



There are two parts to this worksheet, firstly you will be reporting some data into the chart below, then secondly you will be drafting a report to go out. Open Meta Business and head to the Ads Manager – ideally you will have a previous campaign that you can use for this worksheet.

Campaign Name: _____

Start Date: _____

End Date: _____

Ad Set Name	Reach	Impressions	Results	Cost per result	Spent
Example Ad Set	14,125	19,247	900 Landing page Views	\$ 1.33	\$1,200
				\$	
				\$	
				\$	
				\$	



Next we're moving on to building a scaffold for your reports, by answering the following questions you can start to get an idea of what you will need to include in your reports.

Who is the report addressing?

What do they need to know?

What metrics will you include? (Tick as many as necessary)

- Reach
- Impressions
- Frequency
- Result
- Cost Per Result
- Amount Spent
- Video Views
- Page Likes
- Page Follows
- Clicks to Website
- Inquiries
- Messages



What metrics will you include? (Tick as many as necessary)

- Meta Business Suite Google Analytics Website Back End

CRM

What are the five things this report must cover?

1. _____
2. _____
3. _____
4. _____
5. _____

With this information, you should be on your way to having the content sorted for your first report!