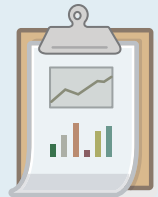


Facebook Ads Reports

PRODUCT GUIDE FOR ADVERTISERS



facebook

March 2010

Introduction

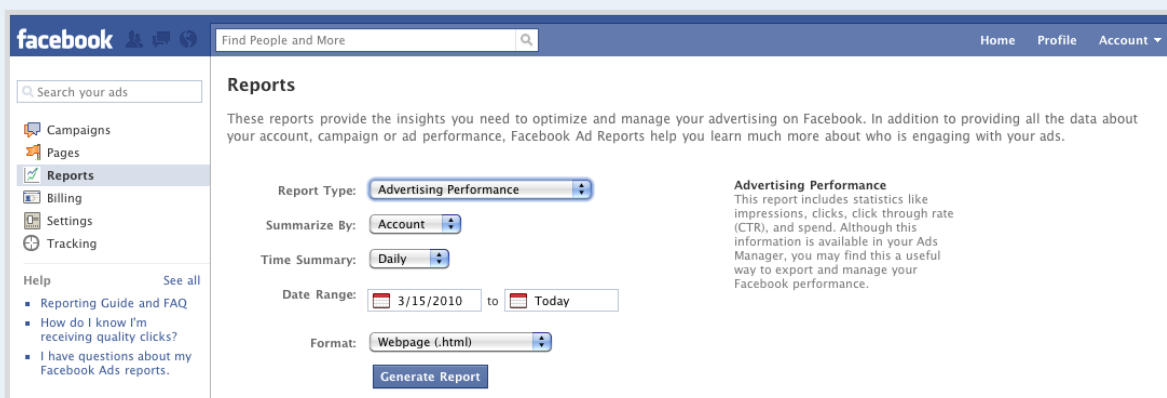
Your Ads Manager will provide you with all the basic information you need to manage your campaigns. However, if you're looking for more detail, use Facebook Ads Reports.

In addition to providing data about your campaign performance, Facebook's reports can help you learn about your audience. Reports show you detailed demographic information and provide insights into the likes and interests of users who click on your ads.

This guide will show you how to run reports and explain the differences between the report types so you can choose to pull the reports that are most relevant to your needs. We'll also review a few basic tips to help you apply the reporting data to optimize and grow your campaigns.

Getting Started

To run your first report, visit your Ads Manager (www.facebook.com/ads/manage) and select "Reports" on the left hand navigation of your Ads Manager.



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below this is a sidebar with navigation options: Campaigns, Pages, Reports (highlighted), Billing, Settings, and Tracking. A 'Help' section is also visible with links to a reporting guide and FAQs. The main content area is titled 'Reports' and contains a brief introduction. Below the introduction are several configuration options: Report Type (Advertising Performance), Summarize By (Account), Time Summary (Daily), Date Range (3/15/2010 to Today), and Format (Webpage (.html)). A 'Generate Report' button is located at the bottom of these options. A detailed description of the 'Advertising Performance' report type is provided on the right side of the configuration area.

Reports

These reports provide the insights you need to optimize and manage your advertising on Facebook. In addition to providing all the data about your account, campaign or ad performance, Facebook Ad Reports help you learn much more about who is engaging with your ads.

Report Type: **Advertising Performance**

Summarize By: **Account**

Time Summary: **Daily**

Date Range: **3/15/2010** to **Today**

Format: **Webpage (.html)**

Advertising Performance
This report includes statistics like impressions, clicks, click through rate (CTR), and spend. Although this information is available in your Ads Manager, you may find this a useful way to export and manage your Facebook performance.

Generate Report

Know your options

When the screen first loads, you'll see that you have five different options for customizing your report: Report Type, Summarize By, Filter By, Time Summary, Date Range, and Format. We'll discuss the different Report Types in depth in the next section, but first let's look at the other four options.

Summarize By

You can choose from Campaign, or Ad. This option determines how the statistics in your report will be broken down. A Campaign report will break the stats down to the campaign level, and an Ad report will break them down to the individual ad level

Time Summary

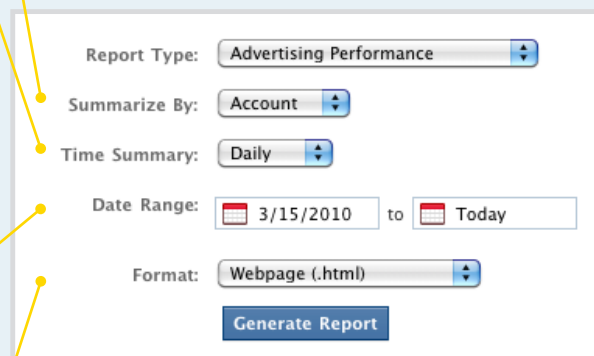
Choose what unit of time the report will organize the stats by. In this section, you'll see several different options depending on how long your ads have been running and what type of report you chose in the first section. These options might include monthly, weekly, or daily. If, for example, you choose to run a monthly report, all of the statistics will be totaled across the entire month. A daily report, on the other hand, will show you stats for each individual day

Date Range

Specify the time period for which you would like to see data. Select the start and end dates from the calendar that pops open when you click in each respective date field. The default date range is the previous 7 days

Export Format

View your report as a Webpage in HTML or export it as a Comma Separated Values file (.csv). The information contained within the report will remain the same, although the formatting will vary



The screenshot shows a report configuration panel with the following settings:

- Report Type: Advertising Performance
- Summarize By: Account
- Time Summary: Daily
- Date Range: 3/15/2010 to Today
- Format: Webpage (.html)
- Generate Report button

Yellow callout lines connect the text blocks on the left to the corresponding fields in the screenshot: Summarize By to the Summarize By dropdown, Time Summary to the Time Summary dropdown, Date Range to the Date Range date pickers, and Export Format to the Format dropdown.

Report types

Now that you're familiar with the basic options available to you, you'll need to decide which type of report will be most useful for you. Below, we've outlined the differences between the report types and provided you with definitions for the terms contained within each report.

Depending on what your goals are or what type of information you need, you may find it useful to run more than one of these reports. There's no limit to the number of reports you can run, so you might want to try running one of each to learn more about what statistics are available to you.

Advertising Performance

The Advertising Performance report is the most basic report type, best used for campaigns with pure performance objectives. If you run one of these reports, you'll see that it includes statistics like Unique and Total Impressions, Clicks, Actions and Click Through Rate—all in real-time. Keep in mind if you are running ads for Pages or Events, clicks are encompassing Clicks + Any Actions taken on the ad (Become a Fan, RSVP). Although this information is available to you elsewhere, you may find this a useful way to view all of the statistics in one place over a longer period of time. Unique Stats are defined as follows:

The screenshot shows a configuration window for a report. The 'Report Type' dropdown is open, showing 'Advertising Performance' selected. Other options include 'Responder Demographics', 'Responder Profiles', 'Conversions by Conversion Time', and 'Conversions by Impression Time'. The 'Summarize By' dropdown is set to 'Conversions by Conversion Time'. The 'Filter By' dropdown is set to 'Conversions by Impression Time'. The 'Time Summary' dropdown is set to 'Monthly'. The 'Date Range' is set from 'January 2010' to 'March 2010'. The 'Format' dropdown is set to 'Webpage (.html)'. A 'Generate Report' button is visible at the bottom.

Unique Impressions

Refers to the number of different individuals who viewed the ad, campaign, or account in that specific row. This stat differs from your regular impressions because each user is only counted a single time—even if a user sees your ad multiple times, they'll only be counted once

Unique Clicks

This column will show you the number of unique users who clicked on your ads

Unique CTR

This CTR is calculated as the number of unique clicks divided by the number of unique impressions

Actions

Actions are counted when users become a fan of your advertised Page, or RSVP "yes" or "maybe" to an Event through your ad. These positive engagement actions are also counted as clicks on your ad.

Responder Demographics

The next option available under Report Types is “Responder Demographics.” This report will provide you with valuable information about the types of users who are seeing or taking action on your ads.

The screenshot shows the Facebook Reporting interface. A dropdown menu is open, showing the following options: Advertising Performance, Responder Demographics (selected), Responder Profiles, Conversions by Conversion Time, and Conversions by Impression Time. Below the menu, the 'Report Type' field is set to 'Responder Demographics'. Other fields include 'Summarize By', 'Filter By', 'Time Summary' (set to 'Monthly'), 'Date Range' (set to 'January 2010' to 'March 2010'), and 'Format' (set to 'Webpage (.html)'). A 'Generate Report' button is visible at the bottom.

Demographic

Refers to the number of different individuals who viewed the ad, campaign, or account in that specific row. This stat differs from your regular impressions because each user is only counted a single time—even if a user sees your ad multiple times, they’ll only be counted once

Bucket 1/Bucket 2

Provides further information based on the option appearing in the demographic column.

If the demographic column is gender_age, Bucket 1 will show either F (female) or M (male). Bucket 2 will show 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, or 65-100 to represent age ranges. There is currently no way to adjust the age ranges used.

If the demographic column is region, Bucket 1 will give the country (like US for the United States or CA for Canada). If available, Bucket 2 will show the name of a region or state within that country. If this column is blank, we’re currently unable to further divide the data within the country.

If the demographic column is country, Bucket 1 will give the country name, usually as a two-letter abbreviation. Bucket 2 will be blank.

% of Impressions

The percentage of unique impressions served to the demographic reported, as compared to the total number served. This column may be blank if there were not a sufficient number of impressions served to the demographic group, but this does not necessarily mean that zero impressions were served

% of Clickers

The percentage of unique users who clicked on the ad within the demographic reported, as compared to the total number of clickers. Again, this column might be blank if there isn’t sufficient information, but this does not mean that there were zero clicks within the demographic

Unique CTR

The unique click through rate for the demographic reported. We compute this by taking the number of unique clickers and dividing by the number of unique impressions served.

Responder Profiles

This report provides information about the types of users who see or click on your ads based on interests that they have listed in their personal Facebook profiles.

The screenshot shows the Facebook Ads reporting interface. A dropdown menu is open, showing the following options: Advertising Performance, Responder Demographics, Responder Profiles (selected), Conversions by Conversion Time, and Conversions by Impression Time. Below the dropdown, the 'Report Type:' field is set to 'Responder Profiles'. Other settings include 'Summarize By:' (empty), 'Filter By:' (No Filter), 'Time Summary:' (Last 14 Days), and 'Format:' (Webpage (.html)). A 'Generate Report' button is visible at the bottom.

Interests

Displays specific common interests that users who have clicked on your ad have listed in their profiles. For example, if you see the term “photography” in this column, that means that multiple users who have clicked on your ad have the word “photography” listed in the interests section of their profiles

Book

Tells you how many unique clickers (users who have clicked on your ad) have listed the book directly to the left in their personal profiles

Music

The names of bands, musicians, or songs that multiple clickers have in the favorite music section of their profiles

TV Show

The titles of different TV shows that multiple clickers have in the favorite TV shows section of their profiles

Rank

This number in this column refers to the items listed in the column directly to the right (Interests/Books/Music/etc). This lets you know what order the interests go in, with 1 being the most common and 5 (or the highest number) being the least common

Clickers

This number tells you how many unique clickers who have listed the specific Interest/Book/Music/etc directly to the left, in their personal profiles. For example, if this column says 10, and the previous column was the Interests column and said “photography,” that means 10 different users with an interest in photography clicked on your ad

Conversions by Conversion Time

This report is available if you have implemented Conversion Tracking BETA to any of your ads. This report shows the number of conversions organized by the time of the conversion event (e.g., purchase time), categorized by the length of time between a user's view or click on a Facebook Ad and the conversion (i.e., 0-24 hours, 1-7 days, 8-28 days).

This screenshot shows the Facebook Ads reporting interface. A dropdown menu is open, highlighting 'Conversions by Conversion Time'. The interface includes the following fields and options:

- Report Type: Conversions by Conversion Time
- Summarize By: Campaign
- Filter By: No Filter
- Time Summary: Monthly
- Date Range: January 2010 to March 2010
- Format: Webpage (.html)
- Generate Report button

Conversions by Impression Time

This report is available if you have implemented Conversion Tracking BETA to any of your ads. This report shows the number of conversions organized by the impression time of the Facebook Ad a conversion is attributed to, categorized by the length of time between a user's view or click on the ad and the conversion (i.e., 0-24 hours, 1-7 days, 8-28 days).

This screenshot shows the Facebook Ads reporting interface. A dropdown menu is open, highlighting 'Conversions by Impression Time'. The interface includes the following fields and options:

- Report Type: Conversions by Impression Time
- Summarize By: Campaign
- Filter By: No Filter
- Time Summary: Monthly
- Date Range: January 2010 to March 2010
- Format: Webpage (.html)
- Generate Report button

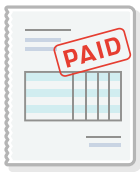
Applying Reporting Data

Now that you have data from your Facebook Ads Reports, the next step is to apply your learnings to your ad campaigns. There are several different ways to approach this, but to get started, here are some basic optimization tips that will help you make the most of the learnings gained from your reports.



Redefining your audience

After running either the Responder Demographics or Responder Profiles reports, you could uncover certain groups of users who are clicking on your ads more often than others. Redefine your targeting using the data from your reports for better optimization.



Reallocating your budget

All of the reports can help you understand which ads are performing well and which can be paused. Look for different ads or different groups of users that have been performing particularly well for you and optimize—pause ads and campaigns that aren't performing well. Since your budget is defined at the campaign level, any ads you pause in a campaign will reallocate your budget to the ads that are still running.



Testing ad creative

The data provided by your reports can also be used to test out different ad creatives and their performance against one another with different types of users. For example, if you run a business that appeals to both males and females, you might be running a couple of ads that are each targeting both genders. Using the Responder Demographics report, you can identify any differences in the way that males and females are responding to your ads. Certain phrases, images, or promotions might be more appealing to one group, and you can use this information to continue making changes to your ads. After you've tested these ads out, you can try creating separate ads for men and women.