

Guide: Analyzing Your Campaign Results

Once your campaign starts, you'll begin to see results in Ads Manager. You can see individual tabs for **Campaigns**, **Ad sets** and **Ads** on Ads Manager's home page. These tabs show your past and current campaigns, ad sets and ads as well as related metrics. This is where you can view and compare performance. Remember to review each tab (campaign, ad sets and ads) to see all the available metrics.

Here's what you'll see when you review your campaigns:

Name, toggle, errors and delivery

- **Name:** The name you gave your campaign, ad set or ad. For example, Calla & Ivy - Engagement - Grand Opening Event.
- **Toggle:** The switch that turns your campaign, ad set or ad on or off.
- **Errors:** A summary of errors, if any, that you can fix.
- **Delivery:** The current status of your campaign, ad set or ad delivery, depending on the tab you've selected. For example, if your campaign is running, this would show Active.

Budget, results, reach and impressions

- **Budget:** The maximum amount you're willing to spend on a campaign on average each day or over the lifetime of your scheduled ads. For example, when you view your campaigns, this column is likely to tell you that your campaign uses the ad set's budget, unless you created a campaign with campaign budget optimization. When you look at ad sets, this column would display the budget you chose when you created your ad set.
- **Results:** The number of times when your ad achieved an outcome, based on the objective and settings you selected. For example, if you chose Engagement - Event Responses as your campaign objective, your results would display the number of event responses attributed to your ad. If you chose Traffic, your results would display the number of link clicks or landing page views attributed to your ad.
- **Reach:** An estimate of 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.
- **Impressions:** The number of times your ads were on screen.

Cost per result, amount spent and ends

- **Cost per result:** The average cost per result from your ads. If you choose Engagement - Event Responses, **cost per result** tells you the cost per event response. If you choose Traffic, **cost per result** tells you the cost per link click or landing page view.
- **Amount spent:** The estimated total you've spent on your campaign, ad set or ad during its schedule. For example, this column may display USD 0.00 for a campaign that's in review, or USD 6.57 for a campaign that was recently approved and started running. This number should always be less than your budget.
- **Ends:** 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.

Note: You may see additional columns based on how you configured your campaigns or if you've edited them.

If you'd like to see the ad set(s) and ad(s) for a smaller selection of campaigns, select the box next to the campaign name. When you move to the ad sets or ads tabs, you should then only see the ad set(s) and ad(s) that belong to the campaign(s) you selected.

You can change the date in the **date picker** at the top to filter results for your chosen time frame.

Select which metrics you want to display

You can change the reporting columns and metrics shown to you. To do this, click on the **Columns** button. The default report is the Performance report. You can also pick from other predefined sets of columns. Here is an overview of what metrics Ads Manager will show to you for each selection:

Columns	Ad settings and/or metrics shown
Performance (default)	Settings such as Bid Strategy, Last Significant Edit, and metrics such as Results, Reach, Frequency and Impressions.
Setup	Settings such as Bid Strategy, Custom Audiences included/excluded, Location, Landing Page URL and more.
Delivery	Metrics such as Delivery status, impressions, reach, frequency, CPM and more.
Engagement	Metrics such as CPC, Page Likes, Link Clicks and more.
Video Engagement	Metrics such as ThruPlays, milestone and duration video metrics and more.
App Engagement	Metrics such as Cost per App Install, App Engagement and more.
Carousel Engagement	Metrics such as CTR, Clicks (All), Unique Clicks (All), CPC and more.
Performance and Clicks	Metrics such as Reach, Frequency, Budget, Cost per Result, Amount Spent and more.

Columns	Ad settings and/or metrics shown
Cross-Device	Metrics such as Mobile App Installs, Cost per App Installs and more.
Offline Conversions	Metrics such as Offline Purchases, Offline Conversions, Offline Leads and more.
Targeting and Creative	Settings such as Headline, Body, or Link, as well as metrics like Reach, Frequency, Cost per Result, and more.
Messaging Engagement	Metrics such as messaging Conversations Started, Messaging replies and more.
Bidding and Optimization	Settings such as Bid Strategy, Last Significant Edit and metrics like Results, Cost per Result, Budget and more.

Customize Columns in Ads Manager

By customizing columns in Ads Manager, you can view specific data and learn if your campaigns are helping you meet your business goals. For example, if you want more people to view your video ad, you can customize the columns to show how many people watched your video.

1. Click Campaigns, Ad Sets or Ads, depending on what you want to update.
2. Click the Columns dropdown and then select **Customize Columns**.
3. Select the columns you want to see. If you want to save this customization to use again later, check the box that says Save as preset.
4. Click Apply.

To use a saved preset later, click Columns and then select it from the Column Presets section.