

Reports—Troubleshooting, Viewing, Creating

Welcome, welcome. Today we're going to be talking about Facebook ad reports in the reporting area to kind of go through some of the things, you can do and see in there.

All right. Oh, actually, you know what before we get started, I am going to mention that we are going to do something similar to what we've done in the past where I'm going to be breaking this into two sections. We'll be having the slides at the beginning, and then I'm going to go into a live demo for the second part. I'm going to kind of wrap it up with the end of the slides and then it's going to be cut into two parts so that it's a little bit more digestible when people are looking at the recording. All right, with that, I'm going to re-welcome everyone.

Welcome, everyone. We are going to be talking about Facebook ad reports in this section, if you are tuning in live and have a question, I'll try and get to those questions as we go. But I may just wait till the end, and we'll hit the questions then.

Let me now get back to the part where I can advance my slides. Here's what you'll learn, we're going to be talking about setting up Facebook ad reports, understanding the Facebook ad reports, the inspect button, more data that is there available, and some key numbers to watch. And as usual, a lot of this overlaps with some of the other content that's in the course. In other parts, we dive a little deeper into certain sections. There is a whole section about Facebook ad analytics, that covers the inspect area a little bit more deeply and also just kind of trends and things like that.

Let's talk about setting up Facebook ad reports. And really this is the key to your success and understanding exactly what's going on with your Facebook ads. But you have to know the progression people have and you have to display that information that matches the progression and make sure the pixel and things are tracking along with you so that you can tell what's happening.

One of the big things that I happen to people is that the numbers don't match what they think they would. And a lot of times that's due to the date range is set incorrectly. Sometimes when you jump back into the reporting area, it defaults to a date range that isn't the one you want to watch. Maybe it's the last one you had before you exited out. So definitely pay attention to the date range.

You also really need to watch the different levels. And I see that happening a lot with people who are early into Facebook ads, they don't realize that there are different levels that you can drill down into, to see what's happening at the ad level for example. And then of course the menu button is up there in the upper left and that is where you navigate to other parts. But this is kind of the main section that we're going to be talking about.

I always switch my view to start out with performance and clicks. The default column view in the reporting area is performance and that really narrows down the data that you are looking at. It's like very minimal information that it shows you at the default level. You can select performance and clicks and then you can move down to the bottom of this scroll bar here in the column's area, and then set it as your default.

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Now, Facebook doesn't always keep that default, it oftentimes reverts back to something random. You may have to come in and just adjust that column view again. And really, these days, I'm setting up these customized columns every single time because I want to see the right data in the right order and that is really the key. And also, sometimes I want to see the data differently. So, maybe it's like, one I'm really focusing on the ROAS others I might be watching the whole funnel. That's kind of what I'm doing, is just going in and customizing the columns here. And then going down to like standard events or if you do happen to have custom conversions for your ads, you'll need to add those in as well and then check the right boxes that you need.

And this is actually, if I'm doing a campaign where there are leads and then there are purchases, this is actually a view I'm using often. Is the same, this leads where I've got cost per lead and then purchases and cost per purchase and then also ROAS in there. And a lot of times, I'm just X-ing out a lot of the data on the right, and we'll see this in the live demo that I'm going to also do. I'll show you kind of the data that I'm X-ing out and not really using or paying attention to.

The other thing you want to do that I like doing is dragging and dropping and rearranging the columns so that I'm seeing the most important stuff right away. I'm seeing that data that's most important to me, in that smaller view window that you get when you look at there and then you might have to scroll right if you want to see other data there. And sometimes I'm just removing things that I just never look at. And then you can save and name your report.

Once you customize the columns, they're not going to save. I save that column format and I title that report. For example, it might be leads purchase and ROAS. It might be something different if it's a different view. And the important thing also to realize is that if you do are working with clients, that column preset isn't available, it's only available in your own ads manager that you're looking at. They would have to recreate that column preset in order to see that same data. You can share the link with them and then they'll see it the way you see it. But a lot of times they would have to recreate that column preset, so that they're seeing the data in that way.

The other thing that's available is the breakdown reports and this is really helpful when you have like, if you want to drill down and see what age range is really converting better. Or what gender or what country if you have multiple countries or what placement. There are times where I'm doing multiple placements especially with retargeting ads, where we have a small audience and I want to reach them wherever they are and they're a warm audience. I am oftentimes doing all placements on those ads, so that they're just getting seen as much as possible, especially if it's a short window of timeframe.

And you can see here that one of the campaigns I had, I just broke it down by platform. And I could see between Facebook, Instagram and messenger, the Instagram placement only had one sale in this case, but the ROAS was really high. And I might be interested in then breaking out those placements into two campaigns where I could control or two ad sets really. Where I could then control the budget for each of those placements and really be able to see that super clearly and be able to turn one of those placements off if it wasn't performing as well. That was definitely something that came that was interesting out of analyzing this data here on this campaign.

Understanding Facebook ad reports, let's just get into some super quick definitions around some of the things that we're looking at. And the definition that cost per click is really, and actually, that's just not a bid. Actually, that's where ... I think this must have been from a different slide deck. Ah, so weird. Cost

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per click is really, and I'm going to highlight this in the demo. But you got cost per click on the whole ad itself and cost per link click.

If you're trying to drive traffic to a website, I'm usually only looking at cost per link click in that case. Cost per click on an ad could be they clicked on the like button, or they clicked on the comment's area, or something like that. And it's still breaking down what that cost per click is on that ad. And in general, of course, low cost per clicks are great, but I really want people to click over to the website and I want to kind of get them on that next step of the journey.

One thing that people get mistaken about is that the ads in Facebook are typically all bid in a cost per 1000 impressions. And Facebook is then just doing the calculation of how many clicks did you get versus what it cost to see those 1000 impressions and it's really just math at that point. You're not restricted or telling Facebook that I only want to pay when someone clicks on a link. It's a little different there, it's typically more. A lot of the things you see in the report's area is more just math. And it's up to us to be able to make sure that we understand what we're telling Facebook is a lead or a purchase or things like that, or really understanding some of these numbers.

Click through rate, again, it's what percentage of people clicked on your ad, reach the number of people who saw your ad and then the impressions is the number of times your ad was on screen. People always ask is reach or impressions better? And reach I think is more, I like looking more at reach, because it really is the number of people, and that those people could have seen your ad multiple times, which inflates the impressions there. I'm always kind of paying a little more attention to reach. Frequency average times people saw your ad and that's average.

Some people might see your ad six times, some people might just see it once, the average is great in between there. So that's whatever that math works out to be. And then landing page views is really about making sure that people actually get to the page, because they can click on your ad link clicks, is that they're clicking on your ad to get over to your page. If your page takes a long time for it to load there might be a lot less actual landing page views, because they're hitting the back button before they even get there.

If you're seeing high link clicks, and low landing page views, it's time to think about speeding up your site. Some other definitions website leads are using the lead pixel standard event and that's where you're directing someone to a website off of Facebook, and that is based on that conversion ad and we're getting website leads at that point. There's also on Facebook leads, which are the lead generation ad, which has that pop up. So those are the two different types of lead things that you might see in there.

The purchase value, this is one thing that I like to kind of make sure people realize is available, is that the purchase value is actually the total sales numbers. If you have the purchase pixel installed, you need to make sure that there are values with that purchase pixel encoded in there. If you're using something like Shopify or BigCommerce or something like that, or another type of like thrive cart even does it. If you're using one of those cart systems, then they will typically have the purchase value included and send that value back to Facebook, so then we can actually calculate ROAS, return on ad spend.

That is a great number to be tracking and people, more and more as people are getting a little bit savvy, had more and more clients actually really wanting to track the return on ad spend, not just the cost per

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purchase. Cost per purchase is interesting but if you've got several different types of products, you want to still make sure that that's profitable.

And here's an example of the purchase conversion value. If we've got like, so for example, we've got 93 purchases in this case, looking at the bottom number there, the cost per purchase is \$29.59 on average. But it totals out to be 10,000 almost \$11,000, in actual sales, that's what we're looking at. The client knows, hey, we spent this much, we made this much on sales and the ROAS technically calculates that, right? It's calculating like for this case, it's almost four times than what we put in, is what we got out. It's just sometimes helpful in also in troubleshooting, because I'll show you something in the demo as well, where you can see that something is a little off in the numbers, and we're not getting the right numbers that are tracking there.

Nicole's asking what type of product this is? This is an online course. Its online course for kids. It's for chemistry, not chemistry, but biology and it's science classes for kids, basically. And it's awesome. If you have questions about definitions, a lot of times the definitions are just they're available. If you just mouse over things, you'll see the definition and that can help. You can also use the help button and there might be more information there as well.

I also want to make sure people realize that the boosted post data is also in the ad's manager. And this is super helpful. A lot of times if a client or if you or anyone has done a boosted post in the past, you can really kind of add in more information about the purchases, the add to cart, the other things in there to compare that data to something like a conversion ad that is much more optimized. This one doesn't exactly show it but we can see like the cost per landing page view, the cost, and you can see it in the same type of setting that you see the other ads in.

Now you're really being able to compare, hey, how's our boosted posts doing and you can show people, hey, our boosted posts are really not yielding any results. It might look good in the stats in another way but it's really not getting us to that end result that we want to see. So now let's start with the inspect button and the inspect button is something that a lot of people don't really see or use or know about and this is at the ad set level. And what you have to do is you check one of the ad sets that you want to look at and then you use that little kind of magnifying glass, and you can see more information.

What I like to look at are things like audience saturation, possibly competition, I like to see first time impression ratio. And I dive much deeper into the inspect button into the in the Facebook ads analytics section where I did a talk at Social Media Marketing World about this. And I didn't realize this till later but the slides you have to kind of look at the slide view, the video in there it's just me. I thought they were kind of overlaying the slides and me but that did not happen. So anyway, the slides show a lot more as I'm talking about it. And it's pretty quick session. It's only like 35, 40 minutes and definitely dives into all the things that you want to look at in the inspect area. But again, I like to see audience saturation.

Now, the thing I like about audience saturation is we can, we're kind of looking at this first time impression ratio, which is different than the frequency. Frequency is an average of how often people are seeing your ads. The audience saturation in the first time impression ratio is really telling you how many people are seeing this ad for the first time. And that's important because as your audience gets saturated the performance goes down.

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In this example, the first time impression ratio is 68.14%, which means 68% of the people are seeing this ad for the first time, that's pretty good. When it gets down below like 40%, 30% of the people are seeing the ad for the first time, it's time to get new creative, find a different audience if they're not responding. If they are still continuing to respond, then that may be one thing.

Now the good thing about dynamic ads where you got a dynamic audience, such as a lookalike audience that happens. If it's based on something dynamic, like pixel data, then this first time impression ratio oftentimes stays pretty steady because Facebook is always finding new people within that audience as that look alike data changes. It's a dynamic audience. That's why look alike audiences can be pretty powerful there. Definitely cool. Let me see what's happening in the chat. Nicole is asking what is the frequency target limit?

I talked about this in another part of the training. But definitely, I like to keep it at three to four, for a cold audience and for a warm audience you can go higher, especially if it's a short promo time. If we're trying to hit something hard, we have a very tight sales window like even if it's just a week long. I'm okay with that frequency getting up to eight, if I'm still seeing the performance doing okay. If we're really dropping off a cliff in terms of what kind of results I'm getting, then we'll shut that down for sure.

I don't feel like you have to shut an ad down as long as you're still getting that performance even if that frequency is high. With colder audiences, I do tend to shut it down a little bit earlier or refresh the creative or things like that. The other thing I like about the inspect button is you can really see things kind of graphically. If you're looking at that, this is kind of at the first part of the inspector, it really scrolls down a lot, and I'll show you some more things in the demo. But you can select certain things and you can kind of see that first time impression ratio starts out, of course at 100% are seeing the ad for the first time, and then you can watch it decline. See if that also corresponds to a decline in results that you're looking for and that's another way to analyze it a little more graphically.

And okay, so yeah. Nicole's asking, give an example of how you make that determination between frequency and a performance drop? Really, it's sort of about just watching the day to day stats. When we go into the demo, I'll show you kind of the way I analyze data that is helpful. And if I see things dropping off after a couple of, maybe it's like, three, four days, if I see that performance really declining, I'll look at the frequency and see how that is doing. But I may not base it solely on the fact that the frequency is high, it may be more about the fact that the performance is really dropping off.

Some clients I have they do have cyclical performance and especially if it's a high cost per conversion type of thing, we might see that those numbers swing quite a bit. Because if one more person buys and it costs \$100 per purchase for a higher ticket item, that can swing the results, the cost per result pretty quickly. So sometimes we have to have a little more tolerance for that kind of wider bandwidth of results. So that did not answer your question all but it's as most of my answers are, it depends. No.

Let's talk about some key numbers to watch here. My favorite numbers are link click through rate. And what I think about when I'm thinking about numbers, is we're thinking about what is the next step they need to take that is going to move them into that action that we want them to take. Say they are, we are getting them, like I have clients that have a longer funnel. It's like where we've got the ad going to the website where they sign up for some free content. And then they take that free content, they might sign up for a call say like to book a call with them. And then they might like, get on a consultation, they book a call and then they get to the purchase.

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I'm always looking at what is the cost per click, cost per link click, click through rate. We need to get more people over to the website who convert better and then we need to watch those that might be complete registration, might be for that webinar or that piece of content that they get and then they might book a call. We have like a lead in place, a lead pixel in place for that stage, and then we might have that purchase.

We're tracking all the way through and we're trying to optimize how can we get more people to the next stage and improve the results. And unfortunately, some of these things are a little bit out of our control and they might be based on like, what is that lead magnet actually telling them to do? Or is it super compelling or interesting? Do people leave halfway through the webinar, because they're not interested in it. A lot of it is out of our control in the ad stage but we can also see where do we need to fix? What do we need to fix in the funnel?

And some of the things like I saw one client we had ... We had a lot of people adding something to the cart, but no one buying. I said, What is your Add To Cart experience like? Could we improve that, could we improve the conversions to get to the next step? And maybe it's like really kind of outlining all the things they get on the add to cart checkout page, so that they're excited to take that next step. Or maybe it's even like saying, hey, if you buy now you get a bonus or something like that. There's lots of ways you can improve each step. But for sure, all of this is about like, how are we moving people along.

And I look at link click through rate, if I'm seeing a high cost per click or a high cost per lead sometimes, I will look at this CPM. I don't pay attention to that figure all the time, because it's sort of out of our control, based on how we're bidding and Who else is advertising in that space. And Facebook, there's not a lot we can do to get that lower, but we can try with different types of factors and stuff. And maybe its different types of audiences in that place.

Cost per lead for sure if it's like whatever that result you're looking for, again, it's like kind of knowing what's that next step in the funnel that they need to take and how can we improve that. If it's add to cart then we're always we're looking at that cost, cost per purchase, ROAS. We're trying to diagnose why we're not getting as good results. And also, we're going to talk about troubleshooting next week and that's going to really be about troubleshooting some of this data and saying, what else can we try with this. I'm looking at this data and then we're troubleshooting it.

And also, just to highlight the fact that we can only look at some this information, if we know we have the right tracking in place. If we have the purchase values available, if we have that coded into our site, then we're able to track return on ad spend. If we don't, we have to revert back to the only type of the next best tracking that we can do in that case. We can only optimize and troubleshoot the data if it's really properly tracked.

And I want to also highlight this, this is kind of something fun. I did a different optimization for these two campaigns, and we had optimized around one stage of the funnel, and this is the kind of tactic whether you're maybe optimize around add to carts versus purchases. You're trying to get people to add something to cart and then hope they purchase. But if you optimize for that final value, final conversion factor, which is the one you want, then you can sometimes get better results. We saw a really great increase in our results when we were optimizing for that final goal, even though the first step was something different that they had to do.

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All right, here's what you learned. We talked about setting up Facebook ad reports, understanding Facebook ad reports, the inspect button and some key numbers to watch. All right, so now we're going to deal with live demo. I'm just having a little break in there, so we have the live demo. Let's talk about live demo for the Facebook ads reports. And let me get into ... Oh, that's the end of it. Yes, of course. Now we're dealing with going live and show. Okay, so here we are. Oh, let me get back to sharing my screen.

All right, so live demo and let's get into, I'm going to blow this up a little bit here. This was one of my ... And unfortunately, I'm not going to share all different, all my client's ad reports. I'm going to try and do as much as I can with the data I have here and just show you a few things on how I would look at data. I don't have any campaigns running right now but I'll show you some of the past campaign data. Hold on, let me sip a cup of tea here.

I'm in my ads manager, of course, and I'm going to just, we're just going to clear the breakdowns for now. Oops, clear breakdowns. Okay. This is the swipe files and we've got the campaign ad sets ads. Resource Center has a lot of information about the iOS changes in there and we're going to dive into the swipe files area. On this particular, I'm going to show you a couple interesting things here. I have some customized columns here and I'm just switch back to performance and clicks and it's kind of showing me the different columns. It's showing me the results, which in this case, I was optimizing around purchases, and I was just doing retargeting ads. And I had a couple of things I was testing. I was testing a single Facebook post that had a lot of engagement on it and then I was also testing dynamic ads, which did actually yield better results than the single image. And what else was I going to say?

Yeah. If I'm looking at like, what my date is here, you can see I've got ... Oh, this does happen to ... Oh, it stayed. It kept the ROAS. Usually, performance and clicks doesn't have the ROAS in there, but it must have just stayed there. I'm looking at two different campaigns and I see eight purchases and 14 purchases; this product was on sale for I think it was like \$27. I was testing a low cost product that I hadn't done a lot. And if I do the math here, so I have 14 purchases and it yielded 378 in conversion value. 378 divided by 14. So yeah, that's \$27 per purchase. Yeah, \$27 was the total value of each purchase, because there's 14.

But if I look at this, this had a purchase conversion value of \$1,522.08 and eight purchases there. What happened with that, because that actually, this is like when I'm doing the troubleshooting here. That meant that each sale was \$190, which I wasn't advertising that. The way I might look at this and say, okay, let's look to see for sure if people ... Oops, let me go back. Let's look for sure if I was hitting the right click attribution window. That is really weird. Okay. Oh, this is before the attribution window change. This is 28 day click or one day view. What that attribution window means is that someone could have seen my ad, not clicked on it, seen it and purchased something else. So, that's what I think happened here because I was only advertising a \$27 product, somehow someone purchased something else and it calculated that in the fact that I had, in these settings. And actually, this is really weird position.

It's not letting me get to the attribution window. Now that's not it. Okay, now my demo is wrecked. The hard thing with tracking and attribution is that, again, we have to kind of realize what we want to see from the reports, because Facebook might tell us other things. And if we don't have our reports set up in the right way, then it's just reporting on things that it sees. For some reason, and this is really kind of

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annoying, because usually I can switch the attribution window. Because if we look at a more recent campaign such as, let me look at a more recent one. Okay.

This one the attribution say, is seven day click or one day view. And if I look at this, I can see how many purchases there were in this particular, but this was for the webinar. I was doing the webinar and I also have purchases listed here. And that's because people watch the webinar and then later bought, but that's only within that seven day period. They had to have purchased it soon after watching that webinar, the sales period went longer than that. I'm missing purchases in that case. But I could also take a look at and see if ... Oh, why is this not working?

Ah, it's possible this attribution window, it used to be right here, this attribution window setting. Anyway, if I had the attribution window setting, it would be right here, and I would then be able to see. Okay, I want to just track ads where people have clicked on the ad and then purchased. I don't want to necessarily see that they've seen the ad, because maybe they're buying something else that's not even related to that ad. Or maybe they're buying it from an email. So that click attribution can be important and it's also important when you actually set the ads up to have the right attribution there as well. Okay, so that one didn't work quite as well.

Let's also look at something else, because let me look at ... Let me add in something else to show you some interesting results. If I also came down to custom conversions, and I've got this ad starter kit, let's see if anyone happened to also opt into the ad starter kit. Yeah, I did. Again, Facebook is still tracking what's happening. And if I put this ad starter kit, so this is when people opt in to get my free ad starter kit. They get to the landing page that says, thank you and I've got a custom conversion here. But the thing is, this is going, the ad is originally going to a webinar and someone else just happens to opt into this ad starter kit and it's telling me the cost per ad starter kit is \$1,259. That's because that's what I happen to spend on this ad and it's just giving me the math of Hey, we got one ad starter kit, and that's the total cost of the ads divided by the ad starter, how many ads starter kits conversions we saw.

And that doesn't really make sense in terms of what I'm trying to do here. If I had people to the webinar or if I had people opt into the webinar and then right after that, I said "Hey, go get my ad starter kit." And they would go get the ad starter kit from there. That flow works and then I could track how many people made it through that kind of funnel in that way. In that case, it would make sense.

Again, just some of those math or some of the ways that you set up the reports may not make sense based on what you're telling people to do. It just might be that they're happening to do other things in that case. I hope that makes sense. I'm just going to do a quick check in. Does that make sense with everyone or am I losing people with all this talk about math? So maybe everyone's left. Is everyone still here? Yeah, we're still here. Good. Cool. Okay, yeah. Good. All right. We're making sense.

Okay. So again, we're just kind of looking at like allergens. I'm not looking at the click through rate for everything, I'm really just looking at that link click through rate, to show me what ad is the most interesting in this case. If I look at, let's take a look at ... And the kind of interesting thing is here, this link click through rate for this particular audience was 8.4%. And if I look at the cost per lead here, it was one of the lower ones. It wasn't as low as the retargeting, but it's the lower ones compared to these other two audiences.

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Link click through rate isn't like everything, right? We're always optimizing around that final, the result that we want. But we might say, hey, if we could get that link click through rate up higher, maybe with some different more interesting ads, could we then get that cost per lead down? It's kind of part of the troubleshooting arena that we might do here.

Let's take a look at this size of audience. Let's see. Let's look at the inspect button for this one. If we look at the inspect button and we have the cost per lead and then the first time impression ratio went to about half. And you can see a little bit of decline in the ... Oh, no, actually, performance get better even though lead cost here was 0.65, this is 0.456. So again, it's just information to have us take a look at this or take a look at different things that we might try or do something different around.

Let's see auction overlap. Yep, nope. Okay. I think that was all I was going to show you there. I think I was just advertising this, let me see if I was advertising. I can't remember if I was advertising this on different platforms. No, oh, yes. Some of them I had Facebook and Instagram. One of the things you'll notice here is that I was running this on Facebook and Instagram, for this particular audience and it only spent \$1.92 on the Instagram audience, most of it was spent on Facebook.

If I really had wanted to make sure that people on Instagram saw this ad, I would then break that out into two ad sets and dedicate a budget to Instagram because Facebook's not giving me a great breakdown there.

And in fact, if you look at the retargeting one, my cost per result was \$1.44 on Instagram, we only spent \$17 there. Facebook totally didn't optimize this placement in this case. And I should break these two placements separately so that I can see. And sometimes what happens is if you do dedicate a higher budget to it, the cost does go up and meet Facebook, meet that other placement more in that space. In that same space but it's worth testing for sure breaking that out when you see a result like that. And let me just double check and see if ... Let's just take a look at gender.

I think on this I did target male and female. Yep, so let's see. They're pretty even here. It spent a lot more on female, same here the male is a little higher. This one males are lower but they're pretty close. But definitely you can see the difference in spend. And part of this could be the fact that I have more women in my seat audience for leads, I have more women in this other seat audience of buyers. It kind of naturally skews towards that demographic.

Let me see if there's anything else I wanted to show you here. Let's just break down the ... Let's look at the ... Oh, and also one thing to watch is the filters because if you have a filter on, you're not going to see everything, obviously. Let's take a look at this and dynamic elements. And so here I was using dynamic ads and I would have to, in order to see which dynamic element was performing the best, what I have to do is break down this buy, let's just do image. And so, we had different creative elements there and we can see that most if we ... I mean, this is the kind of thing it's just interesting about this.

I had a lot of different dynamic creative elements. Hardly any money was spent in these others, and most of it was right away spent in this one on this image. Oh, and in this image yeah to this. But most of these hardly got any play with Facebook. It's kind of a little bit frustrating to me, that's why I'm not loving dynamic, but dynamic can work with e-commerce really well.

Yeah, Haley, yes. I'm glad you brought that up. Haley is saying did you see recently with the iOS update more of the breakdown by delivery is uncategorized. Yes, and that is super frustrating as well. I was

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noticing that just today actually that even things that I didn't think should be uncategorized are now showing up on categories. It's possible that we're not going to get as much good data from that with the iOS changes. Bummer.

Okay, so I think that was all I was going to share there. Are there any other questions on what we're seeing here? If there's any other reporting about how to dive into reports. This one had. Yes, this is frequency 2.5 which is totally fine for a retargeting audience. Let me see if there's anything else I was going to share. Yeah. Yep. I don't think I had anything else going on. But if you are watching the recording and have any questions about this demo portion, please let me know and you can just put that in the group.

And a lot of this the challenges that a lot of this stuff is very subjective, as you have a different setup, as you're tracking different things, you may need to watch different areas. We'll dive into the troubleshooting next time and kind of talk about like, if we're seeing some really strange numbers here, how do we sort that out? How do we you know, a lot of it could be due to incorrect pixel setup. That's actually most of it.

But it also could be why is this ad not performing or why is something not happening that I think should be happening? And we can talk about that but sometimes things get your reach, they're not, you know something just goes wrong. We'll talk about that next week with the troubleshooting.

Awesome. Thank you guys and we'll see you next time.