Guide to the New Facebook Ads Manager

MAY 5, 2011

We're excited to announce major improvements to your Ads Manager. It's easier now to see the value **Facebook Ads** and **Sponsored Stories** are creating for you. This guide will help you understand the changes.

Aldo King likes The New Facebook Ads Manager.

The New Facebook Ads Manager

Like

- IMPROVED PERFORMANCE GRAPHS

- NEW, REAL-TIME MEASUREMENTS

- INLINE AD MANAGEMENT

VISIT YOUR **ADS MANAGER** TODAY TO TAKE THE TOUR AND OPT IN TO THE NEW INTERFACE. **ALL ACCOUNTS WILL AUTOMATICALLY BE UPGRADED ON MAY 25, 2011.**

Overview

A **PERFORMANCE YOU CAN SEE**

The Audience graph shows you how many people your ads reached, compared to your total targeted audience in the last 28 days. To reach more of your potential audience, try raising your bids and budgets.

Mouse over each circle to see the number of people included in each set. Hover over the question marks to see the definition of each metric.

B **NEW METRICS, FOCUSED ON PEOPLE**

Valuable new metrics help you understand the performance of your Facebook Ads and Sponsored Stories, and how your audience has responded to your message. This data is updated constantly, so you can measure real-time results and quickly adapt your campaigns to be more successful.

C **EFFICIENT, INLINE AD MANAGEMENT**

No more clicking back and forth between pages to manage all of your ads. Now when you click on an ad in your Ads Manager, the details for that ad will appear within the table, so you never have to leave the page.

Preview the ad, review its targeting and potential audience, and toggle through several graphs showing you different aspects of performance.

Search | Home Profile Account

All Campaigns »
Campaign: US Campaign

Create an Ad

Campaign Name	Status	Budget	Duration (Pacific Time)
US Campaign	Active	$250.00 Daily	01/06/2009 2:04pm – Ongoing

Audience ?   **Response** ?

- Targeted?
- Reach?
- Social Reach?

Clicks / Connections

Mar 28 Mar 31 Apr 3 Apr 6 Apr 9 Apr 12 Apr 15 Apr 18 Apr 21

Last 28 Days ▾ | All Except Deleted ▾ | Select rows to edit | Full Report | 3 results ◄ ►

Campaign Reach?	Frequency?	Social Reach?	Connections?	Clicks?	CTR?	Spent?
78,275	14.8	20,316	27	183	0.016%	$223.78

	Ad Name	Status ?	Reach ?	Freq. ?	Social Reach ?	Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
☐	Andrew Bird, SF	▶ ▾	6	2.7	0	0	0	0.000%	$0.10 CPC	$0.00
☐	Arcadio	▶ ▾	29,967	16.3	20,308	27	104	0.021%	$1.26 CPC	$0.99
☐	artists, not connected	▶ ▾	48,411	13.8	0	0	79	0.012%	$2.00 CPC	$1.52

Ad Preview ✎   **Targeting** ✎   **Performance**

Arcadio: Now on iTunes
itunes.apple.com

"You're Gonna Miss the Things You Hate the Most." The debut full length album by San Francisco's Arcadio now onsale on iTunes!

View on Profile · Create a Similar Ad

This ad targets 68,600 users:
- who live in the United States
- who live in California
- between the ages of 23 and 50 inclusive
- who like andrew bird, great lake swimmers, iron wine, m ward, mates state, mountain goats, neutral milk hotel, new pornographers, okkervil river, rogue wave, shins or sufjan stevens
- who are not already connected to Arcadio

Clicks ▾
✓ Clicks
CTR
Impressions

0.00 %   Apr 1 Apr 8 Apr 16

Close

New Ways to Measure Success

1. TARGETED AUDIENCE

The approximate number of people your ads or Sponsored Stories can reach, based on your targeting.

With over 500MM active users on Facebook, you can target the precise people most likely to be interested in your business or brand.
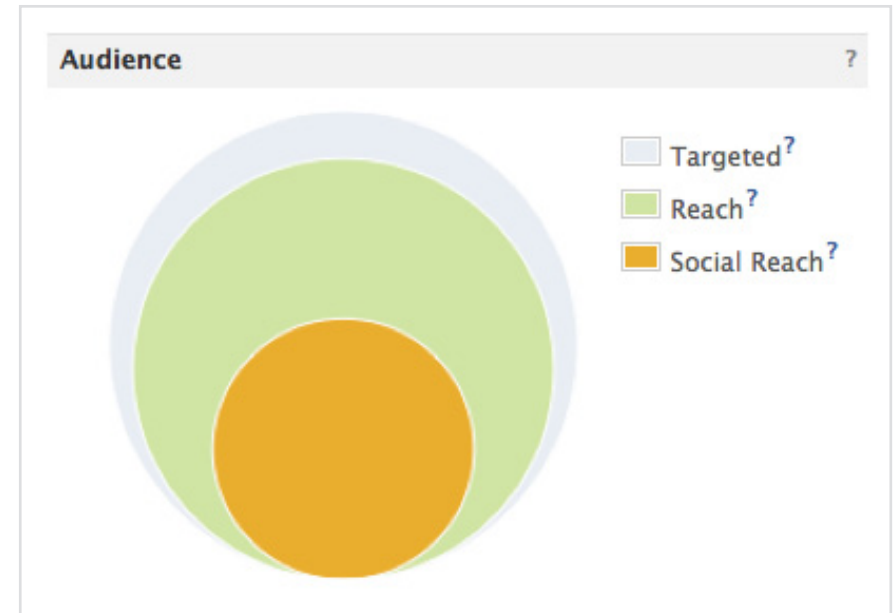
2. REACH

The number of real people who saw your ads or Sponsored Stories.

Facebook makes it easy for businesses to talk to real people through highly targeted ads and Sponsored Stories. **Reach** is different than impressions, which include people seeing an ad multiple times.

3. SOCIAL REACH

People who saw your ad or Sponsored Story with the names of their friends who liked your Page, RSVPed to your event, or used your app.

Ads shown with the names of people's friends are twice as effective as those without, but if you're not advertising a Page, event, or app, your ad won't have **social reach**.

Audience

- Targeted?
- Reach?
- Social Reach?

4. FREQUENCY

The number of times each person you reached saw your ads or Sponsored Stories, on average.

Use **Frequency** to evaluate whether you're broadcasting your message with the right intensity or need to make changes to your marketing strategy.

5. CONNECTIONS

The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing an ad. If you're not advertising a Page, event, or app, you won't see Connections data.

A Page, event, or app allows people to connect with your business in many ways throughout Facebook. Ads and Sponsored Stories help create awareness of your business' Facebook presence. **Connections** tells you how many people connected with your business after seeing your ads, even if they didn't click, so you know you're driving results.

MEASURE YOUR IMPACT

Understand the Influence of Your Marketing

All of the data in your Ads Manager interface is constantly updated, so you can see the results of your marketing efforts within minutes. Use this **real-time data** to make decisions about the ads and Sponsored Stories that are working best for your business.

TIP: Click the Full Report link on any page of your Ads Manager to see the full set of performance metrics for your ads. Alternatively, you can schedule reports to be delivered by email, through the Reports tab on the left-hand side of your Ads Manager.

Pro Tips

1. TARGETED AUDIENCE

TIP: Use the Audience visualization to see the size of your audience, evaluate whether you've selected the best targeting, and discover your additional potential.

2. REACH

TIP: Follow the recommended bid range in ad creation to maximize your reach.

3. SOCIAL REACH

TIP: Get on the social graph and run Sponsored Stories to generate powerful word of mouth for your business.

4. FREQUENCY

TIP: Your business objectives will help you determine how frequently you want your audience to see your ads. Adjust your bids, budgets and targeting to manage your frequency.

5. CONNECTIONS

TIP: Even if your conversions ultimately take place on a different site, creating an active presence on Facebook is a great way to keep customers engaged with your business or thinking about your brand in between purchases.

Facebook Ads

Become a fan of the Facebook Ads Page for product updates, tips, and community advice on how Facebook can help your business grow.

Like · Jordan Blackthorne likes this.

Facebook Ads Manager and Full Report Glossary

BID: The maximum amount you've indicated you're willing to pay for each click (CPC) or per 1000 impressions (CPM).

CLICKS: The number of clicks your ads have received. If you're advertising a Page, Event, or app, Clicks also include Page likes, event RSVPs, or app installs directly from the ad.

CONNECTIONS: The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing this ad. If you're not advertising a Page, event, or app, you won't see Connections data.

CPC: The average cost per click, calculated as the amount spent divided by the number of clicks received.

CPM: The average cost per thousand impressions, calculated as the amount spent divided by the thousands of impressions received.

CTR: Click-through rate, or the number of clicks your ad received divided by the number of times it was shown on the site.

FREQUENCY: The average number of times each person saw your ads.

IMPRESSIONS: The number of times your ads have been shown on the site.

PRICE: The average amount you're paying per click (CPC) or 1000 impressions (CPM).

REACH: The number of individual people who saw this ad during the dates selected. This is different than impressions, which includes people seeing your ad multiple times.

SOCIAL CLICKS: Clicks on ads that were shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, you won't see social data.

SOCIAL CTR: The number of social clicks received divided by the number of social impressions.

SOCIAL IMPRESSIONS: Impressions that were shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, you won't see social data.

SOCIAL REACH: People who saw your ad with the names of their friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, your ad won't have social reach.

SOCIAL %: The percentage of impressions where your ad was shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, you won't see social data.

SPENT: The amount you spent during the selected time period.