



Customer Dashboard Metrics Definitions



A man with short brown hair, wearing a blue denim shirt, is sitting at a desk and smiling while looking at a laptop. The background is a dark blue wall with two light bulbs hanging from the ceiling. To the left, there is a green plant. In the foreground, a wooden exercise bike is visible. To the right, there is a red desk lamp.

In this topic we will:
Click to Website Dashboard

Dashboard

Performance Dashboard

PERFORMANCE

Campaigns - The total number of campaigns you have run during the selected timeframe

Website Clicks - The total number of clicks to your website during the selected timeframe

CTR - The aggregate CTR (click through rate) that you have received during the selected timeframe

CPC - The cost per website click during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe

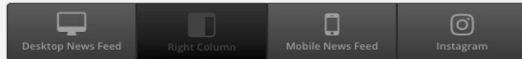
Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe



Dashboard

Campaign Performance

Campaign Performance - 28 Jan - 28 Feb Campaign



Wichita Family Dental
Sponsored

Our practice was awarded America's Top Dentist 2016 award. Visit us to experience our doctors' personalized care!

Visit our award winning practice.
Wichita Family Dental, giving your family healthy smiles.

WICHITAFAMILYDENTAL.COM

Like Comment Share

Objective Activity
Website Clicks

99
Includes 25 from previous ad sets

Additional Performance

| | |
|----------------|--------------|
| Campaign CPC | Campaign CTR |
| \$ 0.20 | 1.41% |

This Variation

| | |
|----------------|--------------|
| Website Clicks | % of Total |
| 39 | 39.4% |

Variation Testing Focus: Copy

CAMPAIGN PERFORMANCE

Website Clicks - The number of clicks to your website for the selected campaign

Campaign CPC - The cost per website click for the selected campaign

Campaign CTR - The CTR for the selected campaign

Campaigns

| Objective | Dates | Status | Key Metric | Actions |
|-------------------|-----------------|----------|------------|---------|
| Clicks to Website | 28 Jan - 28 Feb | Live | 107 | |
| Clicks to Website | 08 Nov - 08 Dec | Complete | 128 | |

A man with short brown hair, wearing a blue button-down shirt, is sitting at a desk and smiling while looking at a laptop. The background is a dark blue wall with two light bulbs hanging from the ceiling. To the left, there is a potted plant. In the foreground, a wooden exercise bike is visible. To the right, there is a red desk lamp.

In this topic we will:
Local Awareness Dashboard

Dashboard

Performance Dashboard

PERFORMANCE

Campaigns - The total number of campaigns you have run during the selected timeframe

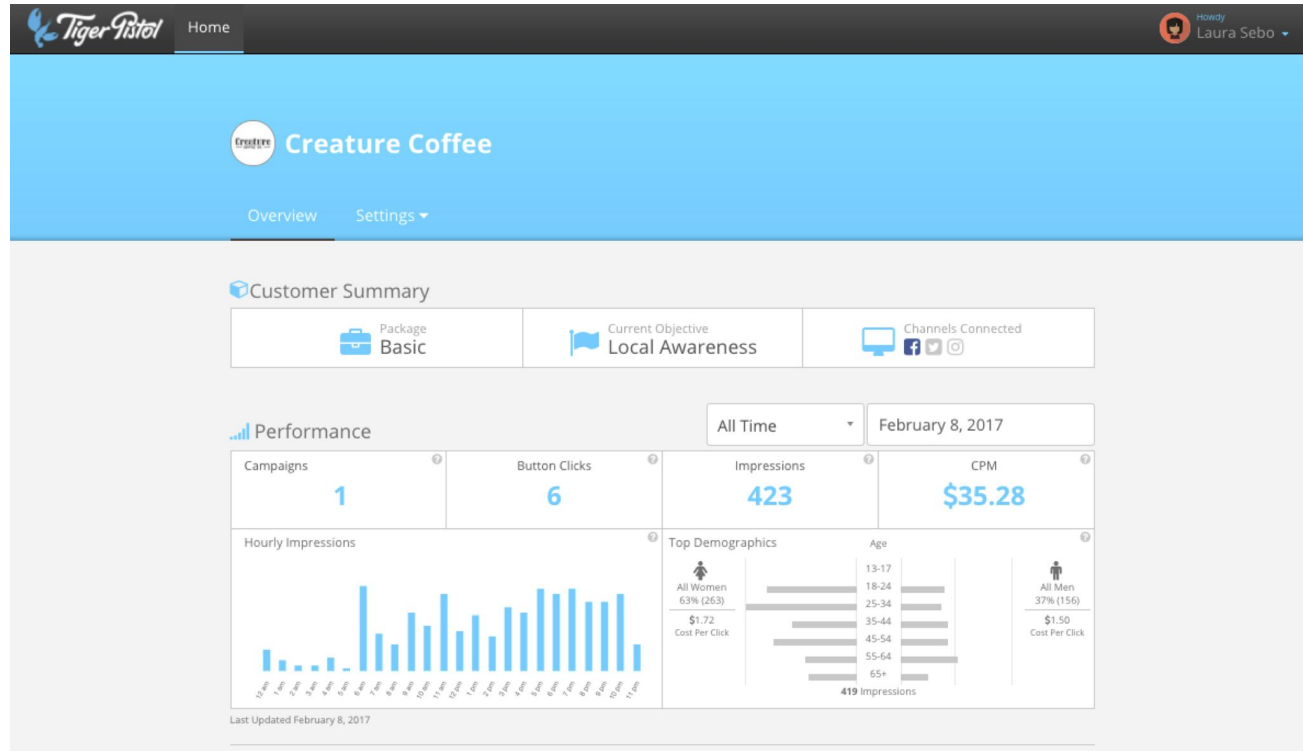
Button Clicks - The total button clicks you have received for the selected duration

Impressions - The total number of times your ad has shown during the selected timeframe

CPM - The cost per one thousand impressions during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe

Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe



Dashboard

Performance Dashboard


Campaign Performance - 08 Feb - 10 Feb Campaign



Creature Coffee
Sponsored

Like Page

We drink it every day and we think you should too. That's why we make it easy by delivering nothing but the best, freshest, ethically sourced beans. You lucky beasts!



Join Creature Coffee Club
Launching in 2017

CREATURECOFFEE.CLUB

Learn More

Like Comment Share

Objective Activity
Impressions

823

Additional Performance

Campaign CPM | Reach

\$2.05 | **821**

Campaigns

| Objective | Dates | Status | Key Metric | Actions |
|-----------------|-----------------|----------|------------|---------|
| Local Awareness | 08 Feb - 10 Feb | Live | 823 | |
| Local Awareness | 08 Nov - 08 Dec | Complete | 128 | |

CAMPAIGN PERFORMANCE

Impressions - The number of times your ad has shown for the selected campaign

Campaign CPM - The cost per one thousand impressions for selected campaign

Reach - The number of unique people who saw your ads for the selected campaign

A man with short brown hair, wearing a blue denim shirt, is sitting at a desk and smiling while looking at a laptop. The background is a dark blue wall with two light bulbs hanging from the ceiling. To the left, there is a potted plant with large green leaves. In the foreground, a wooden exercise bike is visible. To the right of the man, there is a red desk lamp.

In this topic we will:
Lead Generation Dashboard

Dashboard

Performance Dashboard

PERFORMANCE

Campaigns - The total number of campaigns you have run during the selected timeframe

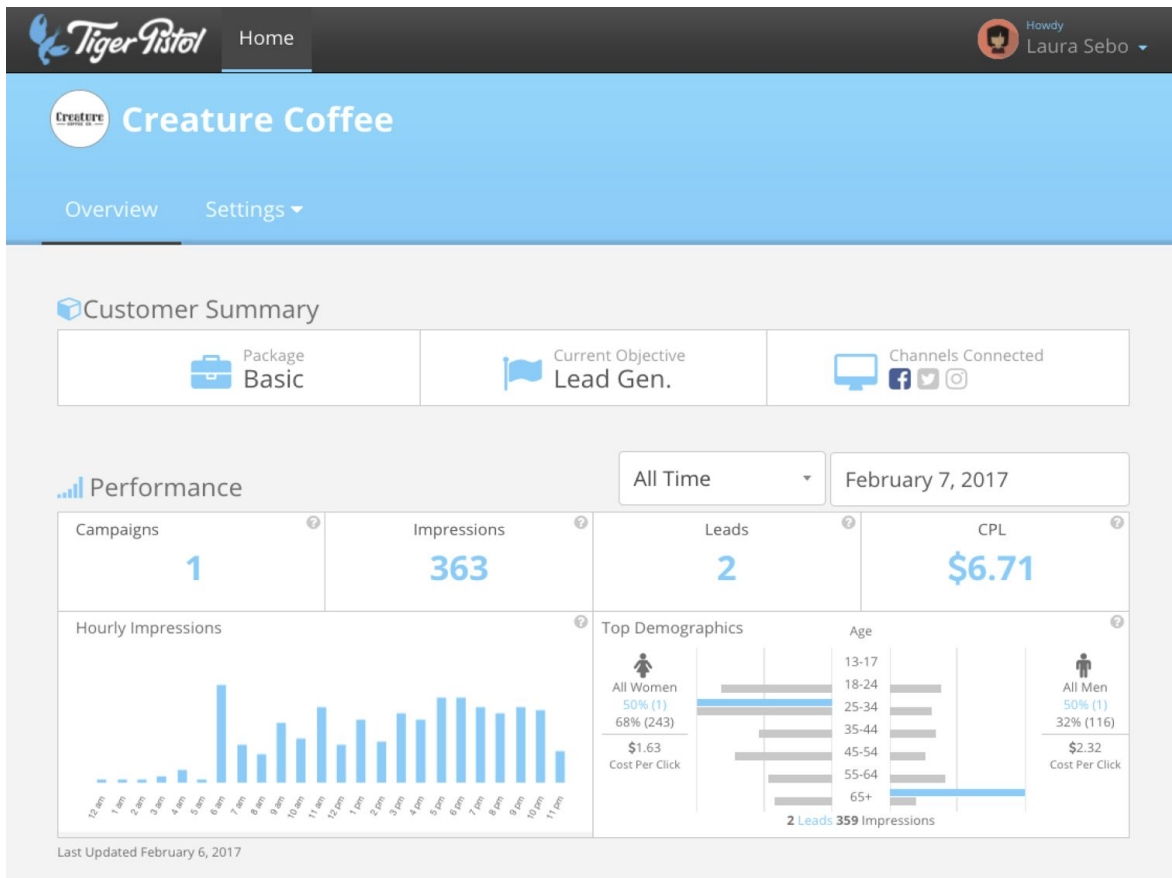
Impressions - The total number of times your ad has shown during the selected timeframe

Leads - The total number of leads you have received during the selected timeframe

CPL - The cost per lead during the selected timeframe

Hourly Impressions - The hourly distribution of your impressions during the selected timeframe

Top Demographics - The gender distribution of your website clicks and impressions during the selected timeframe



Dashboard


Campaign Performance

Campaign Performance - 29 Jan - 14 Feb Campaign



Creature Coffee Sponsored Like Page

Get on our list to gain exclusive, first-batch membership offers upon launch!



Discover the best coffee in Texas, delivered fresh to your door.
Launching 2017

Sign Up

Like Comment

Objective Activity
Leads 👤

3

Additional Performance

| | |
|-----------------------------|----------------------------|
| Campaign CPL 👤 | Impressions 👤 |
| \$ 3.40 | 436 |

CAMPAIGN PERFORMANCE

Leads - The number of leads you have received for the selected campaign

Campaign CPL - The cost per lead for the selected campaign

Impressions - The number of times your ad has shown for the selected campaign

Campaigns

| 👤 | Objective | Dates | Status | Key Metric | Actions |
|---|-----------|-----------------|----------|------------|---------|
| 👤 | Lead Gen. | 29 Jan - 14 Feb | Live | 3 👤 | 👁️ |
| 👤 | Lead Gen. | 08 Nov - 08 Dec | Complete | 3 👤 | 👁️ |