



THE FIVE MOST IMPORTANT METRICS YOU SHOULD BE TRACKING ON FACEBOOK

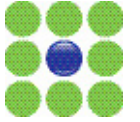


Table of Contents

- I Introduction...Page 3
- II Metric #1: Tab Views...Page 4
- III Metric #2: Engagements...Page 5
- IV Metric #3: Clicks...Page 6
- V Metric #4: Submits...Page 7
- VI Metric #5: News Feed Impressions...Page 8
- VII Conclusion... Page 9



Introduction

Facebook metrics can present a puzzling challenge for most digital marketers who have become accustomed to measuring success in terms of web impressions, click throughs, and conversions. But when translated onto Facebook, how do these metrics stack up? A handful of brands have experimented with ecommerce within their Facebook Pages, but the monetized landscape is still a relatively new and emerging opportunity. Until Facebook Credits takes off and reaches an adoption threshold that makes economical sense, marketers must be content to measure their Facebook success in other ways.

- ▶ The important thing to remember is that Facebook is a communication platform designed to help people (and brands) connect and share. On that note, you need to define your goals and your ultimate success based on the context of your Page. Do you want to increase awareness about a new product release? The total views of different tabs on your Facebook page will let you know how many eyeballs are looking at that specific content.
- ▶ Do you want to drive qualified traffic to your website for eventual conversion? Click-throughs from your custom Facebook Page tabs will show you how many Facebook users are getting deeper into your website.
- ▶ Do you define success as the amount of users who are interacting with content on your custom tabs? Engagement data will identify this for you.
- ▶ Do you want fans to share information about your brand with their friends via the Facebook News Feed? Investigate how many users are publishing out content from your Facebook Page.
- ▶ Do you want deeper insight into how many people are viewing your News Feed messaging and subsequently interacting with it? Facebook's News Feed Impressions metric will help you optimize your messaging strategy to appeal to key influencers.

Ultimately, it comes down to determining which metrics are most relevant for you and your business. Once that decision is made, you can analyze this data to improve your campaign's or brand's performance on Facebook.



Metric #1: Tab Views

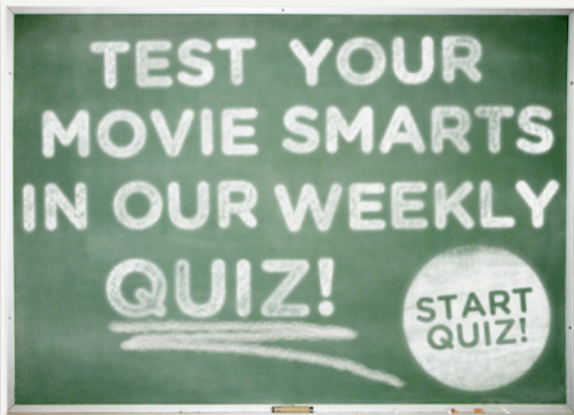
When setting up your Facebook Page, you have a choice where non-fans will land. You can have fans land on the Wall (the default), the Info tab, or any of the custom tabs that you create. Obviously, if you are spending the time and money to create custom content for your Page, you likely will present first time visitors with the most interactive and engaging experience. That's why the Tab View metric is so important. It's roughly equivalent to the Page View metric that digital marketers and publishers are familiar with – but in this case, it's a lot more relevant and useful. The tab view metric lets you know how many people are seeing your custom content. If your daily tab views are significantly lower than your daily fan increases, you've got your users going to the wrong place. Alternately, if your tab views are significantly higher than your daily fan increases, you're doing a great job of driving return visits from legacy fans with your News Feed messaging.





Metric #2: Engagements

Now that you've got users to your custom tab, what's next? Engagements can be defined as the primary action that you want users to take within the custom content on your Page. For example, we define an engagement with a video as the initial click to play the video, whereas an engagement within a poll is the click to vote. Engagements on Facebook are equivalent to "Add to Cart" on a typical website. Marketers are familiar with measuring web success by time on site and how many different pages your users are viewing. Now you can convert that measure of success to engagements – so when users choose to interact with your content, you've taken the next logical step to social success.



What is your favorite Italian film?

Add a comment... [POST] [Post to my facebook profile]

CLAUDIA CROTTI
I soliti ignoti
Message - Report

Tribeca Film Festival deploys a weekly quiz, which is paired with a Facebook Comments Plug-In. Measuring the amount of users who engage with the quiz or the Plug-In builds a strong foundation for analysis.start. Measuring the amount of users who engage with both is even better. This allows them to determine which areas of quiz content are most engaging – and it lets them see who their 'key engagers' are. Future strategy can be targeted at the best performing content and personal messaging can be sent to frequent participants.

The Engagement metric is particularly important for Fashion focused Facebook Pages. Most fashion designers don't sell direct to consumers, and, therefore, do not have an ecommerce engine on their websites – choosing instead to use the web to showcase images and news about their latest lines. Measuring Engagements gives fashion marketers insight into how much interest they are garnering for their brand. The Engagement metric can also help marketers optimize the Facebook Page tab. Measuring the amount of activity generated by individual areas of content can help dictate future strategy. Eliminate what's not.

STEVE MADDEN MUSIC

The Constellations - Promo [BACK] [NEXT]

The Constellations and Allison Hagendorf hang at Water Taxi Beach in Long Island City. Find out about this hot new band out of Atlanta and their new album Southern Gothic.

CHECK OUT STEVE MADDEN STYLES

Tuscaan
TUSCAAN do it! Be the fashionista you know you can be in this amazing wedge!

[MORE INFO] [VIEW]

GIFT A STYLE ON FACEBOOK

Like the styles? [GIFT THEM!]



Metric #3: Clicks

Until Facebook fulfills expectations as a monetized ecommerce platform, you need to think about your Page as a driver to the ROI focused content on your website. As a result, the best way to measure users transitioning from Facebook to your website is by using a tracking URL. Your Facebook Page should not be a dead end street. There should be several opportunities for users to click-thru to your website for more information, purchase, or registration. These outbound links should be tagged with tracking codes from your analytics platform so that you can identify how many referrals you are getting from Facebook and how deep these fans are making it into your conversion funnel.

Travel and hospitality brands can leverage the power of the Facebook Page as a conduit to their reservation conversion funnel. Graphic promotional links can drive traffic deep into their open web properties for further information and eventual bookings. In the example on the left, MGM Grand Las Vegas surrounded the interactive content on their Facebook Page with an assortment of graphical links to their website. Each link drives users to a different destination – which allows MGM to measure the success of each area of the Page. Users who click through can be ‘tagged’ with tracking codes so that their eventual conversion can be attributed to a Facebook referral.

EXCLUSIVE FACEBOOK DEALS AND EVENTS AT MGM GRAND!

CHECK RATES
Reserve Your Trip

Check In:

Number of Days:

CHECK RATES

** Check out the Special Offers Tab to start saving on your Vegas Experience!

GET AN EXCLUSIVE OFFER WHEN YOU TELL YOUR FACEBOOK FRIENDS ABOUT MGM GRAND!

REFER A FRIEND

CHECK OUT THE EVENTS TAB TO FIND OUT WHAT'S HAPPENING AT MGM GRAND!


GET UPDATES

GET THE MGM GRAND IPHONE APP!

DOWNLOAD NOW

FOR ALERTS ON SPECIAL DEALS FOLLOW US ON [twitter](#) **FOLLOW US**

Caribbean: Ports of Call




Progreso, Yucatan, Mexico

Whether you prefer exploring Mayan ruins, 400-year-old cathedrals, or lounging on a beach chair with a cool drink, Progreso and its neighboring area have something for you.

[Share](#)

Europe: Ports of Call



Barcelona, Spain

Over five million travelers visit Barcelona yearly. There's just that much to do and see: world-renown architecture, performing arts, museums, sports... and of course, dining.

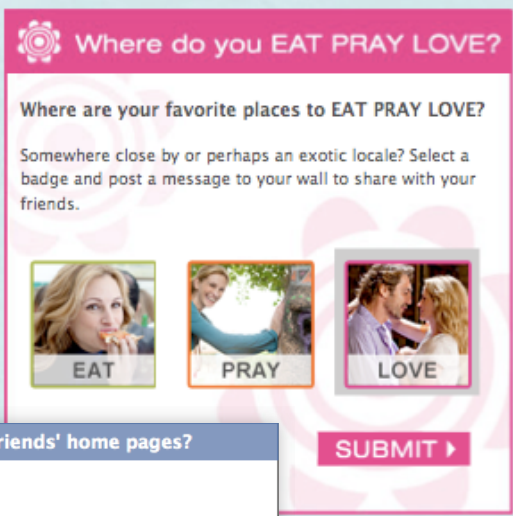
[Share](#)

Travel and hospitality brands typically have highly segmented areas within their web presences. The Clicks metric allows these brands to determine which banners and promotions are resonating most with their Facebook audience. A quick analysis of which links are getting the most clicks makes it easy to optimize future campaigns. For example, if a call-out for vacation packages to Barcelona is yielding a lot of traction, the travel/hospitality brand might choose to focus future custom tab strategy and imagery on destinations in Spain.

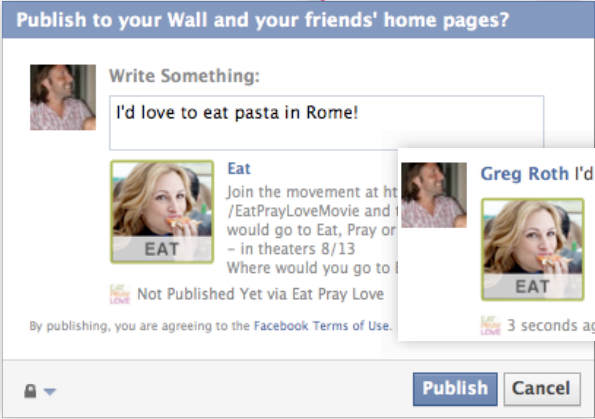


Metric #4: Submits

You may have heard Facebook CEO Mark Zuckerberg's mantra about the social network he created and what it enables: 'connect and share.' Engagements and clicks are important, but Submits are the social equivalent of conversions. If you can get users and fans to share content with their friends via News Feed posting, then you have achieved success. Analysts and marketers often talk about abbreviations like ROI, CPC, CPM – but on Facebook, these metrics take on a different role. It's all about whether or not your user submits and shares. Each published message equates to one fan willing to vouch and evangelize for your brand. Imagine a network of millions sharing your messaging on a day-to-day basis? Each submit guarantees a News Feed impression, and each friend that hits the News Feed that day is going to increase that total.



Sony Pictures promoted the release of 'Eat Pray Love' with an international Facebook campaign. The custom tab was filled with content relevant to the film's plot and each area of interactivity encouraging users to submit messaging to the Facebook News Feed. These submits took the form of personal answers to questions, thematic virtual gifts, and shares of multi-media content. The campaign was designed to sustain through the movie's theatrical worldwide run and into the future release of Blu-Rays and DVDs.

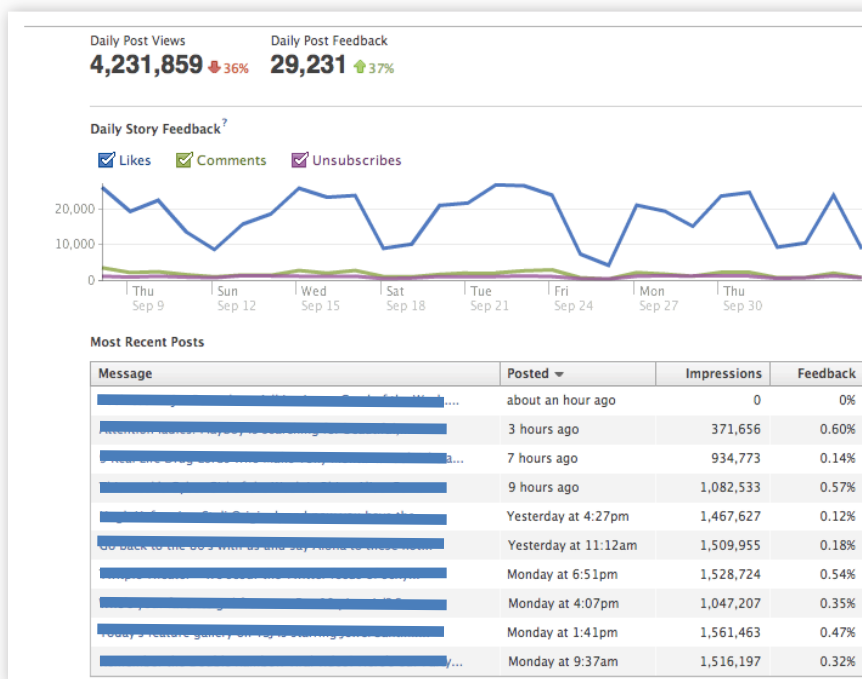


Submits are the logical end result of the Facebook conversion funnel. The user hits your tab, engages with content, investigates more about your brand by clicking off to your website, and ultimately chooses to publish a personal branded message on your behalf to the Facebook News Feed.



Metric #5: News Feed Impressions

Finally a familiar metric – the impression! In this case, the impression does not relate to the amount of times your ad has been served, but the amount of times your posts are displayed in your fans’ News Feeds. Unfortunately, Facebook has not opened up the News Feed Impression metric via an Open API – and they currently only surface the last ten News Feed posts. But to a skilled and veteran social marketer, this is more than enough. If you diligently track and analyze the success metrics from your News Feed messaging, you’ll be able to see how many times a day your content is hitting the feed, and the percentage of users who are actually interacting with that content, either through ‘liking,’ ‘commenting’ or clicking through. You should be happy with a benchmark of anything over .5% feedback. By analyzing your messaging and the kind of feedback it gets, you can take action to improve your posts and that interaction percentage. Hint: photos and videos garner a lot more action than just text messaging.



On the surface, News Feed Impressions have nothing to do with the tab-based metrics previously discussed in this White Paper. However, closer inspection reveals that all Facebook metrics should be heavily reliant on one another. Posting constant News Feed messaging to your fans can be both a benefit and a detriment

to your relationship with Facebook users. The last thing you want to do is alienate your brand advocates with messaging that they consider to be spam. Facebook Insights provides a total number of News Feed Impressions for each post – as well as a feedback percentage. Dive deep into this data to determine the types of messaging resonating with your audience. Dive even deeper to determine what times of day work best for published messages. One thing is certain – random content does not work. Make sure that your posts correlate with the content on your page. Remember, setting user expectations is key to retaining your audience of brand advocates.



Conclusion

Any experienced web analyst will tell you that concentrating on a single generic metric is not going to help optimize your campaign's performance, nor will it help you to improve the user experience for your loyal brand advocates. The metrics that you choose to concentrate on should be relevant to your goals and should inherently lead to specific actions that you can take in order to improve your digital advertising initiative.

- ▶ Are your tab views declining? Post messaging to the Facebook News Feed that incentivizes users to visit your Page.
- ▶ Are your Submit numbers lagging behind your Engagements? Implement more opportunities for your fans to share content.
- ▶ Are fans ignoring your links to open-web content? Spice up your graphics and improve your calls-to-action?
- ▶ Are your fans failing to interact with your News Feed posts? Change the time of day you disperse messaging or mix up your messaging to include photos or videos.

Ultimately, you can improve the performance of your Facebook presence without spending hours analyzing data. Remember that the Facebook experience should be focused on the user. If fans are not taking actions to help you meet your goals, then you need to take action to give them what they want.