conversions
for clients

SETTING UP CUSTOM COLUMNS FOR ENGAGEMENT AND VIDEO VIDEO ADS

RESULTS

COST PER RESULTS

UNIQUE OUTBOUND LINK CLICKS

UNIQUE OUTBOUND CTR (LINK CLICK-THROUGH RATE)

POST ENGAGEMENT

POST COMMENTS

POST REACTIONS

POST SAVES

POST SHARES

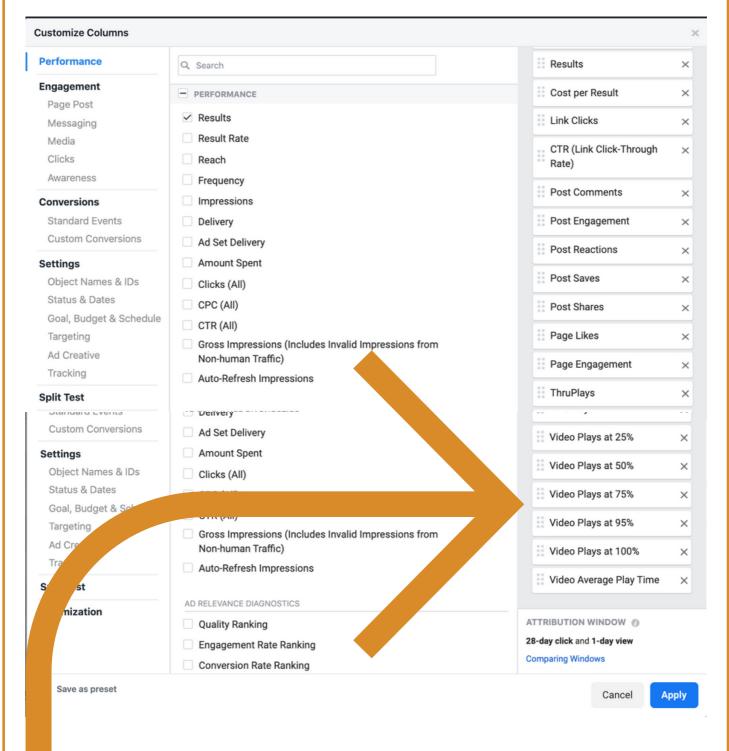PAGE LIKES

PAGE ENGAGEMENT

AVERAGE VIDEO PLAYTIME

THRU PLAYS

VIDEO PLAYS 25%

VIDEO PLAYS 50%

VIDEO PLAYS 75%

Depending on what your object Is for the campaign will determine If you want all of these or only some of them. If I am doing a video view ad I'm not concerned with the engagement stats and page liKes and engagement. I am focused on Video play time, thruplay, % watched and CPR. Modify these to fit your objective.
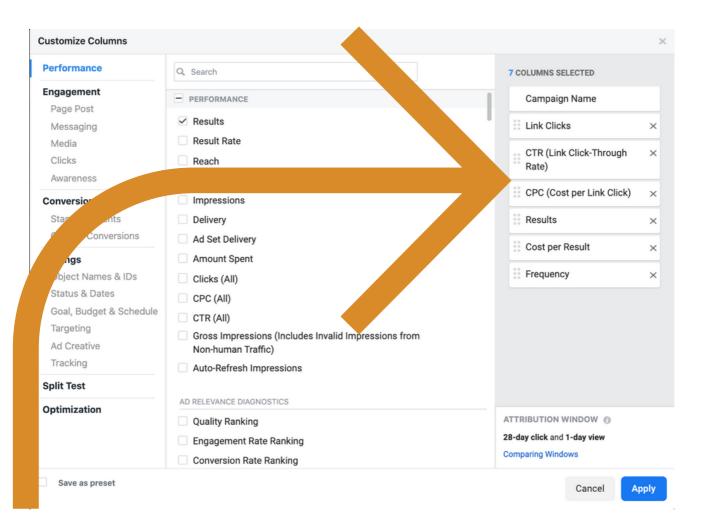
SETTING UP CUSTOM COLUMNS FOR ENGAGEMENT AND VIDEO VIDEO ADS

this Is the column you are customizing. Can't find one the stats above. Just use the search box to type It In

SETTING UP CUSTOM COLUMNS FOR
LEAD MAGNET/OPT-IN CAMPAIGN

RESULTS
COST PER RESULTS
UNIQUE OUTBOUND LINK CLICKS
UNIQUE OUTBOUND CTR (LINK CLICK-THROUGH RATE)
CPC (COST PER LINK CLICK)
FREQUENCY
AD QUALITY
CPM

SETTING UP CUSTOM COLUMNS FOR
ROAS (RETURN ON AD SPEND) SNAPSHOT
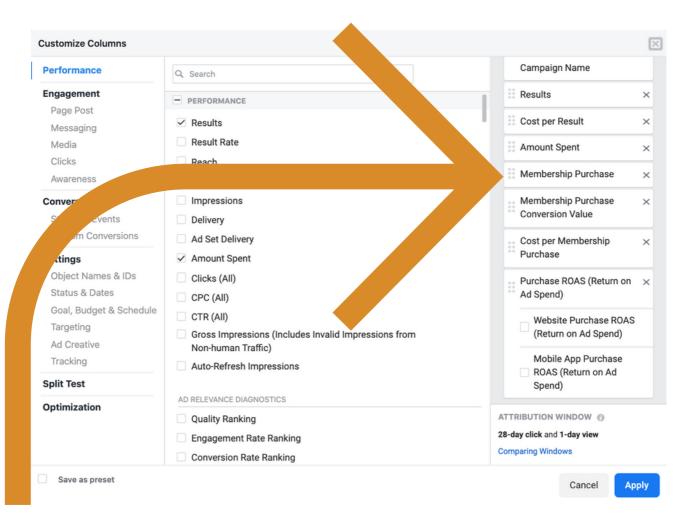
RESULTS
COST PER RESULTS
AMOUNT SPENT
UNIQUE OUTBOUND LINK CLICKS
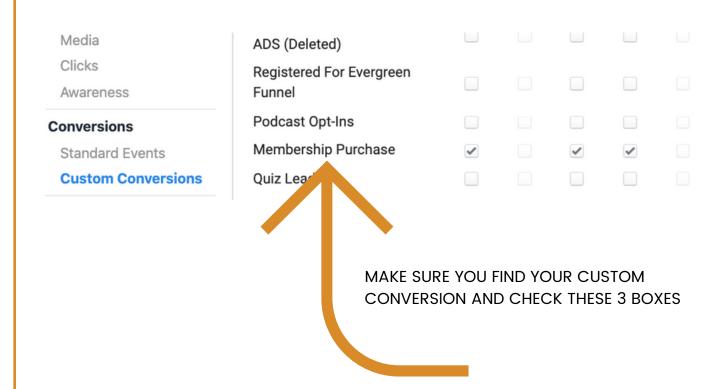CUSTOM CONVERSION OPTIMIZED FOR (SEE PHOTO BELOW)
CUSTOM CONVERSION TOTAL, VALUE, COST
PURCHASE ROAS (RETURN ON AD SPEND) - MAKE SURE TO UNCHECK THE TWO BOXES

SETTING UP CUSTOM COLUMNS FOR
ROAS (RETURN ON AD SPEND) SNAPSHOT

Media

Clicks

Awareness

Conversions

Standard Events

Custom Conversions

ADS (Deleted)	☐	☐	☐	☐	☐
Registered For Evergreen Funnel	☐	☐	☐	☐	☐
Podcast Opt-Ins	☐	☐	☐	☐	☐
Membership Purchase	☑	☐	☑	☑	☐
Quiz Lea...	☐	☐	☐	☐	☐

MAKE SURE YOU FIND YOUR CUSTOM
CONVERSION AND CHECK THESE 3 BOXES

WHEN YOU SELECT
PURCHASE ROAS MAKE
SURE TO UNCHECK THE
TWO BOXES BELOW IT

Purchase ROAS (Return on Ad Spend) ✕

☐ **Website Purchase ROAS (Return on Ad Spend)**

☐ Mobile App Purchase ROAS (Return on Ad Spend)