

**FACEBOOK  
METRICS**



# Facebook Metrics Defined

## Engagement

The number of times someone took an action on your posts (clicking a link, sharing your post, making a reaction or leaving a comment).

## Reach

The number of people your content is seen by on Facebook (paid or organic).

## Impressions

The number of times your posts were seen. Including if one post was seen multiple times by one user (this is a handy way to help check the virality of your posts).

## Page Likes & Follows

The number of people that liked follow your brand on Facebook. While this is a vanity metric, it is important to watch and ensure it is always trending positively (you are gaining more fans than you are losing).

## Video

### Video Engagement

Similar to regular post engagement, video engagement is important as it will help you ascertain how successful your video content is.

### Video Retention

This is how much of your videos that your audience watches. If you are doing 5 minute videos and your audience only watches 30 seconds, it might be time to shorten your videos.



# Facebook Metrics Defined

## Ads

### Click Through Rate (CTR)

The percentage of people that see your ad and click through to your landing page. The average CTR for Facebook Ads across all industries is 0.9%.

### Cost Per Click (CPC)

This is one way of being charged for ads. It is important to work to keep your CPC low.

### Cost Per Thousand Impressions (CPM)

Another way of being charged for ads. CPM is a helpful indicator of how efficient your ads are.

### Cost Per Action (CPA)

This helps you know if your ads are paying off. CPA measures your costs based on a specific action you designate (app download, purchase, etc.). The average cost per action across all industries is \$18.68.

### Ad Frequency

The average number of times people see a specific ad. It is important that while people see your ad multiple times, they don't need to see the same ad more than twice in a week.

## Analytics

### Facebook Referral Traffic

The amount of visitors your website gets from Facebook (you can ascertain this using Google Analytics). Includes traffic from people clicking links in your posts, traffic from other people sharing your articles or visits from clicks on your profile link.

