

# 21

power tools

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**facebook ads**



**ADVERTISEMINT**

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# Why You Need to Implement Facebook Ads

With more than 1.4 billion worldwide users and over a billion active users everyday, Facebook provides an incredible opportunity to capture the exact audience you want for your business. Social advertising varies distinctly from paid search advertising, in which a user seeks a clear intent from their searches. Instead, Facebook ads are focused on audiences. Users self-select hundreds of interests or add personal information which advertisers can leverage to reach the users who care most about their product or services. By combining how people communicate and a robust set of targeting tools, Facebook has facilitated a game changer in digital advertising. There has never been a better opportunity to reach a targeted audience with such ease and accuracy.

Facebook is becoming a key player in the mobile industry and recently stated that 73% of its revenue is generated from mobile users. The Facebook mobile app is currently the world's most utilized app and the mobile market is predicted to have 2 billion smartphone users by 2016. Sheryl Sandberg, COO of Facebook described it best by saying "We have a Super Bowl on mobile every day."

**"We have a  
Super Bowl on  
mobile everyday."  
Sheryl Sandberg  
COO, Facebook**

The online video segment is booming. When Facebook began displaying video ads in the News Feed, it quickly began capturing a large portion of the \$7.7 billion video ad market which has been dominated by YouTube for the past ten years. Facebook now displays over 3 billion videos a day, ensuring your videos or commercials are being seen by your target audience.

By 2018, spending on digital advertising is expected to reach \$204 billion, according to eMarketer. Facebook reports that over 2 million advertisers have signed up since the launch of their ad platform in 2013, generating a whopping \$25 billion in annual revenue. What does this all mean? If you're not advertising on Facebook, you're missing out on a huge opportunity.

The following pages will expand your knowledge of some of the power tools that are available for Facebook advertisers, ensuring you get the most out of Facebook ads for your business.

# AD PLACEMENT

Facebook provides four different options to display ads. Your placements can be selected while creating your ads. Your selection will determine the success of your campaigns.

## Mobile News Feed:



The mobile ad appears between posts and takes up the entire width of the News Feed on a mobile device. This ensures the user is seeing your ad while scrolling.

## Desktop News Feed:



The desktop ad is the second best placement for running ads. They appear in the user's desktop News Feed, but do not take up the full width of the page.

## Desktop Sidebar:



This placement appears on the side rail for desktop users. It is less expensive than other placements, but the click-through rates are often much lower.

## Audience Network:



This is a partner network that allows your ads to be shown on third-party apps that have partnered with Facebook to display ads.



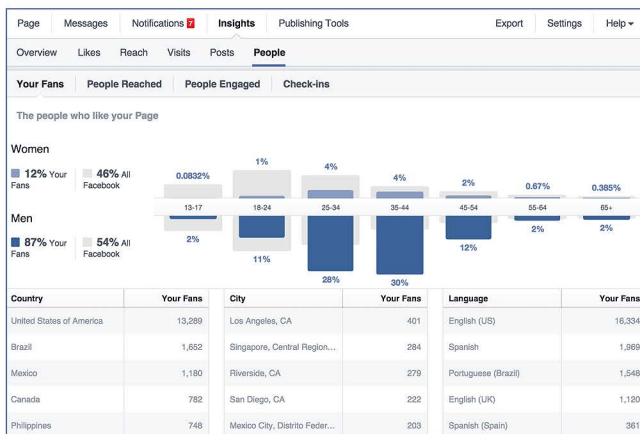
**TIP:** Start with mobile campaigns first. Facebook estimates that 73% of their ad revenue comes from mobile advertising.



# 1 AUDIENCE INSIGHTS

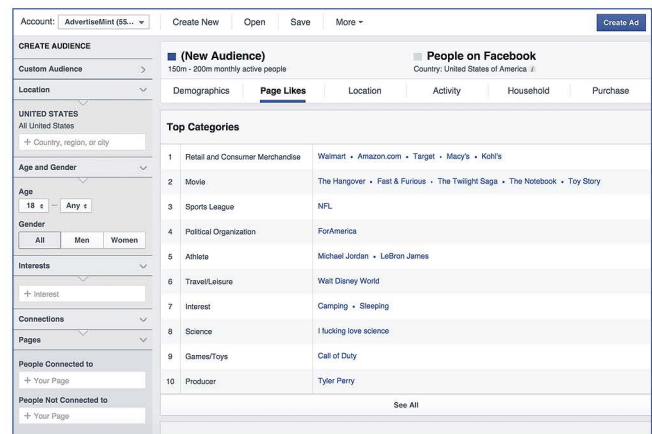
The first step in any successful Facebook ad campaign is to determine the audience you want to reach. Facebook offers two main insights tools for advertisers:

## 1. Fan Page - Insights



For companies or individuals that have a strong social media presence, the fan page insights tool is a great place to learn about your fans. This tool allows you to view information on the audience reached and engaged, along with location access determined by any Facebook check-ins. It's a great way to get a visual overview of your fans and their similar interests.

## 2. Audience - Insights



Located in the ad manager, this powerful tool gives you direct access into Facebook's big data. You can view core information for segmented users such as age, gender, relationship status, education level, job title, top page likes, location, device users, household income, home value and purchase behavior. Type in your competitors to learn the secrets of their audience, or upload your company email list and get insights on your current customers.

## 2 TARGETING: DEMOGRAPHICS

In addition to age, gender and language; Facebook also allows you to target users based off a wide range of demographic information. This is extremely important for businesses looking to fine tune their advertising and offers a layer of targeting not available to television, radio, print or outdoor advertising.

Relationship	Education
<ul style="list-style-type: none"> <li>Interested in male, female, both.</li> <li>Relationship status of single, engaged or married.</li> </ul>	<ul style="list-style-type: none"> <li>Education level</li> <li>Schools attended</li> <li>Fields of study</li> <li>Undergraduate years</li> </ul>
Work	Financial
<ul style="list-style-type: none"> <li>Employers</li> <li>Industries</li> <li>Job titles</li> <li>Office type</li> </ul>	<ul style="list-style-type: none"> <li>Income</li> <li>Net worth</li> </ul>
Home	Parents
<ul style="list-style-type: none"> <li>Home type</li> <li>Household composition</li> <li>Home ownership</li> </ul>	<ul style="list-style-type: none"> <li>All parents, single parents, moms, dads, etc.</li> </ul>
Ethnic Affinity	Generation
<ul style="list-style-type: none"> <li>African American</li> <li>Hispanic (English, Spanish, Binlingual)</li> </ul>	<ul style="list-style-type: none"> <li>Baby Boomers</li> <li>Generation X</li> <li>Millennials</li> </ul>
Politics	Live Events
<ul style="list-style-type: none"> <li>Conservative</li> <li>Liberal</li> <li>Moderate</li> </ul>	<ul style="list-style-type: none"> <li>New Job</li> <li>New Relationship</li> <li>Upcoming Birthday</li> <li>Recently Moved</li> </ul>

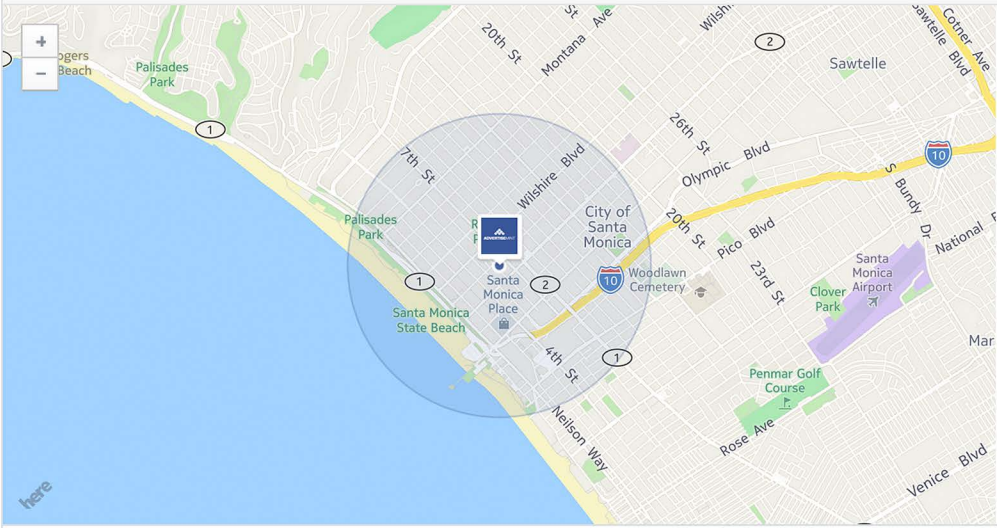
So how would this work? Imagine showing your ads to people who are having a birthday, a woman who recently became engaged, a recent college graduate, an executive that works for a Fortune 500 company, a high net worth individual working in the medical industry, a retired veteran, a bi-lingual hispanic, a political activist with conservative views or even a mother with a child in grade school. These are all examples of audiences you can target using the demographics feature.

## 3 TARGETING: LOCATIONS

Whether you are a global corporation or a local business, Facebook advertising has the solution to reach customers in your area. The location targeting option allows you to target an entire country, state, city, zip code or even a specified address. Facebook allows local businesses to target based on a 10, 25, 50 or custom mile radius.

Who would you like to see your ads?

Help: Choose Your Audience



604 Arizona Ave, Santa Monica, California 90401

Radius 1 mile

Age 18 - 65+

Gender All Men Women

**Potential Reach**

**110,000** People

This is the total number of people in your selected audience who we estimate will be in your area based on their activity on Facebook.



**TIP:** Setting ads for a local awareness objective also allows you to unlock the “click to call” and “directions” action buttons which allow Facebook users to press a button on your ad to immediately call your business or get directions to your location.

## 4

## TARGETING: INTERESTS

Out of all the options for targeting through Facebook, the interest category is the most robust. For the past 10 years people have been “liking” and “sharing” the pages that they find interesting, unique or relevant. This has built a goldmine of data that Facebook has allowed advertisers to target. Imagine targeting fans of your competitors or individuals that have an interest in your industry. By narrowing down the audience using interests, you are showing your ad to those who are most likely to find your product or service valuable while spending less to reach your audience. Some of the main interest categories on Facebook include:

- Business & Industry
- Entertainment
- Family & Relationships
- Fitness & Wellness
- Food & Drink
- Hobbies & Activities
- Shopping & Fashion
- Sports & Outdoors
- Technology



**TIP:** It is important to note that each interest category can be expanded. There are thousands of options available, so be sure to take the time to research your target market thoroughly.

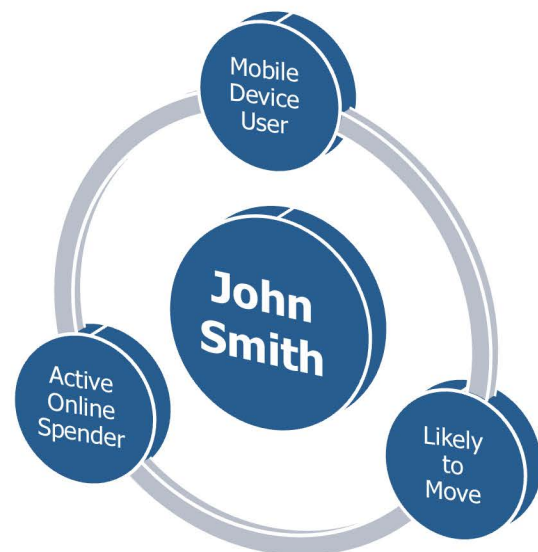


## 5

## TARGETING: BEHAVIORS

Behaviors is a targeting segment which provides additional behavioral data on users. Facebook uses the name, email and phone records of its members matching up with additional data partners. Providers like Datalogix, Epsilon, Nielsen and Acxiom then provide external data about each user. How does this work? The big data companies attain data through a combination of publicly available sources including cookie data, household data via surveys, and contributed data from merchants. Once key fields such as phone or email have been matched, Facebook then provides additional behavior fields to the user's profile for advertisers to target. These are a few types of data sets available:

- Automotive / Likely to Purchase a New Car
- B2B / C-Level Executive
- Types of Charitable Donations
- Digital Activities / Facebook Page Admins
- Expats
- Financial / Income Levels
- Job Role
- Media / TV Shows you Watch
- Mobile Device User / Mobile Device
- Purchase Behavior / Active Online Spender
- Residential Profiles / Likely to Move
- Seasonal and Events / Sporting Events
- Travel / People likely to travel or returning from travel

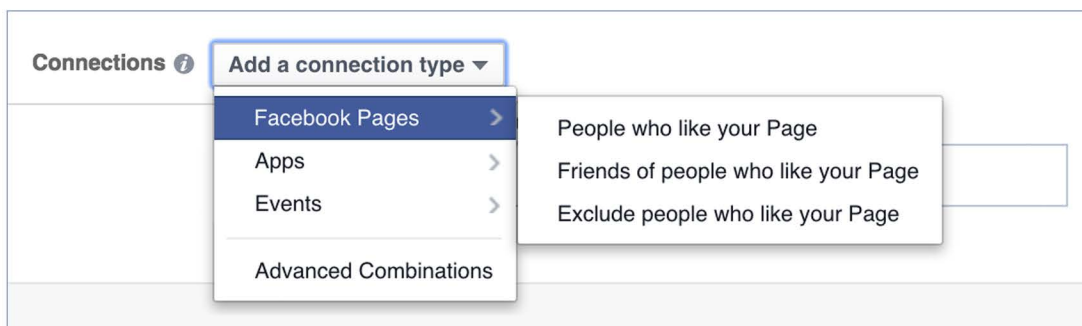


**Notice:** People often feel uncomfortable when they hear that Facebook has so much information about them. While this is true, by providing quality targeting, you're actually reaching an audience that should find your product or service relevant; improving the ad experience for each user.



## 6 TARGETING: CONNECTIONS

If you have a thriving fan page or mobile application, connection targeting gives you the ability to leverage the power of your social network through Facebook ads. You can target (or exclude) ads based on people who like your fan page or mobile app. An additional feature is the ability to target the friends of your audience. This technique is valuable because the Facebook ads will list the names of the user's friends who have liked the product or service, allowing you to leverage the power of their social influence.



- **Facebook Pages**

- People who like your page.
- Friends of people who like your page.
- Exclude people who like your page.

- **Apps**

- People who have used your app.
- Friends of people who have used your app.
- Exclude people who have used your app.

- **Events**

- People who are going to your event.
- Friends of people who are going to your event
- Exclude people who are going to your event.


## 7 CUSTOM AUDIENCES


Do you have a list of customers, prospects or leads? Did you know you could advertise directly to these people while they are on Facebook? Custom audiences let you reach customers you already know with ads on Facebook. Custom audiences can also be built from people who have downloaded your app, visited your website or viewed specific pages on your website.


**Create a Custom Audience**

**Choose the type of audience you want to create on Facebook.**

This process is secure and the details about your customers will be kept private.

**Customer List**  
Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook

**Website Traffic**  
Create a list of people who visit your website or view specific web pages

**App Activity**  
Create a list of people who have taken a specific action in your app or game

Cancel

Facebook allows you to upload your customer lists directly to their site while matching any user accounts to your records. Uploading data is secure and the details about your customers will be kept confidential. Once matched, you can directly target ads to your audience.



**TIP:** You can segment your custom audiences. For example, if you have a list of customers, you can display “exclusive customer only offers” just to them and exclude them from other advertising campaigns you are running so they don’t see your ads all the time.

## 8 LOOKALIKE AUDIENCES

Once you have uploaded a custom audience, you can leverage the big data resources at Facebook to expand your reach. Facebook will search through your custom audience and look for similar characteristics of your users. Once they find similar user characteristics, they will expand those characteristics to other Facebook users that are outside of your custom audience. This creates a lookalike audience and is as simple as the push of a button.

Create Lookalike Audience

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

AdvertiseMint

Country

United States (US)

Size

2.4M

24.4M

Size range is based on the total audience in the country you choose. Smaller audiences most closely match your source audience. Creating a larger audience increases your potential reach, but reduces the level of similarity to your source.

Cancel

Create Audience

Lookalike audiences help you reach new people who are likely to be interested in your business because they're similar to your current customers, fans and mobile app users. When a lookalike audience is created, you can set it to give you 1% - 10% of the Facebook users in the desired country that most likely resemble the original audience. It will take a few minutes to process and when its complete, you'll be able to use that lookalike audience in your targeting.



**TIP:** Start by creating a lookalike audience from your list of clients. Then narrow down your targeting within this group to reach a wider audience.

## 9 SAVED TARGET GROUPS

Using Saved Target Groups will speed up the process of targeting specific audiences. You can target an audience in the same manner that you would for an ad campaign. However, by saving the audience you have the ability to quickly add or exclude it from future campaigns. This can be useful when you are A/B testing a variety of sub-targets within a group.

**Create Saved Target Group** ×

**Name**

**Custom Audiences** Choose a Custom Audience [Browse](#)  
[Create New Custom Audience...](#)

**Locations** Add a country, state/province, city, ZIP, DMA or address  
Everyone in this location ▼

**Age**  -

**Gender** ☒ All ☐ Men ☐ Women

**Languages**   
[More Demographics ▼](#)

**Interests**  [Suggestions](#) [Browse](#)

**Behaviors**  [Browse](#)

**Connections** ☒ All  
☐ Advanced connection targeting

**Audience Details:**

- Everyone

At least one location or custom audience must be selected

[Cancel](#) [Create Audience](#)

For example, let's assume your target demographic was "mothers with children" that have an interest in "minivans". You can create the saved target group focusing only on your desired sub-segment, then quickly create ad sets targeted towards age groups 20-30, 30-40 and 40-50 to see which differentiated segment performs best.



Remarketing is the ability to display ads to users who have visited your site or used your application. Imagine you have a physical store and someone pokes their head in, glances around, and then leaves. Remarketing allows you to be able to show ads to this person enticing them to return.

Pixel: **AdvertiseMint's Pixel**



Most remarketing pixels work on a cookie basis; a cookie is placed on your desktop everytime someone visits your page. However, these do not work very well on mobile devices and/or cross devices. The Facebook pixel works between desktop and mobile devices because it utilizes the Facebook user ID instead of a cookie. Therefore, anytime someone looks at your website on their desktop, your remarketing ads will become visible in their News Feed on their smartphone application. Remarketing campaigns on Facebook typically have the strongest ROI because the users already have knowledge of your product and/or service.



**TIP:** Set the remarketing pixel early so it starts to collect data. The remarketing pixel can be set for a period of 1 day to 180 days. Often creating multiple segments, for example 1-7 days, 8-15 days, and 16-30 days can allow you to create a unique funnel with your messages and offers that turn your visitors into customers.



With any digital advertising campaign the first thing you want to set up is the ability to track the results. The Facebook Custom Website Audience Pixel (WCA) allows you to track checkouts, registrations, leads, key page views, adds to cart or any other website conversions.

Conversion tracking is at the heart of optimized bidding, which is built to let the Facebook ads system show ads to users that are most likely to convert.




In order to set up conversion tracking you need to create a pixel for the action you want to track and then place it on key pages of the site. These can be checkouts, registrations, leads, key page views, adds to cart and other various website conversions. Once the pixel is triggered, it will track everyone that visited the specific page and can pass through the amount of sale. Conversion tracking can also be used to create lookalike audiences based on the user who have converted.




**TIP:** The Facebook conversion tracking will track all users that convert from Facebook within 30 days. This is typically known as view-through conversions and results in higher than expected conversion numbers. It is recommended that you compare the Facebook conversion numbers with another analytics source to verify the numbers for accuracy.

## 12 OPTIMIZED BIDDING

Optimized CPM or Optimized Bidding is a process through which advertisers prioritize their marketing goals. Once this is done Facebook automatically delivers ads in the most effective way to achieve the specific goal. Further, when an objective is set at the campaign level and conversion tracking is installed, you can optimize the ads for that objective. This means Facebook will serve your ads to people who are most likely to complete the desired action. As in the case of regular CPM bidding, you pay for the amount of impressions but the delivery is optimized by Facebook to meet your set objective. That objective can be maximum reach, page likes or conversions on your Facebook pixel. Bidding is automated and will change based on the competition, ensuring that your Facebook ads reach your desired audience.

**Optimize For**  **Website Conversions** ▼

**Pricing**  Your bid will be optimized to get more conversions for your website. You'll be charged each time your ad is served.

☒ Get the most website conversions at the best price - You'll be charged for impressions

☐ Set the amount a conversion is worth to you

Optimized bidding can be used for actions such as app installs, checkouts or page likes. It can also be set for reach, clicks, social impressions and video views. Using Optimized Bidding is an effective way to let Facebook do all the heavy lifting and get your ad in front of the people who are most likely to complete the action you need from them. However, Optimized Bidding also charges you on a CPM basis which means if none of the users perform your action, you are still being charged for the users that viewed your ad, even if no one clicked it.



**TIP:** Your Optimized Bidding daily budget should be around 5 times your bid amount. The algorithm needs to buy a certain amount of impressions before determining what constitutes a successful conversion. If a budget is too small, the system will never have enough data to run ads on its users.

# 13


## AD SCHEDULING

For many businesses, running ads 24/7 is not efficient since it does not align with their operational hours. Facebook allows you to set the days and time periods that you would like your ads to run. This option is currently only available through Power Editor and once set, your ads will run at the selected time in whichever time zone they are being viewed. This ensures your customers are viewing your ads during the operational hours in their respective countries. You can also select an end date for your campaigns along with a maximum budget. This allows the ads to only run until the set date and time.

**Ad Scheduling**
☐ Run ads all the time
   
☒ Run ads on a schedule

Ad scheduling only works with lifetime budgets.  
 Your ads will be served in your audience's time zone.  
 For example, if you select 8am - 10am, your ad will be served to people from 8am to 10am in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

 Scheduled hours are shaded blue

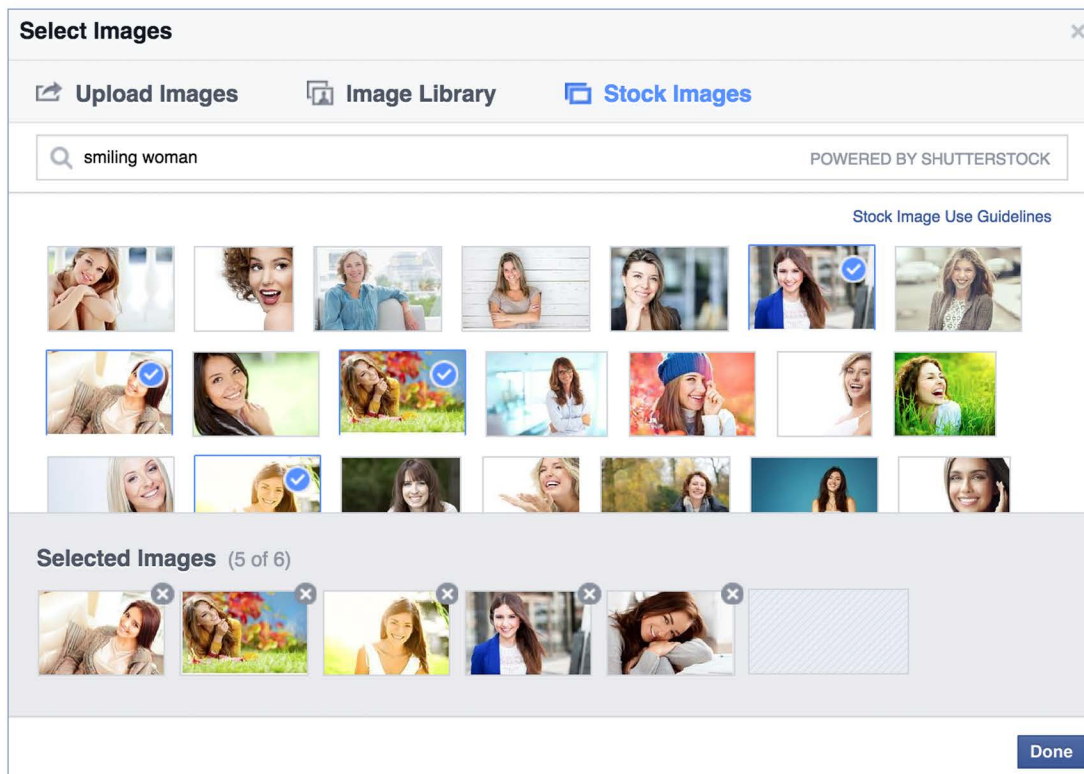


**TIP:** Hours selected for day parting are represented in the local time. So if you had a restaurant located in Los Angeles and you are setting up ads for another location in New York, you would not need to adjust for the time difference. Simply select the hours that the New York location would be open, and Facebook will adjust for local time.



Have you ever had an office discussion about which stock image will work best? You know it has to be the man in the business suit, but your co-worker thinks the casual girl at the park will perform best. Now you can solve the age old dilemma once and for all. Facebook has partnered with Shutterstock to provide you with free unlimited access to their stock photos. This is one of the handiest yet most unused features that Facebook provides. Stock images can be used inside your ads. These images cannot be modified or edited, but you are allowed to resize and crop.

Note: Some of the Shutterstock images include text that will not pass Facebook's ad guidelines of not allowing more than 20% of the image to be text.

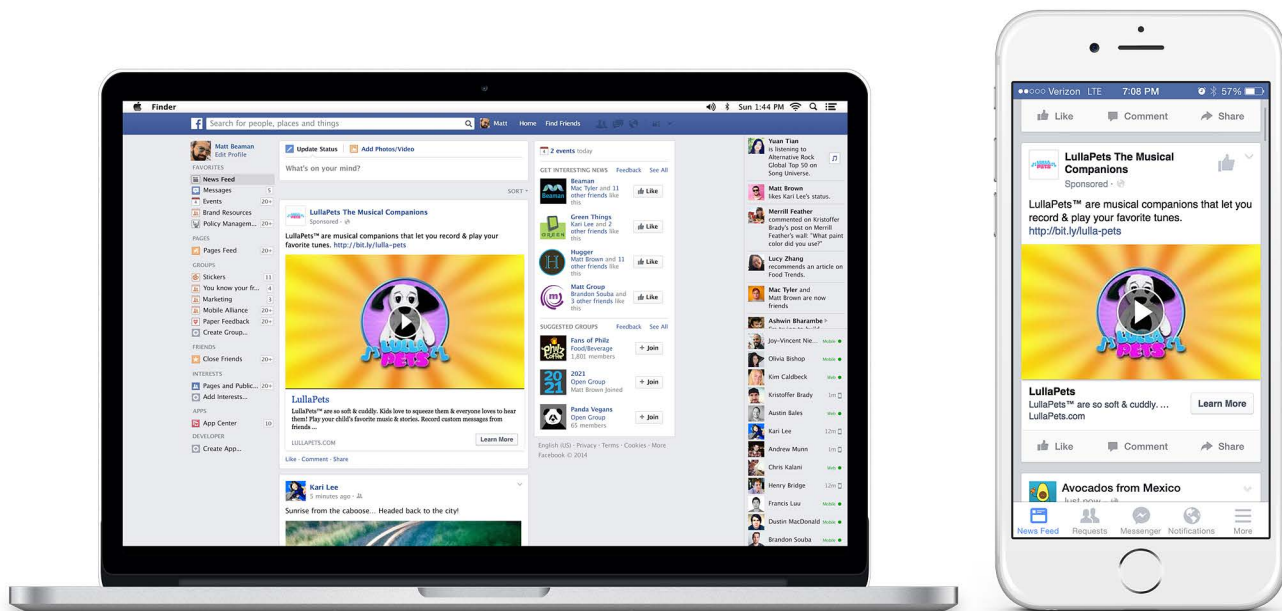


**TIP:** It's not recommended to run more than six ads at a time unless your ad set budget is above \$1,000. Facebook will always optimize towards the best performing ads. Without a larger budget some of your ads will fail to get enough exposure.

# 15 VIDEO ADS

With over 4 billion videos watched everyday on Facebook, you can leverage ad targeting to reach new viewers. If you have a video or commercial of your business, select “video views” as your objective, upload the video and set your target audience. You can then set your thumbnail image and call to action.

Video ads can be displayed on the desktop News Feed as well as the mobile News Feed. You have the option to enable your videos to only play when the mobile device is connected to WiFi, this ensures your video displays with the highest quality. Video ads can be run based on video views or daily unique reach, where you set a number of people to reach and how many times you want to reach them per day.



**TIP:** The Facebook ad guideline of 20% of text inside the image also applies to the video thumbnail image.

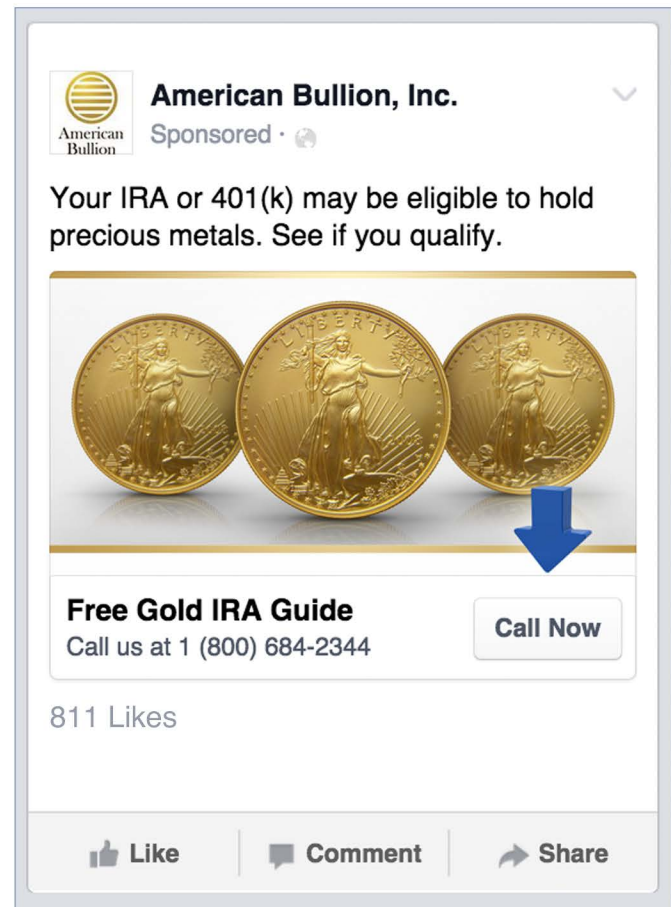


# 16

## CLICK-TO-CALL ADS

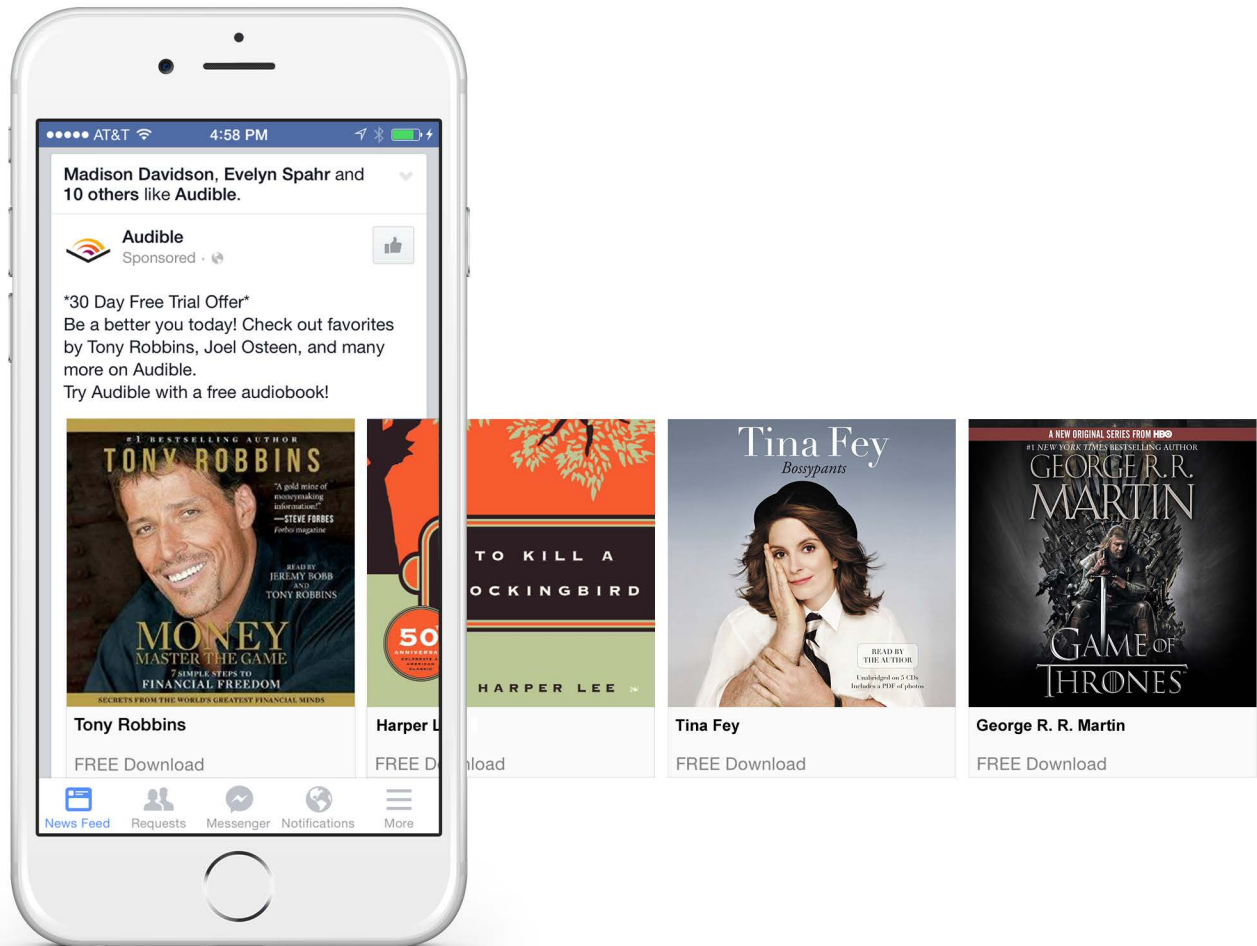
Click to call gives businesses the ability to completely bypass the traditional web page process and lets users call your business directly from the Facebook app. Customers can set an appointment, make a reservation or request more information directly from your ad. It is also useful for customers to directly reach out to your business, especially when you have a limited time offer.

You need to select a local awareness campaign objective to activate Click-to-Call ads. Once they are set up, you have the ability to select the "Click-to-Call" option and enter in the phone number for the user to call. Once a mobile user sees this ad, the call to action button will read "Call". When pressed, the pop-up dialer will open on the mobile device that displays your number and ask if the person wants to make the call. You can also allow users to select "directions" so they can easily get directions from their mobile phone.



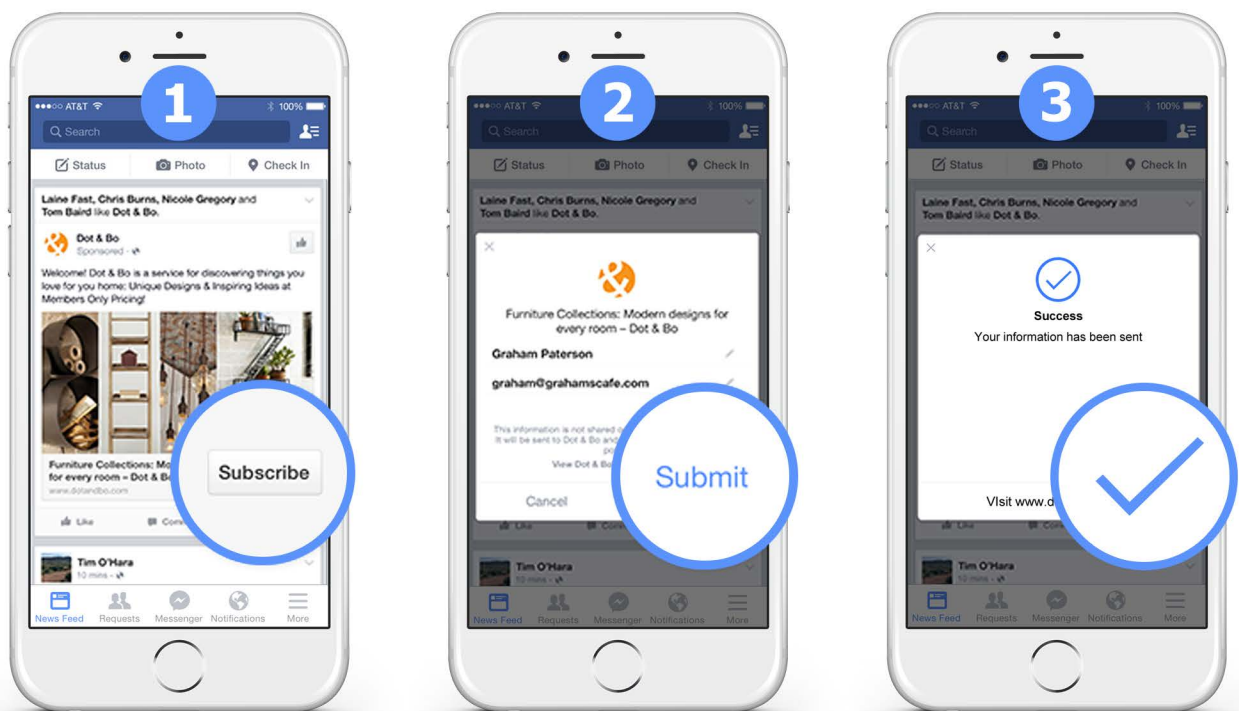
**TIP:** With a Click-to-Call campaign, you are charged for button clicks, this is the moment that a person clicks the call button on the ad. The button opens the pop-up dialer window on the mobile phone, but does not initiate the call. The user must also click the call button on the dialer for the call to go through.

The multi-product images are a way for advertisers to showcase multiple products in a single ad. They can display up to five images in a slider format that the user can swipe through to view. Each image can be linked to a different URL. Facebook claims that carousel ads drive the cost per conversion down by 30% - 50% and generate 20-30% lower cost per click than compared to single image link ads.



**TIP:** Images uploaded are 1200px x 628px but in the carousel format, only a 628px x 628px centered square is displayed to the user.

If your company focuses on lead generation then you understand the pain points surrounding landing page optimization, drop off rates and incorrect consumer data. Facebook solved these lead generation problems by introducing “Lead Ads”. A simple way for people to fill out forms using their mobile devices. Lead ads ensure the mobile sign up process is much easier for consumers by automatically populating contact information such as name, email & phone number from the individual’s Facebook profile.



Lead ads would allow users to sign up for things like newsletters, price estimates, follow-up calls and business information directly from their phone. Users can edit their contact information and it's only sent to advertisers once the user clicks the submit button. Advertisers may only use this information in accordance with their privacy policies which is shown to users in the ad before they click submit. Facebook prohibits the selling of data generated through lead ads.

# 19 POWER EDITOR

If you want to have full control over your ads, Power Editor is your tool. It is exactly what it sounds like, a powerful way to quickly view and edit your Facebook ad campaigns.

The screenshot displays the Facebook Power Editor interface. At the top, the 'Business Manager' header includes the user's email 'facebook@advertisemint.com'. Below this, the 'Power Editor' section shows the account name 'AdvertiseMint (5571124111011...)' and buttons for 'Download to Power Editor' and 'Upload Changes'. The main interface is divided into three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. On the left, there is a sidebar with filters for campaigns (Recently Changed, Not Uploaded, Active, Scheduled, Paused, Completed, All) and ad sets/tags. The central area shows a table of campaigns, with one campaign selected: 'Targeting (Conversions)'. Below the table, the 'Editing Campaign Targeting (Conversions)' section is visible, showing the objective as 'Website Conversions', status as 'Inactive', and delivery as 'Inactive'. It also displays campaign details such as 'Buying Type: Auction' and 'Campaign Spending Limit', along with campaign links for ID 6020289895028.

In addition to letting you edit ad scheduling, placement, pricing, audience and budget, Power Editor provides some functions not available in the ads manager. This includes:

- Preview ads in desktop, mobile, feature phone and right column layouts
- Split an audience for testing
- Import or export campaigns
- Edit the display URL as it appears in ads
- Add URL tracking variables

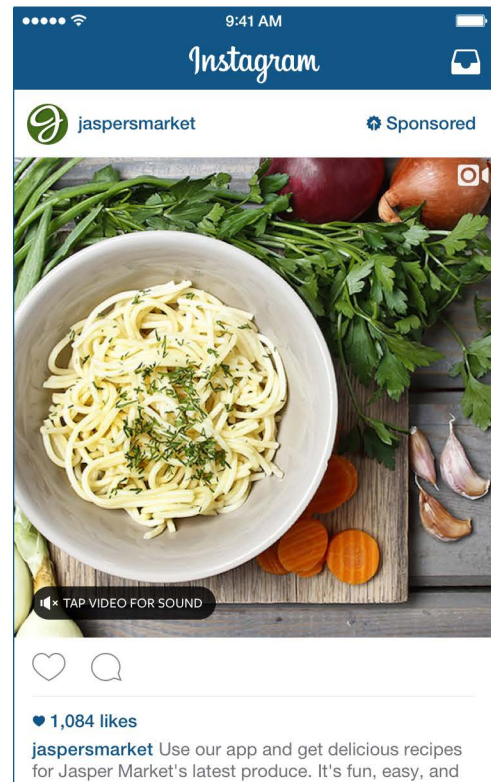
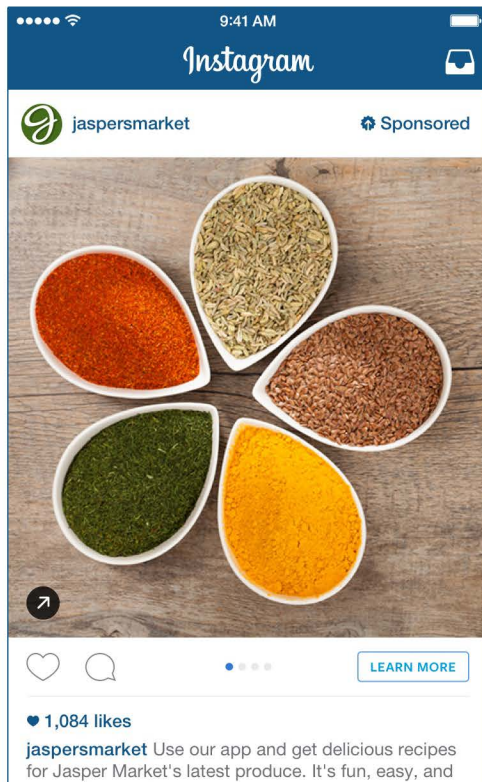


**TIP:** Ads created in the Power Editor will allow for some additional characters that override the default character limit for Facebook ads given through the ads manager.



With over 400 million users, Instagram is one of the world's largest platform for mobile ads. Businesses now have the ability to share visual stories with Instagram's highly engaged audience. Instagram offers advertisers the ability to display image ads, video ads or carousel ads to their users. All targeting options for Facebook can also be applied towards Instagram users.

Similar to the Facebook newsfeed, Instagram ads are native. They appear inline with the images and videos being shared between users. On average, mobile users will spend 20% of their time on Facebook & Instagram. With a single ad platform, you're reaching targeted users on their mobile devices.



**TIP:** Instagram ads can only be created and managed through the Power Editor. Instagram image dimensions are 1080px x 1080px and video ads are limited to 30 seconds.



# 21 REPORTING

Your ability to build powerful campaigns is based on the ability to generate powerful reports. Facebook has provided over 150 options in their reports section which allows you to view key information and data about your ads. Reports gather and display your most important metrics from your current campaigns, ad sets and ads.

## Facebook Ads Reporting

[Create Ad](#)

### CURRENT REPORT

General Metrics (edited) ▼

Save Report

Schedule

Share

Export

Reports Help ▾

### REPORT SETTINGS

Level: Campaign ▼

Customize Columns

Breakdown: None ▼

Add Filters

Date Range: Last 3 months ▼

Start Date ?	End Date ?	Campaign Name ? ▲	Reach ?	Frequency ?	Impressions ?	Clicks ?	Unique Clicks ?	CTR (Click-Through Rate) ?
2015-05-01	2015-07-08	--	1,711,379 People	4.84 Per Person	8,276,085 Total	125,820 Total	72,741 Total	1.520% Per Impressions
2015-05-01	2015-07-08	1b. Targeting: Conversion	978,213	5.46	5,340,314	92,285	51,953	1.728%
2015-05-01	2015-07-08	1a. Targeting: All (Conversion)	536,834	2.08	1,116,546	18,193	13,603	1.629%
2015-05-01	2015-07-08	2a. Remarketing (Conversion)	19,479	11.77	229,250	1,817	1,397	0.793%
2015-05-01	2015-07-08	3a. Conversions (Video)	3,844	1.02	3,926	43	38	1.095%
2015-05-01	2015-07-08	3c. Targeting (Videos)	26,211	1.13	29,614	248	231	0.837%
2015-05-01	2015-07-08	3b. Remarketing (Video)	37,112	3.36	124,583	1,543	1,175	1.239%
2015-05-01	2015-07-08	4a. Audiences: America	193,288	1.22	236,650	4,664	3,871	1.971%
2015-05-01	2015-07-08	6. Alerts (Conversions)	11,291	6.29	70,964	7	7	0.010%
2015-05-01	2015-07-08	7. Local Ads (Click to Call)	126,575	4.23	535,833	3,491	3,051	0.652%

You can also customize the columns for key metrics such as reach, frequency, clicks and conversions. Subdivide your reports using the breakdown feature to view daily, weekly and monthly results. To get into more detail you can use advanced features, which includes adding filters, scheduling and sharing reports.



**TIP:** Become familiar with key Facebook terms such as:

**Reach** - Total times ad was shown.

**Frequency** - Number of times the ad has been shown to a user.

**Unique Clicks** - Number of non-duplicated clicks.

# 7 Reasons Why You Should Hire an Agency

Whether you're a digital marketing expert who is overworked or a company looking to expand beyond your in-house team, the thought of hiring an advertising agency has probably crossed your mind. Working with an agency to handle your Facebook advertising has several advantages for your business.

- 1 Facebook Experts:** You've always heard the saying "Hire the smartest people to work for you." Facebook Advertising is constantly changing and adapting, which means you need a team focused on ensuring you're using the latest practices and technology to get the most from your ad spend.
- 2 Save Money:** When it comes to working with experts, agencies cost a fraction of the price of a full-time employee. Agencies can also be a solution to the problem of scaling up, which can often be difficult for small companies due to the higher cost of hiring employees.
- 3 Faster:** Lets be honest: you are way too busy. You're juggling a variety of projects and are on the brink of falling behind. Hiring an agency is a sure-fire way to take Facebook advertising off your plate and let a professional team ensure it's successful.
- 4 Dedicated:** Agencies don't have job security. If an agency is not performing to your standards, you can simply let them go. If an employee or department is underperforming, it can be very difficult to make those quick changes.
- 5 Competition:** Agencies are very motivated to earn your business every month and also manage a variety of other campaigns, which means they can bring the best practices to your account.
- 6 Talent:** Agencies attract great talent because there is an opportunity to do interesting and creative work.
- 7 Benefits:** When working with an agency that specializes in Facebook ads, there are often additional benefits. For example, an agency with a dedicated support person at Facebook can ensure your problems are solved quickly.

# Why AdvertiseMint

We specialize in Facebook ads; it is all we do. Based in sunny Santa Monica, our team has been working with Facebook since the inception of its ad platform, this means we have a deep knowledge of the ad targeting and bidding techniques. AdvertiseMint was founded to make the process of managing Facebook ads simple and fun and to ensure a positive Return on Investment for every one of our clients.



Our friendly team is standing by and ready to ensure your Facebook advertising is profitable and hassle-free. We are available via email, phone or Skype to ensure your questions are answered. We love to discuss campaign objectives, engagement and relevance scores. Our goal is to earn your business each month.



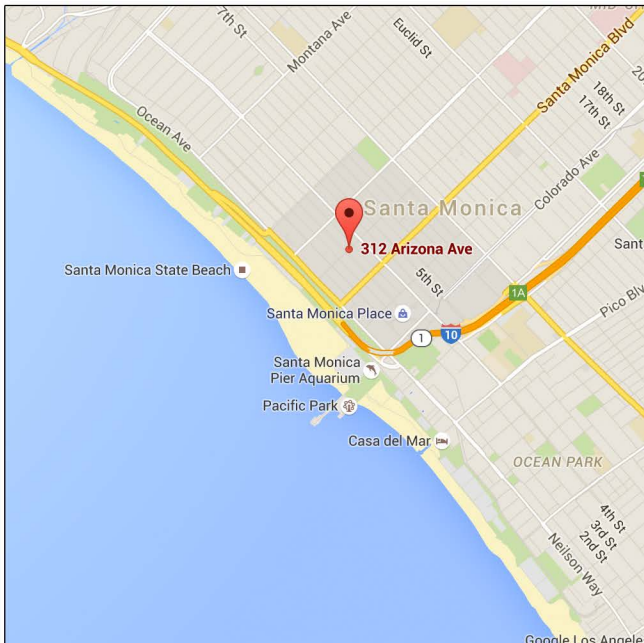
There are many options when it comes to digital advertising, and we would love the opportunity to prove our team is the best choice to represent your business. If you would like to connect, please contact our sales team at **844-236-4686** to discuss your options for pricing and services or visit our website [www.advertisemint.com](http://www.advertisemint.com).



# About the Author



**Brian Meert** is the CEO of AdvertiseMint, a digital advertising agency that specializes in Facebook advertising. Brian has an MBA in marketing and brings over a decade of digital marketing experience from the entertainment, software and finance industries. When he's not in the office, you can find Brian doing CrossFit, Spartan Races or wakeboarding.



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