

Facebook Online Campaign Reports

PRODUCT GUIDE FOR BRAND ADVERTISERS



facebook

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Contents

Introduction **3**

Reports

Getting Started

Know Your Options **4**

Summarize By

View

Date Range

Export Format

Report Types **5-8**

Engagement

Organic

Advertising Performance

Responder Demographics

Responder Profiles

Quick Reference Guide **9-10**

Introduction

Reports

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

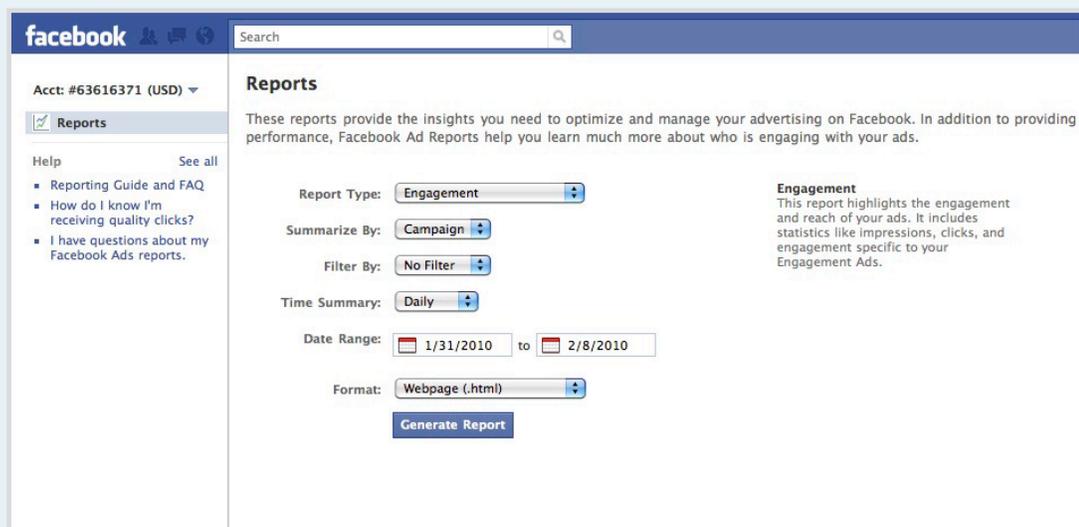
In this guide, we'll show you how to run reports and explain the differences between the report types so you can choose the ones that will be most relevant for you. We'll also review a few basic tips to help you apply the data and continue to improve and grow your campaigns.

Getting Started

To run your first report, visit your Ads Manager (www.facebook.com/ads/manage) and select the Account for which you'd like to pull a report from the drop down near the top left of the screen



Selecting your account will automatically send you to your Reports page for that campaign, you should see the title "Reports"



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

Filter

Choose which Campaigns or Ad you would like to include or exclude in your report. Depending on what you're summarizing your report by, you can filter by any ad or any campaign

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 screenshot shows a reporting interface with the following fields and values:

- Report Type: Engagement
- Summarize By: Ad
- Filter By: Ad
- Select: All None
- 5,726,107 (1.1)
- Time Summary: Daily
- Date Range: 1/31/2010 to 2/8/2010
- Format: Webpage (.html)
- Generate Report button

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.

The screenshot shows the Facebook reporting interface. The 'Report Type' dropdown is set to 'Engagement'. Below it, the 'Summarize By' dropdown is set to 'Organic'. The 'Filter By' dropdown is set to 'Advertiser Performance'. The 'Time Summary' is set to 'Daily'. The 'Date Range' is from 1/31/2010 to 2/8/2010. The 'Format' is set to 'Webpage (.html)'. A 'Generate Report' button is visible at the bottom.

#1 Engagement*

The Engagement report is the most comprehensive report available, best used for campaigns with branding initiatives. If you run one of these reports, you'll see that it includes statistics like impressions, engagements, and engagement rates. In addition to the statistics that you're familiar with, an Engagement report will include data about engagement types, unique users, and unique engagements if you're running Engagement ads. There is a 2-day delay on this data and these numbers reflect solely the actions taken on your ad units, they do not account for Organic actions taken on the Object within Facebook. This information will be broken up into the following columns:

Engagement

All the types of engagements taken on your ad. For example, If you're running a Video Become a Fan ad, this will be the sum of all Title/Image Clicks, Video Starts, and Fannings

Title/Image clicks

The number of times the title and the 110x80 image of your ad was clicked on. This is what you would use to measure standard CTR

Unique Impressions & Engagements

Uniques are based on the timeframe of which the report is pulled. Referring to the number of unique individuals who viewed the ad, campaign or account, Unique numbers aggregate on a monthly, weekly or daily basis as indicated in the Time Summary field when pull the report. If you're pulling a report for multiple months the Unique numbers will aggregate on a per month basis



Comments

The number of times your video ad was commented on within the ad unit. This does not encompass comments made directly on the video's page



Fannings

The number of times the "Become a Fan" button was clicked on your home page ad. This encompasses all fannings on the ad, within the video of an ad, or any post-engagement fannings. This number does not include fans generated directly on the brand page



Poll Responses

The number of times your poll was responded to within the ad unit. We do not currently give break outs for each response, but you should be able to see that within the poll itself

#1 Engagement (cont.)



Event RSVPs

The number of times someone RSVP'd 'Yes' or 'Maybe' within your event ad. We do not count RSVP 'No's in total engagement



RSVP Invites

The number of times someone sent out an invitation to your event within the ad unit after RSVPing 'Yes' or 'Maybe'



Sample Dialog Opens

The number of times your the the sample dialog box was opened for your Sampling Engagement Unit



Sample Dialog Requests

The number of times your the the sample dialog box was completed for your Sampling Engagement Unit



Video Starts

The number of times your video ad was started within the ad unit. This does not encompass video starts on the video's page



Giftings

The number of times your Virtual Gift was given through the ad unit

*There is a 2-day delay on data

#2 Organic

The Organic report gives insight into the virality of the objects your brand creates on Facebook if you are promoting them with ads on Facebook. There are 5 Facebook Objects that can generate Organic newsfeed stories: Pages, Events, Polls, Videos, and Gifts. If you are running a campaign that is associated with one of those 5 Facebook Objects, you can see if your ads increases the amount of organic News Feed stories being generated on the site. The Organic report will tell you the amount of total and unique impressions and clicks these newsfeed stories have received.

#3 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 Engagement ads, clicks are encompassing Clicks + Any Actions taken on the ad (Become a Fan, RSVP, Gift, etc). 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:

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

#4 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.

Demographic	Bucket 1	Bucket 2	% of Impressions	% of Clickers	CTR
country	US		100.000%	100.000%	0.119%
gender_age	F	13-17	8.251%	9.636%	0.139%
gender_age	F	18-24	16.630%	15.576%	0.112%
gender_age	F	25-34	12.141%	15.180%	0.149%
gender_age	F	35-44	10.252%	13.244%	0.154%
gender_age	F	45-54	7.875%	8.668%	0.131%
gender_age	F	55-64	3.789%	3.271%	0.103%
gender_age	F	65-100	1.186%	0.645%	0.065%
gender_age	M	13-17	4.930%	5.471%	0.132%

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.

#5 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 diagram consists of a green rectangular area. On the left side, there are four categories listed vertically: **Interests**, **Book**, **Music**, and **TV Show**. Each category has a brief description below it. On the right side, there are two columns: **Rank** and **# Clickers**, each with a description. A large white curly brace on the left side of the green area groups the four categories under the **Rank** column. Another large white curly brace on the right side of the green area groups the **Rank** and **# Clickers** columns under the **Interests** category.

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

Quick Reference Guide

Date: The month or day during which your campaign/ad ran.

Campaign Name: Name given to one or more ads tied to an individual budget and flight dates.
(Ex: 1.1 W25-54 with health-wellness KWs)

Ad Name: Name used to identify each individual ad.

Impressions: Impressions delivered (2-day lag for Engagement Report)

Clicks: Clicks recorded (2-day lag for Engagement Report)

Unique Impressions: This refers to the number of unique individuals who viewed the ad, campaign, or account, on a monthly, weekly, or daily basis as indicated in the “Time Summary” field when pulling the report.

Engagement: This refers to the total of all types of engagement actions indicated in the report.

Title/Image Clicks: This column will show you the number of times the title and the 110x80 image of your ad was clicked on as well as instances where a user clicks through after watching a video and/or RSVPing to an event.

Video Starts: This number reflects the number of times a user started your video (launched the light box) within the ad unit.

Comments: This number reflects the number of times your video ad was commented on within the ad unit.

Fannings: This number reflects the number of times the “Become a Fan” button was clicked on as well as users who became fans after watching a video or RSVPing to an event (post-action fanning).

Event RSVPs: This is the total number of times someone RSVP'd ‘Yes’ or ‘Maybe’ within your event ad.

Event RSVP Invites: This is the number of times someone sent out an invitation to your event within the ad unit after RSVPing ‘Yes’ or ‘Maybe’.

Quick Reference Guide (cont.)

Poll Responses: This number is the number of times your poll was responded to within the ad unit.

Giftings: This is the number of times your Virtual Gift was given through the ad unit.

Sample Dialog Opens: This is the number of times the sample dialog box was opened for your Sampling Engagement Unit.

Sample Requests: This is the number of times the sample dialog box was completed for your Sampling Engagement Unit.

Unique Engagements: This refers to the number of unique individuals who engaged with the ad, campaign, or account, on a monthly, weekly, or daily basis as indicated in the “Time Summary” field when pulling the report.

Organics: There are 5 Facebook Objects that can generate Organic newsfeed stories: Pages, Events, Polls, Videos, and Gifts. If you are running a campaign that is associated with one of those 5 Facebook Objects, you can see if running your ads increases the amount of organic newsfeed stories being generated on the site.

Object Type: This refers to the type of object you are pulling organics for. (Ex: Page)

Object Name: This refers to the name of the page you are pulling organics for. (Ex: “Special K”)

Story Impressions: This refers to the amount of impressions newsfeed and mini-feed stories have received.

Story Clicks: This refers to the amount of clicks newsfeed and mini-feed stories have received.

Demographic: This column will give you the category that is being described in the following two columns of the report. There are three possible demographic options: gender_age, region, and country.

Bucket 1: If the demographic column is gender_age, Bucket 1 will show either F (female) or M (male).

Bucket 2: Bucket 2 will show 13-17, 18-24, 25-34, 35-44, 45-54, 55-64, or 65-100 to represent age ranges.