

READ FACEBOOK METRICS

— WITHOUT — LOSING YOUR MIND

THE EXHAUSTED BUSINESS OWNER'S
GUIDE TO UNDERSTANDING FACEBOOK METRICS
SO YOU CAN MAKE CONFIDENT DECISIONS



ANGE NILSSON
SOPHIC WELLNESS



Read Facebook Metrics without losing your mind.

Read Facebook Metrics

Without Losing Your Mind

The Exhausted Small Business Owners Guide

2026 Version 1

Written and compiled by Ange Nilsson

A short and brief guide written by a small business owner for small business owners!

The perfect companion to My First eBook: Turn Posts Into Customers, Book 1 In The Series

The Perfect Small Business Facebook Success Series so you can stop stressing out about your ads and wasting money with freelancers and marketing firms!

By Ange Nilsson

A Practical Step-by-Step Guide to Creating Posts, Promotions & Customers Without Spending a Fortune on Advertising (your ad spend will be less than you think!)

Created by Ange Nilsson 2026

Small Business Owner | Small Business Community Supporter

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DISCLAIMER

This guide is intended for educational purposes only.

Marketing results vary based on industry, location, offer quality, consistency, implementation, competition, market demand and other factors beyond the author's control.

The methods contained within this guide are based on the author's personal experiences and observations as a business owner and was written in may 2026.

Any changes to the Facebook platform are out of the Authors control BUT This Publication will be edited where and when it is needed to keep up with Facebooks ever change and complication of their system.

TABLE OF CONTENTS

Inside CoverPg 2
DescriptionPg 3
DisclaimerPg 4
Table of contentsPg 5
Welcome & IntroductionPg 6
HOW TO USE THIS GUIDEPg 9
Your Quick RecapPg 10
Section 1: What Happens After You Boost a PostPg 12
Section 2: First Big Question Is the Post Working?Pg 13
Section 3: Are clicks Turning into Customers?Pg 14
Section 4: Facebook MetricsPg 15
Bonus Section: The Metrics Beginners Can Ignored For NowPg 16
Section 5: How To Tell If An Add Is WorkingPg 29
Section 6: What To Fix FirstPg 31
Section 7: When To Stop An AdPg 32
Section 8: When To Scale An AdPg 35
BONUS: The 5 Questions That MatterPg 38
Section 9: What a Healthy Beginner Campaign Looks LikePg 39
Section 10: The Most Important LessonPg 41
BONUS SECTION:	
Metrics Quick view chartsPg 42
Bonus: The Simple Metrics Scorecardpg 43
FINAL THOUGHTSpg 44

Hello & Welcome

Hi there, it's Ange again. Welcome to Book 2.

If you've made it this far, congratulations. Most small business owners never get beyond posting on Facebook and hoping something happens. You've already done more than most. You've created posts, you've boosted some of them and you've started looking at the numbers.

Now comes the next challenge. What do those numbers actually mean?

If you've ever opened Facebook Ads Manager and felt like somebody dropped a bowl of alphabet soup onto a spreadsheet, you're not alone.

Reach. Impressions. Frequency. CTR. CPC. Landing Page Views. Conversions. Attribution.

It's enough to make most people close the laptop, walk away and promise themselves they'll figure it out later.

The problem is, later becomes next week. Next week becomes next month.

The ads keep running, the money keeps leaving, and nobody knows whether the campaign is actually working.

I've been there. While writing this book, I ran real campaigns for my own business.

Those campaigns generated more than 200 landing page visitors for an average cost of less than \$1 per visitor. Not much to start with but I was actively testing what I am teaching in this book to make sure you too get the results you need to start getting a return on investment on these Facebook ads.

The examples throughout this book come from real campaigns, real money spent and real business results.

I've struggled with it internally. While writing this book I was running my own campaigns for Sophic Wellness and staring at the same confusing screens you are.

One screen told me I had dozens of clicks, another told me fewer people had reached my website, another told me people were reaching the checkout and another told me I had no sales. When I had sales.

So which numbers mattered? Which numbers didn't? Which ones were telling the truth?

The answer surprised me.

At the beginning, most of the numbers don't matter. What matters is learning how to follow the trail. A person sees your ad, some click, some visit your website. Some read some enquire, some buy. BUT every step leaves a footprint.

The job of metrics is simply to show you where people are stopping, that's it. It's not magic and it won't do steps for you. It's a tool to use to get a complete stranger to see your post and buy your product or service. Metrics aren't there to confuse you.

They're there to show you where the bottleneck is so you can fix it and that's why I wrote this book.

Not to turn you into a marketing expert, not to make you a data analyst and certainly not to drown you in jargon.

This guide exists to help you understand the handful of numbers that actually matter so you can make better decisions without losing your mind.

Why This Matters

Every day you run an advertisement without understanding the numbers, you're making decisions blind. You don't know whether the ad is working, You don't know whether the page is working, You don't know whether the offer is working.

You only know money is leaving your account, that uncertainty is expensive. The good news is that you don't need to understand every metric Facebook gives you. You only need to understand the handful that tell you where the next problem is hiding.

That's exactly what this book is going to show you.

By the end of this guide you'll know:

- Which Facebook numbers matter most
- Which numbers you can safely ignore for now
- How to compare Facebook data with your website data
- How to identify bottlenecks
- How to tell if an ad is working
- When to stop an ad
- When to keep an ad running
- When to scale an ad
- How to improve a winning ad
- How to turn successful ads into long-term business assets

Most importantly, you'll stop guessing.

Because guessing is expensive.

This guide focuses on the numbers that matter most to small business owners:

- Reach
- Landing Page Views
- Cost Per Landing Page View
- Frequency
- Amount Spent
- What Good Looks Like
- What Bad Looks Like
- When To Stop An Ad
- When To Scale An Ad

Nothing more, that's it. One last thing before we begin, don't try to memorise everything. Read one section, take one action. Look at your own numbers adjust where you need to and then move to the next section. The goal isn't perfection it's confidence.

Because once you understand what the numbers are telling you, you stop feeling overwhelmed and start making better decisions.

Ready? Good.

Let's find out what your numbers are really trying to tell you.

Ange

P.S. If you're struggling to follow along, grab the companion workbook and complete the exercises as you go. It will help you organise your numbers, track your progress and spot opportunities much faster.

P.P.S. If you want personal help interpreting your results, you can book a 1:1 strategy session with me or one of my associates. Sometimes a single conversation can save months of frustration and thousands of dollars in wasted advertising.

IMPORTANT!!!

Before you start: HOW TO USE THIS GUIDE

This guide is designed to be completed one step at a time.

DO NOT:

X Read everything and do nothing.

DO:

- ✓** Complete each Action Task.
- ✓** Build one advertising asset at a time.
- ✓** Focus on progress, not perfection.

Quick Recap: What You Learned In Book 1

Before we start reading Facebook's numbers, let's quickly recap what we covered in Book 1: Turn Your Posts Into Customers. If Book 1 taught you how to build the engine, Book 2 teaches you how to read the dashboard.

The goal of Book 1 was simple: Turn ordinary Facebook posts into reusable advertising assets that can generate visitors, enquiries and customers. You learned that a boosted post is not just a post. A well planned out post that has good views and metrics can be a powerful business asset.

If it performs well, it should be saved, documented and added to your Advertising Asset Bank so it can be used again in the future. The best advertisements are often already sitting on your Facebook page waiting to be discovered. This is the biggest slap in the face to all small business owners struggling to be seen on Facebook through organic posts and organic campaigns. You learned like I did, there is no magic to what freelancers do.

You also learned that emotions are terrible business advisors. Many small business owners turn advertisements off too early because they feel nervous, impatient or disappointed. But feelings are not metrics. Data is.

Before stopping any campaign, you learned to ask: "Do I have enough data, or am I reacting emotionally?". Book 1 also introduced a simple decision-making system:

- ❖ If Reach Is Low. let the advertisement run longer.
- ❖ If Reach Is High But Clicks Are Low, Improve the headline, image or opening hook.
- ❖ If Clicks Are High But Landing Page Views Are Low
- ❖ Check the website link and page loading speed.
- ❖ If Landing Page Views Are Good But Sales Are Low
- ❖ Review the offer, product page or sales page.
- ❖ If Sales Are Happening
- ❖ Save the advertisement as an asset.
- ❖ If Sales Are Happening Consistently
- ❖ Increase the budget slowly.

One of the most important lessons from Book 1 was understanding that stopping an advertisement is not failure.

Stopping an advertisement is simply collecting data.

Every advertisement teaches you something.

Every result gives you information.

Every campaign makes you a better marketer.

You also completed a simple 7-Day Testing Plan designed to help you stop guessing and start learning from real numbers.

Along the way, we discovered several important truths:

- ✓ Don't boost every post.
- ✓ Likes don't pay bills.
- ✓ Cheap clicks don't matter if nobody converts.
- ✓ Good advertisements can often be reused later.
- ✓ Metrics are there to guide you, not judge you.

Now it's time for the next step.

Because once visitors start arriving at your website, a new question appears:

"Are these numbers good or bad?"

That's exactly what we're going to answer in this book.

Welcome to Read Facebook Metrics Without Losing Your Mind.

SECTION 1: What Happens After You Boost A Post

Once you boost a post, Facebook starts showing it to more people, not just the people on your friends list or followers group... But to a whole new crowd that have, up until now, had no clue who you are and couldn't give a frogs bum what you offered. That's good. Not only does this give you space to make mistakes (because no one knows you) but it also gives you space to correct them, improve and learn the system.

The more you forge ahead the more people will have seen you, have clicked and had eyes on your post for longer than 3 seconds. THIS IS GOOD NEWS! You don't have to be perfect during this first stage of your journey.

At this stage, your job is not to panic. Even now, your job is to watch what the market does it is so important that you shift your thinking and focus onto knowing, it's your job to look for signs, read the numbers confidently and then when you are ready, implement that changes that need to be changed so you can grow your business and profits.

With a cool head your asking: Did people see it? Did people click? Did people visit the page? Did anyone buy? Did anyone sign up?

That is all we care about at first. But how do you know?

Action Task Completed:

You've boosted at least Boosted one clear post with one clear offer from the 1st Ebook. REMEMBER: You are starting small for a reason, You don't want to waste any more time or money than you have to or have previously.

Start small.

Use \$5-\$10 per day.

Let it run long enough to collect data. Do not judge it after one hour. Leave it alone. Take your time and scour your feed for potential posts you can boost and start converting the text in each post so that it reflects an ad that you can convert in minutes.

NEW Action Task:

This is a step you will use again and again and again as you build your asset library. Go back through your previous posts and choose 5 of your best performing posts and create an ad out of each. (you don't need to run the ads yet. Get them set up and then turn them off.)

SECTION 2: The First Big Question: Is The Post Working?

The question to ask: Are people clicking? If yes, the post is doing its first job.

If no, the post needs you to run your eyes over it and improve the following:

- ❖ Hook
- ❖ Image
- ❖ Offer
- ❖ Headline
- ❖ Audience

Do not blame Facebook first. Look at the message.

IS MY POST WORKING?

The difference between a post that gets ignored and a post that gets clicks.

✘ **BAD POST**
TALKS ABOUT YOU

Sophic Wellness
2 hrs · 🌐

We sell herbal tea.
Come in and see our range of herbal teas available now.
Open Monday to Saturday.
Sophic Wellness



WHAT HAPPENS?

- ✘ Nobody stops scrolling
- ✘ No curiosity
- ✘ No reason to click
- ✘ No reason to visit website
- ✘ Low reach and engagement
- ✘ Few landing page views

🎯

GOAL
Get people to stop scrolling, pay attention and click.

👥

FOCUS
Your customer, their problem, and the solution.

🏆

RESULT
More clicks, more visitors, more customers.

✔ **GOOD POST**
TALKS ABOUT THEM

Sophic Wellness
2 hrs · 🌐

Tired of feeling exhausted by 3pm?
Most people reach for another coffee. What if the real problem isn't caffeine?
Discover the simple herbal blends our customers are using to support energy naturally.
👉 Learn More



WHAT HAPPENS?

- ✔ Stops the scroll
- ✔ Creates curiosity
- ✔ Gives a reason to click
- ✔ Generates landing page views
- ✔ Higher reach and engagement
- ✔ More people visit your website

🎯

GOAL
Get people to stop scrolling, pay attention and click.

👥

🏆

💡

THE SIMPLE TEST:
When looking at your post ask...

|

Does it talk about me? OR Does it talk about my customer?

|

The more your post talks about your customer, the better it will work.

Action Task

If your post has reach but no clicks, rewrite the opening line.

Make it clearer. Make it about the customer. Press their pain point and provide the result.

SECTION 3: The Second Big Question: Are Clicks Turning Into Customers?

This is where most business owners get confused. If people are clicking but not buying, the ad may not be the problem.

The problem may be:

- Landing page
- Sales page
- Offer
- Price
- Trust
- Checkout
- Confusion

Keep in mind: Facebook gets people to the door, your funnel gets them to buy.

Action Task

If people are clicking but not buying, do not jump the gun and immediately turn off the ad. Head over to your landing page and check the metrics there.

SECTION 4: Facebook Metrics

Before we hit the graphs:

The Most Important Metrics For Beginners To Comprehend

When I first started running Facebook ads, I thought I needed to understand every number Facebook threw at me. Of course I was wrong. Very wrong.

The truth is, Facebook gives us enough numbers to make our eyes cross and our brains turn to spaghetti/mash potato and shut down.

As a small business owner, especially if you're just starting out, there are only a handful of metrics that really matter. This is NEVER explained to us. SO I'm letting you know here.. Everything else can wait.

I learned this the hard way, so you don't have to and then put this into these eBook series. I spent years staring at screens full of numbers wondering if my ads were working or if I was simply setting money on fire. (Most of the time I was!)

But Here's the good news. Most beginners only need to focus on five metrics. Yes It's not a type O. **FIVE METRICS** and that's it. For now. Enough to help you along your success journey without the jargon.

BONUS #2: The Metrics Beginners Can Ignore For Now

Comparing Facebook to website & check out metrics

If people are clicking "Buy Now" but not purchasing, the problem usually isn't the ad. The problem is somewhere *after* the click. Maybe the checkout is confusing. Maybe there's too many steps, Maybe people don't trust the page yet. The click tells us they're interested, now we need to discover what's stopping them from buying your product or service.

The Metrics Beginners Can Ignore For Now

I'm going to save you a headache, For now, don't get lost in:

- CPM
- Attribution Settings
- Quality Rankings
- Engagement Rankings
- Conversion Rankings
- Advanced Audience Metrics

Those things have their place, but they are not where beginners should start. Focus on the numbers that tell a story and follow where they lead you.

- ❖ Reach.
- ❖ Landing Page Views.
- ❖ Cost Per Landing Page View.
- ❖ Buy Now Clicks.
- ❖ Sales.

Follow those numbers and you'll learn more about your business than most people ever do. Remember: Metrics aren't there to confuse you, they're there to show you where people are stopping and creating a bottle neck. Once you know where they're stopping, you know what to fix and that's when the magic starts happening.

1. Landing Page Views

(This number is often inaccurate by about one third less than Facebooks wants you to believe). But lets for now behave that these numbers are 100% accurate.

See Here: Use the slide bar under this graph and slide until you see this:



Off...	Campaign	Amount spent	E...	Impr...	CPM (cos...	Link clic...	CPC (c...	CTR (link...	Clicks (all)	CTR (all)	CPC (all)	Landing page...	Post per landing...
	Post: "OH MY GOSH!!!!!"	\$51.53	30 Jun ...	5,656	\$9.11	77	\$0.67	1.36%	101	1.79%	\$0.51	55	\$0.94

The above picture was used from on of my first screen snips of my first official post to ad using the same steps from eBook 1. This was snipped in the first 10 days.

This is one metric I wish somebody had taught me to focus on from day one and it's my favourite metric. Why? Because it tells me what facebook says how many actual people arrived at my website. Not how many people saw my ad, not how many people liked my post. Not how many people thought about clicking. How many people actually arrived (be careful here, don't get overly excited, celebrate later when it's time to).

This is where strangers become potential customers. If your landing page views are increasing, your ad is doing something useful. But now is not the time to celebrate. Stay focused, the race isn't won just yet.

This is where things start becoming real. Think about it like this Imagine you own a physical shop. Reach tells you how many people walked past your shop. The Landing Page Views tells you how many people actually walked through the front door.

Which number would you rather know? Exactly.

The person who walks through your door is infinitely more valuable than the person who simply walked past your window. The same thing happens online. When somebody lands on your page, they have already taken action. They became curious, they clicked and they wanted to know more.

And that's where the selling process begins.

This is why I pay far more attention to Landing Page Views than likes, followers or comments and so should you. Ive said this before and it's worth saying again:

"Followers don't pay the rent. Likes don't pay the bills. Comments don't buy stock."

Visitors become customers. That's why Landing Page Views matter.

In this campaign that I'm sharing snips of, Facebook reported dozens (55) of Landing Page Views for less than a dollar per visitor.

Read Facebook Metrics without losing your mind.

Off...	Campaign	Amount spent	E...	Impr...	CPM (cos...	Link clic...	CPC (c...	CTR (link...	Clicks (all)	CTR (all)	CPC (all)	Landing page...	Cost per landing...
	Post: "OH MY GOSH!!!!"	\$51.53	30 Jun ...	5,656	\$9.11	77	\$0.67	1.36%	101	1.79%	51	55	\$0.94

That told me something important. People were interested enough to leave Facebook and visit my website. The ad was doing its job. It wasn't hard, I didn't need to be a specialist or expert.

Now the next question became: What happens after they arrive? That's where the rest of the funnel comes into play.

But before we worry about funnels, sales, purchases and conversions, we have to first get people onto the page.

No visitors = No customers. It's that simple really.

Beginner Tip:

If your Landing Page Views are increasing and your Cost Per Landing Page View is staying reasonable, your ad is moving in the right direction.

If nobody is reaching your landing page, you can't focus on sales or revenue.

These numbers are showing you where the problem is, The key is to know what to look for.. And that's why I wrote this section of the eBook. So lets fix that problem first.

Because every sale starts with a visitor and every visitor starts with a Landing Page View.

Action Task:

1. Either open or create an excel sheet (in what ever platform works for you) and start populating your sheet with the headings:

Date	Campaign Name	Landing Page Views	Cost per landing page view	Reach	Frequency	Mod
(todays date)	(your campaign name)	(your numbers)				

This is for you to keep track of your data and what modifications you made at the end of each ad cycle and the effect it had on your data.

2. Open up your metrics page: click on your "Ads Centre" option on your left hand side of the screen. The select "Ads Manager". This will open up a new page/screen. On your left hand side you will see "Campaigns" This is where your metrics live.
3. Locate the Landing Page Views column on one of your ads and write down the number.

2. Cost Per Landing Page View

Right next to Landing page views:



Off...	Campaign	Amount spent	E...	Impr...	CPM (cos...	Link clic...	CPC (c...	CTR (link...	Clicks (all)	CTR (all)	CPC (all)	Landing page...	Cost per landing...
	Post: "OH MY GOSH!!!!"	\$51.53	30 Jun ...	5,656	\$9.11	77	\$0.67	1.36%	101	1.79%	\$0.51	55	\$0.94

Now that we know why Landing Page Views matter, the next question is: How much did it cost to get that visitor? Also this is one of the fastest ways to judge whether an ad is healthy.

This is where Cost Per Landing Page View becomes one of the most important numbers we beginners can look at.

In plain English:

Cost Per Landing Page View tells us how much money Facebook charged us to get one person onto our website. That's it. It's nothing complicated.

If you spend \$10 and 10 people visit your landing page, your Cost Per Landing Page View is \$1. Simply put: $\$10.00 / 10 \text{ visits} = \$1 \text{ per landing page view}$.

If you spend \$10 and 20 people visit your landing page, your Cost Per Landing Page View is 50c. Simply put: $\$10.00 / 20 \text{ visits} = 50c \text{ per landing page view}$.

Lower is generally better. When I started seeing visitors for under a dollar each, I knew I was heading in the right direction. The lower this number becomes, the more efficient your ad is.

Think about it like fishing.

If you spend \$10 and catch one fish, that's expensive. If you spend \$10 and catch twenty fish, that's a much better result. Facebook advertising works the same way. We're trying to get as many qualified visitors as possible for the lowest reasonable cost.

Why This Number Matters

One of the biggest mistakes beginners make is looking at how much money they've spent instead of what they received for that spend. Don't stress I used to do exactly the same thing.

I'd see that I'd spent \$20. Then I'd panic. Then when I saw Facebook had sent 25 people to my website, suddenly that \$20 looked very different indeed.

Remember the question is never: "How much did I spend?", the better question is: "What did I get for what I spent?". It's always about the quality of the question you ask. That's why Cost Per Landing Page View matters.

It tells us how efficiently Facebook is working for us.

A Real Example

I'm using one of my first campaigns in this eBook as an example.

Notice in the metrics it generated visitors for less than \$1 each. That meant every dollar I spent brought another potential customer to my website. By this stage I'd already realised Likes, followers and comments were useless. They meant nothing. So at this stage I wasn't worrying about likes. I was paying attention to what Facebook was saying about the people arriving on my webpage.

Because visitors create opportunities, and opportunities create sales.

What Good Looks Like

When you're starting out, don't obsess over finding the perfect number you're learning here, mistakes will be made.. this is your opportunity to learn as you go. Instead, look for consistency. Generally speaking:

Excellent: well under \$1.00 per Landing Page View.

Good: \$1.00 to \$2.00 per Landing Page View

Acceptable: \$2.00 to \$3.00 per Landing Page View

Needs Attention: Above \$3.00 per Landing Page View

These numbers will vary depending on your industry, location and audience. Don't compare yourself to multinational companies, compare yourself to your previous results. Your goal at the start is improvement, not perfection.

What Bad Looks Like

If your Cost Per Landing Page View keeps increasing while your Landing Page Views remain low, something may need adjusting. Usually one of three things is happening:

- The advertisement isn't attracting attention
- The audience targeting is wrong
- The offer isn't compelling enough

Don't panic. This doesn't mean the campaign has failed. This is your launch pad. No need to run away with your arms flailing in the air. It simply means the data is giving you clues about what needs improving. I'm showing you how to look for the clues.

The Metric Most Business Owners Ignore

Most business owners obsess over likes, some obsess over comments but others through no fault of their own become fixated on followers. Freelancers hype us up about "FOLLOWERS". Again.. none of these got my bills paid, my rent paid and certainly didn't

put food on my table, in my German shepherds tummy and didn't get my medical bills paid.

I learned the hard way to care far more about Cost Per Landing Page View, because visitors are closer to becoming customers. Every person who arrives on your website has raised their hand and said: "I'm interested." That's worth paying attention to rather than hanging on a hope and prayer that some one might follow us and like our posts. The current recipe for disaster for every business with an online presence.

Beginner Tip:

If your Cost Per Landing Page View is decreasing while your Landing Page Views are increasing, your campaign is becoming more efficient. That's usually a very healthy sign, more visitors with less cost. That's exactly what we're aiming for.

Action Task

Open your excel sheet and Ads Manager together. Locate the Cost Per Landing Page View column.



Off...	Campaign	Amount spent	E...	Impr...	CPM (cos...	Link clic...	CPC (c...	CTR (link...	Clicks (all)	CTR (all)	CPC (all)	Landing page...	Cost per landing...
<input type="checkbox"/>	Post: "OH MY GOSH!!!!"	\$51.53	30 Jun ...	5,656	\$9.11	77	\$0.67	1.36%	101	1.79%	\$0.94	55	\$0.94

Record next to your Campaign Name: the data from your Landing page Views

Keep this spreadsheet either on your desk top or in a folder specifically for facebook ads. Over time you'll begin to see patterns and those patterns will tell you exactly what is working and what needs improving.

Remember: Landing Page Views tell us HOW MANY visitors arrived. Cost Per Landing Page View tells us HOW MUCH it cost to get them there. Together, these two metrics tell most beginners almost everything they need to know about whether an ad is healthy or not.

3. Reach (you'll need to slide the graph all the way to the right)



The image shows a screenshot of the Facebook Ads Manager interface. The 'Reach' column is highlighted with a red circle. The table below shows the following data:

Off...	Campaign	D.	Actions	Results	Reach	Frequency	Cost per result	Budget	Amount spent	E...	Impr...	CPM (cos...	Link clic...
	Post: "OH MY GOSH!!!!"	Active	@ 2 recom	7...	4,544	1.24	\$0.94	\$10.00	\$51.53	30 Jun ...	5,656	\$9.11	77

Reach tells me how many individual people Facebook showed my ad to. Think of this as the size of the crowd that walked past your shop window. It doesn't mean they came inside. It simply means they saw you.

Reach helps us understand whether Facebook is actually putting our content in front of people.

Reach is usually the first number people notice when they start advertising on Facebook. Why? Because it's often the biggest number on the screen.

You'll see numbers like: 500, 1,200, 5,000, 10,000 and more.. And immediately think:

"Wow! My ad is doing really well!" Allow me to put my Yoda hat on. "Maybe. Maybe not. This, my young apprentice is where many business owners accidentally fool themselves."

What Reach Actually Means

Reach simply tells us how many individual people Facebook has shown your ad to. That's it. Nothing more. Nothing less.

If your Reach is 5,000, Facebook has shown your advertisement to approximately 5,000 different people. It doesn't mean 5,000 people visited your website, nor does it mean that 5,000 people read your post. It certainly doesn't mean that 5,000 people clicked or 5,000 people became customers. It's not personal it's business. This is where your thick skin starts to grow.

It simply means Facebook put your content in front of 5,000 people. It doesn't even mean that it registered.

Think of Reach like people walking past a shop. Just because they walked past doesn't mean they came inside. But if nobody walks past this shop, nobody **can** come inside either. That's why Reach still matters.

Why Reach Is Important

Reach tells us whether Facebook is actually showing our content to people. Before somebody can click, visit our website or buy from us, they need to see our ad first. Reach measures that first step. If you have no Reach, there's no attention. When there's

no attention, there are no visitors. When there are no visitors, there are no customers. Everything starts with Reach.

The Mistake Most Beginners Make

One of the biggest mistakes I see is business owners celebrating Reach. I've done it myself, I allowed myself to get caught up and I got too excited.. I invested too much energy on the Reach believing this was it! I cracked the code. I remember seeing thousands of people reached and thinking: "This is amazing!"

Then I checked my website.

Nothing. There were no visitors, there were no enquiries. Worst of all no sales.

That's when I remembered what my last freelancer pointed out, It was something VERY important. There's a journey to be had here and Reach is only the beginning of the story. Not the end.

Reach tells us people saw the advertisement, Landing Page Views tell us whether they cared enough to take action. That's why Reach should never be viewed by itself. It must be compared to what happened next.

A Real Example from my first campaigns

Let's use two ads.

Advertisement A;

- Reach: 10,000
- Landing Page Views: 10

Advertisement B

- Reach: 2,000
- Landing Page Views: 50

Most beginners get excited about Advertisement A, But I learned the value of Advertisement B.

Why? Because more people took action. Don't get me wrong, Reach is nice. Action is better.

What Good Looks Like

For beginners, Reach is not about finding a magic number. It's about confirming that Facebook is delivering your content. That's it. It's your first signal that you're on the right track. If your Reach is increasing, Facebook is finding people. That's a good sign.

If Reach remains very low after several days, you may need to:

- Improve targeting
- Improve the advertisement
- Give the campaign more time (or make sure there have been enough landing page clicks:100, before you make a decision)
- Increase budget (This is the LAST step in this journey. Never throw money at a campaign without proof that it works first. Always low ball it (\$5.00 a day for 7 days) until it shows you it's worth throwing more money at.)

More on all of these in the coming eBooks.

What Bad Looks Like

Low Reach combined with low Landing Page Views can indicate:

- Poor audience targeting
- Weak creative
- Low budget
- A campaign that simply hasn't had enough time

Don't panic, it doesn't mean failure. It simply means Facebook isn't showing your content to enough people **yet**.

What Reach Cannot Tell You

Reach cannot tell you:

- Whether people liked your ad
- Whether people visited your website
- Whether people trust you
- Whether people bought from you

That's why Reach should never be the only number you look at. It's useful, but it isn't the whole story.

Lets go back to my shop Sophic Wellness. This is the Shop Window Test

Imagine standing outside your business. Reach tells you how many people walked past the shop. The Landing Page Views tell you how many walked through the door.

Next: Buy Now Clicks tell you how many picked something up and Sales tell you how many actually purchased.

Can you see why Reach is only the first step?

Beginner Tip

Reach tells us if Facebook is showing our content. Landing Page Views tell us if people are interested. Sales tell us if our offer is working. Never confuse Reach with results.

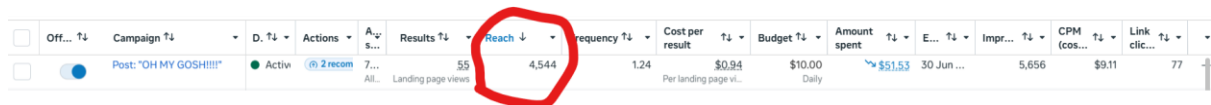
Keep a level head. Never celebrate Reach by itself. Celebrate Reach when it leads to:

- Landing Page Views
- Buy Now Clicks
- Enquiries
- Sales

REMEMBER: Reach starts the journey. Customers finish it.

Action Task:

Open your Ads Manager and locate the Reach column.



Off...	Campaign	D.	Actions	Results	Reach	frequency	Cost per result	Budget	Amount spent	E...	Impr...	CPM (cos...	Link clic...
<input type="checkbox"/>	Post: "OH MY GOSH!!!!"	Active	2 recom	55 All... Landing page views	4,544	1.24	\$0.94 Per landing page vi...	\$10.00 Daily	\$51.53	30 Jun ...	5,656	\$9.11	77

Open your excel sheet and record the data under “Reach”: into your “Reach” column and now compare them.

The gap between those two numbers tells a story, your job right now, is to learn how to read it. Ask yourself: "How many people saw my ad?" The: "How many people actually visited my website?"

This is where the real learning begins.

4. Frequency: Are People Seeing Your Ad Too Much or too little?



Off...	Campaign	D.	Actions	Results	Reach	Frequency	Cost per result	Budget	Amount spent	E...	Impr...	CPM (cos...	Link clic...	
	Post: "OH MY GOSH!!!!"	Active	@ 2 rescom	7...	55	4,5	1.24	\$0.94	\$10.00	\$51.53	30 Jun ...	5,656	\$9.11	77
				All...	Landing page views			Per landing page vi...	Daily					

Frequency is one of those Facebook metrics that sounds complicated but is actually very simple.

Frequency tells you how many times, on average, the same person has seen your advertisement. This is important because if people keep seeing the same thing over and over again, they eventually stop noticing it. What is called customer fatigue. Or worse. They get annoyed by it.

For example:

- If your Reach is 1,000 people and your Frequency is 1.0, it means each person saw your ad approximately once.
- If your Reach is 1,000 people and your Frequency is 2.0, it means each person saw your ad approximately twice.

Think of it like driving past the same billboard every day. The first time you notice it,

The second time you recognise it, the third time you remember it. The tenth time you barely notice it anymore.

This is why Frequency matters. People rarely buy the first time they see something. Most people need multiple exposures before they trust a business enough to take action. A frequency of around 1 to 3 is generally healthy for most small businesses running local Facebook ads.

It means people are seeing your offer often enough to remember you without becoming bored by it. When Frequency starts climbing much higher, it can be a sign that Facebook is showing your ad to the same people over and over again.

Notice in the Graph above it shows 1.24, his doesn't automatically mean the ad is broken. We just haven't reached the point of questioning or manipulating this for the best outcome.

It simply means it's time to pay attention.

If your Frequency is increasing and your Landing Page Views are still increasing, your ad is probably still doing its job.

If your Frequency is increasing but your Landing Page Views are slowing down or becoming more expensive, people may be getting tired of seeing the same advertisement. This indicates that there is an oversaturation and the ad needs to be dialled back or the graphics/visuals need to be updated.

At that point you might consider:

- Changing the image
- Changing the headline
- Changing the offer
- Testing a different post
- Creating a new advertisement

The goal is not to keep Frequency as low as possible, the optimum is to stabilise Frequency between 3-4 views per profile. It's to make sure people see your advertisement enough times to remember you, but not so many times that they start ignoring you.

For beginners, don't obsess over Frequency, simply keep an eye on it and use it as an early warning sign that your audience may be getting tired of seeing the same ad.

Remember:

Reach tells you how many people saw your ad.

Frequency tells you how many times they saw it.

Both numbers tell an important part of the story.

Think of it this another way:

If I stood outside Sophic Wellness (My shop) and yelled the same message at the same person ten times, eventually they'd either buy, ignore me, or tell me to bugger off.

Facebook works the same way.

What Frequency Means

Frequency = Average number of times each person saw my ad


Example graph below whilst I was writing this eBook and texting out my first campaign:

Reach = 1,000 people

Frequency = 2

This means those 1,000 people have seen your ad about twice each.

5. Amount Spent



The screenshot shows the Facebook Ads Manager interface. The 'Amount Spent' column is circled in red. The table below shows the data for a specific ad campaign.

Off...	Campaign	Delivery	Actions	Results	Reach	Frequency	Cost per result	Budget	Amount spent	E...	Impr...	CPM (cos...	Link clic...
<input checked="" type="checkbox"/>	Post: "OH MY GOSH!!!!"	Active	3 recom	7...	72	4,900	1.25	\$0.85	\$10...	\$61.47	30 Jun ...	6,127	\$10.03

This is one of the simplest columns in Facebook Ads Manager. It's also one of the easiest to misunderstand and we almost always freak out about it. The Amount Spent column tells us exactly how much money Facebook has used from our advertising budget. That's it. No tricks, No complicated formulas, No marketing jargon, Just money spent.

If the Amount Spent column says: \$5.00, Facebook has spent \$5.00.

If it says: \$25.00, Facebook has spent \$25.00. Simple.

Why This Number Matters

Most small business owners only look at this number, get very nervous and that's where they get into trouble. When I looked at the amount spent column my gut would drop. I'd open Ads Manager and immediately look at how much money Facebook had spent.

If I saw \$20 spent I'd panic, If I saw \$50 spent I'd panic even more but I was asking the wrong question.

The question isn't: "How much money has Facebook spent?". The better question is: "What did Facebook get me for the money it spent?" that's a very different conversation.

The Mistake Most Beginners Make

Imagine you spend \$25 on an advertisement. At first glance that might feel expensive. It's \$25.00 you won't get back, Facebook ate your \$25.00.

Take a breath.. let's look at it this way: What if that \$25 generated:

- 4,000 Reach
- 35 Landing Page Views
- Visitors arriving for less than \$1 each

Suddenly that same \$25 looks very different. The amount spent by itself means nothing. Unless it's compared against the results from the other four columns we've spoken about here. So freaking out about it isn't going to help. Again take a big breath and exhale slowly.. We are getting to all of this..

SECTION 5: How To Tell If an Ad Is Working

An ad is usually working when: The Amount Spent is increasing AND The Results are increasing.

For example:

- Amount Spent = \$20
- Landing Page Views = 25
- Cost Per Landing Page View = \$0.80

That's useful. Facebook is spending money and generating visitors. The machine is doing its job.

How To Tell If An Ad Is Not Working

An ad may need attention when: The Amount Spent is increasing BUT The Results are not increasing.

For example:

- Amount Spent = \$25
- Landing Page Views = 3
- Cost Per Landing Page View = \$8.33
- Zero sales

Now we have a problem. Facebook is spending money but not producing enough results.

That's when we need to investigate:

- The advertisement: we will address this later
- The audience
- The offer
- The landing page

Something is slowing the process down.

What Good Looks Like

Good advertising isn't about spending less money. Good advertising is about getting more results from the money you spend.

I would rather spend: \$25 and get 35 visitors, than spend: \$5 and get 2 visitors.

The goal is not to spend the least amount possible. The goal is to spend wisely.

Beginners Tip

Never look at Amount Spent by itself, always compare it to:

- Results
- Landing Page Views
- Cost Per Landing Page View

Amount Spent tells you what Facebook took, while the other metrics tell you what Facebook gave back. That's the comparison that matters.

Action Task

Open Ads Manager and find the Amount Spent column.

Record:

- Amount Spent

You will add data to this graph as you journey along.

Note:

The time to add and compare is for the 7 days after a change has been made. Keep tabs, take notes. It's all about the tweaking and the adjustments until you start getting the numbers that perform for you.

Now ask yourself:

"Am I getting enough results for the money I've spent?" That's the real purpose of this column. Not to make you panic. To help you make better decisions. Your next questions should be: Where do I find the receipts for this data? And this where you can start getting excited. Your proof will be on your webpage and on your check out page stats.

SECTION 6: What To Fix First

Before you can fix anything you must check that your funnel is actually functioning.

ALWAYS do a dry run of your funnel to make sure the links work. Buy your own product and be sure to test it on other platforms other than google.

That is your first port of call.

Next keep in mind not to over whelm yourself.

It's important to not try to fix everything at once, this is a "step by step" and waiting journey. Change only one thing at a time. Then let the numbers guide you, use the numbers, that's what they're for. They are there simply to show you where the gaps are so you can fill them and succeed.

If theres an area that seems that no one is clicking, focus on that part of your funnel. Then fix the issue and repost.

If people click but do not land, fix the link or page.

If people land but do not buy: Fix the offer, sales page, trust or checkout. In that order and one at a time watch the numbers, if they grow you're succeeding if they drop take it back to what you just changed, change it back and move onto changing the next thing.

If people buy: Keep the post as an asset.

Action Task

Choose ONE thing to fix and keep notes. Do not change five things at once you have to keep track. If you change everything, you will not know what worked.

Section 7: When To Stop An Ad

There are many things to do before you stop an ad, and there is always a way to adjust an ad and then restart it to continue. The following steps aren't Stopping an ad because it is a failure, Its about data. Always keep in mind this isn't a defeat. Let me say that again because small business owners need to hear it, stopping an ad is about data.

When you first start boosting posts, it can feel personal when something doesn't work. It feels like a personal failure. It's not. You spend money, you watch the numbers, you hope like hell it takes off, and then nothing much happens.

That doesn't mean you are bad at business, it means the market is giving you information. The trick is knowing when to leave the ad alone and when to stop feeding it money.

Stop Or Pause The Ad If:

- Your Cost Per Landing Page View is too high
- Your Landing Page Views are barely moving
- Your Reach is okay but nobody is clicking through
- Your Frequency is climbing too high
- Your Amount Spent keeps increasing but the Results are not improving
- The link is broken
- The page is loading too slowly
- The offer is unclear
- The audience is not responding

You only need to stop the ad to adjust it after you have corrected any or all of the above and then you restart the ad.

Just because you've stopped the ad doesn't mean it's a throw away item.

Beginner Rule

Do not stop an ad because you feel nervous, that is a decision that is lead by emotion and business isn't about emotion. Stop it because the numbers are telling you something is wrong and something needs to be adjusted.

REMEMBER: Feelings are not metrics.

Step-By-Step: How To Stop Or Pause An Ad

1. Open Facebook Ads Manager.

2. Go to your campaign.
3. Find the ad you want to stop.
4. IMPORTANT!!! Check these columns before touching anything:
 - Results
 - Landing Page Views
 - Cost Per Landing Page View
 - Reach
 - Frequency
 - Amount Spent

5. Ask:

“Has this ad had enough time and enough data to be judged properly?” The time frame should be 21 days and at least 100 landing page clicks

6. If the answer is no, leave it alone.
7. If the answer is yes and the numbers are poor, **pause** the ad. DO NOT DELETE IT!
8. Before turning it off, take a screenshot of the results.
9. Write down why you stopped it.
10. Explore the solutions that could fix the ad.
11. Apply them and turn the ad back on
12. Rinse repeat until you have sales

Like I said: Just because you stopped an ad, doesn't mean it's a failure, doesn't mean you are bad at business. Stopping doesn't mean you're done. Stop an ad to follow the flow of your customers and correct the bottle neck, the restart the ad.

Rinse

Repeat

Note down Example:

“Paused because Cost Per Landing Page View was above \$5 and Landing Page Views stayed low after 7 days.”

10. Save the screenshot and note in your Advertising Asset Bank.

What To Do After You Stop It:

Don't delete it, don't throw it away. Don't decide the whole idea was rubbish.

Look at what the ad taught you.

Ask:

- Was the hook weak?
- Was the image boring?
- Was the audience wrong?
- Was the offer unclear?
- Was the landing page broken?
- Did I stop it too early?

This is how you become better, not by guessing, by recording what happened and improving the next version.

Correct what needs to be corrected and restart the ad.. Watch it daily and adjust it weekly until your sales increase.

Advanced Tip

Never stop three ads at once without recording why. If you pause everything in a panic, you learn nothing. Only Pause one ad if you have multiple running at the same time. Maximum to start with is four. I learned this the hard way. (Having four running will give you an idea of what is performing better and you can adjust the other ads to match the highest performing ad.)

Always be sure to keep a record of the reason so you can adapt the other ads if need be.

Let the others keep gathering data. Good marketers do not just run ads, they build a library of lessons. Keep in mind that every stopped ad should teach you what not to repeat.

Section 8: When To Scale An Ad

Scaling sounds fancy, It isn't. Scaling simply means putting a little more money behind something that is already working. Not something you hope will work, not something you emotionally love. Not something your cousin liked, something the numbers prove is working.

This is where a lot of small business owners get themselves into trouble.

They see one good day and immediately think: "Great, I'll double the budget." Slow down, turbo. One good day is not proof, one good day is a clue.

Scale An Ad If:

- Landing Page Views are increasing
- Cost Per Landing Page View is stable or decreasing
- Reach is increasing
- Frequency is still healthy
- Amount Spent is increasing and Results are increasing with it
- The landing page is working
- You have enough data to make a sensible decision

Beginner Rule

Do not scale an ad because you like it, scale it because the numbers have earned it.

What Healthy Scaling Looks Like

Example:

- Amount Spent: \$25
- Landing Page Views: 30
- Cost Per Landing Page View: \$0.83
- Frequency: 1.4

Then later:

- Amount Spent: \$50
- Landing Page Views: 65
- Cost Per Landing Page View: \$0.76
- Frequency: 1.8

That is a healthy sign. Facebook is spending more and still sending visitors at a reasonable cost.

What Bad Scaling Looks Like

Example:

- Amount Spent: \$25
- Landing Page Views: 30
- Cost Per Landing Page View: \$0.83

Then you increase the budget too fast.

- Amount Spent: \$80
- Landing Page Views: 35
- Cost Per Landing Page View: \$2.28

Now the ad is getting more expensive and not producing enough extra visitors, that means you may have pushed too hard too soon.

Step-By-Step: How To Scale An Ad

1. Open Facebook Ads Manager.
2. Find the ad that is performing best.
3. Check these columns:
 - Results
 - Landing Page Views
 - Cost Per Landing Page View
 - Reach
 - Frequency
 - Amount Spent
4. Confirm the ad is healthy.

You want to see:

- Landing Page Views increasing
 - Cost Per Landing Page View staying reasonable
 - Frequency under control
 - Reach still growing
5. Take a screenshot before changing anything.
 6. Increase the budget slowly.

For beginners, I recommend small increases.

Example:

\$5 per day to \$7 per day or \$10 per day to \$12-\$15 per day

Do not jump from \$5 per day to \$50 per day unless you enjoy setting money on fire.

7. Let the ad run for another week.
8. Watch what happens.
9. Compare the new results to the old results.
10. If the Cost Per Landing Page View stays stable and visitors keep increasing, the scale is working.
11. If the cost jumps and results slow down, reduce the budget back down and reassess.

Advanced Tip

The aim is to scale in steps, not leaps. Facebook ads are like fire, a little more fuel can make them burn brighter. Too much fuel too fast can smother the whole thing. When an ad is working, your job is not to attack it with money, your job is to protect the performance. Increase gently, watch the numbers, record the change and then decide the next move.

Promised Bonus section:

The 5 Questions That Matter

1. Are People Seeing My Ad?

Reach

- ❖ Good: Increasing steadily
- ❖ Bad: Very low after several days

****Answer to the Question.** Is Facebook finding people?

2. Are People Visiting My Website?

Landing Page Views

- ❖ Good: Increasing
- ❖ Bad: Very few visitors

**** Answers the Question:** Are people interested enough to leave Facebook?

3. What Is It Costing Me?

Cost Per Landing Page View

- ❖ Excellent: Under \$1
- ❖ Good: \$1-\$2
- ❖ Acceptable: \$2-\$3
- ❖ Needs Work: Above \$3

**** Answers the Question:** Am I getting visitors for a reasonable price?

4. Is Facebook Showing The Same Ad Too Often?

Frequency

- ❖ Healthy: 1.0 to 3.0
- ❖ Watch: 3.0 to 5.0
- ❖ Fatigue: Above 5.0

**** Answers the Question:** Are people getting sick of seeing this ad?

5. Am I Staying Within Budget? YOU SET YOUR OWN BUDGET.

Amount Spent (Insert amount here and compare to your budget)

**** Answers the Question:** Am I spending what I intended to spend?

SECTION 9: What A Healthy Beginner Campaign Looks Like

Disclaimer: Results vary between industries, locations, audiences, offers and budgets. These numbers are based on a real campaign and are provided as a practical example only.

Excellent

- Reach: 5,000+
- Landing Page Views: 75+
- Frequency: 1.0 - 2.0
- Cost Per Landing Page View: Under \$1.00
- Amount Spent: Under \$100

Good

- Reach: 2,000 - 5,000
- Landing Page Views: 30 - 75
- Frequency: 1.0 - 3.0
- Cost Per Landing Page View: \$1.00 - \$2.00
- Amount Spent: Under \$100

Needs Improvement

- Reach: Under 2,000
- Landing Page Views: Under 30
- Frequency: Above 4.0
- Cost Per Landing Page View: Above \$3.00
- Amount Spent: Increasing without corresponding results

Red Flags

- Frequency: Above 5.0
- Cost Per Landing Page View: Above \$5.00
- Reach: Stagnant
- Landing Page Views: Very low despite ongoing spend

Read Facebook Metrics without losing your mind.

- Amount Spent: Continues rising while results remain flat

My Real-World Example

- Reach: 5,281
- Landing Page Views: 98
- Frequency: 1.26
- Cost Per Landing Page View: \$0.78
- Budget: \$10 per day

Verdict: Healthy campaign. Facebook is finding people, visitors are reaching the website, frequency is low, and visitors are being generated for less than \$1 each.

SECTION 10: The Most Important Lesson

A campaign can be successful even if it hasn't produced a sale yet. That sounds strange, but it's true.

Facebook's first job is to get visitors.

Your website's job is to convert visitors.

If Facebook is producing visitors for a reasonable cost, then Facebook is doing its job.

Then you move on to improving the landing page, offer, checkout, and trust.

That's exactly the journey you've been through with the ebook campaign.

You went from: "No visitors" to "Visitors arriving" to "People reaching checkout" and each metric helped identify the next problem to solve. That's what makes a metric useful. It tells you what to fix next. 🎯

Metrics Quick view charts

Facebook Metrics Quick View Chart:

Facebook Metric	What It Means	Why It Can Mislead You
Reach	People who saw the ad	Seeing isn't buying
Impressions	Total times ad was shown	Same person may see it multiple times
Engagement	Likes, comments, shares	Doesn't mean they visited your website
Link Clicks	Clicked the link	Doesn't mean the page loaded
Cost Per Click	Cost of click	Cheap clicks can still produce zero sales
Frequency	Average times each person saw the ad	Too high can cause ad fatigue

Landing Page Metrics

Landing Page Metric	What It Means	Why It Matters
Landing Page Views	People actually arrived	Stronger than clicks
Email Signups	Lead generated	Potential future customer
Contact Form Enquiries	Prospect raised hand	High-value signal
Sales	Customer purchased	What we're ultimately after
Conversion Rate	Visitors who take action	Shows page effectiveness

Bonus: The Simple Metrics Scorecard

This is something I use to keep tabs on what is working, what I've changed and what potentially needs changing:

Post Name:										
Date Boosted:										
Amount Spent:										
Reach:										
Link Clicks:										
Landing Page Views:										
Cost Per Landing Page View										
Frequency										
Sales										
Signups										
Enquiries										
What Worked										
What Did Not Work										
What I Will Test Next										

FINAL THOUGHTS

You don't need to understand every Facebook metric in the beginning. You need to comprehend enough to make the next smart move. That is the whole point. You are trying to run your business, not a social media management empire.

This is how you become a business owner who can look at the numbers without panicking, getting overwhelmed and shutting down. It's as simple as this:

- Boost the post.
- Read the signals.
- Fix the bottleneck.
- Save the winner.
- Repeat.

That is how this gets easier.

Being in business as long as I have and have experienced the highs and lows of building a business and then running it, the only way you will survive is to be OCD about your business and every inch of it's workings.

This way when you are at the point of selling or scaling you'll have a clear comprehension and knowledge of exactly how your business runs in every area and you'll know in an instant what isn't succeeding and what to look for and where.

It is still my aim to get you up and running and educating yourself in the social media platform that is Facebook so you won't be wasting tens of thousands of dollars on services you don't need and throwing money into the great hole in the internet that is Facebook that has no return on investment.

It's all about being wise and keeping full control of your business at all times. This way any one you bring on as staff or any one you hire to take care of your social media ads and sales will be given strict instructions and you will have full control of where your money is going and why.

My next Ebook is going to focus on Easy Funnels. This will also have bonuses of what I've learned about Ads and Ad Copy as well as ad lay out and the tips that were shared with me starting out that work in grabbing the attention of your customers. Nothing fancy simple lay outs and simple Ad copy (body of text in your posters and posts).

RARE OFFER

Need Help Reading Your Results?

Read Facebook Metrics without losing your mind.

Book a 1:1 strategy session with Ange or one of our trusted associates.

We can help you:

- Read your boosted post results
- Spot what is working
- Find where the funnel is leaking
- Improve your landing page
- Decide what to test next
- Build your advertising asset bank

Investment: \$220 per hour

[BOOK YOUR 1:1 SESSION]
