Ad Account Structure

In **business settings 🡪 Accounts** click on **Ad accounts** Now click on **Open in Ads Manager.** Here you can see columns. Click on **column Performance** on the bottom and click on **Customise columns**.Here you can add and remove your preferred columns. Now we explain some columns.

CPM(Cost per milestone)

CPM is a cost per thousand impressions. With the help of CPM, we could know whether the audience is expensive or not.

Impressions:- Impressions mean the number of times your ad has been watched.

Reach:- Reach means how many people have watched your ad.

Frequency:- Number of times a person has watched your ad on average.

F=I/R=6/3=2

With frequency, we can have an idea of how big or small your audience is. If your frequency is high. If means the audience is small.

CTR(Click-through rate):- If 100 people watch your ad and 1 person clicks on it. Your CTR is =1%. It shows what percentage of people click your ad.

CPC(Cost per click):- It tells us how much it costs per Click.

These above terms happen on Facebook. Now we discuss properties happening on the Website.

VC(View Content):- If someone views your product page VC(view content) will trigger on Facebook Pixel Helper.

ATC(AddToCart event)

IC(Initiate Checkout event)

API(Add payment info event)

Pur(Purchase event)

Recommended columns to add in Ads Manager.

1. Impressions
2. Reach
3. Frequency
4. CPM
5. Amount spent
6. Link clicks
7. CTR(all)
8. View Content(total)
9. View Content(cost)
10. Initiate Checkout(Total),
11. Initiate Checkout(cost)
12. Purchase(total)
13. Purchase(cost)
14. Purchase(value)
15. Roas

For Led-based business remove columns 8 to 14 and add column name Led. The order will be like this. Service-based businesses are a led-based business.

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6. Link clicks
7. CTR(all)
8. Led
9. Roas