



Why use Facebook Ads reports?

Your Ads Manager will provide you with all the basic information you need to manage your campaigns. However, you may find that you want more details. That's where reports come in.

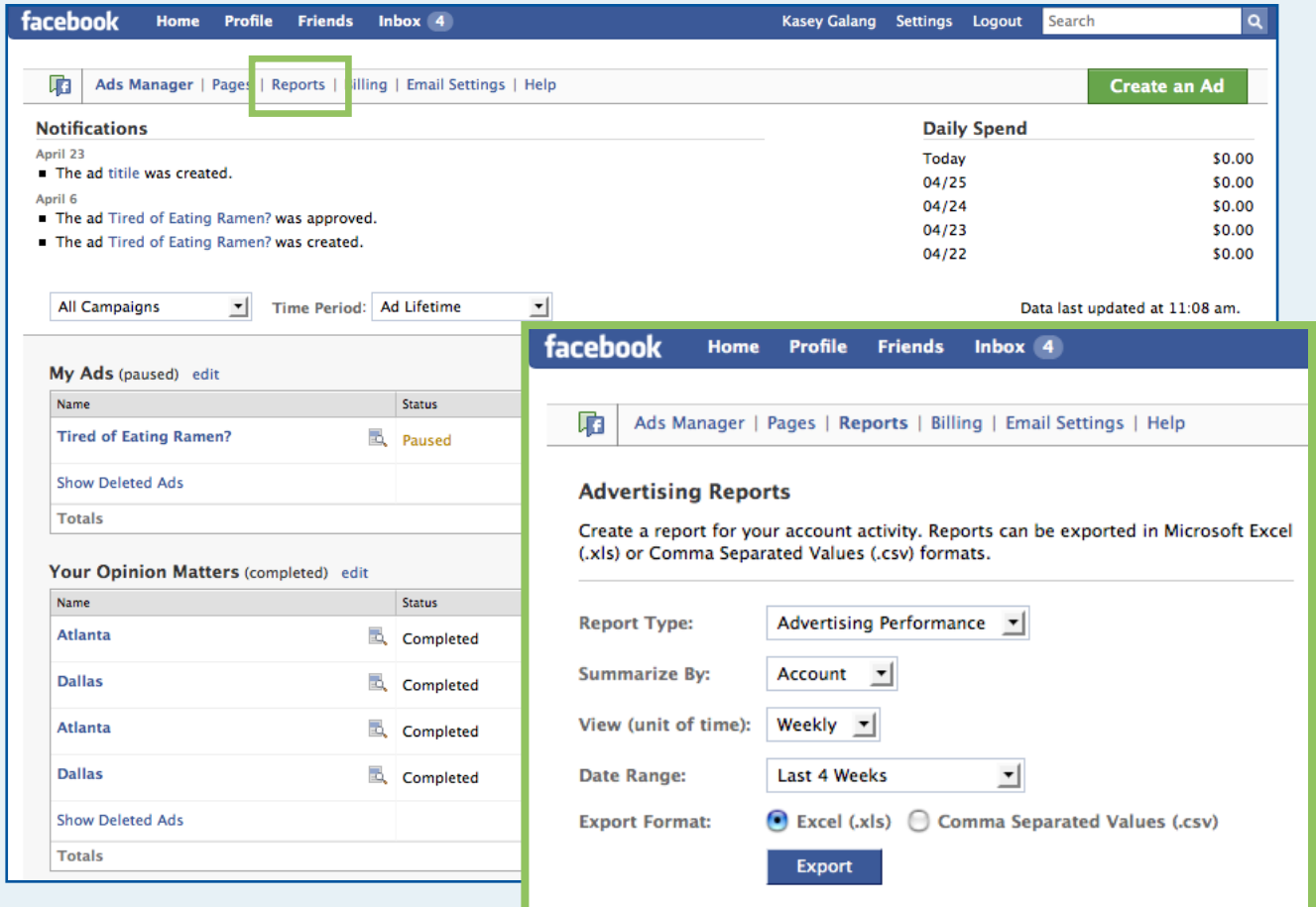
In addition to providing more data about your campaign performance, Facebook's reports can help you learn much more about your audience. Reports show you detailed demographic information and provide insights into the likes and interests of users who click on your ads.

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



Getting Started

Click on “Reports”
in the top
navigation of
your Ads Manager



The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes Home, Profile, Friends, and Inbox (4). The main navigation bar includes Ads Manager, Pages, Reports (highlighted with a green box), Billing, Email Settings, and Help. A 'Create an Ad' button is visible on the right.

Below the navigation bar, there are sections for Notifications and Daily Spend. The Notifications section shows messages from April 23 and April 6. The Daily Spend section shows a table of daily spend amounts.

Below the notifications, there are filters for 'All Campaigns' and 'Time Period: Ad Lifetime'. A 'Data last updated at 11:08 am.' timestamp is also present.

The 'My Ads (paused) edit' section contains a table with columns 'Name' and 'Status'. The table lists one ad: 'Tired of Eating Ramen?' with a status of 'Paused'.

The 'Your Opinion Matters (completed) edit' section contains a table with columns 'Name' and 'Status'. The table lists four ads: 'Atlanta', 'Dallas', 'Atlanta', and 'Dallas', all with a status of 'Completed'.

The 'Advertising Reports' section is highlighted with a green border. It includes the following configuration options:

- Report Type: Advertising Performance
- Summarize By: Account
- View (unit of time): Weekly
- Date Range: Last 4 Weeks
- Export Format: Excel (.xls) Comma Separated Values (.csv)

An 'Export' button is located at the bottom of the configuration options.

To run a report, visit your Ads Manager (www.facebook.com/ads/manage) and click on the Reports link near the top of the screen.

Know your options.

You have five different options for customizing your report: Report Type, Summarize By, View (unit of time), Date Range, and Export Format.



Report Customization

Report Type - Advertising Performance

The Advertising Performance report is the most basic type available and includes much of the same information that's available in your Ads Manager. If you run one of these reports, you'll see that it includes statistics like impressions, clicks, clickthrough rate (CTR), and spend. Although this information is available in your Ads Manager, you may find this a useful way to export and merge your Facebook performance.

The screenshot shows the Facebook Ads Manager interface for creating an Advertising Performance report. The page title is "Advertising Performance". Below the title, there is a navigation bar with "Home", "Profile", "Friends", and "Inbox 4". The main content area is titled "Advertising Reports" and includes a sub-header "Advertising Reports" and a description: "Create a report for your account activity. Reports can be exported in Microsoft Excel (.xls) or Comma Separated Values (.csv) formats." The form contains several fields: "Report Type" (set to "Advertising Performance"), "Summarize By" (with a dropdown menu showing "Advertising Performance", "Responder Demographics", and "Responder Profiles"), "View (unit of time)" (set to "Weekly"), "Date Range" (set to "Last 4 Weeks"), and "Export Format" (with radio buttons for "Excel (.xls)" and "Comma Separated Values (.csv)", where "Excel (.xls)" is selected). An "Export" button is located at the bottom of the form.

In addition to the familiar statistics, this report will include data about unique users and social action stats (if applicable). Here are some definitions of those statistics.

Unique Impressions and Clicks: Refers to the number of different individuals who viewed or clicked on the ad, campaign, or account. These statistics differ from your total impressions and clicks — even if a user sees and/or clicks your ad multiple times, they're only counted once in the respective column.

Unique CTR: Unique CTR is the number of unique clicks divided by the number of unique impressions.

Social Action Stats: Similar to Total Impressions, Total Clicks, CTR and the corresponding Unique data, these columns only count statistics for ads with Social Actions attached. This number will most likely be smaller than your Total statistics since Social Actions are a subset of the total impressions delivered.



Report Customization

Report Type - Responder Demographics

The Responder Demographics choice in Report Type will provide you with valuable information about the types of users who are seeing or clicking on your ads.

The screenshot displays the Facebook Ads Manager interface for creating a report. The title is "Responder Demographics". The navigation bar includes "Home", "Profile", "Friends", and "Inbox (4)". The main menu includes "Ads Manager", "Pages", "Reports", "Billing", "Email Settings", and "Help". The "Advertising Reports" section provides instructions: "Create a report for your account activity. Reports can be exported in Microsoft Excel (.xls) or Comma Separated Values (.csv) formats." The configuration options are: "Report Type" (dropdown menu with "Advertising Performance", "Responder Demographics", and "Responder Profiles" options, where "Responder Demographics" is selected); "Summarize By" (dropdown menu with "Advertising Performance", "Responder Demographics", and "Responder Profiles" options, where "Responder Demographics" is selected); "View (unit of time)" (dropdown menu with "Weekly" selected); "Date Range" (dropdown menu with "Last 4 Weeks" selected); and "Export Format" (radio buttons for "Excel (.xls)" and "Comma Separated Values (.csv)", with "Excel (.xls)" selected). An "Export" button is located at the bottom.

Here are some definitions of those statistics.

Demographic: These columns provide you with gender & age, region, and country of users who saw or interacted with your ad. For example, if the cell shows "gender_age," the column directly to the right (Bucket 1) will provide gender information and the next column (Bucket 2) will provide age. If the demographic column is labeled region, Bucket 1 will give the country. 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.

% of Impressions and Clickers: This number represents the percentage of unique impressions served to the demographic and unique users who clicked on the ad within the demographic reported, as compared to the total number. These columns may be blank if there was an insufficient number of impressions served or users who clicked in that demographic group, but this does not necessarily mean that it is zero.

Unique CTR: This column shows 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 to that group.



Report Customization

Report Type - Responder Profiles

The final option under Report Types is “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 displays the Facebook Reporting interface. At the top, there is a navigation bar with 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox 4'. Below this is a secondary navigation bar with 'Ads Manager | Pages | Reports | Billing | Email Settings | Help'. The main heading is 'Responder Profiles'. Underneath, it says 'Advertising Reports' and provides instructions: 'Create a report for your account activity. Reports can be exported in Microsoft Excel (.xls) or Comma Separated Values (.csv) formats.' The form includes several fields: 'Report Type:' with a dropdown menu showing 'Advertising Performance', 'Responder Demographics', and 'Responder Profiles' (selected); 'Summarize By:' with a dropdown menu; 'View (unit of time):' with a dropdown menu set to 'Weekly'; 'Date Range:' with a dropdown menu set to 'Last 4 Weeks'; and 'Export Format:' with radio buttons for 'Excel (.xls)' (selected) and 'Comma Separated Values (.csv)'. An 'Export' button is located at the bottom of the form.

Here are some definitions of those statistics.

Interest: This column shows the most common interests of users who clicked on your ad. For example, if you see “photography”, multiple users who have clicked on your ad have the word “photography” listed in the interests section of their profiles.

Books: This column shows titles of books that users who have clicked on your ad have in the favorite books section of their profiles.

Music: The items listed in this column are the names of bands, musicians, or songs that your ad clickers have in the favorite music section of their profiles.

TV Shows: This column will list the titles of different TV shows that multiple clickers have in the favorite TV shows section of their profiles.

Rank: Rank normalizes each respective column (Interest, Books, Music, TV Shows and Movies) against the Facebook universe to show you psychographic data about users who clicked on your ad.

Clickers: This column shows the raw number of people who clicked on your ad who have that Interest, Book, Music, TV Show or Movie in their profile.

Report Customization

Summarize By

The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation links: Home, Profile, Friends, and Inbox (4). Below that, there are links for Ads Manager, Pages, Reports, Billing, Email Settings, and Help. The main heading is 'Advertising Reports' with a sub-heading: 'Create a report for your account activity. Reports can be exported in Microsoft Excel (.xls) or Comma Separated Values (.csv) formats.' The 'Report Type' is set to 'Advertising Performance'. The 'Summarize By' dropdown menu is open, showing three options: 'Account', 'Campaign', and 'Ad'. The 'View (unit of time)' is set to 'Last 4 Weeks'. The 'Date Range' is set to 'Last 4 Weeks'. The 'Export Format' has radio buttons for 'Excel (.xls)' (selected) and 'Comma Separated Values (.csv)'. There is an 'Export' button at the bottom.

View (unit of time)

The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation links: Home, Profile, Friends, and Inbox (4). Below that, there are links for Ads Manager, Pages, Reports, Billing, Email Settings, and Help. The main heading is 'Advertising Reports' with a sub-heading: 'Create a report for your account activity. Reports can be exported in Microsoft Excel (.xls) or Comma Separated Values (.csv) formats.' The 'Report Type' is set to 'Advertising Performance'. The 'Summarize By' is set to 'Account'. The 'View (unit of time)' dropdown menu is open, showing three options: 'Weekly', 'Monthly', and 'Daily'. The 'Date Range' is set to 'Last 4 Weeks'. The 'Export Format' has radio buttons for 'Excel (.xls)' (selected) and 'Comma Separated Values (.csv)'. There is an 'Export' button at the bottom.

Summarize By

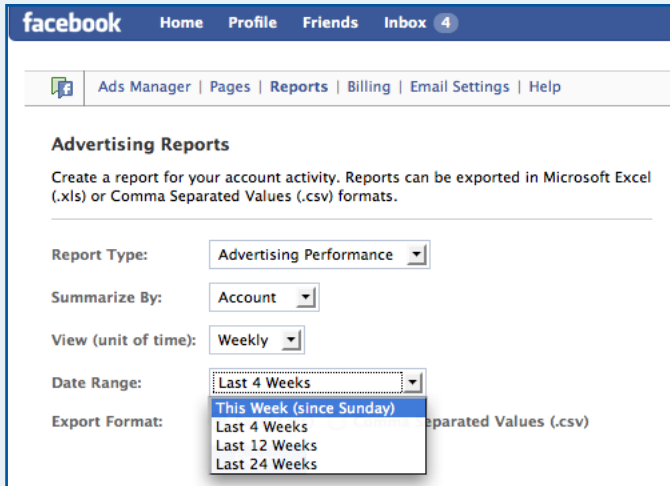
The option to customize by summary allows you to choose to look at performance or demographics by your Account, Campaign or Ad level. If you choose Account, the report will show you statistics with all clicks, impressions, and other data totaled across all ads and campaigns. A Campaign report will roll up your ad statistics up to each of their respective campaigns. An Ad report is the most detailed report summary and provides all the statistics for each of your ads.

View

The View option allows you to 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 Report Type you chose. These options might include monthly, weekly, daily, or other more specific units of time. 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.

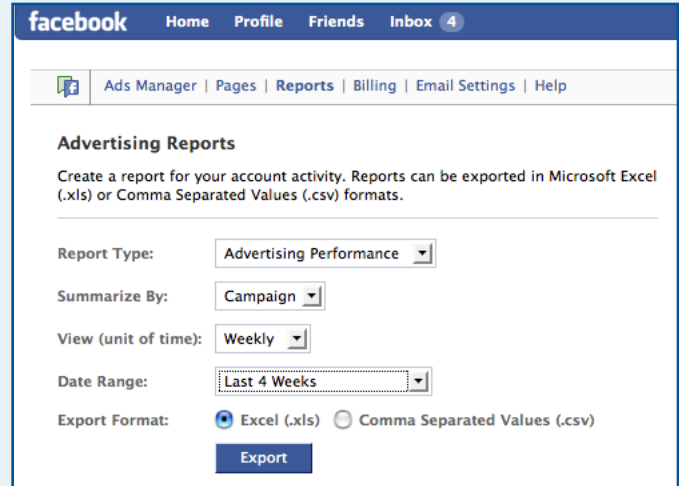
Report Customization

Date Range



The screenshot shows the Facebook Ads Manager interface for 'Advertising Reports'. The 'Date Range' dropdown menu is open, displaying the following options: 'This Week (since Sunday)', 'Last 4 Weeks', 'Last 12 Weeks', and 'Last 24 Weeks'. The 'Export Format' is set to 'Comma Separated Values (.csv)'.

Export Format



The screenshot shows the Facebook Ads Manager interface for 'Advertising Reports'. The 'Export Format' section has two radio buttons: 'Excel (.xls)' (which is selected) and 'Comma Separated Values (.csv)'. An 'Export' button is located below the radio buttons.

Date Range

The next section is Date Range, which lets you specify what period of time you'd like data for. Similar to View, you'll see several different options here depending on the age of your account and the report type you choose. Some options you might see are This Week (since Sunday), Last 4 Weeks, Last 3 Months, or Last 12 Months. These options simply determine how far back the reports will go. If you choose Last 3 Months, for example, the report will include data from the most recent three months.

Export Format

The final section is Export Format. These options allow you to either export your report as an Excel spreadsheet (.xls) or as a Comma Separated Values file (.csv). The information contained within the report will remain the same, although the formatting will vary.



Applying Reporting Data

Now that you have all this data, the next step is to apply it to your ads. There are several different ways that you can approach this, but to get you started, here are some basic optimization tips that will help you make the most of 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 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 - pausing ads and campaigns that aren't performing well. Since your budget is defined at the campaign level, any ads you pause in a campaign level will reallocate your budget to the ads that are still running.

Testing ad creatives

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 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. Eventually, once you've tested these ads out, you can try creating separate ads for men and women.

If you would like further assistance for optimization, contact advertise@facebook.com.