

# The 5 Important Metrics of Facebook Ad Campaigns

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## 1. Number of Conversions

Measure the number of conversions by following ways:

### 1. Lead generation

- Suppose that you're getting a decent number of link clicks at a low cost, but the visitors aren't converting into leads. Then you know that your landing page needs a thorough analysis. See how this metric helps in identifying the leak?

### 2. Generating sales

- To improve your product selling, simply measure how many sales you make.
- If you aren't generating your desirable number, then either increase your budget or go easy on those first-time visitors. Once they are familiar with your brand, you can retarget and cost effectively convert them.

### 3. Getting traffic to your website

- In this case, you simply need to measure the number of link clicks to your website, after boosting a post. Unless your ad is outstanding, don't expect to pay less than 30 cents per click.
- You can also set up Facebook pixels, as per [this implementation guide](#). This will ensure that Facebook tracks your conversions and also optimizes your ad.

## 2. Frequency

If you're spending hundreds of dollars on Facebook ads every month, then you need to closely monitor the frequency.

- Don't show your ad to same person, because if an user gets angry and submit "it's not interesting" feedback to Facebook. You'll end up hurting your relevance score.

Here are the alternatives, you can try instead:

- Design a fresh ad and target users more carefully.
- Modify your value proposition.
- You can also choose 'Daily Unique Reach,' to ensure that your ads are served once per day to unique users. Jon Loomer discusses the complexities in leveraging this option, in more detail, in [this article](#).

There's no fixed number that can be said to be the upper-frequency cap. It depends on your product, type of ad campaign and industry. Generally, though, you can expect the audience to be overwhelmed, after serving an ad 3 to 4 times.

### 3. Spend and ROAS (Return on Ad Spend)

- Revenue alone isn't reliable to measure the success of your ad campaigns.
- Use your spend as a benchmark for finding out how well your ads are performing.
- Set up a Facebook tracking pixel, then you'll get a clear [return on investment](#) value on your ad spend.
- Check out this post on [calculating ROI from marketing campaigns](#).

### 4. Cost per Click (CPC) and Click Through Rate (CTR)

- CPC tells you the cost of an average click from your ad to your website. And, the CTR is the percentage of people that have clicked on your website, after seeing your ad.
- If you see a high CPC, then check your CTR.
- Low CTR indicates your ads are not appealing your target audience.

### 5. Cost per Action

- The Cost per Action will give you a more accurate view of your ads. If you can lower your CPA, then you'll manage more conversions and drive higher revenue for the same spend.
- Measure your CPA, alongside your ad spend, frequency and other metrics, for better context.
- For example, if you've got a CPA of 80 cents, then it only tells you that you're generating an action for that cost. If you view it alongside your spend and frequency, then you'll see a clearer picture of your most compelling ad.