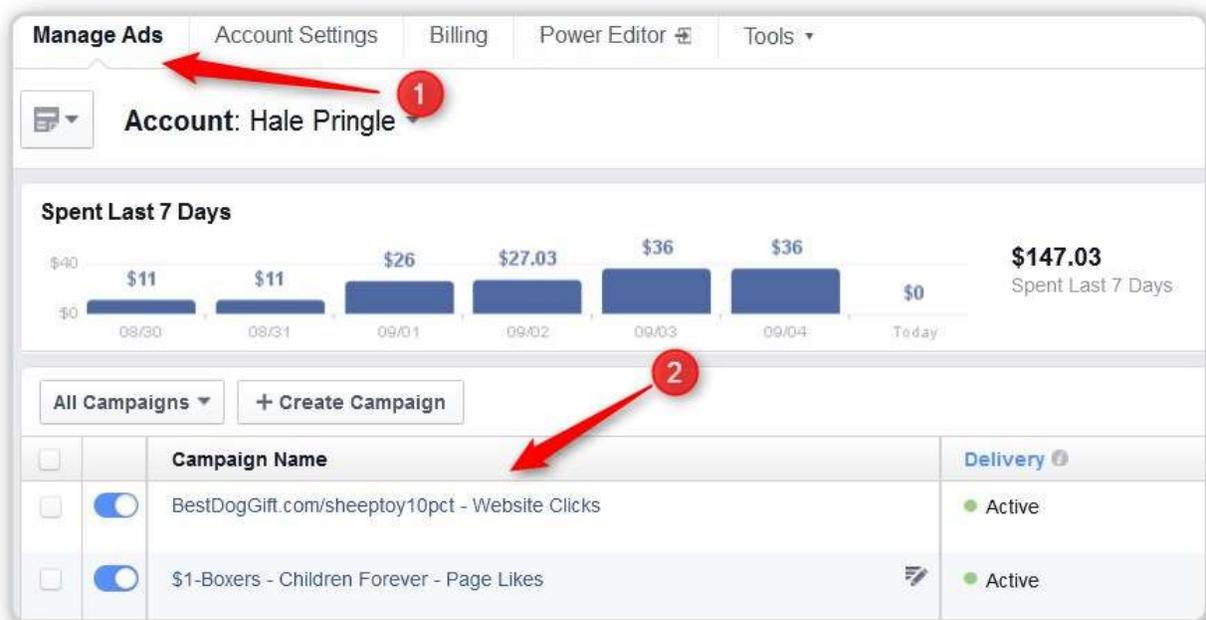


Module 4 – 3 – Facebook Ad Reports

September 14, 2015

The Reports section has changed since his video. There isn't a Report Menu option.

Click on Manage Ads



#1 – Click on Manage Ads

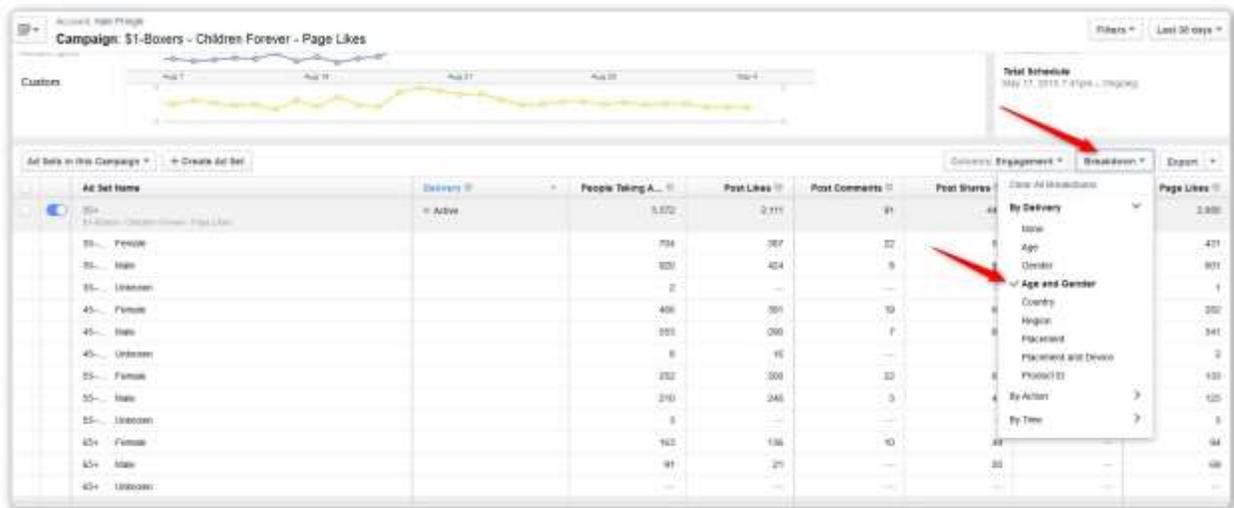
#2 – Click on one of your campaigns

The initial Screen focuses on Money



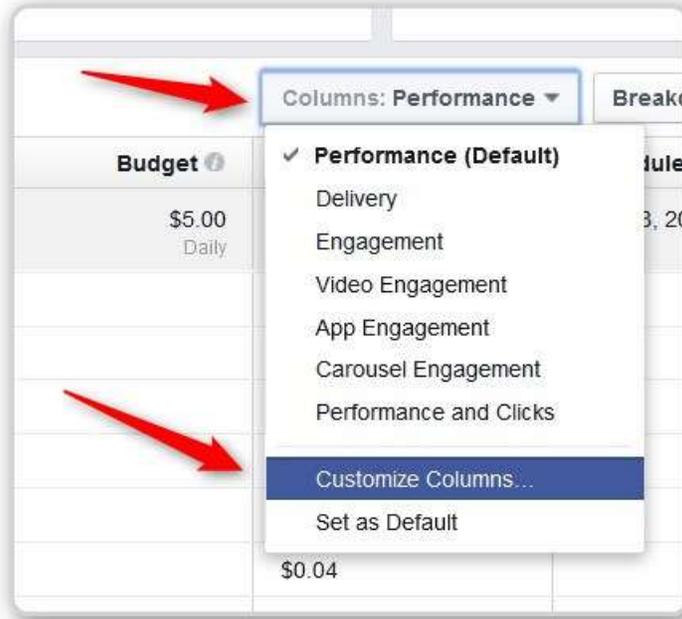
#1 –Pick Breakdown

#2 – Then Performance

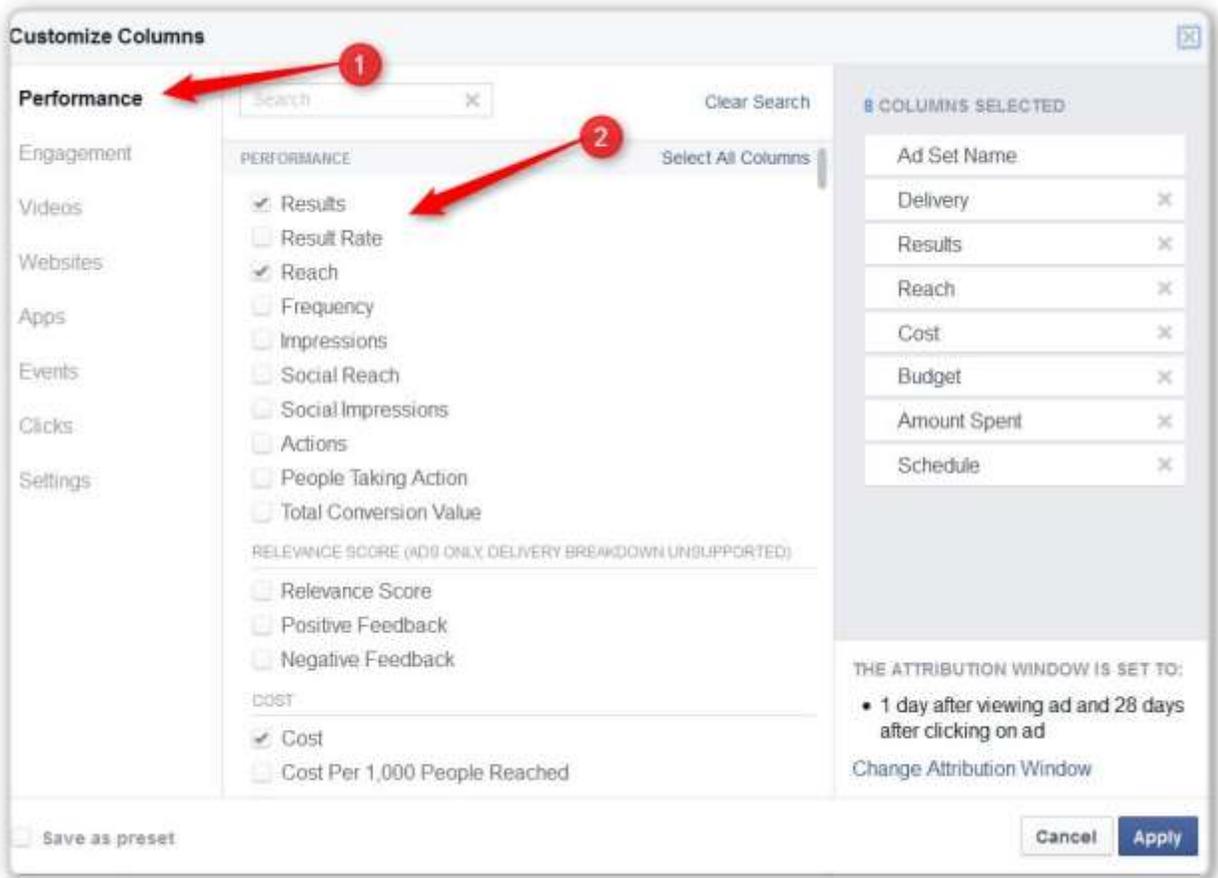


Under Breakdown – Age and Gender

Here is the Performance Screen.



Pick Custom (note that the header for the column changes names after you choose something)



This screen scrolls.

#1 – The SECTIONS – these change automatically as you scroll down the PERFORMANCE Column

#2 – The PERFORMANCE Column

HERE IS WHAT YOU NEED

Level is Campaign (We selected a campaign before we go here)

UNDER THE BREAKDOWN COLUMN (You already did these)

- Age
- Gender

UNDER THE PERFORMANCE (on left)

- Reach (#1 below)
- People Taking Actions (#2 below)

Relevance

- IGNORE - Relevance (#3 below I added this one. I think it is new since the video was done- DID NOT SHOW IN MY REPORT)

Costs

- Costs (#4 below – cost for each action)
- Amount Spent (#5 below)

ENGAGEMENT

- Page Likes (#6 below)

Costs per action

- Cost Per Page Like (#6 below He mentioned later that he forgot this one)

VIDEOS (on the left)

APPS (on the left)

WEBSITES (on the left)

EVENTS (on the left)

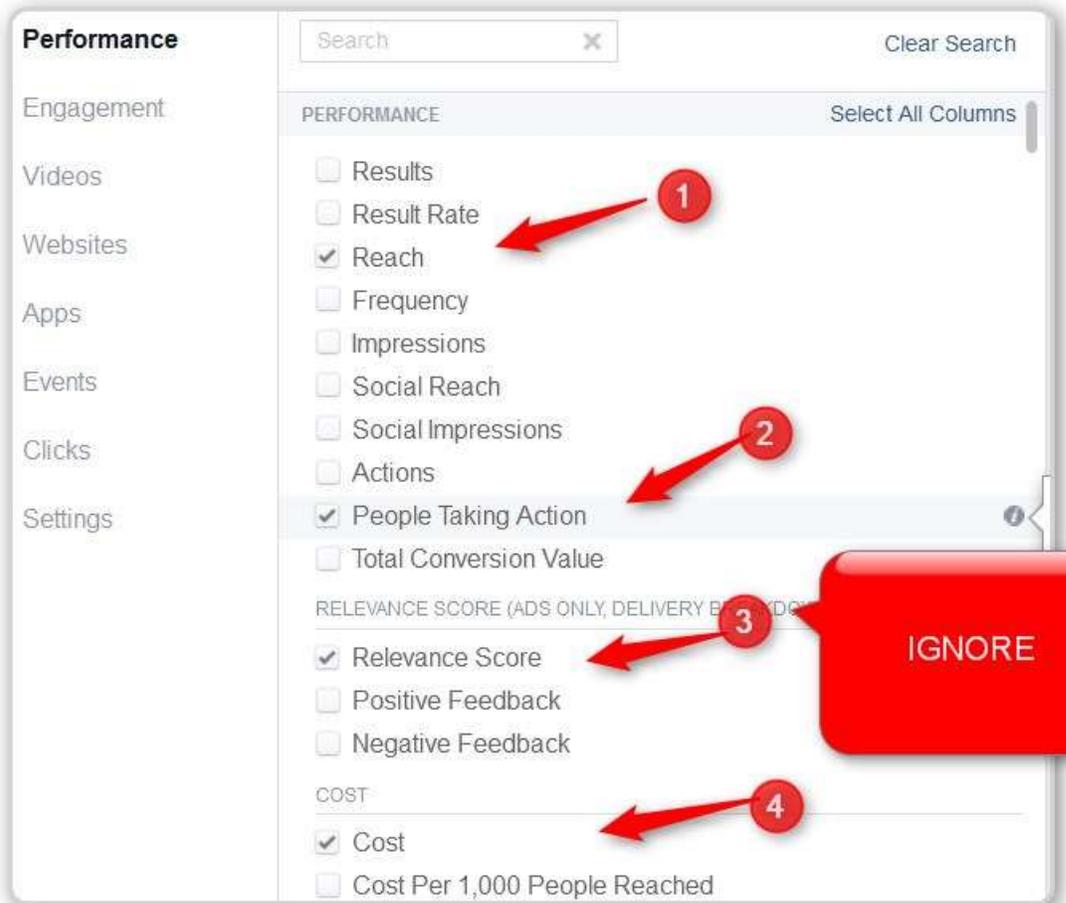
- Clicks (#7 below)
- Click through Rate (#8 Below)
- CPC - Cost Per Clicks (#9 Below)

SETTINGS (on the left)

- Campaign (#9 below)

- Ad Set (#10 below) (Note There is a #11 – things to TURN OFF)

CLICK THE APPLY BUTTON (Not Shown Below)



MORE – Note that number #4 is duplicated

Performance

Engagement

Videos

Websites

Apps

Events

Clicks

Settings

Search X Clear Search

PERFORMANCE Select All Columns

COST

- Cost
- Cost Per 1,000 People Reached
- CPM (Cost Per 1,000 Impressions)
- Cost Per All Actions
- Amount Spent
- Amount Spent Today

ENGAGEMENT Select All Columns

ENGAGEMENT: ACTIONS

- Page Likes
- Page Engagement
- Post Engagement
- Post Likes
- Post Comments
- Post Shares
- Photo Views
- Website Clicks

The image shows a screenshot of a 'Performance' settings menu. On the left is a sidebar with categories: Engagement, Videos, Websites, Apps, Events, Clicks, and Settings. The main area has a search bar at the top. Below it, there are three sections: 'PERFORMANCE' (with a 'Select All Columns' link), 'COST', and 'ENGAGEMENT' (with a 'Select All Columns' link). Under 'COST', there are six items: 'Cost' (checked), 'Cost Per 1,000 People Reached', 'CPM (Cost Per 1,000 Impressions)', 'Cost Per All Actions', 'Amount Spent' (checked), and 'Amount Spent Today'. Under 'ENGAGEMENT: ACTIONS', there are eight items: 'Page Likes' (checked), 'Page Engagement', 'Post Engagement', 'Post Likes', 'Post Comments', 'Post Shares', 'Photo Views', and 'Website Clicks'. Three red arrows point to 'Cost' (with a red circle containing the number 4), 'Amount Spent' (with a red circle containing the number 5), and 'Page Likes' (with a red circle containing the number 6).

Performance

Engagement

Videos

Websites

Apps

Events

Clicks

Settings

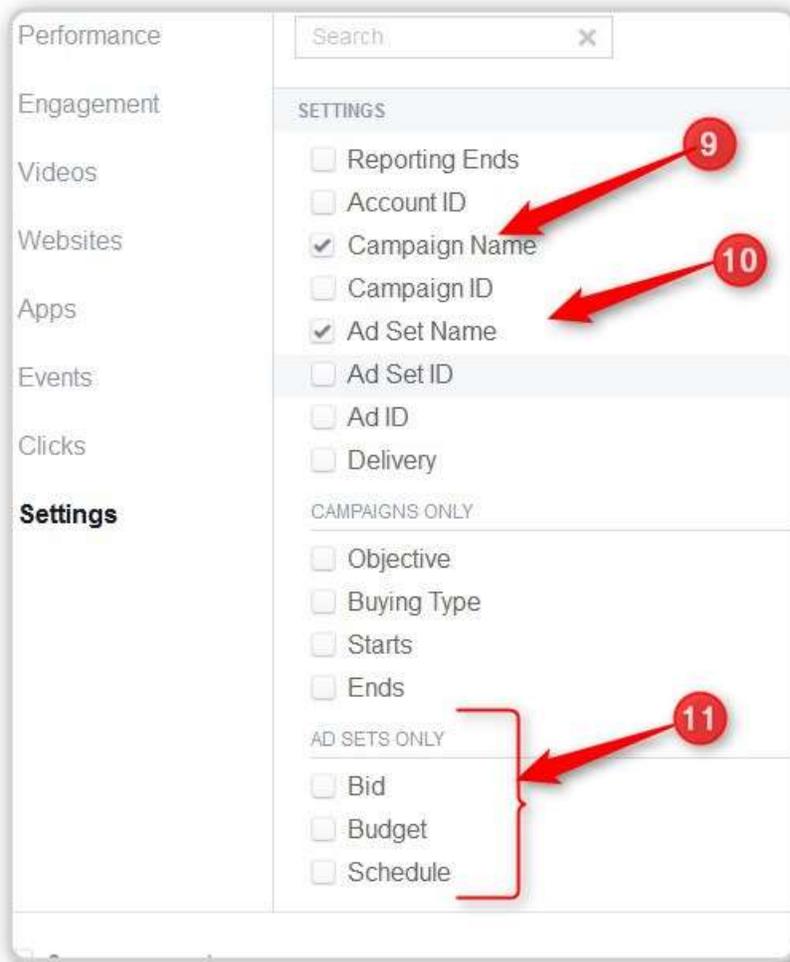
Search Clear Search

CLICKS 7 Select All Columns

- Clicks 7
- Unique Clicks
- Social Clicks
- Unique Social Clicks
- CTR (Click-Through Rate) 8
- uCTR (Unique Click-Through Rate)
- CPC (Cost Per Click) 9
- Cost Per Unique Click

SETTINGS Select All Columns

- Reporting Starts
- Reporting Ends



#11 is some things you can turn off

CLICK THE APPLY BUTTON (NOT SHOWN)

EXPORT THE REPORT

This works. There may be other ways.

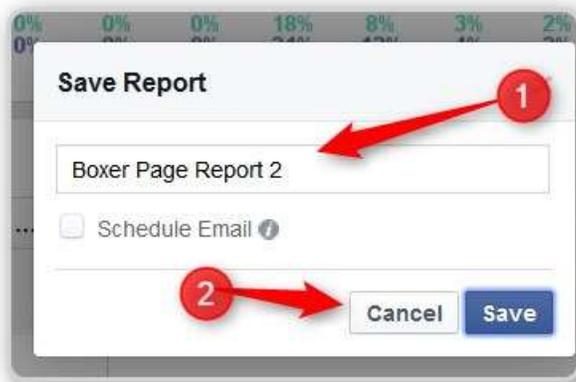
Step 1 – I saved the report



#1 – Click on this – over at the left side of page

#2 – Click on Save Report – name it

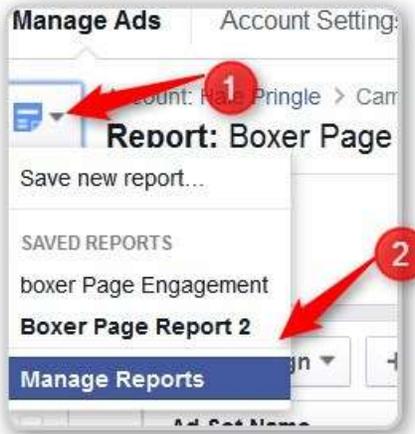
#3 – This is the report I saved.



#1 – Name Your Report

#2 – Click Save

Click on the Bottom Option – Manage Reports



#1 – Click on the little Icon at the left of the page again

#2 – Click the Manage Reports option

NOTE: You may have to click on the Reports you want before you try to export it. I got a zero byte file when I did not do that.

You will see this screen with a list of all the Reports you have saved.



The little plus sign will give you the option to save as an Excel Spreadsheet or a comma delimited file



#1 – Choose your format

#2 – Click Export (It will give you the standard Windows or Mac – Where do you want it? or it will drop it into the download folder)

His Report

| | A | B | C | D | E | F | G | H | I | J |
|----|---------------|--------------------|-------|---------|-------|--------|--------------------------|--------------------|----------------------------|------------|
| | Campaign Name | Ad Set Name | Age | Gender | Reach | Clicks | Click-Through Rate (CTR) | Amount Spent (USD) | Cost Per Click (CPC) (USD) | Page Likes |
| 1 | Page Likes | Page Fans US - 18+ | 65+ | male | 13 | 1 | 7.692308 | 0.2 | 0.2 | 1 |
| 2 | Page Likes | Page Fans US - 18+ | 65+ | female | 154 | 20 | 12.903226 | 3.31 | 0.1655 | 13 |
| 3 | Page Likes | Page Fans US - 18+ | 55-64 | male | 20 | 4 | 20 | 0.26 | 0.065 | 4 |
| 4 | Page Likes | Page Fans US - 18+ | 18-24 | female | 104 | 5 | 4.761905 | 1.15 | 0.23 | 4 |
| 5 | Page Likes | Page Fans US - 18+ | 18-24 | male | 37 | 1 | 2.702703 | 0.52 | 0.52 | 1 |
| 6 | Page Likes | Page Fans US - 18+ | 25-34 | female | 250 | 21 | 8.366534 | 2.56 | 0.121905 | 18 |
| 7 | Page Likes | Page Fans US - 18+ | 45-54 | male | 44 | 7 | 15.909091 | 0.49 | 0.07 | 5 |
| 8 | Page Likes | Page Fans US - 18+ | 55-64 | female | 291 | 24 | 8.247423 | 5.29 | 0.220417 | 20 |
| 9 | Page Likes | Page Fans US - 18+ | 45-54 | female | 404 | 33 | 8.128079 | 5.05 | 0.15303 | 30 |
| 10 | Page Likes | Page Fans US - 18+ | 35-44 | unknown | 1 | 0 | 0 | 0 | 0 | 0 |
| 11 | Page Likes | Page Fans US - 18+ | 25-34 | male | 58 | 9 | 15.254237 | 0.68 | 0.075556 | 10 |
| 12 | Page Likes | Page Fans US - 18+ | 35-44 | female | 499 | 33 | 6.573705 | 5.66 | 0.171515 | 31 |
| 13 | Page Likes | Page Fans US - 18+ | 35-44 | male | 58 | 4 | 6.779661 | 0.69 | 0.1725 | 4 |
| 14 | Page Likes | Page Fans US - 18+ | 35-44 | male | 58 | 4 | 6.779661 | 0.69 | 0.1725 | 4 |
| 15 | | | | | | | | | | |

He SORTED on the Page Likes Column

He decided to drop everything below 10. He highlighted what he is keeping in yellow

| | A | B | C | D | E | F | G | H | I | J |
|----|---------------|--------------------|-------|---------|------------|--------|--------------------------|----------------------------|-------|--------------------|
| | Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) |
| 2 | Page Likes | Page Fans US - 18+ | 65+ | female | 31 | 33 | 6.573705 | 0.171515 | 499 | 5.66 |
| 3 | Page Likes | Page Fans US - 18+ | 45-54 | female | 30 | 33 | 8.128079 | 0.15303 | 404 | 5.05 |
| 4 | Page Likes | Page Fans US - 18+ | 55-64 | female | 20 | 24 | 8.247423 | 0.220417 | 291 | 5.29 |
| 5 | Page Likes | Page Fans US - 18+ | 25-34 | female | 18 | 21 | 8.366534 | 0.121905 | 250 | 2.56 |
| 6 | Page Likes | Page Fans US - 18+ | 65+ | female | 13 | 20 | 12.903226 | 0.1655 | 154 | 3.31 |
| 7 | Page Likes | Page Fans US - 18+ | 25-34 | male | 10 | 9 | 15.254237 | 0.075556 | 58 | 0.68 |
| 8 | Page Likes | Page Fans US - 18+ | 45-54 | male | 5 | 7 | 15.909091 | 0.07 | 44 | 0.49 |
| 9 | Page Likes | Page Fans US - 18+ | 55-64 | male | 4 | 4 | 20 | 0.065 | 20 | 0.26 |
| 10 | Page Likes | Page Fans US - 18+ | 18-24 | female | 4 | 5 | 4.761905 | 0.23 | 104 | 1.15 |
| 11 | Page Likes | Page Fans US - 18+ | 35-44 | male | 4 | 4 | 6.779661 | 0.1725 | 58 | 0.69 |
| 12 | Page Likes | Page Fans US - 18+ | 65+ | male | 1 | 1 | 7.692308 | 0.2 | 13 | 0.2 |
| 13 | Page Likes | Page Fans US - 18+ | 18-24 | male | 1 | 1 | 2.702703 | 0.52 | 37 | 0.52 |
| 14 | Page Likes | Page Fans US - 18+ | 35-44 | unknown | 0 | 0 | 0 | 0 | 1 | 0 |

| Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) |
|---------------|--------------------|-------|---------|------------|--------|--------------------------|----------------------------|-------|--------------------|
| Page Likes | Page Fans US - 18+ | 35-44 | female | 31 | 33 | 6.573705 | 0.171515 | 499 | 5.66 |
| Page Likes | Page Fans US - 18+ | 45-54 | female | 30 | 33 | 8.128079 | 0.15303 | 404 | 5.05 |
| Page Likes | Page Fans US - 18+ | 55-64 | female | 20 | 24 | 8.247423 | 0.220417 | 291 | 5.29 |
| Page Likes | Page Fans US - 18+ | 25-34 | female | 18 | 21 | 8.366534 | 0.121905 | 250 | 2.56 |
| Page Likes | Page Fans US - 18+ | 65+ | female | 13 | 20 | 12.903226 | 0.1655 | 154 | 3.31 |
| Page Likes | Page Fans US - 18+ | 25-34 | male | 10 | 9 | 15.254237 | 0.075556 | 58 | 0.68 |
| Page Likes | Page Fans US - 18+ | 45-54 | male | 5 | 7 | 15.909091 | 0.07 | 44 | 0.49 |
| Page Likes | Page Fans US - 18+ | 55-64 | male | 4 | 4 | 20 | 0.065 | 20 | 0.26 |
| Page Likes | Page Fans US - 18+ | 18-24 | female | 4 | 5 | 4.761905 | 0.23 | 104 | 1.15 |
| Page Likes | Page Fans US - 18+ | 35-44 | male | 4 | 4 | 6.779661 | 0.1725 | 58 | 0.69 |
| Page Likes | Page Fans US - 18+ | 65+ | male | 1 | 1 | 7.692308 | 0.2 | 13 | 0.2 |
| Page Likes | Page Fans US - 18+ | 18-24 | male | 1 | 1 | 2.702703 | 0.52 | 37 | 0.52 |
| Page Likes | Page Fans US - 18+ | 35-44 | unknown | 0 | 0 | 0 | 0 | 1 | 0 |

#1 He talked about looking at the Click Through Ratio (the percentage that LIKED after they saw our ad)

#2 – This number is very high

#3 - however since the raw numbers are so low, it doesn't mean anything.

Now he looked at Cost per Click (or Cost Per Page Like)

He sorted on that column. We are only interested in those in yellow.

| Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) |
|---------------|--------------------|-------|---------|------------|--------|--------------------------|----------------------------|-------|--------------------|
| Page Likes | Page Fans US - 18+ | 35-44 | unknown | 0 | 0 | 0 | 0 | 1 | 0 |
| Page Likes | Page Fans US - 18+ | 55-64 | male | 4 | 4 | 20 | 0.065 | 20 | 0.26 |
| Page Likes | Page Fans US - 18+ | 45-54 | male | 5 | 7 | 15.909091 | 0.07 | 44 | 0.49 |
| Page Likes | Page Fans US - 18+ | 25-34 | male | 10 | 9 | 15.254237 | 0.075556 | 58 | 0.68 |
| Page Likes | Page Fans US - 18+ | 25-34 | female | 18 | 21 | 8.366534 | 0.121905 | 250 | 2.56 |
| Page Likes | Page Fans US - 18+ | 45-54 | female | 30 | 33 | 8.128079 | 0.15303 | 404 | 5.05 |
| Page Likes | Page Fans US - 18+ | 65+ | female | 13 | 20 | 12.903226 | 0.1655 | 154 | 3.31 |
| Page Likes | Page Fans US - 18+ | 35-44 | female | 31 | 33 | 6.573705 | 0.171515 | 499 | 5.66 |
| Page Likes | Page Fans US - 18+ | 35-44 | male | 4 | 4 | 6.779661 | 0.1725 | 58 | 0.69 |
| Page Likes | Page Fans US - 18+ | 65+ | male | 1 | 1 | 7.692308 | 0.2 | 13 | 0.2 |
| Page Likes | Page Fans US - 18+ | 55-64 | female | 20 | 24 | 8.247423 | 0.220417 | 291 | 5.29 |
| Page Likes | Page Fans US - 18+ | 18-24 | female | 4 | 5 | 4.761905 | 0.23 | 104 | 1.15 |
| Page Likes | Page Fans US - 18+ | 18-24 | male | 1 | 1 | 2.702703 | 0.52 | 37 | 0.52 |

He showed that two of the groups were worth noting.

| | A | B | C | D | E | F | G | H | I | J | K |
|----|---------------|--------------------|-------|---------|------------|--------|--------------------------|----------------------------|----------|--------------------|------|
| 1 | | | | | | | | | | | |
| 2 | Page Likes | Page Fans US - 18+ | 35-44 | unknown | 0 | 0 | | | | | |
| 3 | Page Likes | Page Fans US - 18+ | 55-64 | male | 4 | 4 | | 20 | 0.065 | 20 | 0.26 |
| 4 | Page Likes | Page Fans US - 18+ | 45-54 | male | 5 | 7 | | 15.909091 | 0.07 | 44 | 0.49 |
| 5 | Page Likes | Page Fans US - 18+ | 25-34 | male | 20 | 9 | | 15.284237 | 0.079358 | 38 | 0.68 |
| 6 | Page Likes | Page Fans US - 18+ | 25-34 | female | 18 | 21 | | 8.366534 | 0.121905 | 250 | 2.56 |
| 7 | Page Likes | Page Fans US - 18+ | 45-54 | female | 30 | 33 | | 8.128079 | 0.15303 | 404 | 5.05 |
| 8 | Page Likes | Page Fans US - 18+ | 65+ | female | 13 | 20 | | 12.903226 | 0.1655 | 154 | 3.31 |
| 9 | Page Likes | Page Fans US - 18+ | 35-44 | female | 31 | 33 | | 6.573705 | 0.171515 | 499 | 5.66 |
| 10 | Page Likes | Page Fans US - 18+ | 35-44 | male | 4 | 4 | | 6.779661 | 0.1725 | 58 | 0.69 |
| 11 | Page Likes | Page Fans US - 18+ | 65+ | male | 1 | 1 | | 7.692308 | 0.2 | 13 | 0.2 |
| 12 | Page Likes | Page Fans US - 18+ | 31-54 | female | 20 | 24 | | 8.287522 | 0.220427 | 281 | 3.28 |
| 13 | Page Likes | Page Fans US - 18+ | 18-24 | female | 4 | 5 | | 4.761905 | 0.23 | 104 | 1.15 |
| 14 | Page Likes | Page Fans US - 18+ | 18-24 | male | 1 | 1 | | 2.702703 | 0.52 | 37 | 0.52 |
| 15 | Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) | |
| 16 | | | | | | | | | | | |
| 17 | | | | | | | | | | | |
| 18 | | | | | | | | | | | |
| 19 | | | | | | | | | | | |
| 20 | | | | | | | | | | | |

#1 – has a very low cost per click (.017), but also generated very few page likes (10)

#2 – had a very high cost per click (.22) and while it had a decent number of Page Likes (29), they cost us significantly more than other sub-groups

#2 is one that you may want to run ads to separately to see if they are not worth targeting since they cost too much

Next he sorted the table again back to Number of Page Likes – high to low.

| Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) |
|---------------|--------------------|-------|---------|------------|--------|--------------------------|----------------------------|-------|--------------------|
| Page Likes | Page Fans US - 18+ | 35-44 | Female | 31 | 33 | 6.573705 | 0.171515 | 499 | 5.66 |
| Page Likes | Page Fans US - 18+ | 45-54 | Female | 30 | 33 | 8.128079 | 0.15303 | 404 | 5.05 |
| Page Likes | Page Fans US - 18+ | 35-44 | Female | 29 | 24 | 8.247422 | 0.229417 | 291 | 5.29 |
| Page Likes | Page Fans US - 18+ | 25-34 | Female | 18 | 21 | 8.366534 | 0.121905 | 250 | 2.56 |
| Page Likes | Page Fans US - 18+ | 65+ | Female | 13 | 20 | 12.903226 | 0.1655 | 154 | 3.31 |
| Page Likes | Page Fans US - 18+ | 25-34 | Male | 10 | 9 | 15.254227 | 0.275558 | 58 | 0.69 |
| Page Likes | Page Fans US - 18+ | 45-54 | Male | 5 | 7 | 15.909091 | 0.07 | 44 | 0.49 |
| Page Likes | Page Fans US - 18+ | 55-64 | Male | 4 | 4 | 20 | 0.065 | 20 | 0.26 |
| Page Likes | Page Fans US - 18+ | 35-44 | Male | 4 | 4 | 6.779661 | 0.1725 | 58 | 0.69 |
| Page Likes | Page Fans US - 18+ | 18-24 | Female | 4 | 3 | 4.761905 | 0.23 | 104 | 1.15 |
| Page Likes | Page Fans US - 18+ | 65+ | Male | 1 | 1 | 7.602308 | 0.2 | 13 | 0.2 |
| Page Likes | Page Fans US - 18+ | 18-24 | Male | 1 | 1 | 2.702703 | 0.52 | 37 | 6.52 |
| Page Likes | Page Fans US - 18+ | 35-44 | unknown | 0 | 0 | 0 | 0 | 1 | 0 |

#1 – Sorted on Page Likes

#2 – Femails showed up as the only ones left

#3 – age ranges 35 to 65+ all show up

| Campaign Name | Ad Set Name | Age | Gender | Page Likes | Clicks | Click-Through Rate (CTR) | Cost Per Click (CPC) (USD) | Reach | Amount Spent (USD) |
|---------------|--------------------|-------|--------|------------|--------|--------------------------|----------------------------|-------|--------------------|
| Page Likes | Page Fans US - 18+ | 35-44 | Female | 31 | 33 | 6.573705 | 0.171515 | 291 | 5.29 |
| Page Likes | Page Fans US - 18+ | 45-54 | Female | 30 | 33 | 8.128079 | 0.15303 | 20 | 0.26 |
| Page Likes | Page Fans US - 18+ | 35-44 | Female | 29 | 24 | 8.247422 | 0.229417 | 154 | 3.31 |
| Page Likes | Page Fans US - 18+ | 25-34 | Female | 18 | 21 | 8.366534 | 0.121905 | 44 | 0.49 |
| Page Likes | Page Fans US - 18+ | 65+ | Female | 13 | 20 | 12.903226 | 0.1655 | 604 | 5.05 |
| Page Likes | Page Fans US - 18+ | 25-34 | Male | 10 | 9 | 15.254227 | 0.275558 | 499 | 5.66 |
| Page Likes | Page Fans US - 18+ | 45-54 | Male | 5 | 7 | 15.909091 | 0.07 | 58 | 0.69 |
| Page Likes | Page Fans US - 18+ | 55-64 | Male | 4 | 4 | 20 | 0.065 | 1 | 0 |

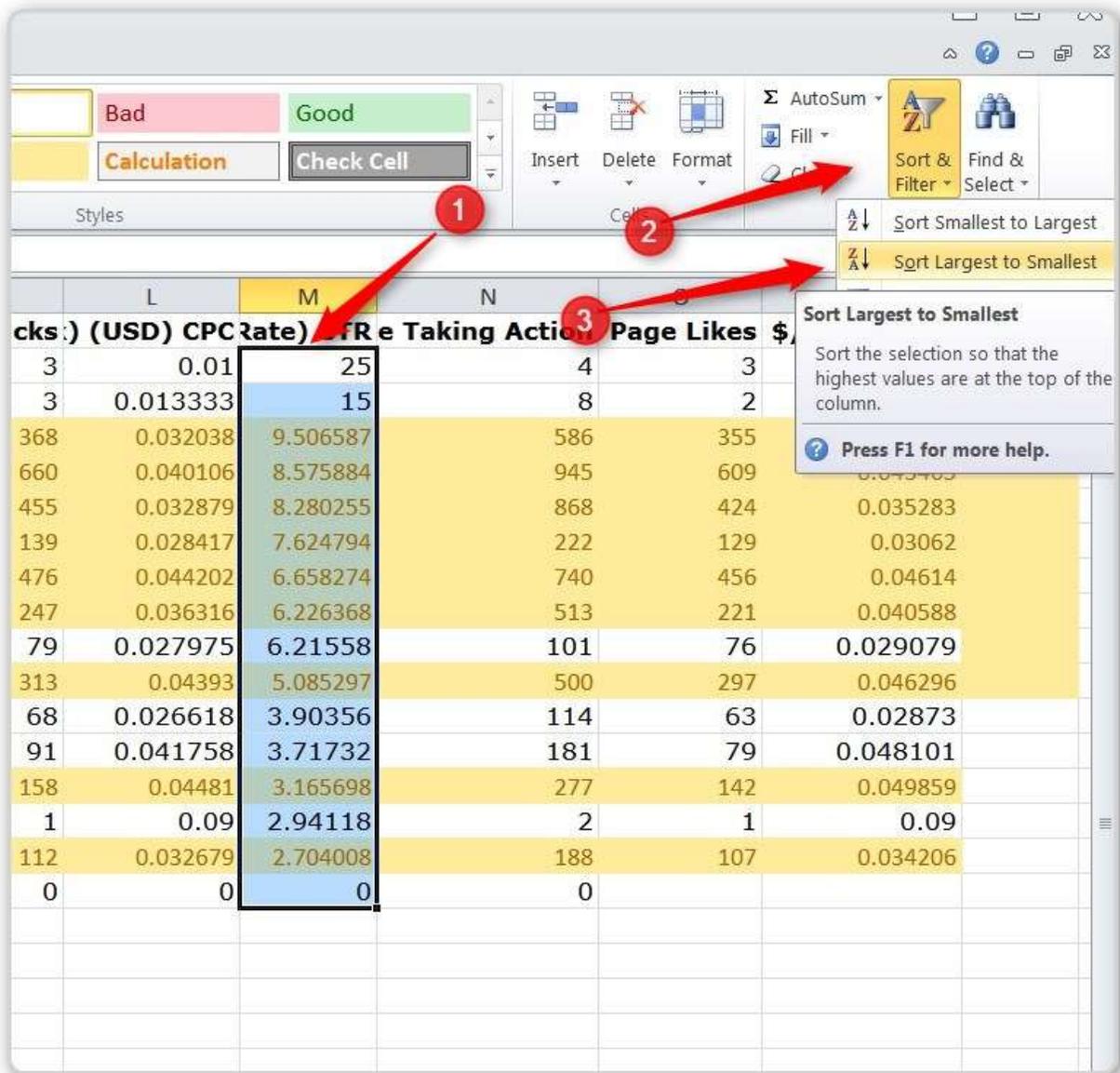
He talked about how this isn't really enough data, but given what we have it will work.

There is a big drop off (30 down to 18) between the women in the top two rows and the women in the bottom two yellow rows. He decided to drop them out too which left him with Women 35 to 44 and Women 45 to 55 as the only groups he would market to.

We started with no information and now we have the best group to target with our ads

If you are not an Excel Guru, here are two quick tips

TO SORT ON A COLUMN



#1 – Click your mouse down at the top of a column and drag it to the bottom

#2 - Make sure "FILE" is highlighted in the upper left corner so that this SORT symbol will appear in the right – click on the Sort Symbol.

#3 – Click on Sort Largest to Smallest

This little screen will appear



#1 - Basically you tell Excel that you do NOT want to just sort the single column. You want the whole table to be sorted – using the column you have highlighted as the focal point.

#2 – Click the Sort Button

Tip 2 – In the first image you can see some boxes at the top with RED and the word BAD in it and a green box with GOOD in it. To highlight a section. Drag your mouse from one corner to the other and click on one of the colors

INTERESTING FOR ME

The dog niche is known to be Female -35 years and older. My boxer group seems to have more activity from men

| Ad Set Name | Age | Gender | Deliver | People Taking Action | Post Likes | Post Comments | Post Shares | Website Clicks | Page Likes |
|--------------------------|-------|---------|---------|----------------------|------------|---------------|-------------|----------------|------------|
| US, CA, GB - W - 35+3 #1 | 35-44 | female | active | 849 | 1032 | 28 | 167 | 5 | 418 |
| US, CA, GB - W - 35+3 #1 | 45-54 | female | active | 497 | 868 | 32 | 137 | | 216 |
| US, CA, GB - W - 35+3 #1 | 55-64 | female | active | 173 | 296 | 22 | 48 | 1 | 74 |
| US, CA, GB - W - 35+3 #1 | 65+ | female | active | 105 | 358 | 38 | 10 | | 56 |
| 35+ | 35-44 | female | active | 704 | 387 | 22 | 54 | 1 | 431 |
| 35+ | 35-44 | male | active | 920 | 424 | 8 | 83 | | 601 |
| 35+ | 35-44 | unknown | active | 2 | | | | | 1 |
| 35+ | 45-54 | female | active | 466 | 391 | 19 | 60 | 2 | 282 |
| 35+ | 45-54 | male | active | 554 | 290 | 7 | 66 | | 342 |
| 35+ | 45-54 | unknown | active | 8 | 16 | | 7 | | 2 |
| 35+ | 55-64 | female | active | 252 | 200 | 22 | 65 | 1 | 133 |
| 35+ | 55-64 | male | active | 210 | 246 | 3 | 43 | | 123 |
| 35+ | 55-64 | unknown | active | 3 | | | | | 3 |
| 35+ | 65+ | female | active | 163 | 136 | 10 | 49 | | 94 |
| 35+ | 65+ | male | active | 91 | 21 | | 20 | | 69 |
| 35+ | 65+ | unknown | active | 0 | | | | | |

Interesting.

Looking at my data, the men usually outperform the women until we get in the 64 and up (the 55-64 are about even). The women comment more, but the men share more. Shares give you more FB love than likes or comments.

Transcript

Facebook Page Likes Reports

All right and welcome to the next video and I'm going to pick up exactly where I left off in the last one. So in this video we're going to head over to reports assuming that we have gone past the three five seven however many days you ran your page like campaign to get the data that you're looking for which is the age and the demographics that's best for you to target in order to generate sales in the future. So in order to do just that what I'm going to do is show you what to do inside the Facebook reporting to understand the data that we have collected. Now I have a ton of campaigns here so the easiest thing for me to do is going to be to export this data to Excel as a matter of fact I think it would be easier for you as well. But before we do that we need to make sure that we're looking at the right data. So the first thing is to choose which general metrics box if you will the drop down box and change that to responder demographics. We're looking for people who actually responded to our ad. The next thing we want to do is make sure that the level is not account but campaigns and then we want to customize the columns to have basically everything that they have here plus, yup and then scroll all the way down, make sure that we take away the unique clicks. We don't need the uniques. We want to see the ad set name as well. As a matter of fact if we go all the way up there we don't necessarily need to frequency, impressions, the actions that people took, the reach even, let's leave the reach to get ourselves a general idea, we don't need the cost per

impression.

So basically uncheck everything except the reach, uncheck everything except the amount spent then make

sure that the page likes because this is a page like campaign are checked and then scroll all the wa

y down,

make sure that click through, the clicks and the cost per click are selected as well as the campaign name

we don't need the account and the ad set name as well. So then we click apply and all these columns are

going to show up in my case I'm going

to change to last thirty days only because there's a ton of stuff here

and I'm going to need to look through that in order to find what we're looking for and once we're done

with all this filtering so to speak we click export and use the xls file and I'm g

oing to save it here and open

it, there we go. So the next thing I'm going to do is simply clean everything up because I have way too

much information here and I don't need all of it for the example and the information that we're going to

be covering. So I

'm going to pause this video for just two seconds and come back to you and show you the

exact ads or similar ads that we ran at some point and how we can actually look and read this data when

it comes to these page like ads. So give me a second that's lite

rally going to seem like just a minute or just

a second when I come back and I'll come back with a cleaned up report.

Right and there you go I've cleaned

it up. Now you're going to have of course your own campaign name and your own ad sets. However the

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nt being here is the data that we're going to analyze here.

So I've taken everything else out except the page likes and I've left all this data as it was but the idea is to

let's see move this thing a little closer to these columns. The reach can go here

, the amount spent can go

here. All right so we can start here. So basically now what do we do? We can actually turn on the filters and allow ourselves to start analyzing the data. So the first thing, remember this was a page like campaign. So let's actually see which demographics generated the most likes okay and if we filter everything here we can see easily that the most likes were generated let's cut it off at ten for example, this is just an example to get us started. So everything below ten, we're going to chuck or at least not care about. Right so we're going to highlight this in yellow. This is what we care about. So the next thing we're going to do is look through the number of clicks which is going to be more or less in line with the number of likes, the click through ratio which is how people responded, the click through ratio is really how many people viewed our ad versus how many and how many people out of those clicked on that ad. So as you can see we have a higher number here which is higher than everything else but because these numbers are low this number is almost statistically insignificant because it's not enough data to begin with that we've collected that this percentage is actually useful to us. So that's why we use the page likes to begin with to really kind of cut off at some point which how many likes do we care about or not when it comes to the likes generated in these campaigns. So the next thing we can look at is the cost per click right or the cost per like which somehow I think I forgot to import. But the cost per click is anywhere, let's sort this. Now we only care remember about the yellow right. So the cost per click is somewhere in the ballpark of eight twelve fifteen sixteen seventeen and then even twenty two cents. Now this is when we start really dissecting the data. So as you remember while we have the smallest amount or the lowest cost per click

we also have the lowest amount of likes and clicks. So that is sort of you have to keep in mind the less data you have the less kind of statistically significant that is. So while it is quite low it's also it also generated very low results to begin with. So we're actually going to take this guy and mark it in a different color because again it's significantly or statistically significant so we might want to be careful and kind of stay away from that. The other one is the very high and we might want to mark it just with the same with the same color because it's an outlier on the other side. While it has generated a decent you know high enough amount of likes and clicks it's also cost us a lot. So basically while we you want to keep an eye on this group because it has generated positive results, the costs for those positive results was considerably higher than everything else. So we may want to take this group later and test it separately. Everything else is essentially this group right here. And if we actually go back to sorting it by likes we see that the lowest number in terms of the age in this group is twenty five and the highest is sixty five plus right. So so far we have this information but we're still digging. So let's actually look at the page likes as well. So we have the thirty one likes, the thirty likes, the twenty likes which is again great but it was quite expensive and then we have the it drops off to eighteen and thirteen and so on. So essentially what we want to watch carefully is the fact that these numbers, this is the reason why I said them more data you have the more statistically accurate it is. Now let's look at these numbers again that we have taken out a few of these categories at least when it comes to the age groups and we can see that the page likes start from thirty one then go to thirty and then there's significant drop to twenty, eighteen or so on. Now o

Obviously that's something that we need to look into. If we had a lot more data because we've been collecting it for more days for example five seven ten this would have been a much more easier kind of chart to read because there would have been much more accurate data. But because this is more or less a three day period we only have the type of data that we have here. However that is enough to give us a clue as to what to do in the future. So because there is such a drop off of and because we already eliminated this line here you could technically say that there was a drop of from thirty to eighteen which is pretty significant. So based on that I'm actually going to take the eighteen and the thirteen likes out because of the amount of likes that we've generated in comparison to this. And if we actually go ahead and mark this out we're only left because remember we dropped these guys out completely, let's mark them in say grey, we only have or are left with this group which ends up being thirty five to fifty female only.

So that's essentially how you use this report that's how you read that's how you utilize and the information that it gives you is incredibly powerful because we went and started this thing from eighteen plus and we just said listen show this to anybody and let's see what happens. And at the end of the day after reading this report we ended up understanding that this group right here is the perfect group to target because this specific group basically relates and consumes the information that we put in front of them in the best possible way, much stronger than any other group and this is exactly what we're going to do. We're going to go after this specific group and now actually put up ads that are going to be selling things to them as

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posed to just collecting data. However the point here is that we started with absolutely no information, didn't know who exactly is going to be the best group to target. Didn't know the age or the gender, didn't know any of those things and in just a matter of a few days and you know putting up a simple campaign that we described we realized that this is a very specific that will do best based on the information that we collected in responding to what it is we have to offer to them. So this is a very powerful was of generating information absolutely from scratch and not knowing who to go after without doing pretty much any research except what I've just shown you in the last two videos. And being able to read these reports is very important because it will always help you generate the demographics, who's responding best to whatever it is that you're sharing with them whether it's just information or sales. So you can always come back to these reports even when you're generating ads that bring you revenue to go back and see which specific group or which specific image for example works best based on the campaign information that you put in. You also know that when you go back using this information to put up a ad that's going to start bringing you sales you will know that the keywords that you used to generate this report to begin with are the exact same keywords or interests that you're going to use because again this is based on the data that we've collected for this specific group and of the keywords or the interests that we've used, this is a pretty good response. You're getting a pretty good data back, you're getting a pretty good feedback back. So this is certainly something that you can go with and this will give you success with the niche that we have been playing with in order to generate this information. So once again just keep in mind that these are the advanced tactics that are not available or

generally shared with anybody and what you have in front of you is one of the most powerful data agencies on the planet that is feeding you back information to give exactly what to do and to whom to talk .

So go ahead and use this strategy and this technique if you don't know where to begin or if you do know where to begin this can help you validate the information and validate your interests and your demographics that you're going after just in case you know you were wondering if you were targeting the right people. So that's it for the page likes and their reports. I'll see you in the next video where we're going to go deeper into much more advanced tactics as it relates to Facebook ads.