

Overview of the Ads Manager and Business Manager

Hello, hello. Welcome, welcome. I see Alice, Jennifer, Marissa, Nicole. Very nice to see you guys here. I know there's going to be some others jumping on. I know others are watching the recording. If you are watching the recording, welcome to you as well. This is going to be kind of a hybrid of just kind of talking about how Facebook ads and Business Manager and ads... I mean Ads Manager and Business Manager and everything like that all work together. We're kind of starting out with some basics for those of you who have just joined us recently.

Some of you may already have a good working knowledge of how Business Manager and Ads Manager work together. But I just wanted to be super clear on how you navigate and how you kind of get around so you kind of understand what you're looking at. Because that can be huge when setting things up. If you are working with clients that can also be really confusing as there's different access points for things.

And sometimes clients don't have their's setup the right way. You can kind of troubleshoot and it's kind of troubleshooting some of those issues. So welcome. Hi, Renee. Hi, Joanne. Hi... Who else has joined? Margie, great to see you guys here. So awesome. This is going to be all live demo. And it's going to be all very interactive. So please ask questions, please chime in, even if it's like kind of a specific result, a specific thing that happened to you or anything like that. Hi, Tiffany. Welcome, welcome.

And I know there'll be others popping in and joining us, this is being recorded. And I'm going to just... Actually, I'm just going to go through and show you a couple things in the course. And kind of make sure people know where things are at with some of these. This is, like I mentioned, kind of a hybrid of... Nope, not this part, the Ads Manager, and there's kind of this intro section. But this overview here is a little bit of a tour. So that's a little bit of a live demo, and if you are still needing some help with things that could be a place to go. And then in the Business Manager here, there is an overview that's more of a presentation. And we're going to kind of go into again, this sort of live demo type of thing, and there's some more information just about Business Managers. We got a question. Awesome.

Oh, Jennifer, thank you. Were you the one last week you even told me, I am looking at the... I'm looking at it right over here. It's visible to me. Thank you. So here it is, the Business Manager section, we're just write in there. And if you navigate up to this intro section, I do a live demo over here as well. And those are great for additional information if you need additional help. But I'm also here to help you if you have any questions about getting some somewhere, how things are tied together, how things might be shared together, too, because that can be kind of confusing as well.

Let's get into first of all the Ads Manager and talk about... Oh, actually, and also talk about Business Suite. I don't even know if I can force mine to do Business Suite because the Business Suite is... Oh you know what? I know who has it. Let me just see if they have it. The Business Suite is a layer that is happening on top of Facebook ads. And so sometimes if you go into your page, and you go into the ad

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center over here, it'll take you to this sort of demo of some of the posts you boosted or something like that.

And actually there's... Oh, no, it's not even here. Oh, yeah. There's a little tiny link that says, "See more details in Ads Manager," and sometimes it forces you into the Business Suite area. And that's not where you want to be. You want to be in this section. And then kind of an interesting... Yeah, so then it's kind of interesting when I just did that from that page it took me into Ads Manager. But you notice there's no ads running. And we actually are running ads for this client.

But what happened is, I'm going to blow up my screen a little bit. What you have to look at is the fact that this Ads Manager campaign is the wrong name. Even though I said in this Facebook page, go see more details in Ads Manager, it actually takes me to the wrong Ads Manager. So that's always a problem with Facebook. You have to make sure that you're navigating to the correct Ads Manager here by pulling down this campaign. And the kind of other interesting thing is it's showing me some. Some Ads Managers that I'm a part of, and this is actually the one that's connected to that. But I also have more in a different section.

Again, this is kind of a function of how the Business Manager sometimes has the connection. If I were to go into Carly Mayer's Ads Manager, which is the Mayer Team, and she has her ads running in Carly Mayer, and then we can see some of the active campaigns that she's got in there. And then now we're in Ads Manager, and we're just working in Ads Manager like we normally would. But we always have to pay attention to what's up here.

Now, the other thing that happens is that we've got some different indications about how we're working. When I'm in this Ads Manager, I am connected in as my personal account, they added me into their personal ads account because I've been working with him a long time, that was a long time ago, before Business Manager was even a thing. So that kind of gives me an indication of how I'm connected into their Ads Manager.

If I were to go into a different... Let's go into my own Ads Manager. Now I'm in my Ads Manager. And now I can see that the icon here is showing my Business Manager account. It's Andrea Vahl Inc. Is the name of my Business Manager. And what makes this sort of confusing, is that you can have a Business Manager name, that's possibly named the same thing as your Ads Manager and your Facebook page. So that's why I actually have different pictures for both of those, because then I can easily see, my Business Manager has a different picture than my personal account, and my page. So now it's really clear to me.

Now you wouldn't necessarily want to have that if you're branding for... Well, people aren't seeing the Business Manager picture, but I like keeping the Business Manager picture a little bit different so I can tell what it is right away. Let's talk about when we go to... the Business Manager is the umbrella that goes over the Ads Manager and the page. And you can connect into Business Managers in different ways, you can connect Business Manager to Business Manager. You can be added into someone's Business Manager as a personal profile. Or you can... What's the other way? Or you can just have the page... Yeah. So no, that's really the two ways, there's just two ways.

Yeah, so those are the ways. When I go to business.facebook.com, I happen to see all these different Business Managers. But I've been added into these Business Managers as my personal profile. And you can see here, sometimes there's reasons why I had to be added into the Business Managers, my

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personal profile, you can see here under my own ad account, under my own Business Manager, I have 41 ad accounts under there. And that's because I switched connecting into my clients' ad accounts, through my own Business Manager as a partner. And so now that's the partner integration.

These are some Business Managers, but mostly I'm working within my own Business Manager and connecting that way. You can kind of see how many ad accounts they have, and for some reason this one isn't showing. I don't know why. Some of them aren't showing. Interesting, I don't know why that would be. But what I would do to... Yeah, so if I go into the Business Manager itself, typically you get thrown into the business settings area, in the business settings area... Actually, you know what, I think you get thrown into a different way. Let me just look real quick.

Oh yeah, no, you actually see all the ad accounts. That's right. I see all the ad accounts and the pages that I'm connected into, and then I can go into the business settings. So let me just see. There's a question. Jennifer's asking, "Do you think it's a matter to clean them up if you've been added as employee instead of a partner?" And yeah, actually, if you have been added in as an employee, I'm actually recommending that people do get added in as a partner as well.

And it's because it's a safeguard thing. This happened to me, I don't know, ended last year where my personal ad account got disabled. And when that happened, I couldn't then work on my client's accounts at all, when I was added as an employee, because my personal ad account was disabled. Since that happened, I went back to those clients, most of those clients, some of them couldn't... There was a reason why we couldn't add me as a partner. But most of them, I've now been added also as a partner, so that I have access to ways. And I could actually maybe even disconnect myself, I don't know, I don't want to do that.

But it is a good idea to be added as a partner, because then you can have backup profiles or backup people on your team in your Business Manager that then can have access to those ad accounts and are signed access. When I start working with a client, I always like to add them in as a partner and then give at least three people on my team access to their page and their ad account. That there's always backup people who can work on the ad account if needed. And if you are just a... No, do we have a hand raised? Let me just see, I don't even know how to work hands on this thing. No, maybe not. Okay, someone put their hand down, good. Good, because I don't know how to work it.

This is the view here. And then we've got pages and add accounts. Now if you are working for your own business, that's awesome, you should then just see the ad account and the page in here, that's what you'll typically see. Let me just go into one that has... Actually, let's just go back. For example, if we go into... Let's go into this one.

In this account, we've got just the one page, or the one ad account and the one page. That's the view you'll typically see if you're just working on your own. One thing that you might consider if you are working on your own account is having a backup ad account. And that might be a good idea just because Facebook can shut things down. And once they do shut it down there's not much you can do. Sometimes they shut down the backup ad account too.

But it's a good idea to possibly look at creating a backup ad account. And for some of my big clients we have that. We make sure that we always got the pixels reconnected so that we're being super safe if something gets shut down for some odd reason. Let me just show you how you add accounts into your

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Business Manager and how you make sure that you've got both your ad account and your page in here because again, we want... This needs to be the umbrella where both the assets are. And then you go into the ad account or go into the page to work on that, and then everything looks the same once you're in there. This is just kind of the back end area.

If we go into the business tools, and we scroll all the way down to our business info. Where is it? Did I lose it? No, maybe it's just under business settings. Sorry. It's under business settings first. We scroll into business settings and then we go into business info down here. Oh no. It's not business info. If we go into the settings area, and then we go into pages and add accounts, and that's where we're adding those in.

In the ad account area, let's just talk about that. If you don't have your ad account in your Business Manager yet, let me just talk about how you port that in there and bring that in there. Because it does need to be in your Business Manager in order to do things like domain verification and setting up your events. And being able to run ads to your customer lists, and things like that. Let me just see the questions here. Oh, how many... Katie's asking, How much... Oh, yeah. How many ad accounts can you add to your Business Manager?

It depends. Sometimes they say that you can only add one. Sometimes it says two, sometimes you have a limit of five. Facebook kind of changes that. And you can actually see how many ad accounts you are able to add in your business info area. If we look at business info, and we can see this ad creation limit right here. You could say, "Oh, I know, we can create two more backup accounts if we needed to." But to Renee's point, Renee, is asking "How much do you need to be spending on your backup ad account? Or do you just let it sit there until you need to start advertising on it?"

That's a great question. Because I have had dormant accounts shut down. You want to periodically be spending a little bit of money, there's no specific set amount. I've had backup accounts that haven't gotten shut down for dormant activity, or no activity, and then others that have. I would say even just doing a boosted post every once in a while, and when you boost a post, you can choose which ad account it goes to, that might be a good way to do it. Just spend \$25 every couple months or something like that. That might be a good solution.

And Renee is also asking the page can be managed by multiple ad accounts. That is correct. So that is a big confusing point for a lot of people, is they think the ad account is tied to the page. And it isn't. The ad account can advertise lots of pages, or a page can be advertised by different ad accounts as long you're an admin of in the page on the ad account. Like I could go and advertise my own page on a client's ad account right now. Hey, that's a really good idea. I know. I'm just joking.

They're very separate. And what happens is, if you look actually, when I go to... Say I'm even just on this, the Mayer Team page right now. If I go to advertise something right here, like say, I was going to boost this post here. I wouldn't do that, because it doesn't really go anywhere. But once I'm in here to boost the post, I've got this ad account, and then I can choose any ad account to boost it from. And they're not tied together, you just have to be the admin of the page on the ad account to be able to run that.

Let's go back to the ad accounts area. In the business settings, you can see how many ad accounts you could create. And if I was in the ad accounts area, and say I wanted to... Say I didn't have an ad account here. Well, actually let's do a couple things. Oh, I'm not a full... Let me just go here. Actually, let me just

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do this in my own, I get nervous doing it someone else's. If I were going to add an Ad Account here, let me just actually see how many I have here. I can add five here. I don't think I've added that many. Well, I've got a few.

If I were going to add an ad account, to my Business Manager. If you don't have an ad account yet, you would be just adding an ad account and you would go out and you would... Well, let's see. Let me just back up. Sometimes people have ad accounts that they don't even realize they've advertised on. Say you've ever boosted a post, or you've ever done anything on Facebook ads. Facebook has created an ad account for you. And sometimes that ad account is tied more to your personal profile. And it's not in a Business Manager at all.

When I'm working with clients and they're not sure where their ad account is, or it's not in their Business Manager, we try and go find it. And you can do this the same, even if you're not working with clients, and you don't know if you have a Business Manager. I usually just go to facebook.com/AdsManager. And that will typically take you into the more personal profile Ads Manager. And you can see that that's what it does, I have an Ads Manager that's tied to my personal profile. And if I had ads running there, and I wanted to port that into and bring that into my Business Manager, so that it could have the access and do things like run customer list ads, and have domain verification, and stuff like that.

What I would do is, I'd go and find this particular ad account ID. And the easiest way I find to find it is up in the URL area, it also can be here. It also could be in your ad settings area. And then I go and copy this ads ID, and I would come over to the business settings. And I would add that particular ad account, I would add it as my claimed personal ad account into this Business Manager. And you have to be very careful when you're doing that. Because once you add it that way where you're claiming it and adding it in this first drop down, you can't get it out of that Business Manager.

Never do that that way for a client business account. But if it's a Business Manager, that is all owned by one business, for sure, if you want that ad account to be in that Business Manager, that's the way you would do it. Now if I wanted to create a new ad account, I would then, if I had never advertised before, if I'm starting from scratch, or I'm creating a new Business Manager, I don't want anything to do with that old previous Ads Manager I had before, I just want to start totally fresh, I would create a new as account. And I could name it... This one I might name Andrea's backup account or something like that, select the information there. And I would create that new ad account.

And then that particular ad account would have its own pixel. And that is something that is sort of tied to the ad account in a little bit of a way, the pixel. When you go to create a pixel, it's created in that Ads Manager. And that's the important thing. Because if you have a website where you've added a pixel, you want to find out which ad account that pixel is coming from. That that pixel and that ad account work together.

Because if you have a pixel on your website, that's not in the ad account that you're using, the data isn't going to track in the Ads Manager. You want to make sure that it's all connected, there are things you can do to do things like sharing pixels and stuff like that that is a little more complicated, and kind of happens on a case by case basis, where if I see a client doesn't have access to their website anymore, but we have to advertise on this whatever it can be. There can be weird reasons, you need to share pixels and try and get the pixels to match up. But it is typically tied to an ad account for the pixel.

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That's like adding an ad account into here. If you don't have your page in your Business Manager yet, you would then go in here and add the page here. And again, you would be able to easily do that. As long as you're the admin of that page, you can add that page into this Business Manager. One thing to note is that Business Managers also own a page. If I go into my own Facebook page, I can see that my Business Manager is the owner of my page.

This is the back end of my Facebook page; I just went directly there. And I go to the page roles. And I can see that the owner of my page is my Business Manager with that older picture of me, way back then. And then I can get the ID number. Now if another Business Manager owns a page, you have to go and try and find that Business Manager to release the page so that the right Business Manager can own it. And that can happen. You can release pages and shift the ownership there. You can't release ad accounts. Getting the setup right is kind of important there.

Let me see what else I wanted to cover with the business settings. Yeah, so the other thing that you'll notice is that when you have the different ad accounts. Actually, I have a disabled ad account right there. That is one that was disabled for no reason. I've got backups. You can see that I've got different people that have access to the ad account. And this is the other thing to note about Business Managers is that when you're working with the page, or the ad account by itself, you're giving people individual access to the admin capabilities in the back end.

But when you port everything into the Business Manager, now, it's a great idea to give people access from the Business Manager. And I want to show you one quick thing that's kind of interesting. I have some people that have access, like for example, Clive has access to my page from a long time ago. And I trust Clive, so I like to keep this as an illustration. But I gave him access to do some work in my page. He doesn't actually show up in my page itself.

Oh, wrong one. Yeah. Andrea Vahl... If I look here, I don't see Clive as having access? Oh, yeah, he is in there. Actually, now it's showing up. You can see he's not in my business account. And neither is Laura, they have access to my page. And if I wanted to remove them, I would have to... Oh, no, I could remove them from here. That used to not be able to happen. That's good to know. But yeah, this used to not show you used to have like hidden people that you couldn't see in there.

But the thing you have to do going forward, once you start using the Business Manager is you have to put people into your Business Manager. And then you assign them assets to the different things in your Business Manager. I can have people in here and then when I click on the people I can see what access they have in here. And then I can also have partners in here. And that is they... When you see all the partners with this is, you can see that they've shared X things with me and I've shared things with them. And let me just double check and see, I think there's more chats here.

Okay, so Katie is asking... Okay, Katie's asking "If I were to manage a page, I would want to request it, not add it to your Business Manager." That's correct. Katie, there are two ways to get access to someone's page when you're working on a page. I could from my Business Manager, say that I want to request access to a certain page. And then I'm kind of requesting it from my Business Manager to their page directly. And they would have to go into the back end of their page to then grant me access, my Business Manager access, to work on their page.

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The other way to do it is through partners, where I would then say if I were to go into... There are a couple ways to do this as well, this is why it's so confusing. If I were to access another... If I had a client I was going to work with and I would see if they had the Business Manager. And I would have them go into their Business Manager and request to work on, or to give me access to my Business Manager and assign access to me there.

I could also go into the partner area. And I could say ask a partner to share their assets. I could do it that way. I do it the other way. And I walk them through it because I just feel like it's slightly less confusing, but it's all confusing. If I were to add a partner to request access to their assets, I would have to know their Business Manager ID. And sometimes it's just like... Sometimes I need to see what they have in their back end to make sure that they can give me the right access anyway. Because sometimes clients only have a page in their Business Manager and their ad manager is hanging outside of their Business Manager, and we have to port it in. That's kind of some of the confusing things. You want to see both the page and the Ads Manager both in that Business Manager.

But I could say if I needed to work on a client's page, I could go and request access this way, where I click the pages, and then I said request access to a page. I would put their page name in there. And what they would have to do is go into the back end of their page manager into page roles. And they would see that there was a request from me, from my Business Manager to work on their page. And that's what it would look like to them.

And that would also happen the same way for the Ads Manager. Again, if you're working on a client's Ads Manager, you need both page and, Ads Manager access to steps for that. And then Katie's asking, "Do I have to grant or get access to someone's pixel to, or just add the accounts and pages?" That can depend a little bit, typically, I find that I just have to get access to the ad account and the pages, and the pixel is already in there. I've had a couple of clients had their pixel outside their Business Manager in a real kind of funky way. And then I've also been struggling with creating the events and stuff like that, because the events, if you're with the new Facebook iOS issue we can manage events and domains. It's a little bit harder, and they have to give you that access kind of separately. I'm actually trying to stay out of that piece as much as possible and configure it with the client and then that way... But I don't know what's best on that yet.

Okay, so let's see if there's any other questions. Oh, yeah. Then, in terms of the... A couple of the things in the Business Manager, so again, we were requesting access to the page. Once you have the people in there, you've given them the right assets. And if you've got partners, if you've connecting to a client as a Business Manager to Business Manager, you would connect possibly as the partner. Then you've got the pages in here. When a partner gives me access to their page and ad account, then I have to actually go into my Business Manager and give myself access to them to me. have to give myself... It's getting confusing. Once if, once I give my Business Manager access, I have to then go in and assign my personal profile access to their page and their ad account. I'll go in and check and see that they've given me access here. And then I will click on their name.

For example, I don't think they... Do they all have them? Oh yeah, I guess they do. If I needed to give someone else access on my team to this account, I would just add people here, and make sure that they had the right access to work on it. And that can be confusing, too. Because say Christina needed access to publish content, I would then assign her access. And she would get a little notification that she was...

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Or no, would she get a notification? Yeah, she would. I think she would get a notification that she's been given access. She may have to just check on that in the business settings.

Let me just see if there's other questions. Okay. No, that's right. That's questions. Let me see if there's chat questions. It's so confusing, because there's chat questions, and then there's regular questions. Okay, so I missed a couple of other chat questions. Sorry about that. Marissa, I had the questions open and the chat was hidden. Yeah, so Nicole is saying if you want to add the client account, you would go about it by you would just request access, or you would go in and do the partner setup.

When I walk a client through. And this is actually in the instructions that I have in the course about Business Manager partner access. It gives the client instructions about going into this partners area. And you say add, and you would say, give a partner access to your assets. And then I give my client my business ID. And then I go in, and then I tell them to make sure that they are giving me page access and ad account access. That's the thing.

And it's just ability to create ads on their page and ability to create ads in their Ads Manager. They add the partner is the one step. And they add my Business Manager ID, I give them my Business Manager ID, which is up here in the URL, or you can also find that in the business info area. And then once they do that, they would then assign page an ad account to me. And then Marissa is asking... Uploading. I think something about it's happening to you. And that was 10 minutes ago, sorry, sorry Marissa.

Going through a long process of uploading documents in my ID to get access. Yeah, that can be challenging. And so having backup ways to get access is good. Nicole is asking "When you create a backup account, do you tag the website with two separate pixels?" You can do it a couple different ways. One, is you could tag the ad... Or have the page have two separate pixels on it. Or you could do a pixel sharing between the accounts.

And that's something... I don't know which one is really better. I think that it depends on... I've had clients who do it both ways. I actually just do the pixel sharing on mine, where I've got the one pixel on my website, and then it shared with the other ad account. And you do want to do that ahead of time. Because with that, then if the ad account gets shut down, there's nothing you can really do with it. It's pretty much locked. So here's how you would go into the data sources. And you would go to the pixels. And you would say Andrea Vahl's pixel, and then you would go into the... Oh you know what? Is this not shared with the other ad account?

I'm sharing it right now. Okay, good. I'm sharing it with the other... One ad account is shut down. I need to rename it. it's clear to me. But you can connect those assets. I've got that is connected. And then yes. That's how you would connect, it's really in this connected assets area. And then when I go into that ad account, I can then select which pixel that I will use in the ad itself. If you've got multiple pixels shared into your ad account, you can select those from a drop down. That's the thing there. Alice says, "I'm configuring with a client next week, watching this webinar multiple times." Yeah, it's confusing.

And actually, Alice, the other thing that is helpful is in the Business Manager... I think I have this, let me find it. Because this I'll show you where the documents are to give instructions to add people as a... Yeah, here it is. So right in here in this overview section, the instructions in the bonuses and stuff of how to add your Business Manager as a partner. And then I talk about it a little bit there. But then it's this.... Yeah, there's also requesting access into the clients Business Manager this way. There are multiple ways

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to do it. And it depends on if they have the Business Manager or not. And actually, right at the end of this presentation, is where I show...

Oh, yeah, this kind of guide here. Oops, let me pause it there. It shows the preferred method where I say do you both have it, have them add you as a partner under the business settings and you would use that particular set of instructions there. I hope that's helpful. Okay, so let's see. Okay, Jennifer, yeah, so Jennifer's asking, "When you add your employees to the Business Manager, can you invite them via their business email?" Yeah, you can.

And it's kind of weird. The way it works is it used to be really separate, you can add them as their business email, they'll still see everything through the regular login. That's what's kind of confusing to me. But yeah, they do use their personal Facebook to set everything up. But you can invite them with their business, email. used to be a little more separate where you had really separate logins. But now you don't anymore.

Marissa was asking about that Business Manager access. That's what you were saying down there. Yeah, it's huge. Okay, so let's go back to... Let me just now see if there's any... There was Q&A and chat. Okay, so great. I think I've answered all the questions so far. So now let's just take a look at a couple other things here, and I want to just highlight a couple things in the settings area, because I think it can be kind of confusing here. The payment methods that's here is not really always the payment method that's on your ads account. Make sure you go into the ads account to take a look at. For example, I'm in my ads account. I've got different ads settings here. There are business settings here. And then there's ads manager settings and billing. Where did you go?

Oh, I guess it's just under billing. If I go under billing, then I see the payment activity here that's showing up here the payment method I have. So yeah, one other thing that is a question that comes up a lot is that sometimes you wonder like, "Hey, I got a bill. It's like March 31. And I got a bill, but I haven't been advertising since early March." Facebook bills in two different ways, they bill based on a threshold. And then also if the threshold isn't met, they bill at the end of the month.

It's kind of scary sometimes to say, "Hey, oh, my gosh, are my ads running?" I haven't been advertising for three weeks, and I just got a bill. But it's because it's the end of the month that happens. That's a question that comes up for people and for clients as well.

And just to kind of giving a little tour. I didn't do as much of a tour of the Ads Manager this time. But if I'm looking at lifetime ads here, then I'm looking at that, I can... Big thing here is the date range, that happens where people don't see data, and then they're looking at the wrong date range. Oh, the Resource Center, I want to just touch on the Resource Center a little bit. Because so the Resource Center is new. And that is something that's coming because of the Apple iOS changes. And typically, what they're saying is that these tasks haven't been completed. Now I've actually done these tasks, but I haven't checked them off. I did review which events can be sent through my pixel. It's just not saying that I've completed it here.

I did like, say that I've completed the attribution window. I did check that off. But because I didn't actually check this off, it's saying that it's not done. This is just like some details about things that are changing. I have more training in the course. And I'm going to be doing more training on the API coming up here, too. But that's a new tab that's sort of recent here. Then we got the campaigns, ad sets and

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ads. You want to be paying attention to which view you're looking at so you understand. Because like I've got multiple ad sets under all the campaigns, if I just am looking this way, it's lots and lots of data. If I were going to say, filter and click on this one now I'm just seeing the only two ad sets that are running under that particular campaign.

Let me see what else is new. Yeah, so Jennifer's asking, "When you add billing to your Business Manager." I don't know exactly what that assigns to. I don't, I have been confused about that for a long time. I'm like, there's just no reason this billing is here. I don't get it. And then when the iOS change is happening, that is the magic question. I have had people saying it's already happening. I've heard that they're not going to even push it through. I mean, all kinds of crazy stuff. I think it's going to happen soon. I don't totally know; it was supposed to originally happen in January.

I'm just trying to prepare as much as possible. And then we'll see what actually ends up happening with that. I did hear that they are not... I heard from someone who said that they heard directly from Facebook, that even though they're warning that they're going to turn events off, they're not actually... That they're going to turn ads off, that they aren't going to actually turn ads off right away. I know that... I think it was someone in the group was just recently talking about that. And who was it? I will look that up. But I heard that they weren't. But again, maybe they are?

Oh, yes, this is a great question, Katie, let me just get to that. Anyway, just to kind of drill down on the... Just kind of talk about the... There's more demo in the Ads Manager section. But if I was going to drill down on this, now, I'm just filtering my view into the only two ads sets that are running under that particular campaign. Let me pick a different one, because let's do this one. Under this one, I had multiple ad sets running under this campaign, I was doing some different things with targeting and breaking out the different placements there. And then if I were to drill deeper into one of those, then I would see the different ads that are running under that particular ad set.

It's always important to know how you're looking at things, I always check the timeline, I check which tab I'm on. And then you've got some indications of how you're looking at that particular Ads Manager. That's one of the things there's more things around the editing, there's lots of different ways you can edit things. Like if I click this little... I can click the pencil icon over here, I can click this icon, there's an edit under here, lots of ways to do things.

This is an actual I was using this ad set creative with a post ID, so I can't really edit it because it's another post. I was funneling all of the social proof into one post with the ad creative using the post ID. Katie is asking a very important question, because this is huge. Clients and people, lots of people are hearing this, Facebook's making this announcement that the analytics are going away. That does not mean this data here, this section of the Facebook Ads Manager is not the analytics. The analytics, and the insights is a whole different thing. The insights are on your Facebook page. This is the Ads Manager data here. And the analytics are actually this very seldom used product that are within Ads Manager that you access that no one uses, that you access right here.

This is the analytics section that is going away. And if we look at that, it's a whole different area. It's a whole different thing. And it was a way that you could tie different things together. I could tie my pixel data with my page and then and then with my ad account, and I could see all the data away. Oh, actually it is already through. It's already attached with my pixel sorry. I could then see the data going between my page and my pixel. And then I would get more information, but a lot of people never use this

FB Advertising

— Secrets —

This is the section that's going away. And this showed things like I could see revenue. And the revenue was only tracked based on how you were setting it up with your stuff. So, if you didn't have the revenue set up properly, it wasn't tracking properly because this is not tracking all my revenue. And I could see like other things like active users, lifetime paying users revenue right here. Purchased... People were not using this at all. And it's unfortunate because it's kind of got some cool data in it. And I've dove into it before and I've kind of looked at it and kind of found some cool things.

Because you can do things let's look at the activity, you can set up funnels, I could set up funnels to see... I set up some purchase funnels on the phone, and I could see that. There's like this thing called cohorts, which means that people are assisting and kind of having assisted sales and stuff like that. Percentiles was kind of interesting, too. But that was what percentage of people are viewing your page and then making purchases. It was data that was combined between your page and your pixel. The organic data, that is in your insights area of your page. Let me go back to here. Page Settings. Oh, let's go back up here. Oh, no. It's in here. This data, this insights, my page is too big.

Let me take this down a notch. There it is, insights, this data is not going away. This is all going to stay. It's this weird analytics data that no one ever accessed that lived in your Ads Manager, not the Ads Manager data or anything like that. You can explain peep to people that this data is just fine. Your Ads Manager data is going to be fine. It's this weird combo data that's going away.

All right. Oh, yeah. Oh, Katie is saying... Katie's given the same thing. And the other thing is your clients' ad account is... Oh, wait, no you have that on both things. Yeah, that's right. Sorry. I'm losing the things. Yeah, so ad analytics and insights are... Yeah, not the insights between there. Okay, cool. All right.

Yes, so hopefully, that's helpful. And that's really... I mean, there's lots more... If you need more of a tour of the Ads Manager, check out that tour that's in the course. If you need more of a tour of the Business Manager, check out the Business Manager tour. This is kind of a combo tour here. And just also to answer your questions live. So awesome.

I think if there are no other questions, I will... Oh, yeah. Yeah, Katie. Yeah, he saw it. I know, I had chat and Q&A going here. If there are no other questions, we'll close this up. And then also, if you are watching the replay, and have questions, feel free to just put that in the group, and I can answer questions there, too. Awesome. Thank you, guys. This was fun. Good to see you. Thank for being here live. I appreciate your time. I appreciate you guys. And I appreciate all of you guys who are watching this on recording as well. I know we can't all make it live. And thank you for taking time out of your day. And I will see you guys next week. All right. Bye, guys.