

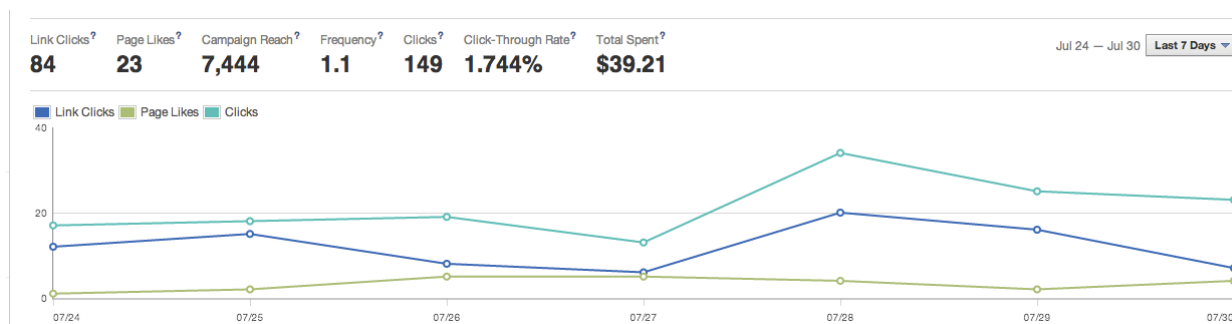


Day 9: Understanding your Facebook Ad Metrics:

Another awesome day of checking out what is working with our Facebook advertising. Yesterday we covered Facebook Ad Insights, today it's Facebook Ad Metrics, so we can determine which ads are giving us the return on investment and which ones are not!

Understanding the Metrics:

At a glance there is:



- **Link clicks:** The number of clicks on links on your ad or page
- **Page likes:** The total number of Page likes you received within 24 hours of someone viewing or 28 days after clicking on your ad.
- **Campaign Reach:** The number of unique people who saw ads from this campaign.
- **Frequency:** The average number of times each person saw your ads.
- **Clicks:** The total number of clicks on ads in this campaign. If you're promoting a Page, event or app, clicks also include Page likes, event joins or app installs that came from your ad.
- **Click through rate:** Number of clicks you received divided by the number of times an ad was shown on Facebook.
- **Total Spend:** The total you've spent on this campaign during the dates selected.

Name	Status	Actions	Ad Reach	Freq.	Clicks	Click-Through Rate	Max. Bid	Avg. Price	Total Spent	Cost per Ac
http://www.socialmediachix.com - Right Column Ad	▶	84 Link Clicks	5,332	1.1	143	2.383%	Auto Optimized CPM	\$6.31 Optimized CPM	\$37.85	Link

- **Actions:** This data includes all actions taken by people within 24 hours after viewing an ad or Sponsored Story in this campaign, or within 28 days after clicking on it. You'll only see data here if you're promoting a Page, event or app.
- **Ad Reach:** The number of unique people who saw the ad.
- **Frequency:** The average number of times each person saw your ads.

- **Clicks:** The total number of clicks on ads in this campaign. If you're promoting a Page, event or app, clicks also include Page likes, event joins or app installs that came from your ad.
- **Click Through Rate:** The number of unique clicks you received divided by the number of times your ad was shown.
- **Total Spend:** The total you've spent on this campaign during the dates selected.
- **Cost Per Action:** The average you paid for each action take on your ad

The rest measures Maximum Bid.... The maximum you are willing to pay Cost Per Click (CPC) or per 1000 impressions (CPM) if it is set to Auto it will auto bid for you. The the actual amount you are paying for CPC or CPM.

Click Through Rate:

An average CTR is .04 so anything below is obviously below average so you want to work on this. Anything above it good so keep doing the same stuff. If you get over 1% CTR this is optimal.. keep doing it!

Most Important Metric!

Cost per Action: This determines your return on investment. If you are driving people to an external link you should have the "campaign tracker" code on your external link to truly determine this. Your "sales" need to be higher than the money you are spending on advertising.

If you are building up likes, initially it may be more difficult to determine ROI but you should keep an eye on this number over time.

Now it is your Turn:

- 1: Log into Facebook and go through your Facebook Ad Metrics (as per video 2)
- 2: Put in place any changes you need to optimize your Ads.
- 3: Let us know on Facebook when you are all doneJJ

Day Nine: Action Plan

1. Download PDF document
2. Watch Video 1: Intro to reading your Facebook Ad Metrics
3. Watch Video 2: How to read your Facebook Ad Metrics
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)