

2.22.18

More clear & useful ad metrics

Investing in transparency and education





“

“Digital marketers today are **drowning in metrics**, but they **don't know which ones are important** or **how to connect the dots** in a meaningful way that will drive marketing performance.”

Geoff Ramsey

EMARKETER CEO & CO-FOUNDER



LABELING

Metrics may be labeled as “estimated” or “in development”



REMOVAL

Clean up of metrics that are redundant or outdated



EDUCATION

Around measuring what matters

Advertisers want

Visibility

into how metrics are
calculated

Guidance

on how to use metrics for
decision making

Understanding

of which metrics are
estimated and in
development

Labeling

Visibility into how we calculate results



ESTIMATED

Facebook estimates some metrics using sampling or modeling.

Estimated metrics can provide directional insights for outcomes that are hard to precisely quantify.

They may evolve as we gather more data.



IN DEVELOPMENT

This metric is still being tested and may change as we improve our methodologies.

We encourage you to use it for directional guidance, but please use caution when using it for historical comparisons or strategic planning.

Labels will be clearly visible in Ads Manager

BEFORE

Estimated Ad Recall Lift (People)

[Overview](#) [Details](#) [Related](#)

An estimate of the number of additional people who may remember seeing your ads, if asked, within 2 days. This metric is only available for assets in the Brand Awareness Objective.

[Tell us if this metric is unclear.](#)

AFTER

	Reach	Estimated Ad Recall Lift (People)
<div><h3>Estimated Ad Recall Lift (People)</h3><p>Overview Details Related</p><p>An estimate of the number of additional people who may remember seeing your ads, if asked, within 2 days. This metric is only available for assets in the Brand Awareness Objective.</p><p>i This metric is estimated and in development.</p><p>Tell us if this metric is unclear.</p></div>		

Advertiser Help

Help > Metrics > Category

Estimated Metrics

Facebook estimates some metrics using sampling or modeling. Estimated metrics can provide directional insights for outcomes that are hard to precisely quantify. They may evolve as we gather more data. [Learn more.](#)

In Development Metrics

This metric is still being tested and may change as we improve our methodologies. We encourage you to use it for directional guidance, but please use caution when using it for historical comparisons or strategic planning. [Learn more.](#)



LABELING

Metrics may be labeled as “estimated” or “in development”

REMOVAL

Clean up of metrics that are redundant or outdated

EDUCATION

Around measuring what matters

Removal

Redundant

Outdated

**Not
Actionable**

**Infrequently
Used**

Negative Feedback

Unique Social Clicks (ALL) Social Clicks (ALL)

Page Tab Views People Taking Action Actions

Canvas Component Time Percentage

Link Click Destination Social Impressions

Cost per Page Mention Button Clicks Amount Spent Today

Page Mentions Cost per Any Action

Mobile App Actions Conversion Value

Positive Feedback Cost per Page Tab View

Social Reach





LABELING

Metrics may be labeled as “estimated” or “in development”

REMOVAL

Clean up of metrics that are redundant or outdated

EDUCATION

Around measuring what matters



Measure What Matters

For Brand Objectives

For DR Objectives

CREATIVE OPTIMIZATION

How can I make my creative stand out on mobile?

AUCTION & DELIVERY

How can I improve my ad delivery performance?

CROSS-CHANNEL ADVERTISING INSIGHTS

How well are my ads driving conversions across media channels and devices?

VIDEO EFFECTIVENESS

How are my video ads performing?

SHORT & LONG-TERM VALUE MEASUREMENT

How can I shift my campaign strategy to drive short & long-term growth?



LABELING

Metrics may be labeled as “estimated” or “in development”

February 2018

REMOVAL

Clean up of metrics that are redundant or outdated

July 2018

EDUCATION

Around measuring what matters

March 2018

Thank you

facebook

