

The DIGITAL Gal

Amanda Robinson

UPDATED APRIL 2021

| FACEBOOK ADS GLOSSARY

AN INFORMAL GUIDE TO UNDERSTANDING FACEBOOK ADS JARGON

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FIRSTLY

THANK YOU

FOR DOWNLOADING!

After having over a thousand students run through my online Facebook Ads trainings, I realized the need for a resource to help define and make sense of all of the overwhelming Facebook Ads jargon and terms. That is why I created the Facebook Ads Glossary.

Amanda Robinson
The Digital Gal

Amanda Robinson is The Digital Gal

Recognized as one of the industry's premiere Facebook Ads Experts, Amanda is the driving force behind The Digital Gal. She delivers training through her notable Facebook Ads 4 Week Bootcamp, Swift Kick in the Ads Membership, along with a variety of livestream, webinar and custom presentations. She is regularly featured as a speaker at top industry events, in live workshops, and on digital marketing podcasts. She doesn't just talk about it though, Amanda is an expert in the areas of Facebook Ads, Facebook Business Manager, Google Analytics, Messenger Marketing Chatbots and a power user of the software and platforms the industry relies on.



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GLOSSARY OF FACEBOOK AD TERMS

www.TheDigitalGal.com

The content provided in this Glossary of Facebook Ad Terms by The Digital Gal is to be used as a guide only.
To see Facebook's official Glossary of Ad Terms, visit: https://www.facebook.com/business/help/447834205249495

Account Structure

Personal Profile
Business Page
Business Manager
Business Suite
Ads Manager
Ad Account
Creator Studio
Ad Center
Lead Center

Ad Formats

Video
Image
Collection
Carousel
Slideshow
Instant Experience
Lead Generation Ads
Offers
Post Engagement
Event Responses
Page Likes

Creating Ads

Reach
Impressions
Organic
Traffic
Engagement
Content
Objective
Campaign
Ad Set
Ad
At Type
Creative
Post ID
Permalink
Dynamic Ads
Boost
Placement
Platform
Insights
Video Views
ThruPlay

Audience Targeting

Behaviors
Saved Audience
Demographics
Exclude
Must Also Match
Warm Audience
Cold Audience
Detailed Targeting
Audience Building
Audiences
Audience Insights
Website Visitors
Interest
Custom Audience
Customer Audience
Lookalike Audience

Strategy

Pixel
CTA
Standard Events
Custom Events
Custom Conversions
Campaign Optimization
Catalogue
Conversion
A/B Testing
Budget Optimization
Facebook Pixel Helper

Reporting

Clicks
All Clicks
Results Rate
Negative Feedback
Relevance Score
Budget
Breakdown
CTR
ROAS
Post Engagement
Page Engagement

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Account Structure

Personal Profile Your personal Facebook account. You are required to use the same name that you use in everyday life, provide accurate information about yourself, create only one account (your own) and use your timeline for personal purposes (According to Faebook's Terms).

Business Page The Page representing a Business, Organization, or Personal Brand. Permissions to manage the Business Page are given to individual personal profiles either directly, or through Business Manager.

Business Manager Facebook's platform to manage assets such as your Pages and ad accounts, manage access permissions for people and add agency partners to help work on your business.

Business Suite A single place across mobile and desktop for businesses to access the tools they need across Facebook and Instagram. Currently, Business Suite includes tools like posting, messaging, insights and advertising capabilities, improving the experience of managing a business across Facebook's apps.

Ads Manager Facebook's tool for building Ads and reading ad results. Can be used independently of Business Manager.

Ad Center A tab on your Page where you can edit and view results for ads you create from your Page. For ads you create though Ads Manager, go to Ads Manager to view their insights.

Leads Center A lead management tool that helps your business organize and maintain your customer contact information. Here you can organize, manage, and re-engage with your leads directly from your Facebook business Page. Leads that are generated in Messenger are not yet supported. Note: Leads Center is currently only available on desktop for businesses that have run campaigns with the Lead Generation objective. You can view your Leads Center from your Facebook business Page, next to Inbox, or from Facebook Business Suite, under the Contacts tab.

Creator Studio Creator Studio brings together tools to post, manage, monetize and measure content across all your Facebook Pages and Instagram accounts. It also helps you take advantage of new features and monetization opportunities when they become available.

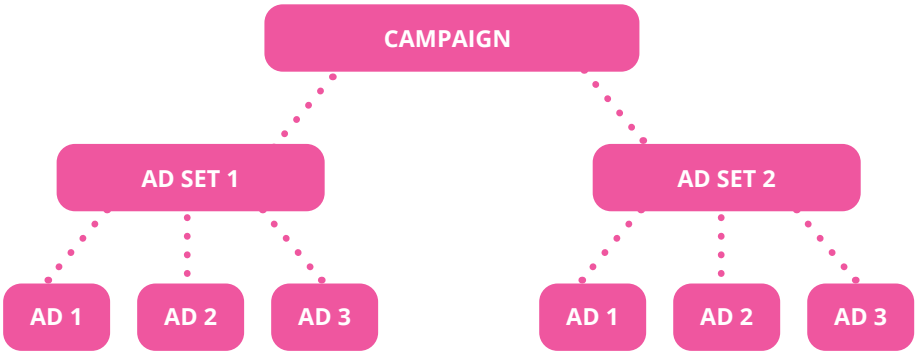
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Campaign Structure

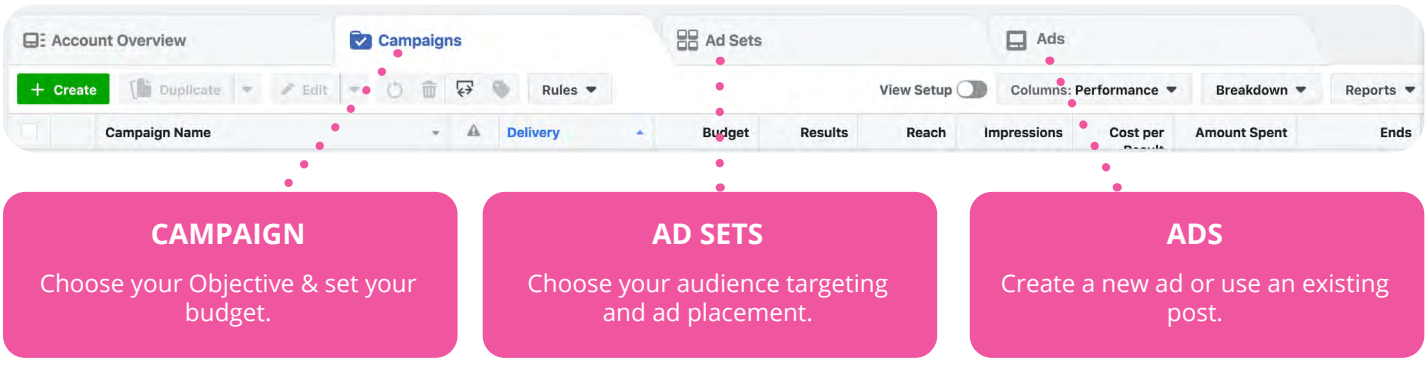
Campaigns > Ad Sets > Ads

Think of this like an organizational chart. The Campaign is like the CEO managing the overall company objectives. The Ad Sets are like managers reporting to the CEO and making decisions like who your ads will be served to. Your Ads are like employees. They take direction from the Ad Sets and you can have many employeees all working on the same project.

Campaign	Each Campaign you create has an objective (what action you want people to take).
Ad Set	Within each Campaign you have Ad Sets (who & where you want your Ads to show)
Ads	Each Ad Set has an Ad or multiple Ads within it.



Ads Manager Layout



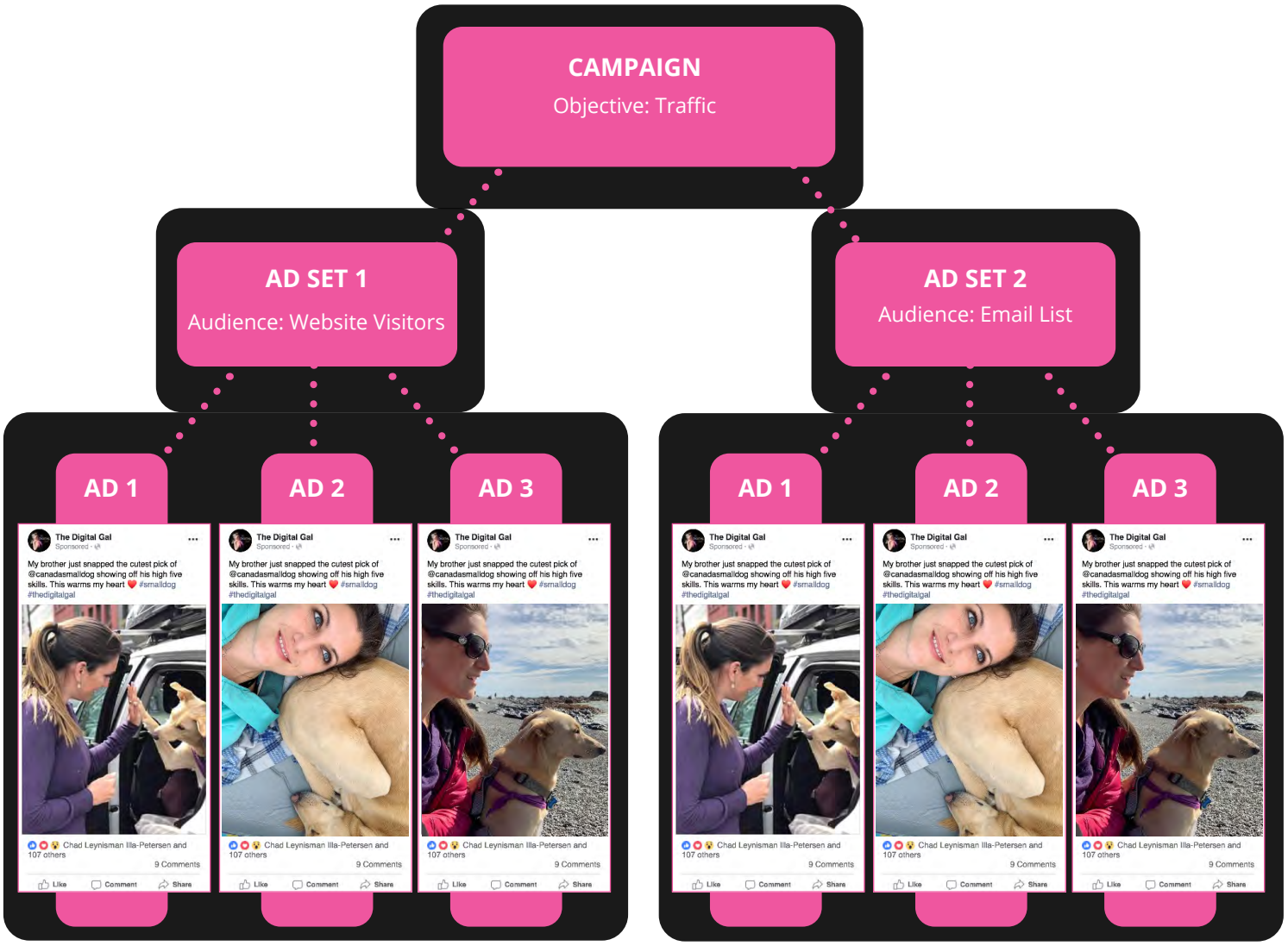
CAMPAIGN
Choose your Objective & set your budget.

AD SETS
Choose your audience targeting and ad placement.

ADS
Create a new ad or use an existing post.

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Example Campaign Structure



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Ad Formats

Video Ad	Show off product features, and draw people in with sound and motion.
Image Ad	Drive people to destination websites or apps through high-quality visuals.
Collection Ad	Encourage shopping by displaying items from your product catalog—customized for each individual.
Carousel Ad	Showcase up to ten images or videos within a single ad, each with its own link.
Slideshow Ad	Use motion, sound and text to tell your story beautifully on any connection speed. Slideshows created within Ads Manager run as video ads.
Instant Experience Ad	Instant Experience, formerly called Canvas, provides a full-screen, mobile-optimized experience instantly from your ad.
Lead Generation Ads	Lead ads on Facebook and Instagram help you collect info from people interested in your business. A lead ad is presented using an image, video, or carousel, and followed by a lead form when the user engages with the ad.
Offer Ad	Offers are discounts you can share with your customers on Facebook. You can design your offer ad to appear as a image, video, or carousel.
Post Engagement Ad	Most Page posts on Facebook can be boosted to deliver more likes, comments, shares, and photo views.
Event Responses Ad	Event response ads can be used to promote awareness of your event and drive responses. You can design your event ad to appear as an image or video.
Page Likes Ad	Page likes ads can be used to drive users to like your page. You can design your Page likes ad with a video or an image masked to a ratio of 1.91:1.

Above is referenced from https://www.facebook.com/business/ads-guide

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Creating Ads

Reach	The number of people who have seen your post(s)
Impressions	The number of times people have seen your post(s)
Organic	Natural post reach without using advertising
Traffic	People clicking links to your website or an external website outside of Facebook
Engagement	Likes, comments, shares, reactions, & photo views on your post(s)
Content	General term for the photos, videos, and other items you share online
Objective	The goal you want to achieve through your ads
Campaign	Contains your ad sets and ads, and is where you set your objective
Ad Set	A group of ads that share the same budget, schedule, delivery optimization and targeting
Ad	A Facebook post either created exclusively for ads or an existing post being used as an ad
At Formats	Various different types of ads such as video ad, image ad, carousel ad, etc
Creative	General term to describe the image or video that you are using in your ad
Permalink	The dedicated Facebook URL for each post
Post ID	A series of digits in the Permalink (post URL) that serves as unique identifier for that post
Dynamic Ads	Using multiple images, headlines, text, and call to actions (CTA's) dynamically mixed & matched
Boost	Turning a post from your Business Page into an Ad by using the Boost Post button
Placement	Where your Ad will be shown to users. Ex. Facebook feed, Instagram, Audience Network, etc
Platform	General term for what social media network or program you are using
Insights	Measurement metrics for your Business Page
Video View	People who watched 3 seconds or more of your video on Facebook
ThruPlay	counts a ThruPlay when your video ad is watched to completion, or for at least 15 seconds (if your video is longer than 15 seconds)

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Video Views “ThruPlay” Ad Optimization

What Is Facebook ThruPlay Ad Optimization?

Facebook counts a ThruPlay when your video ad is watched to completion, or for at least 15 seconds (if your video is longer than 15 seconds).

Facebook is now rolling out ThruPlay as the default optimization for all video views campaigns, replacing the familiar 10-second video views optimization.

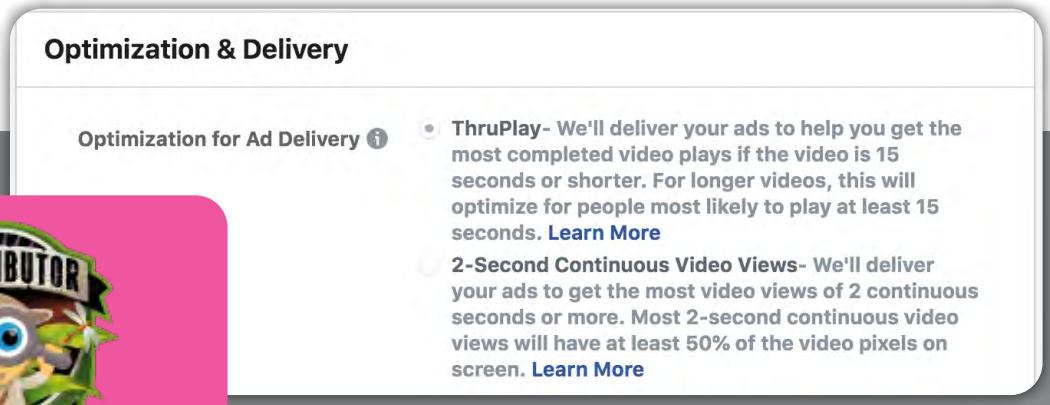
What Does This Mean For Advertisers?

Starting July 31, 2019, Facebook paused existing campaigns that were set up with the 10-second video views optimization. Advertisers needed to adjust those campaigns to use the ThruPlay optimization.

Does This Increase My Ad Costs?

Your video view ad costs have likely not increased, even though it may appear like it at first glance.

When you compare video view campaigns in Ads Manager, old campaigns will show results based on 10 second video views and new campaigns will show results based on ThruPlays (15 second views). Keep this in mind as you compare results. 10 second video views cost less than a 15 second video view (ThruPlay).



Read the full article I wrote for Social Media Examiner on the Video View ThruPlay metric.

https://www.socialmediaexaminer.com/facebook-thruplay-video-ads-what-marketers-need-to-know/

Where Do I Find The Facebook ThruPlay Optimization?

When you create new campaigns with the Video Views objective, you’ll have two choices when optimizing for ad delivery. The optimization “is available with auction or reach and frequency campaigns.”:

ThruPlay:

Videos viewed to completion, or for at least 15 seconds.

2-Second Continuous Video Views:

Videos viewed for at least 2 consecutive seconds.

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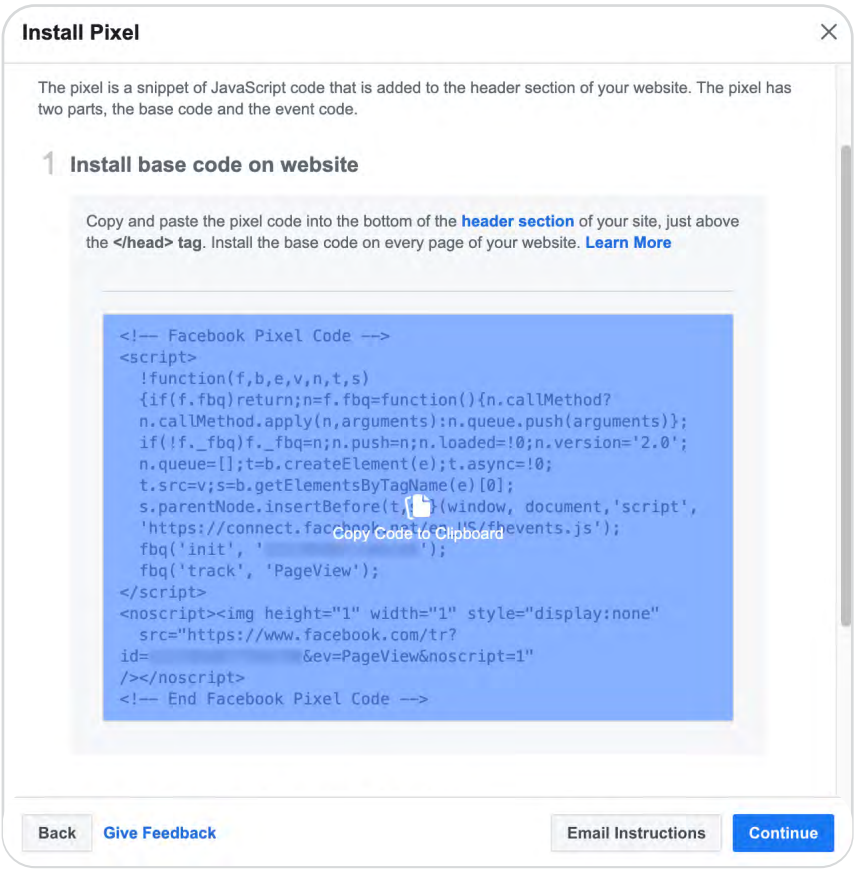
Audience Targeting

Audiences	Groups of people that you create within Facebook to target your advertising to
Audience Building	The task of creating your audiences inside Facebook
Warm Audience	A general term for an audience of people who are somewhat familiar with your business or Page. They have either seen or engaged with your content previously, are customers, or have previously purchased from you
Cold Audience	A general term for an audience of people who are not familiar with your business. Serving ads to this audience is making your first impression
Saved Audience	A type of audience you can create from scratch using a combination of geographic location, age, gender, connections, and interest based targeting
Custom Audience	A type of audience you can create based on data, interactions or engagements such as website visitors, a customer email list, video viewers, etc
Lookalike Audience	A type of audience that Facebook creates based on a Custom Audience to result in an expanded audience size sampled from people who are similar to your chosen Custom Audience
Customer Audience	A list of customers that you provide to Facebook (typically as a list of emails) that you upload as an audience. Facebook will match the emails to existing Facebook Profiles and add those users to a Custom Audience than you can use for advertising. This feature is only available for accounts using Business Manager, who have an active ad account with prior ad spend and account in good standing
Detailed Targeting	Define your audience by including or excluding demographics, interests and behaviors.
Demographics	Reach people based on education, employment, household and lifestyle details. Some data is available for the US only
Interests	Reach specific audiences by looking at their interests, activities, the Pages they have liked and closely related topics
Behaviors	Reach people based on purchase behaviors or intents, device usage and more. Some behavior data is available for US audiences only
Exclude	Choose new details to exclude people from the audience
Must Also Match	Choose new targeting details to refine your audience in addition to targeting you already have selected. This will narrow your audience
Audience Insights	A tool within Facebook to help you research and plan your audience targeting
Website Visitors	People who have visited your website while simultaneously logged in to Facebook

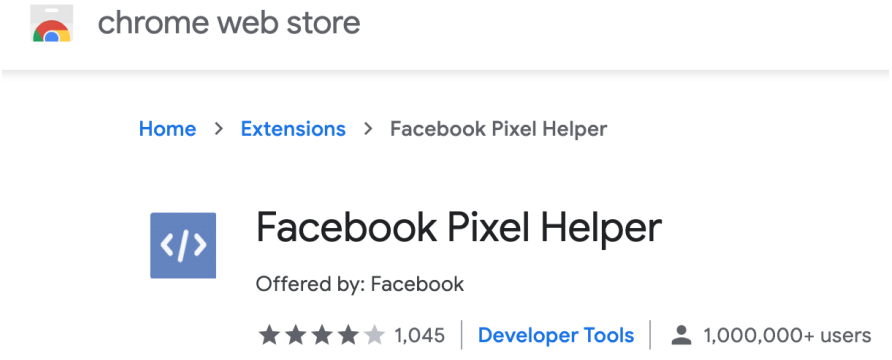
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Facebook Pixel

Facebook Pixel A small piece of unique code installed in the header of your website to track and report website visitor activity to Facebook for future audience tracking, targeting, and ad optimization (Full details: https://www.facebook.com/business/help/553691765029382)



Facebook Pixel Helper A Chrome plugin to see what Facebook Pixel events are triggering on a website.



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Standard Events & Custom Conversions

Standard Events are predefined actions Facebook recognizes and supports across ad products. When you add them to your pixel code, you can log those standard events, optimize for conversions and build audiences.

STANDARD EVENTS	Description of intended use of Standard Event
ADD PAYMENT INFO	The addition of customer payment information during a checkout process. For example, a person clicks on a button to save their billing information.
ADD TO CART	The addition of an item to a shopping cart or basket. For example, clicking an Add to Cart button on a website.
ADD TO WISHLIST	The addition of items to a wishlist. For example, clicking an Add to Wishlist button on a website.
COMPLETE REGISTRATION	A submission of information by a customer in exchange for a service provided by your business. For example, signing up for an email subscription.
CONTACT	A telephone, SMS, email, chat or other type of contact between a customer and your business.
CUSTOMIZE PRODUCT	The customization of products through a configuration tool or other application your business owns.
DONATE	The donation of funds to your organization or cause.
FIND LOCATION	When a person finds one of your locations via web, with an intention to visit. For example, searching for a product and finding it at one of your local stores.
INITIATE CHECKOUT	The start of a checkout process. For example, clicking a Checkout button.
LEAD	A submission of information by a customer with the understanding that they may be contacted at a later date by your business. For example, submitting a form or signing up for a trial.
PURCHASE	The completion of a purchase, usually signified by receiving order or purchase confirmation, or a transaction receipt. For example, landing on a Thank You or confirmation page.
SCHEDULE	The booking of an appointment to visit one of your locations.
SEARCH	A search performed on your website, app or other property. For example, product or travel searches.
START TRIAL	The start of a free trial of a product or service you offer. For example, trial subscription.
SUBMIT APPLICATION	The submission of an application for a product, service or program you offer. For example, a credit card, educational program or job.
SUBSCRIBE	The start of a paid subscription for a product or service you offer.
VIEW CONTENT	A visit to a web page you care about. For example, a product or landing page. View content tells you if someone visits a web page's URL, but not what they do or see on that web page.

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Standard Events & Custom Conversions

Custom Events	are actions that fall outside those covered by our standard events, and you can give them a unique name to represent the action taking place. You can use custom events to build Custom Audiences. You cannot use custom events for optimization or attribution unless they're mapped to a custom conversion. You can then choose which standard event you want the custom conversion optimized towards.
Custom Conversions	Similar to Standard Events, but using URL rules instead of setting up standard events
Conversion	When a user triggers a standard event, custom event, or custom conversion, Facebook tracks this as a "conversion". You can use conversions to optimize your campaigns for better results over time

Strategy

CTA	Stands for "Call To Action". A CTA button can optionally be added to your ads
Campaign Optimization	A general term for making tweaks and changes in your ad campaign to improve results
Catalogue	A catalog holds information about the items in your inventory. You can use the information in a catalog to promote your inventory and business across Facebook, Instagram, Audience Network and Messenger. There are different types of catalogs for different businesses, including e-commerce, travel, real estate and auto.
A/B Testing	A split test of your creative, placement, audience, and delivery optimization strategies
Campaign Budget Optimization	Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy.

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- Industry Expert Guest Appearances
- Breaking News
- Platform changes & updates
- 4x Annual 4 Week Facebook Ads Bootcamp Incldued!

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https://www.SwiftKickInTheAds.com/

Reporting

Results	The number of times your ad achieved an outcome, based on the objective and settings you selected.
Results Rate	The percentage of results you received out of all the views of your ads.
Clicks (All)	All clicks that take place anywhere on a post. The metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations, and links to expanded ad experiences. It includes: 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)
Link Clicks	The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.
Landing Page Views	The number of times a person clicked on an ad link and then successfully loaded the destination webpage or Instant Experience. To report on landing page views, you must have created a Facebook pixel.
Negative Feedback	A term that encompasses when a user has clicked Hide Post, Hide All Posts, Report as Spam, or Unlike Page from one of your Page Posts.
Budget	How much you are spending daily or for the lifetime of a campaign.
Breakdown	View your ad data with different breakdowns including by time, by delivery, and by action.
CTR	Click Through Rate
ROAS	Return on Ad Spend
CPM	Cost Per 1,000 Impressions. CPM measures the total amount spent on an ad campaign, divided by impressions, multiplied by 1,000. (Example: If you spent $50 and got 10,000 impressions, your CPM was $5.) Be careful not to confuse impressions with reach. One person reached can have multiple impressions of an ad.
Post Engagement	Includes all actions that people take involving your ads while they're running. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.
Page Engagement	Counts interactions with your Facebook Page and its posts attributed to your ads. Page engagement can include actions such as liking your Page, loving a post, checking in to your location, clicking a link and more.

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Relevance Score / Ad Diagnostics

The Relevance Score metric is now being replaced with three new metrics:

Quality Ranking Ad Relevance Diagnostics	Engagement Rate Ranking Ad Relevance Diagnostics	Conversion Rate Ranking Ad Relevance Diagnostics
Below average Bottom 35% of ads	Above average	Above average

How Do I Know If My Ads Are Working?

Quality Ranking

Your ad's perceived quality.

It's measured using feedback received on your ads and the post-click experience. Your ad is ranked against ads that competed for the same audience.

Ad quality takes into account how impactful and eye-catching your images/videos are and how compelling the ad copy (text), headlines, and call to action (CTA) are.

Engagement Rate Ranking

Your ad's expected engagement rate.

Your ad is ranked against ads that competed for the same audience.

Engagement includes all of the likes, reactions, comments, shares, and clicks (including link clicks and clicks anywhere else on the ad). Ads that spur conversation in the comments from more than one user are an indication of higher engagement than ads with several likes but no comments.

Conversion Rate Ranking

Your ad's expected conversion rate.

Your ad is ranked against ads with the same optimization goal and competing for the same audience.

Conversions are the desired action for which you're optimizing your campaign. To visualize this, if you're optimizing your campaign for purchase conversions, an ad compelling more people to complete the purchase instead of abandoning the site at the checkout page will rank higher.

Relevance Score

A score from 1-10 Facebook calculates on a various number of undisclosed factors. The score lets you know how relevant your ad is, and typically indicates if your ad content is relevant to your audience, or vice versa. This metric is being replaced by the above Ad Diagnostics.



Read the full article I wrote for Social Media Examiner on the NEW Ad Relevance Diagnostics

https://www.socialmediaexaminer.com/facebook-ad-relevance-score-updates-what-marketers-need-to-know/

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Campaign Budget Optimization (CBO)

Campaign budget optimization (CBO) automatically manages your campaign budget across ad sets to get you the overall best results. With CBO, you set one central campaign budget. This budget continuously distributes in real time to ad sets with the best opportunities, throughout the course of your campaign.

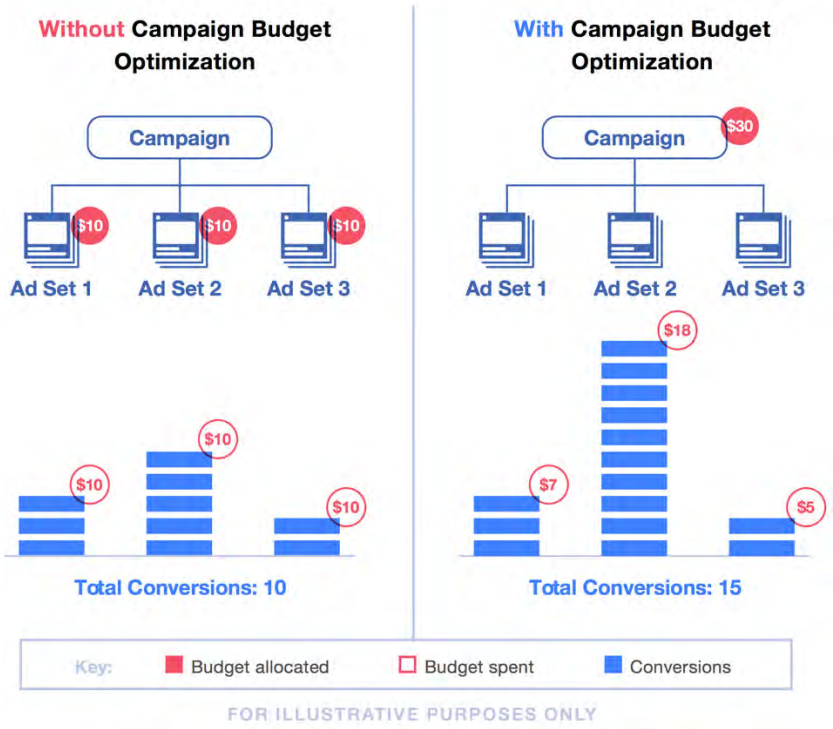


Image Source: https://www.facebook.com/business/news/introducing-an-easier-way-to-maximize-campaign-results

Best Practices for Campaign Budget Optimization

Use ad set spend limits sparingly, or not at all.
The more budget that's locked into specific ad sets, the less flexibility our delivery system has to optimize your campaign budget. Learn more about using ad set spend limits with CBO.

Don't manually pause and unpause your ad sets.
CBO reserves and spends your campaign budget on active ad sets, and pausing an ad set removes it from consideration. For example, if your campaign budget spend is for 2 ad sets, pausing one ad set would cause our system to focus on spending the budget entirely on the active ad set. By the time you unpause the other ad set and it starts to run, there might not be any budget left in the campaign.

Don't pause ad sets with low delivery.
CBO distributes budget to maximize all available opportunities, and pausing a low delivery ad set today prevents CBO from finding tomorrow's opportunities. This can ultimately cause an increase in cost per action (CPA) for your active ad sets.

Source: https://www.facebook.com/business/help/2177212182495139?id=629338044106215

Additional Considerations

See Facebook's article "About Ad Set Spend Limits With CBO":
https://www.facebook.com/business/help/2325095000852187?id=561906377587030

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Special Ad Categories

These are special categories for which audience selection tools are limited to help protect people on Facebook from unlawful discrimination. Choosing the correct category for your campaign is an important part of following Facebook's advertising policies.

Special Ad Categories

Audience & Targeting Restrictions For Special Ad Categories

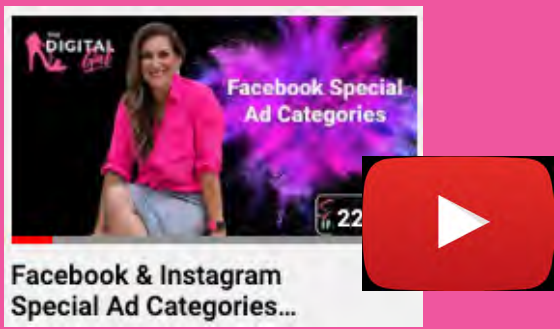
Locations:
You can target your ads to people by geographic location (such as country, region, state, province, city or congressional district), but not by ZIP code. Specific locations you select will include a 15-mile radius around that targeted city, address or pin-drop. For example, if you want to reach people in the city of Seattle, your audience will also include people within a 15-mile radius of Seattle's city center.

Age:
You can't edit this option. Audiences must include ages 18 through 65+.

Gender:
You can't edit this option. Audiences must include all genders.

Detailed Targeting:
Some demographic, behavior and interest options are unavailable. Excluding any detailed targeting selections is also unavailable.

Audience Expansion:
You can't use targeting expansion or lookalike expansion options if your campaign is part of a Special Ads Category.



Credit Opportunity:

Ads that promote or directly link to a credit opportunity, including but not limited to credit card offers, auto loans, personal or business loan services, mortgage loans and long-term financing. This also includes brand ads for credit cards, regardless of a specific offer.

Employment Opportunity:

Ads that promote or directly link to an employment opportunity, including but not limited to part- or full-time jobs, internships or professional certification programs. Related ads that fall within this category include promotions for job boards or fairs, aggregation services or ads detailing perks a company may provide, regardless of a specific job offer.

Housing Opportunity or Related Service:

Ads that promote or directly link to a housing opportunity or related service, including but not limited to listings for the sale or rental of a home or apartment, homeowners insurance, mortgage insurance, mortgage loans, housing repairs and home equity or appraisal services. This does not include ads designed to educate consumers or housing providers about their rights and responsibilities under fair housing laws.

Social Issues, Elections or Politics:

Ads made by, on behalf of, or about a candidate for public office, a political figure, a political party or advocates for the outcome of an election to public office. Or, about any election, referendum, or ballot initiative, including "go out and vote" election campaigns. Ads regulated as political advertising.

Social issues are sensitive topics that are heavily debated, may influence the outcome of an election or result in/relate to existing or proposed legislation. Ads about social issues seek to influence public opinion through discussion, debate or advocacy for or against important topics, like health and civil and social rights.

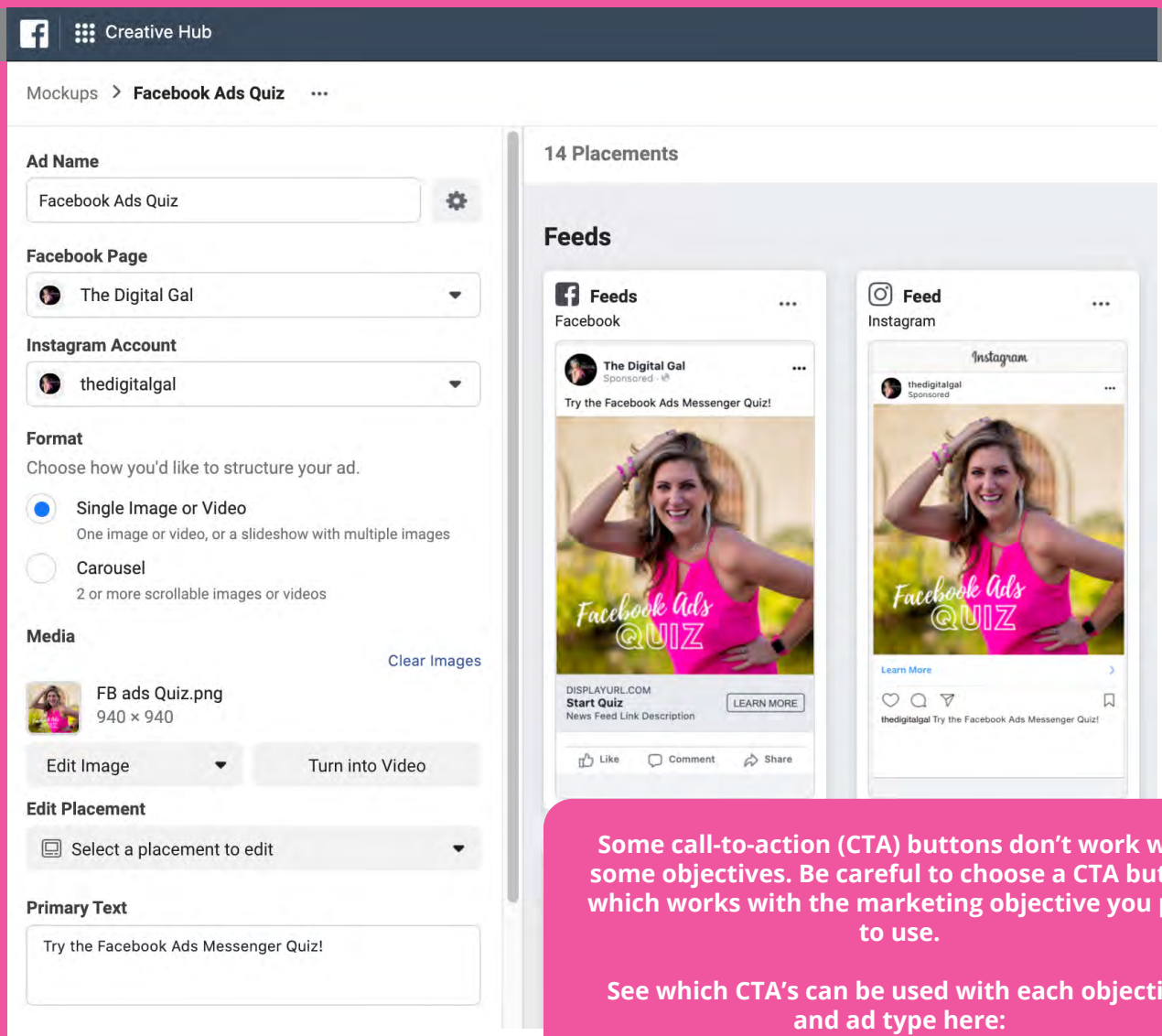
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NEW Creative Hub Mockups

Facebook Revamped the Creative Hub Mockups Tool!

See side-by-side previews of how your ad will look across every placement

Facebook's ads mockup tool has been around for a long time but it has recently had a face lift and has become infinitely more valuable for providing ad mockups to clients and importing mockups into Ads Manager.



Some call-to-action (CTA) buttons don't work with some objectives. Be careful to choose a CTA button which works with the marketing objective you plan to use.

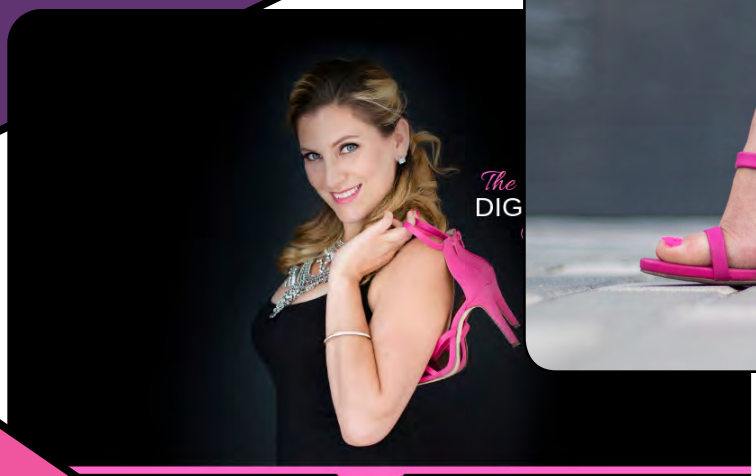
See which CTA's can be used with each objective and ad type here: https://www.facebook.com/business/ads-guide



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Learn Facebook Ads





FB ADS
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4 Week Facebook Ads Bootcamp included with your Swift Kick In The Ads Membership



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www.SwiftKickInTheAds.com