

Follow us on Youtube for latest Accelerator videos: @TableauAccelerators

FACEBOOK ADS

This Tableau Accelerator helps you to:

- Assess & Improve the performance of your marketing campaigns with Facebook Ads
- Identify most impactful campaigns
- Deep-dive to campaign efficiency on: Awareness, Engagement, Conversion
- Improve Return on Investment
- Audit the results of campaign optimization over time

Answer key business questions

- How efficient are our marketing investments?
- Do we increase awareness? Do we develop engagement?
- What is the efficiency of our campaigns?
- Do we have significant financial performance?
- What is the Cost per Click, Cost per Action, Cost per Lead?

Monitor and improve KPIs

Costs & Return on Investment

- **Total Cost**: The estimated total amount of money you've spent on your campaign, ad set or ad during its schedule (expressed in currency)
- **ROI %**: Return on Investment: Ratio between Margin and Cost to evaluate the efficiency of a campaign (expressed in %)

Reach

- **Total Impressions**: The number of times that your adverts were on-screen
- **CPM (Cost per 1'000 impressions)**: Cost per Mille (impressions): Average Cost per 1'000 impressions (expressed in currency)
- **Total People Reached**: The number of people who saw your adverts at least once. Reach is different to impressions, which may include multiple views of your adverts by the same people.
- **Cost per People Reached**: Average Cost per People Reach (expressed in currency)

Engage

- **Total Link Clicks**: The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook
- **CPC (Cost per Click)**: Cost Per Click: Average Cost per Click (expressed in currency)
- **CTR (Click-Through-Rate)**: Click-Through-Rate: the number of clicks that your ad receives divided by the number of times your ad is shown (expressed in %)
- **Total Social Interactions**: The number of all interactions (like, share, comment, reaction)
- **Total Page Likes**: The number of likes of your Facebook Page attributed to your ads
- **Total Post Shares**: The number of shares of your adverts. People can share your adverts or posts on their own or friends' Timelines, in groups and on their own Pages.

- **Total Post Comments**: The number of comments on your adverts
- **Total Post Reactions**: The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: like, love, haha, wow, sad or angry.
- **CPA (Cost per Action)**: Cost Per Action: Average Cost per Social Interaction (expressed in currency)

Convert

- **Total Website Purchases Value**: The total value of website purchases for products belonging to a catalogue segment used in a campaign (expressed in currency)
- **Total Website Leads**: The number of lead events tracked by the pixel on your website and attributed to your adverts

Required attributes

- **Period** (*date*): Report Start Date
- **Campaign Name** (*string*): Campaign Name
- **Cost** (*numeric*): Amount of money you've spent on your campaign, ad set or ad during its schedule
- **Impressions** (*numeric*): The number of times that your adverts were on-screen
- **Reach** (*numeric*): The number of people who saw your adverts at least once. Reach is different to impressions, which may include multiple views of your adverts by the same people.
- **Link Clicks** (*numeric*): The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook
- **Page Likes** (*numeric*): The number of likes of your Facebook Page attributed to your ads
- **Post Shares** (*numeric*): The number of shares of your adverts. People can share your adverts or posts on their own or friends' Timelines, in groups and on their own Pages.
- **Post Comments** (*numeric*): The number of comments on your adverts
- **Post Reactions** (*numeric*): The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: like, love, haha, wow, sad or angry.
- **Website Leads** (*numeric*): The number of lead events tracked by the pixel on your website and attributed to your adverts
- **Website Purchases Conversion Value** (*numeric*): The total value of website purchases for products belonging to a catalogue segment used in a campaign