

Learning the Lingo

Part 2 - Results and Reporting

Impressions - The number of times your ad has been loaded on someone's screen.

Reach - The number of individual people who saw your ads at least once.

Results - The number of times that your ad achieved an outcome, based on the objective and settings you selected (link clicks / landing page views etc.).

Results Rate - The percentage of results you received out of all of the views of your adverts.

Cost Per Result - The average cost per result from your adverts.

Frequency - The average number of times that each person saw your ad.

Link Clicks - The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Facebook.

Unique Link Clicks - The number of individual people who clicked on your ad link.

Video Views - The number of times your video has been watched.

Unique Video Views - The number of individual people who watched your video.

Website Leads - The number of lead events tracked by the pixel on your website and attributed to your adverts.

CPM (Cost Per Thousand) - The average cost for 1,000 impressions.

Post Engagement - The total number of actions that people take involving your adverts.

CPC (Cost Per Click) - The average cost for each link click.

CTR (Click Through Rate) - The percentage of times people saw your ad and performed a link click.

Quality Ranking - A ranking of your ad's perceived quality. Quality is measured using feedback on your ads and the post-click experience. Your ad is ranked against ads that competed for the same audience.

Engagement Ranking - A ranking of your ad's expected engagement rate. Engagement includes all clicks, likes, comments and shares. Your ad is ranked against ads that competed for the same audience.

Conversion Rate Ranking - A ranking of your ad's expected conversion rate. Your ad is ranked against ads with your optimisation goal that competed for the same audience.

Platform - The social media platform that your ad is appearing on (Facebook / Instagram / Messenger / WhatsApp etc.).

Placement - The ad slot that your ad is appearing in (Facebook News Feed / Instagram Story / Facebook Marketplace etc.).

Impression Device - The device that people were using when they saw your ad.

Impression Platform - The placement in which your ad was shown and devices that people were using when they saw your ads (e.g. Facebook desktop News Feed or Instagram mobile News Feed).