

Facebook Advertising Terms

1. **Add To Cart (ATC)**: Number of add-to-cart events attributed to your ads.
2. **Average Order Value (AOV)**: Average value of each order, calculated by total revenue divided by total orders.
3. **Bottom of Funnel (BOFU)**: Last stage of the sales process.
4. **Campaign Budget Optimization (CBO)**: Facebook's automatic budget distribution across ad sets.
5. **Click-Through Rate (CTR)**: Percentage of ad views that resulted in clicks.
6. **Conversion Rate (CVR)**: Percentage of clicks that led to sales.
7. **Conversion Rate Optimization (CRO)**: Process of improving conversion rates.
8. **Cost Per Click (CPC)**: Average cost of a single click.
9. **Cost Per Engagement (CPE)**: Average cost of user engagements.
10. **Cost Per Thousand Impressions (CPM)**: Cost for 1,000 ad impressions.
11. **Cost Per Action (CPA)**: Average cost of user actions on ads.
12. **Cost Per Purchase (CPP)**: Average cost of purchases driven by ads.
13. **Cross-Sell (XS)**: Encouraging related product purchases.
14. **Custom Audience (CA)**: Audience created using customer data.
15. **Customer Lifetime Value (CLTV/LTV)**: Predicted total profit from a customer.
16. **Down-Sell (DS)**: Offering a cheaper alternative to retain a customer.
17. **Dynamic Product Ads (DPA)**: Ads promoting products to website visitors.
18. **Initiate Checkout (IC)**: Number of checkout initiations attributed to ads.
19. **Landing Page (LP)**: Destination page for ad clicks.
20. **Landing Page Views (LPV)**: Number of landing page views from ad clicks.
21. **Lookalike Audience (LAL)**: Audience similar to a Custom Audience.
22. **Middle of Funnel (MOFU)**: Middle stage of the sales process.
23. **One-Click Upsell (OCU)**: Single-click add-ons to the cart.
24. **One-Time Offer (OTO)**: Limited-time upsell offers.
25. **Page Post Engagement (PPE)**: Campaign objective to increase post engagement.
26. **Retargeting (RT)**: Advertising to previous website visitors.
27. **Return on Investment (ROI)**: Return on investment in advertising.
28. **Return on Ad Spend (ROAS)**: Revenue generated per dollar spent on ads.
29. **Top of Funnel (TOFU)**: Initial stage of the sales process.
30. **Up-Sell (US)**: Encouraging higher-value product purchases.
31. **Video Views (VV)**: Number of views of a video ad.
32. **View Content (VC)**: Campaign optimization for traffic to a landing page.
33. **Website Conversion (WC)**: Campaign objective to increase conversions.