

Facebook Ads

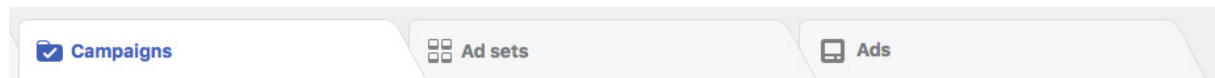
NUMBERS AND PHRASES CHEAT SHEET/GLOSSARY

Basic Ads Manager terms:

Ads: The third level you create when it comes to your Facebook ads. Here you choose your actual copy and the image or video that people see.

Ad Sets: The second level you create when it comes to your Facebook ads. Here you define your audience and the ad placement.

Campaigns: The first level you create when it comes to your Facebook ads. Ad Sets and Ads exist within one campaign. Here you define the main objective of your ads. This can be Traffic (getting clicks), Conversion (getting subscribers or purchases), Engagement (comments, likes) and much more. You can also set the daily budget here.



Audience terms:

Custom Audience: This can be email subscribers, website visitors (of all or specific websites), Facebook fans, video viewers and other specific groups of people.

Lookalike Audience: A group of people who are really similar to another group of people (the source audience could be your email subscribers, buyers of your course, website visitors etc.).

Saved Audience: A better name could be "Profile-based audience". It's an audience you create through selecting or excluding different interests, behavior or demographics.

Recommended numbers to look at when evaluating the success of your ads:

	Ad name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	Relevance score	Frequency
<input checked="" type="checkbox"/>	 Crazy Vid...	● Not delivered Campaign is	€43.34	3,824	78	2.14%	€0.53	9	1.31

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

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

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

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.


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

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.

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

These numbers give you a good idea of how your ads perform.

In addition, you look at the number and cost of custom conversions. For example, if your goal is to get as many new email subscribers as possible, you want to create a custom conversion for your thank-you-page that people reach right after they have subscribed. You might also want to track how many products you sold due to a Facebook ads campaign, in that case you’ll need to create custom conversions for those pages as well.

Ad name	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	CY-Ads	Cost per CY-Ads
 Video-mit-lila	€163.63	14,973	221	1.54%	€0.71	100	€1.64

If you have no idea what I’m talking about - no worries! [Come join our Facebook Ads Course to learn all about it!](#)

Other terms:

Account ID: The ID of your account. You need this to give other people or companies access to your account.

Ad account: The collection of all your ads and campaigns. Here you can also adjust general settings such as your billing address.

Ads Manager: The tool you use to create Facebook ads.

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Ad Spend: The amount of money spent on a campaign.

Audience Network: Apps that are approved by Facebook to display ads.

Call to action: The action you want the viewer to do portrayed in a way that makes it likely that the viewer will perform that action.

Conversion: When some person performs your desired action, like subscribing to your email list, signing up for a webinar, buying your course.

CPM: Cost per 1000 impressions.

Daily budget: The maximum daily budget you're willing to spend for your ads.

Device: The device a person used when performing an action. For example "desktop".

Engagement: The total number of actions people took involving your ads.

Event responses: The number of people who responded "Interested" or "Going" to your event.

Facebook Pixel: A super small invisible pixel that you put on your homepage to track website visitors and the results of your ads. You need this to run successful Facebook ads.

Funnel: The path people take between getting to know you and buying. You can have an ads funnel, an email funnel, a Bot funnel or a combination of all of them.

Landingpage: A website that only consists of one single page, without a menu or other links to click away. It only has one clear call to action.

Landingpage views: The number of people who clicked on your ad and waited long enough for the entire page to load. You need the Facebook Pixel to track this.

Lifetime budget: You can set a daily or a lifetime budget. When choosing a lifetime budget Facebook will try to evenly spread the amount across the time you selected.

Objective: You choose this when setting up a campaign. It tells Facebook what your main goal is with these ads.

Organic = Unpaid

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Placement: Where your ads get shown.

Potential reach: The estimated amount of people in an ad set who could potentially see your ad.

Promoted post: When you include an organic post from your Facebook page into your ads campaign.

Reach: The number of unique people who saw your ad.

Results: The number of times your ads achieved your desired goal which you chose with your selected campaign objective.

Retargeting: When you speak to a group of people again after they already saw an ad or performed a desired action (for example someone who visited your sales page and then gets shown an ad with „I know you’re interested, here’s a special deal for you“).

Source audience: The audience a Lookalike audience is based on and really similar to.

Have more questions? Contact me!

[Find out more about my Facebook Ads Course.](#)

[Want to know more about my FB Ads packages.](#)

[Let’s jump on a 100% free, 15-minute, call and talk it through.](#)

Love, Sarah ♥

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