

# 1. In your ads manager click COLUMNS, then choose: CUSTOMIZE COLUMNS

Updated just now Discard Drafts Review and Publish (1)

Last 30 days: Jun 14, 2019 - Note: Does not include today's

Ads

View Setup  Columns: ROI view Breakdown Reports

Cost per Result	Amount Spent	Ends	Website Purchases Conversion	Website Purchase ROAS	Link Clicks	3-Second Video Views	Video Percentage Watched	Video Average Watch Time	CTR (Link Click-Through Rate)	CPC (Cost per Link Click)	Performance	On-Facebook Add to Cart	Cost per Add to Cart
\$34.04 Per Purch...	\$29,005.58	Ongoing	\$119,391.60	4.12	30,466	373,566	15.82%	00:13	3.84%	\$0.95	Delivery Engagement	—	\$2.69
\$0.003 Per Post ...	\$287.37	Ongoing	\$0.00	—	—	—	—	—	—	—	Video Engagement	—	—
\$0.04 Per Page ...	\$288.74	Ongoing	\$0.00	—	—	—	—	—	—	—	App Engagement	—	—
\$33.49 Per Purch...	\$17,516.63	Ongoing	\$73,683.85	4.21	23,366	333,534	14.81%	00:09	2.35%	\$0.75	Carousel Engagement	—	—
\$38.21 Per Purch...	\$30,718.81	Ongoing	\$112,980.14	3.68	38,082	336,142	15.71%	00:09	4.12%	\$0.81	Performance and Clicks	—	\$2.75
\$36.52 Per Purch...	\$25,487.95	Ongoing	\$97,615.35	3.83	29,652	301,034	16.63%	00:11	3.92%	\$0.86	Cross-Device	—	—
\$35.98 Per Purch...	\$17,882.44	Ongoing	\$68,381.50	3.82	17,647	140,825	15.92%	00:08	3.96%	\$1.01	Offline Conversions	—	—
											Targeting and Creative	—	\$2.13
											Messenger Engagement	—	\$2.30
											Bidding and Optimization	—	\$2.88

- Performance
- Delivery Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Messenger Engagement
- Bidding and Optimization
- ROI view
- Customize Columns...
- Reset Column Widths

## **2. COLUMNS TO CHOOSE:**

Delivery

Budget

Reach

Amount spent

Unique Link Clicks

Unique CTR (Link Click-Through Rate)

Cost per Unique Link Click

Content Views (Total / Cost)

Adds to cart (Total / Cost)

Checkouts Initiated (Total / Cost)

Purchases ( Total / Value / Cost)

Purchase ROAS (return on ad spend) TOTAL

Quality ranking

Engagement rate ranking

Conversion rate ranking

Video Average Watch Time

## **3. Remove excessive fields (Offline/ Repetitive)**

## **4. Save as PRESET: ROI VIEW**

This view will now be available through your columns.

Sometimes FB doesn't save it there from the first try. So you have to repeat the same process laid out above.