



Tracking your ad's success

How to evaluate your numbers and results

Columns

Let's have a look at your numbers and results so far. Go into your Ads Manager and in the campaign level. Your columns are probably set to "Performance" and look something like this:

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Account overview', 'Campaigns', 'Ad sets', and 'Ads'. Below the tabs is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and 'Rules'. To the right of the toolbar is a 'View Setup' section with a dropdown menu set to 'Columns: Performance', which is highlighted with a red box. Other options in the View Setup section include 'Breakdown' and 'Reports'. Below the toolbar is a table of campaigns.

<input type="checkbox"/>	Campaign name	<input type="checkbox"/> Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/> Community	<input checked="" type="checkbox"/> Active	Using ad se...	1,095 Page Likes	5,266	5,782	€0.03 Per Page Like	€36.14	Ongoing
<input type="checkbox"/>	<input type="checkbox"/> FB Ads 2019 Promo	<input type="checkbox"/> Inactive	€10.00 Daily	77 FB Ads 201...	4,982	6,589	€0.82 Per FB Ads 20...	€63.11	Ongoing
<input type="checkbox"/>	<input type="checkbox"/> FB Ads Week 2019 Retargeting	<input type="checkbox"/> Inactive	€3.00 Daily	10 Landing pa...	118	1,055	€2.01 Per landing pa...	€20.05	Ongoing
<input type="checkbox"/>	<input type="checkbox"/> CY-Bot-Message	<input type="checkbox"/> Inactive	€4.00 Daily	35 Messaging ...	6,754	9,126	€1.15 Per messagin...	€40.12	Ongoing

Columns

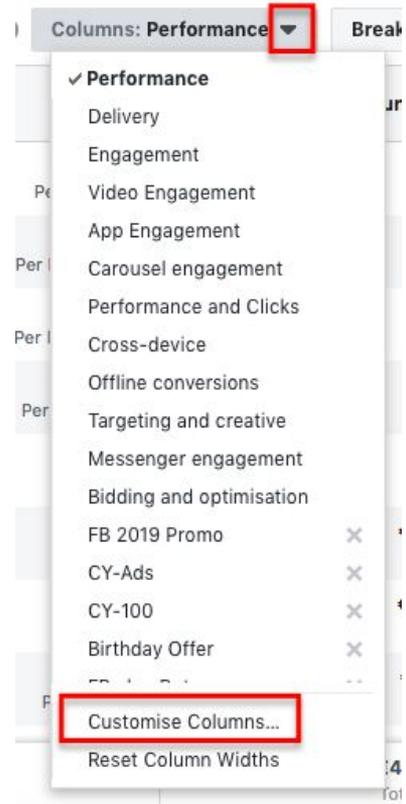
This works well when your campaign goal is clicks or likes. However, you also want to see how many leads and sales you got in the end, right?

Furthermore, you want to see exactly which audience they came from and through which specific ad they came.

For this, you need to adjust the columns.

How to customize your columns

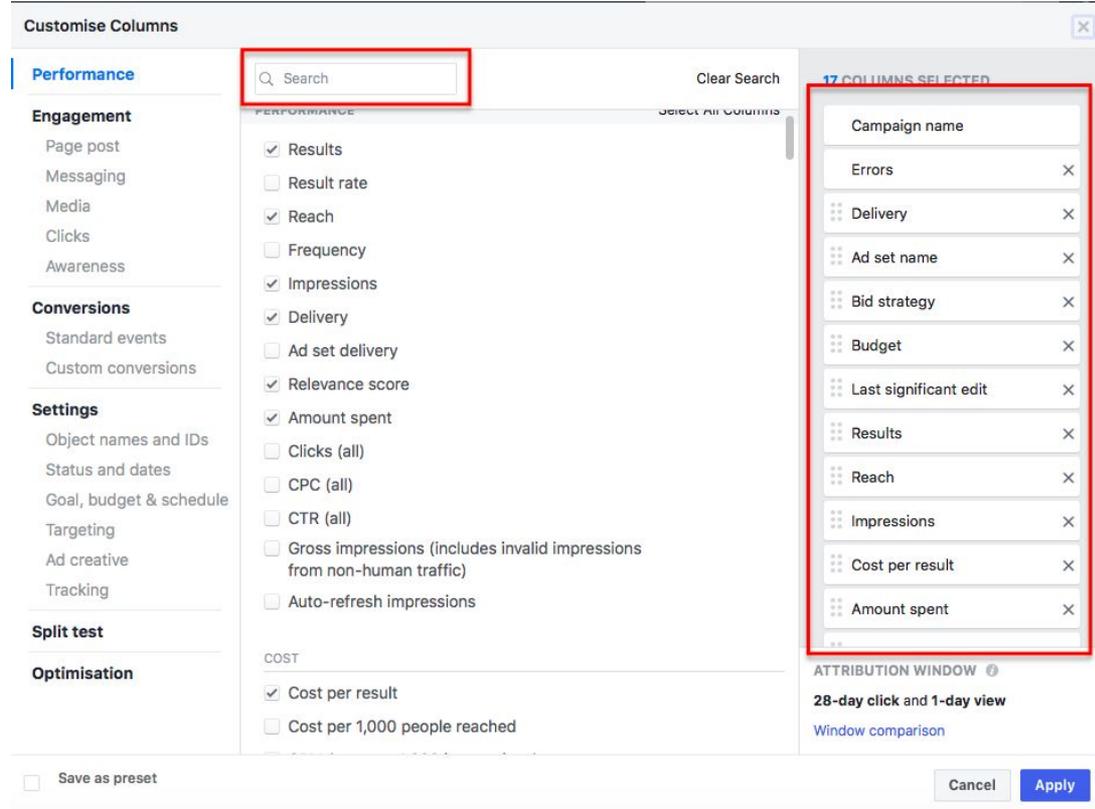
To customize what you see in the column section click on the little arrow at the top and then on “Customise Columns..”



How to customize your columns

On the right side you can delete all things you don't want to see. You can also drag and drop columns, so they appear in your preferred order.

To add new columns you can use the search bar at the top.



Customise Columns

Performance

Engagement

- Page post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard events
- Custom conversions

Settings

- Object names and IDs
- Status and dates
- Goal, budget & schedule
- Targeting
- Ad creative
- Tracking

Split test

Optimisation

Search:

Clear Search

PERFORMANCE

- Results
- Result rate
- Reach
- Frequency
- Impressions
- Delivery
- Ad set delivery
- Relevance score
- Amount spent
- Clicks (all)
- CPC (all)
- CTR (all)
- Gross impressions (includes invalid impressions from non-human traffic)
- Auto-refresh impressions

COST

- Cost per result
- Cost per 1,000 people reached

17 COLUMNS SELECTED

- Campaign name
- Errors ×
- Delivery ×
- Ad set name ×
- Bid strategy ×
- Budget ×
- Last significant edit ×
- Results ×
- Reach ×
- Impressions ×
- Cost per result ×
- Amount spent ×

ATTRIBUTION WINDOW

28-day click and 1-day view

[Window comparison](#)

Save as preset

Cancel Apply

How to customize your columns

Here is my recommendation on what you should choose:

Campaign name

Delivery

Amount spent

Impressions

Unique link clicks

CTR

CPC

(Your personal custom conversions)

Relevance score

Frequency

Campaign name	
Delivery	×
Amount spent	×
Impressions	×
Unique link clicks	×
CTR (link click-through rate)	×
CPC (cost per link click)	×
CY-100	×
Cost per CY-100	×
CY-Strategy-Tripwire	×
Cost per CY-Strategy-Tripwire	×
Relevance score	×
Frequency	×

Custom Conversions

You should use Custom Conversions to track how many leads and sales you got.

We covered how to set up and use Custom Conversions in detail in Module 2. If you can't remember how it's done - please check the video and PDF of Module 2.

You should set up a Custom Conversion for everything you're selling in that particular funnel.

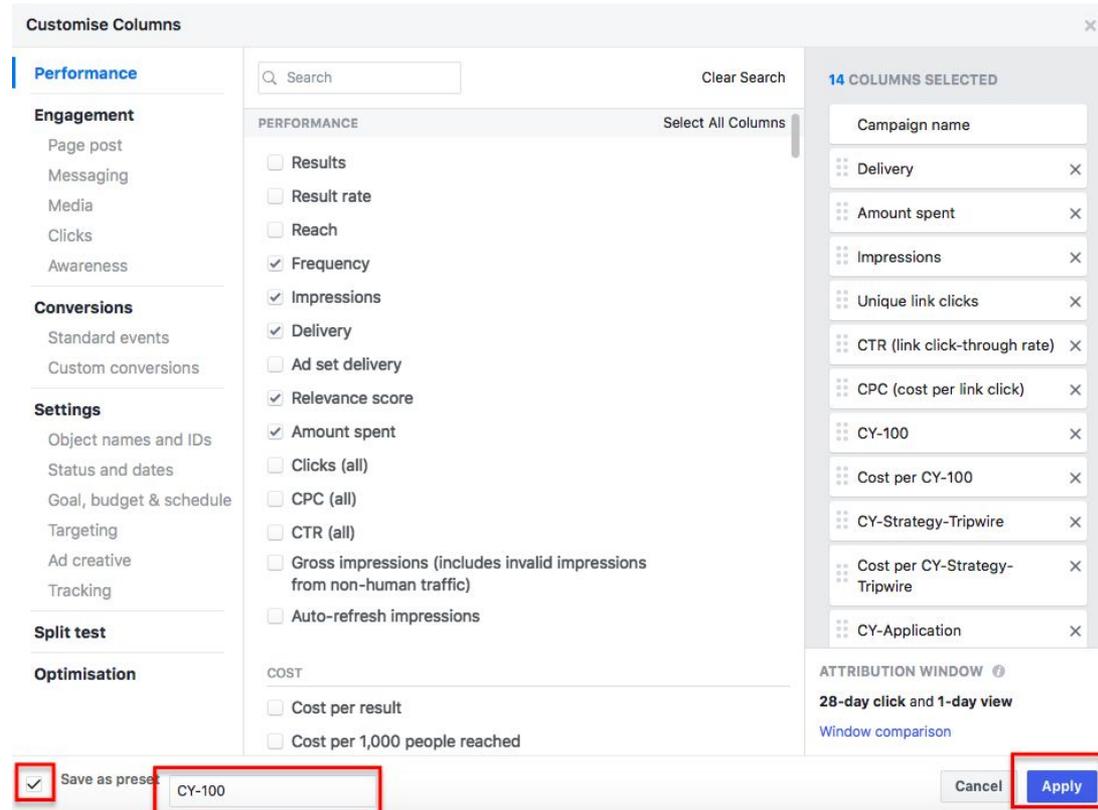
In this example you can see how many sign-ups I got in this Lookalike audience (48) and what my costs per sign-up were (0,90€). You should also track how many Tripwires and end offers you sold.

	Ad set name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	FB Ads 2019 Danke	Cost per FB Ads 2019 Danke
<input checked="" type="checkbox"/>	Lookalike Post - neue ZG	● Not delivering Campaign is off	€43.34	3,824	78	2.14%	€0.53	48	€0.90

How to customize your columns

Once you're done, check the box next to "Save as preset" and give it a name. I usually choose the name of my freebie to remember which funnel I'm tracking with those numbers. Then click on "Apply".

When you want to make changes to an existing customized column view you also need to check the box and enter the existing name for it to save correctly.

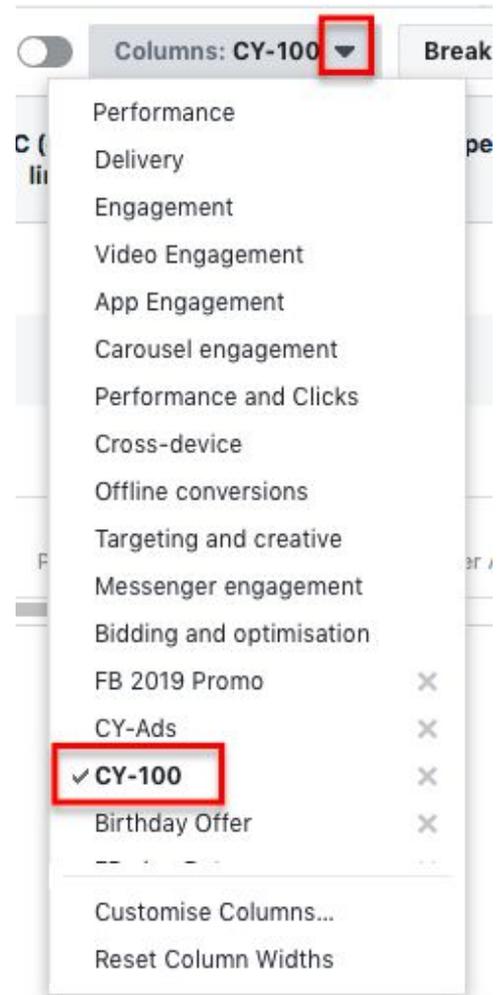


The screenshot shows the 'Customise Columns' interface. On the left, there are categories: Performance, Engagement, Conversions, Settings, Split test, and Optimisation. The 'Performance' category is selected, showing a list of metrics with checkboxes: Results, Result rate, Reach, Frequency, Impressions, Delivery, Ad set delivery, Relevance score, Amount spent, Clicks (all), CPC (all), CTR (all), Gross impressions (includes invalid impressions from non-human traffic), and Auto-refresh impressions. Below this is the 'COST' section with 'Cost per result' and 'Cost per 1,000 people reached'. On the right, a list of 14 selected columns is shown: Campaign name, Delivery, Amount spent, Impressions, Unique link clicks, CTR (link click-through rate), CPC (cost per link click), CY-100, Cost per CY-100, CY-Strategy-Tripwire, Cost per CY-Strategy-Tripwire, and CY-Application. At the bottom, there is a 'Save as preset' checkbox (checked), a text input field containing 'CY-100', and 'Cancel' and 'Apply' buttons.

How to customize your columns

Once you have it saved you can select it from the columns section.

Now you can have a look at all the numbers that are actually important for you.



Numbers and phrases and what they mean

Amount spent: The total amount you've spent so far.

Impressions: How often your ad was displayed (this includes when the same ad is shown to the same person more than once).

Unique link clicks: How many link clicks from individual people you got on your ad.

Numbers and phrases and what they mean

CTR: Click-through rate. How many of the people who saw your ad actually clicked on it. Anything over 1% is great.

CPC: Cost per click. How much you pay for every single click on your ad. Anything under 1€ is great.

These are two important numbers to look at and to take into consideration when it comes to optimizing your campaigns.

Of course, the numbers depend on your topic, offer and audience.

When it comes to my own freebie funnels I strive for a CTR of 2.5% or more and a CPC of under 0.70€

Numbers and phrases and what they mean

Relevance score: A “school grade” that Facebook gives your ads (after 500 impressions are reached). 1 being the lowest, 10 being the highest. You should thrive for a minimum of 7.

Frequency: How often the same person sees your ad in your selected time frame. For a “normal” campaign (not a very specific retargeting campaign) this should not exceed 3 times per week.

Numbers and phrases and what they mean

Custom conversion and cost per custom conversion: How many people signed up for a freebie / webinar or bought a product and the costs per sign-up / sell.

What is good or bad mostly depends on your end offer. When you sell a 50€ product then of course, you want to spend less than 50€ per sale.

To determine if your cost per lead is good or bad you must take into consideration how good your conversion rate is once you have their email address / have them in your Messenger Bot. How much money does one lead bring you on average?

If you get leads for 1€ each but only every 60th person buys your 50€ product, then your leads are too expensive.

If you get leads for 5€ each and every 7th person buys your 50€ product, your leads are cheap.

Numbers and phrases and what they mean

Conversion rate on your landingpage = Unique link clicks / leads

You should take a look at which percentage of people who click on your ad actually sign up for your freebie.

This should not be under 10% for a lead generation landingpage. If it is, try to improve your landingpage.

Stalk your audience

In the “Breakdown” section you can stalk your audience even more.

I recommend going into the “Delivery” section and taking a look at:

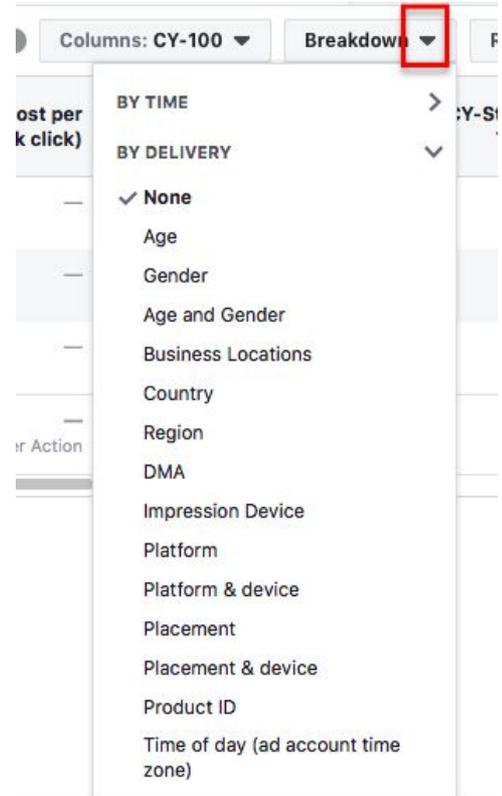
Age

Gender

Country (when you’re targeting more than one)

Impression device (to see from which device you got the most clicks but also leads and sales)

Placement



How to react to your results

One very important thing: You need to give the ads time to actually show results before trying to evaluate and optimize anything. Ideally, wait until you have at least 50 clicks on every ad. But the bare minimum should be 2000 impressions on the ad set.

Then the first thing you should look at when evaluating your ads is the target audience.

Does one bring much better results than the other? If yes, deactivate the audience with the worse results.



How to react to your results

Then look at the ads. Does one stick out? Does any ad bring really good or really bad results?

Try to pick a winning ad (sometimes you can also pick two) and then split-test the next element.



HOMework

Arrange your columns section with all the numbers you want to track. Have a look at the numbers to see what works and what doesn't. Change your campaigns, ad sets and ads accordingly.

Now it's your turn

You can do this! Have fun! ●

