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The Beginner's Guide to Facebook Advertising Terminology



We put together this handy guide to the most common terms used, and hopefully this will make it a little easier for you to navigate Facebook Ads in the future.

The Beginner's Guide to Facebook Advertising Terminology

Having trouble setting up Facebook ads because you don't understand the terminology? This little guide will help!

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When reading about Facebook ads, it can sometimes feel like you are reading another language. Facebook Ads are a form of 'PPC Ads' and that can be an overwhelming subject when it comes to digital marketing.

Over time, countless acronyms and jargon terms have emerged and this can make it all hard to keep track of. But read on and you'll discover a handy guide to the most common terms used, and hopefully this will make it a little easier for you to navigate Facebook Ads in the future.

To begin with, what is PPC? Simply, it is 'Pay Per Click' and it means that you're only paying when an advertising gets clicked. If your ad is ignored, then you don't pay a penny. There are two forms of paid ads – paid search and paid social.

Paid search ads (e.g., Google Adwords, Bing Ads) are used to direct targeted traffic to websites through search engine results.

Paid social ads (e.g., Facebook, Twitter, LinkedIn, Pinterest, etc.) involve placing ads on social networks like Facebook and Twitter, directly in the news feeds of targeted users.

Don't forget to keep this guide by your side while building your Facebook Ads campaign.

Ads Manager

Allows you to view, make changes to, and pause and restart all of your Facebook ad campaigns. You can also find your Billing Manager here.

Action

An action can be anything from buying a product, to liking a Facebook page, to signing up for a mailing list. A 'Call to Action' is a button that encourages said action. Actions may include engagement, clicks or conversions.

Clicks

The total number of times someone clicks on your ad. Depending on what you're promoting, this can include event registrations or app installs. It includes:

- Link clicks
- Clicks to the associated business Page profile or profile picture
- Post reactions (such as likes or loves)
- Comments or shares
- Clicks to expand media (such as photos) to full screen
- Clicks to take actions identified as your campaign objective (such as liking your Page for a Page engagement campaign)

Clicks and Actions

Facebook counts actions differently than clicks. Actions explain in greater detail what happened as a result of your Facebook ad within one day of someone seeing it, or 28 days after someone clicks on your ad. The clicks metric counts how many clicks your ad generated. Actions include Page likes, app installs, conversions, event responses and more. For example, 2 Page likes and 2 comments would be counted as 4 actions.

Conversions

Conversions are customer-completed actions, like purchases or redeeming a coupon.

CPA

CPA is another method for pricing ads. This means 'Cost Per Action', which in turn means that you're only paying each time someone takes a kind of action on your site.

CPC

CPC stands for 'Cost Per Click'. The term can be used interchangeably with PPC, or it can be used to describe the actual amount that you're paying for each individual click.

CPM

While Cost Per Click tells you how much you pay for each click, CPM tells you how much you are paying for your ads to get seen. Specifically, this means 'Cost Per Impression' but actually refers to the amount for every 1,000 impressions. You can choose to pay on a CPM basis rather than CPC on Facebook but it can also be a useful metric that shows the average amount you're paying for your ads taking into account impressions and CTR.

CTR

CTR is 'click through rate' and tells you how often your ads are getting clicked. Often, the higher your CTR the better – but only if those clicks are later leading to sales!

Frequency

Tells you how many times each person sees your ads or sponsored story on average.

Impressions

An impression is the number of the times an ad appeared on a page.

Link Clicks

Link clicks are the number of clicks on links to select destinations or experiences, on or off Facebook-owned properties. (e.g., someone clicks Learn More on your ad and goes to your website). Below are more examples of possible link clicks:

- Clicks on an image or a call-to-action button within an ad that uses the traffic objective
- Clicks on an URL link in the text description of an ad
- Clicks on ad formats that take someone into a full-screen experience, such as lead forms, Canvas and collection
- Clicks to websites and app stores directly from links in the ad on News Feed

Maximum Bid

This is the most you are willing to pay for each click on an advertising.

Social Impressions

Social impressions counts impressions that were shown with social information. Example: If 3 people each see an ad 2 times that shows 4 friends like a Page, it counts as 6 social impressions.

Reach

The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Remarketing

Remarketing is a type of marketing where you're targeting people who have previously been to your website, landing page or product.

Targeting

Targeting means that you're approaching particular demographics for your ads and trying to avoid people who might be unlikely to buy from you.

Social Clicks

The number of clicks (all) when your ad was displayed with social information, which shows other Facebook friends who engaged with your Facebook Page or ad.

Video Views

The total number of times your video was viewed for at least three seconds.

Campaign

Your campaign is underpinned by the advertising objective you choose, such as clicks to website, brand awareness, or mobile app installs. When setting up your campaign, you'll create one or more ad sets to help optimize and measure the results for your objective. Within each ad set are the ads themselves.

Objective

When you create a Facebook or Instagram campaign, you first choose an objective. Your objective is what you want to achieve with your ads, such as increase website conversions or increase in brand awareness. The objective you choose will determine the ad format and placement options that are available to you. Facebook currently offers these objectives:

Awareness: Objectives that generate interest in your product or service.

Brand awareness – Reach people more likely to pay attention to your ads and increase awareness

Reach – Show your ad to the maximum number of people.

Consideration: Objectives that get people to start thinking about your business and look for more information about it.

Traffic – Send more people to a destination on or off Facebook

Engagement – Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims

App Installs – Send people to the store where they can purchase your app.

Video Views – Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

Lead Generation – Collect lead information from people interested in your business.

Conversion: Objectives that encourage people interested in your business to purchase or use your product or service.

Conversions – Get people to take valuable actions on your website or app, such as adding payment info or making a purchase. Use the Facebook pixel or app events to track and measure conversions.

Product Catalog Sales – Create ads that automatically show products from your product catalog based on your target audience

Store Visits – Promote multiple business locations to people who are nearby.

Ad Set

Just as a campaign contains one or more ad sets, an ad set contains one or more ads, a budget, schedule and targeting. All ads in one ad set share the same daily or lifetime budget, schedule, bid type, bid info, and targeting data. You can also determine where the ads appear on Facebook within the ad set. In short, you define your targeting, budget, schedule, bidding, and placement at the ad set level.

Ad

Behind each ad unit is the creative, including image, video, text, a target audience, and bid. Your ads appear along with the stories and posts that are relevant to your audience so it's important that your creative is aligned with their interests.

Ad Format

Available ad formats are:

 Image  Video  Carousel  Slideshow  Canvas

Ad Placement

Your placement is where you would like to display your ads. For each ad, you can choose multiple placements. Facebook offers these placement options:

 Mobile News Feed  Desktop News Feed  Facebook Right Column  Instagram  Audience Network

Core Audience

Core Audiences allows you to target people based on their demographics, location, interests, and behaviors. This data is sourced from the information shared by people in their Facebook profiles and the actions they take on our platform.

Custom Audience

A Custom Audience lets you reach people based on imported contact lists or remarket to people based on the actions they've taken on your website or mobile app.

Lookalike Audience

A lookalike audience is a group of people on Facebook who share traits with your customers. These traits can include location, age, gender, and interests. You can create lookalike audience to target people who are similar to your Custom Audience.

Partner Categories

Partner Categories is a targeting tool that uses data from trusted third-party data partners. This data allows you to target people based on certain attributes, like their income or whether or not they're a homeowner. You may also be able to target people based on things they do off Facebook, like purchasing a new truck.

Facebook Advertising can be overwhelming, but we're only a phone call away if you need assistance. (978) 219-9788.