

FIND YOUR “WINNING ADS”

Results Measurement Cheat Sheet

Performance Columns

- **Reach** – The **number of audience members** your ad has been placed in front of.
- **Frequency** – The **average number of times each person has seen your ad**. After 2-3 change out your ad copy & image and/or change your targeting.
- **Relevance Score** – A measure out of 10 on **how relevant your ad is to the audience you are targeting**. Based on many metrics including engagements, sharing, clicks, and negative reviews. Higher relevance = lower ad cost.
- **Amount Spent** – The **total you’ve spent on your ad** during the reporting period.
- **Link Clicks** – The **number of potential clients who have clicked on your ad** to visit your opt-in / landing page.
- **CPC (Cost per Link Click)** – Your audience clicks on your Facebook ad and goes to your opt-in page. CPC is calculated as the total amount spent on your ad divided by the number of people who clicked on your ad. **The ad cost per click on your ad.**



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Column Measurement Cheat Sheet

- **Website Leads** – The **number of people who “opted-in”** to receive your free gift by giving their name and email address on your opt-in / landing page. This is tracked using an “Event Code” pixel on your opt-in thank-you page.
- **Cost per Website Lead** – Calculated as the total amount spent on your ad divided by the number of people who opted-in to receive your Irresistible Freebie. **The ad cost of each “opt-in”**. This is a critical figure to monitor the success and profitability of your ads.
- **Cost per Website Registration Completed** – Calculated as the total amount spent on your ad divided by the number of people who registered for your webinar (measured by triggering the “Complete Registration” pixel). **The ad cost of each “webinar opt-in”**. This is a critical figure to monitor the success and profitability of your ads if you use a webinar to convert your audience into clients.
- **Cost per Website Purchase** – Calculated as the total amount spent on your ad divided by the number of people who purchased (measured by triggering the “Purchase” pixel). **The ad cost of each purchase.**

