



Facebook Ads Common Terms And Metrics

Impressions

An impression is basically a view of your ad, not a click of your ad. It is counted each time your ad is shown to users. Impressions help you understand how often your ad is being seen.

CPM (Cost Per 1,000 Impressions)

How much it cost for your ad to appear on 1,000 times.

Clicks

A click on one of your ads or ad extensions.

CTR (Click Thru Rate)

Clicks vs impressions. Clickthrough rate measures how often people click your ad after it's shown to them, which can help you understand the effectiveness of your ad. CTR is calculated by dividing the number of clicks your ad receives by the number of times your ad is shown. If you have 5 clicks and 1000 impressions, then your CTR is 0.5%.

CPC (Cost Per Click)

How much you paid for each click on average. Average cost-per-click (CPC) is the amount you paid for your ad divided by its total clicks. If your ad receives 2 clicks, one costing \$0.20 and one costing \$0.40, your average CPC for those clicks is \$0.30.

Frequency

Average number of times your ad was shown to each person. Frequency of 2 means your ad was shown two times to each person.



Reach

The number of people who saw your ad. If your reach was 100 (meaning 100 people saw your ad) with frequency of 4, that means that 100 people saw your ad 4 times so you would have 400 impressions.

Conversion

Any action that is valuable to you that a website visitor can take on your site.

Examples include purchases, quote request, sign ups, and phone calls. A conversion is counted when someone clicks your ad, and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business.

Conv. Rate (Conversion Rate)

The percentage of people who clicked your ad and then converted (completed an action that you defined as a conversion). If 100 people clicked your ad and 10 of them completed a conversion action, then your conversion rate is 10%.

Cost / Conv. (Cost Per Conversion)

How much you ended up paying you for each conversion (on average). If your CPC is \$1 and you got 100 clicks, those clicks cost you \$100. If your conversion rate is 10% that means that 10 of those clicks converted and you paid an average of \$10 per conversion ($100/10$).