

# Facebook Ad Terminology...

## *explained!*

### **Clicks**

Clicks are counted each time a user clicks on your ad. If you're advertising a Facebook Page, a click is also counted when a user "likes" your Page via your ad.

### **Cost Per Click (CPC)**

You will be charged when users click on your ads.

### **Click Through Rate**

Click-through rate is the number of clicks your ad receives divided by the number of times your ad is shown on the site (impressions).

### **Social Clicks**

The number of times your ad was clicked when information about a viewer's friends who were connected to the page was displayed.

*(e.g. Jennifer clicked on Jeff's ad because Jeff was a friend, and she recognized his name. Jennifer thinks, "If Jeff likes this page, it may also be applicable to me.")*

### **Social Click Through Rate**

Social Clicks divided by Social Impressions

## **Impressions**

Ad impressions are counted each time an ad or Sponsored Story is shown to a user, regardless of whether the user clicks or takes action.

## **Cost Per Impression**

You will be charged when users view your ads, regardless of whether or not they click on them.

## **Social Impressions**

The number of times your ad was shown when information about a viewer's friends who were connected to the page was displayed.

*(e.g. Jennifer viewed the advertisement, which included her friend, Jeff's name.)*

## **Social Percent (%)**

The percent of impressions where the ad was shown when information about a viewer's friends, who were connected to the page, was displayed.

## **Social Reach**

Social Reach tells you how many people saw your ad or Sponsored Story with the names of their friends who had already liked your Page.

### **Tips**

- ✓ Ads shown with friends are twice as effective as ads alone.
- ✓ Sponsored Stories are shown to people who have already engaged with your business, so they automatically include a very powerful social component that makes your message even more relevant and engaging to your audience.

**Source: All information regarding definitions was compiled from Facebook.com**