

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

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

Split Test

- Standard Events
- Custom Conversions

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AD RELEVANCE DIAGNOSTICS

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

RESULTS

- Results
- Result Rate
- Reach
- Frequency
- Impressions
- Delivery
- Ad Set Delivery
- Amount Spent
- Clicks (All)
- CPC (All)
- CTR (All)
- Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- Auto-Refresh Impressions

Delivery

- Ad Set Delivery
- Amount Spent
- Clicks (All)
- CPC (All)
- CTR (All)
- Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- Auto-Refresh Impressions

Attribution Window

28-day click and 1-day view

[Comparing Windows](#)

Save as preset

Cancel Apply

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

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversion

- Starts
- Ends
- Conversions

Ads

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative
- Tracking

Split Test

Optimization

Search

PERFORMANCE

- Results
- Result Rate
- Reach
- Impressions
- Delivery
- Ad Set Delivery
- Amount Spent
- Clicks (All)
- CPC (All)
- CTR (All)
- Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

7 COLUMNS SELECTED

- Campaign Name
- Link Clicks
- CTR (Link Click-Through Rate)
- CPC (Cost per Link Click)
- Results
- Cost per Result
- Frequency

ATTRIBUTION WINDOW

28-day click and 1-day view

[Comparing Windows](#)

Save as preset

Cancel Apply

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

Customize Columns

Performance

Search

PERFORMANCE

- Results
- Result Rate
- Reach
- Impressions
- Delivery
- Ad Set Delivery
- Amount Spent
- Clicks (All)
- CPC (All)
- CTR (All)
- Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

Save as preset

Column List:

- Campaign Name
- Results
- Cost per Result
- Amount Spent
- Membership Purchase
- Membership Purchase Conversion Value
- Cost per Membership Purchase
- Purchase ROAS (Return on Ad Spend)
- Website Purchase ROAS (Return on Ad Spend)
- Mobile App Purchase
- ROAS (Return on Ad Spend)

ATTRIBUTION WINDOW

28-day click and 1-day view

[Comparing Windows](#)

Cancel **Apply**

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

Media	ADS (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clicks	Registered For Evergreen Funnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awareness	Podcast Opt-Ins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conversions	Membership Purchase	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Standard Events	Quiz Lead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom Conversions						



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

