GILL Solutions Blog Post - Video Transcript

FaceBook Advertising - My Daily Report

Hey George Gill here, founder of Gill Solution and creator of the Measurement Doctor. Thanks for joining me.

Do you use facebook advertising? I hope you do. It is an very powerful strategy.

Today's video, I want to share with you my daily report. Essentially, my daily report is triggered by an email I get from Facebook every single day. That allows me to quickly and efficiently evaluate yesterday's performance and see if I am on track or off track. So, in this video I will share with you my report and if it something that you can apply to your business and benefits you and I will show you how you can set up your daily report as well.

So, let's do this.

Basically, every morning I get this email from Facebook that has my scheduled daily report ready to go. Now, I tell you that you can download it within from Facebook email. So I can download it right here as an spreadsheet and start to analyze it via Excel. I don't tend to do that because frankly that's just a little more work and I want to be quick about this and just get a spot check on how things are going. What I do is I select the "View Report in Ads Manager" and that immediately takes to me to my Ad Campaign. Now, couple of things I can do here and this is one of our test campaign that I have running. But, essentially what I can do is I can change my date frames so currently (I move over it to this side here so we can see the full report) it has 7-day period. What I really want to look at is I want to look at yesterday. Now, let me expand that to see the last 7 days if it makes sense if I want to compare averages or anything on those nose lines. But essentially the next step is to edit the columns. I want to add actions, page likes and website conversion. There's are obviously other actions that you can add but those are two of the metrics that I consistently tracking. I am going to add Cost per Action and under there I want to see Cost per Page Like and I want to see Cost per Website Conversion. I want to save the columns and there we go.

Now, I can very easily look at yesterday's overall spent, I can look at the amount of clicks, unique clicks, clicks through rates, cost per click, cost per page or amount of page likes, page likes conversion, cost per page like and cost per website conversion. Now, you need to have this set-up and since this is a test, we don't. But, essentially that report will all be laid out for you nice and quick and easy.

The main thing I'd like to see is, are we on target? Are we achieving a) not only the amount that we anticipated but more importantly the Cost per Page Like and Cost per Website Conversion. I can then compare this to a 7-day period and see how it all played out at that stage. Okay, very quickly, very easily. Now, at this point, I can export it if I want to dig a little deeper in Excel especially if the report is a lot bigger and if we didn't have this filter down, just a small test account then you may want to export it depending how many campaigns you are actively running.

To set this campaign up so that you can implement this in your business so you can get your own daily report, essentially what you want to do is you want to save the report name under whatever name you want to call it. I call mine "My Daily Report" and then you want to essentially schedule. And then, under the schedule, you give a report name a name -- a specific name so you can quickly identify it. You identify the frequency that you want to get the report and when you want to start receiving the report on an active basis. You write the email where you want your report to go to and you select schedule and you will be off and running.

To manage those reports going further and forward, all you have to do is come over here to the report section, select the drop down and "Manage Scheduled and Recent Reports" and you are off to the races.

I hope that was helpful and if was,you can head over to website www.webanalyticsmd.com and sign up there for an additional Free Training that were running on an on going basis.

Until next time! Don't do a thing in business or in life unless you are measuring it.