, your audience should be defined, meaning it's specific enough to reach the people most likely to be interested in your ad and not so specific that your audience is difficult to reach.
<b>Automatic payments</b>	Advertisers will be automatically charged whenever they spend a certain amount. If you're using PayPal, a credit card or a debit card to purchase ads, this is usually how you'll pay.
<b>Automatic placements (Ads Manager)</b>	Your ad will run on all the Facebook platforms. Facebook will allocate your budget across multiple platforms. Automatic placements are typically the most efficient use of a budget because they provide Facebook with the flexibility to get the best results.
<b>Awareness</b>	Objectives that generate interest in your business, product or service.
<b>Banner, interstitial and native Audience Network ad placement</b>	Your ads appear in apps in the Audience Network. Audience Network supports banner ads, interstitial ads and native ads.
<b>Bid</b>	A bid represents what you're willing to pay to achieve your desired result from someone in your target audience.
<b>Bid strategy</b>	Bid strategies are Facebook's overall approach to spending budget and getting results. Your bid strategy choice tells Facebook how to bid for you in ad auctions.

<b>Billing threshold</b>	The amount you need to spend on your ads to be automatically charged. You will be charged each time you hit your billing threshold and again on your monthly bill date for any leftover charges.
<b>Budget</b>	The maximum amount you're willing to spend on a campaign on average each day or over the lifetime of your scheduled ads.
<b>Call-to-action button (CTA)</b>	A way to get people who see your ad to take an action, such as book appointments, contact your business directly, download an app or buy something.
<b>Campaign</b>	A series of ad sets and ads that aim to accomplish a single objective, such as generating leads or increasing the number of app installs.
<b>Campaign budget optimization</b>	Set one central campaign budget to optimize and continuously distribute budget to the top performing ad sets in real-time.
<b>Campaign level</b>	The first level of a campaign structure. Here you choose an objective for your ad, or what you want your ad to accomplish.
<b>Campaign objective</b>	Which results matter to you. The correct objective will help Facebook better understand the results that you want to see and help you get the most out of your investment.
<b>Campaign structure</b>	Ads created in Facebook Ads Manager have three levels: campaign, ad sets, ads. This is known as the campaign structure.
<b>Carousel ad</b>	Two or more images and videos, headlines, links or calls-to-action in a single ad.
<b>Collection ad</b>	Collection ads pair an image, video or slideshow with product images taken from your catalog to create a single experience.

<b>Confidence level</b>	A number that represents how likely it is that Facebook would get the same results if you ran the A/B test again.
<b>Consideration</b>	Objectives that encourage people to learn more about what your business offers.
<b>Conversion</b>	Objectives that encourage people who are interested in your business to purchase or use your product or service.
<b>Copy</b>	The text that you include around the image, video or other creative asset that you use in your ad. Your image or video may be what first attracts attention, but your ad copy can clarify your message and any actions that you want people to take.
<b>Core Audience</b>	A created audience specified by location, demographics, interests and behaviors. Your ad will appear to people who match those characteristics. The default selection in Ads Manager.
<b>Cost per result</b>	Indicates how cost efficiently you achieved the objectives that you set in your ad campaign. It is the ratio of total amount spent to number of results.
<b>Custom Audience</b>	Lets you find people on Facebook who are already aware of your business. An audience that lets you show ads to people who may already interact with your business. Maybe they've reacted to your Facebook Page posts, purchased products on your website, downloaded your app or visited your shop.
<b>Custom Conversions</b>	Allow you to segment your event information based on values, event types, custom information fields and other characteristics for more detailed reporting in Ads Manager. The most common custom conversion is a URL-based custom conversion. This means that you can create a custom conversion that tracks people who visit a specific page on your website.

<b>Customer files</b>	Files from your Customer Relationship Management (CRM) or Point of Sales (POS) systems, email address lists or other sources of customer information.
<b>Custom events</b>	Actions that fall outside those covered by Facebook's standard events. You can create and capture custom events by adding them to the website code, just like standard events. Custom events can be named anything other than standard event names.
<b>Daily budget</b>	The average amount that you're willing to spend on an ad set or campaign each day. A daily budget is the default selection.
<b>Daily reach estimate</b>	The number of people that Facebook estimates you'll reach in your audience, based on factors such as your bid and budget. The higher your budget, the higher your potential reach. Daily reach is different from potential reach, which estimates how many people you could reach based on factors such as audience and placement.
<b>Daily results estimate</b>	This estimate is based on your campaign objective. For example, if your objective is Conversions, Facebook will estimate the number of conversions you can achieve based on your campaign performance and estimated daily reach. You'll also see conversions listed below reach.
<b>Delivery</b>	The current status of your campaign, ad set or ad delivery, depending on the tab you've selected.
<b>Edit placements (Ads Manager)</b>	Choose where your ad will appear on Facebook, Instagram, Messenger or WhatsApp, or any combination.
<b>Ends</b>	The date that your campaign is scheduled to stop running. For example, if you set an end date when you scheduled your ad set, this column would display that date. If you did not choose an end date, this column would say Ongoing.

<b>Errors</b>	A summary of errors, if any, that you can fix.
<b>Events received</b>	The total number of events your pixel received.
<b>Facebook Page</b>	A business's digital presence on Facebook. A Page has tools to help you grow your business, connect with customers and see how people interact with it.
<b>Facebook engagement</b>	Reach people who have interacted with your Page, videos, lead ads and fullscreen experiences on Facebook.
<b>Facebook News Feed ad placement</b>	Your ads appear in the desktop News Feed or the mobile News Feed.
<b>Facebook Right Column ad placement</b>	Your ads appear in the right column across Facebook. Right column ads only appear to people browsing Facebook on their computer.
<b>Hashing</b>	Information that you share with Facebook that is turned into short fingerprints that are impossible to reverse. When you share your customer list, it's hashed locally in your browser before it's uploaded to Facebook. In addition to information that you provide, Facebook can also hash pixel, SDK, CRM or transaction activity to match against a potential audience in their system.
<b>Impressions</b>	The number of times your ads were on screen.
<b>Instagram business account</b>	Allows you to better connect with customers. With a business account, you can add contact information, promote your products or services, gain insights into how people interact with your photos and videos and create ads for the Instagram community. Instagram business accounts are always public.
<b>Instagram Feed ad placement</b>	Your ads appear in the desktop feed and the mobile feed.
<b>Instagram Stories ad placement</b>	Your ads appear to people browsing stories on Instagram.
<b>Instant Articles Facebook ad placement</b>	Your ads appear in Instant Articles within the Facebook mobile app and Messenger.

<b>Instant Experience</b>	A fullscreen landing page that's designed in Ads Manager to showcase products or highlight a brand on mobile.
<b>In-stream video Audience Network ad placement</b>	Your ads appear as short videos that run before, during or after video content (pre-roll, mid-roll, post-roll) in a video player on a website.
<b>In-stream video Facebook ad placement</b>	Your ads appear as short videos in both Facebook Live video and Video on Demand on Facebook.
<b>Landing pages</b>	The web pages that people are redirected to when they click on your ad. Any landing page must clearly represent the company, product, service or brand that's being advertised.
<b>Lifetime budget</b>	A specified amount that you're willing to spend over the entire runtime of your ad set or campaign. You won't be charged more than your lifetime budget for your ad set's results.
<b>Lookalike Audience</b>	New people who are likely to be interested in your business because they're similar to your best existing customers. Facebook will identify the common qualities of your existing customers (demographic information or interests) and find similar people. You can use multiple Lookalike Audiences at the same time for a single ad set.
<b>Lowest cost</b>	Facebook's most flexible bid strategy type that offers the most scale. This strategy will always bid the amount to minimize your cost per result while maintaining your budget. This allows Facebook to get the most results for your budget, even as costs may rise through the duration of the campaign.
<b>Manual payments</b>	You'll add money to your account before your ads run, then money will be deducted from that amount up to once a day as your ads run. With manual payments, you won't have a billing threshold.
<b>Marketplace Facebook ad placement</b>	Your ads appear on the Marketplace home page or when someone browses Marketplace in the Facebook app on their phone.

<b>Messenger Inbox ad placement</b>	Your ads appear in the Home tab of Messenger
<b>Messenger Stories ad placement</b>	Your ads appear in people's stories in Messenger.
<b>Mobile app activity</b>	Use Facebook ads to engage with people based on their interactions with your apps.
<b>Name</b>	The name you gave your campaign, ad set or ad.
<b>Organic reach/content</b>	A free way for your business to connect with people, such as through a Facebook post your followers see and like. You create a post and it spreads naturally (or organically) from people who engage with your content to their friends and so on, without you paying for it.
<b>Paid reach/content</b>	Advertising on Facebook to expand your audience and help grow your business beyond those who have liked or followed your Page. With any sort of budget, you may turn organic content into paid content through boosted posts or other types of Page promotions.
<b>Pixel</b>	A few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience. You can use a pixel to capture specific events or actions that happen on your website as a result of Facebook ads or organic reach.
<b>Placement (Ads Manager)</b>	Where your ads will appear.
<b>Potential reach</b>	An estimate of how many people are in an ad set's audience. This estimate updates as you make selections for your ad set. This information can help you understand how your audience and placement choices may affect the number of people you could reach.
<b>Reach</b>	An estimate of the number of people who saw your ads at least once.



<b>Results</b>	The number of times that your ad achieved an outcome, based on the objective and settings that you selected.
<b>Rewarded video Audience Network ad placement</b>	Your ads appear as videos that people can watch in exchange for a reward in an app (such as in-app currency or items).
<b>Single image ad</b>	A stand-alone image that appears on your ad. Use single images to offer a clean, simple format that features engaging imagery and text surrounding the image.
<b>Slideshow ad</b>	Animated ads that play like a video. You can use 3-10 images, videos, text and sound in your slideshow. You can add music, change how long images stay on the screen or even add a fade effect between pictures.
<b>Source audience</b>	A Custom Audience created with your pixel information, your mobile app information or fans of your Facebook Page.
<b>Sponsored messages ad placement</b>	Your ads appear as messages delivered directly to people who have existing conversations with you in Messenger.
<b>Standard events</b>	Actions that Facebook recognizes and supports across ad products, such as: complete registration, search and add to wishlist. You can use events to capture conversions, optimize for conversions and build audiences if you add the appropriate code to your website.
<b>Stock images</b>	Facebook offers free high-quality images that you can use when you create your ads if you don't have images or videos of your own.
<b>Stories</b>	Fullscreen mobile photos and videos that you can create and share as they happen. The photos and videos you add will be visible for 24 hours, so they often spark spontaneous and quick conversations.
<b>Stories Facebook ad placement</b>	Your ads appear to people browsing stories on Facebook and Instagram.

<b>Toggle</b>	The switch that turns your campaign, ad set or ad on or off.
<b>Video ad</b>	A way to show off your product, service or business through moving visuals and sound.
<b>Website activity</b>	Reach existing customers and other people who have shown an interest in your business by visiting your website.
<b>Winning ad set</b>	The ad set that performed the best in an A/B test. Facebook determines the winning ad set by comparing the cost per result of each ad set or ad based on your campaign objective. Based on the information from your test, Facebook simulates the performance of each variable tens of thousands of times to determine how often the winning outcome would have won.