ADS DEFINITIONS

Cost per Result - The average cost per result from your ads. It indicates how cost-efficiently you achieved your ad objectives.

Budget - The maximum amount you're willing to spend on your ad sets or campaigns, on average each day or over the lifetime of your scheduled ad sets or campaigns. Applies to Campaigns and Ad Sets (not ads)
- A **lifetime** budget lets you set an amount to spend over the lifetime of an ad set. Our system will automatically try to evenly spread the amount you spend across the period of time that you've selected.

Clicks (all) - Multiple types of clicks on your ad, including certain types of interactions within the ad, links to other destinations, and links to expanded ad experiences. It includes:
- Link clicks
- Clicks to the associated business Page profile or profile picture
- Post reactions (such as likes or loves)
- Comments or shares
- Clicks to expand media (such as photos) to full screen
- Clicks to take actions identified as your campaign objective (such as liking your Page for a Page engagement campaign)

Click-Thru Rate (CTR) - all - The percentage of times people saw your ad and performed any click

Click-Thru Rate (CTR) - link - The percentage of times people saw your ad and performed a link click

Custom Audience - A list of your current customers or people who have engaged with your business.

Engagement - The total number of actions that people take involving your ads

Frequency - The average number of times each person saw your ad

Impressions - The number of times your ads were on screen

Link Clicks - The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Facebook.

Lookalike Audience - Lookalike audiences are created by Facebook to help advertisers reach people who are similar to (or "look like") an audience that the advertiser cares about.

Pixel - Pixel is a few lines of code from Facebook that you copy into the header section of your website. This code allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience

Reach - The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people

ThruPlays - The number of times your video was played to completion, or for at least 15 seconds