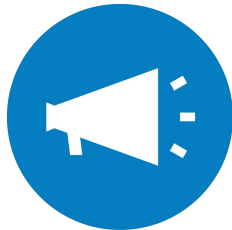


Advertising Intelligence

Understanding the KPI's



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Slide 4: Benefits

Slide 5: Platforms

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Slide 17: Multi-Location

Slide 18: Understanding the Metrics

Slide 19: Google Ads

Slide 22: YouTube Ads

Slide 25: Facebook Ads

Slide 32: Appendices

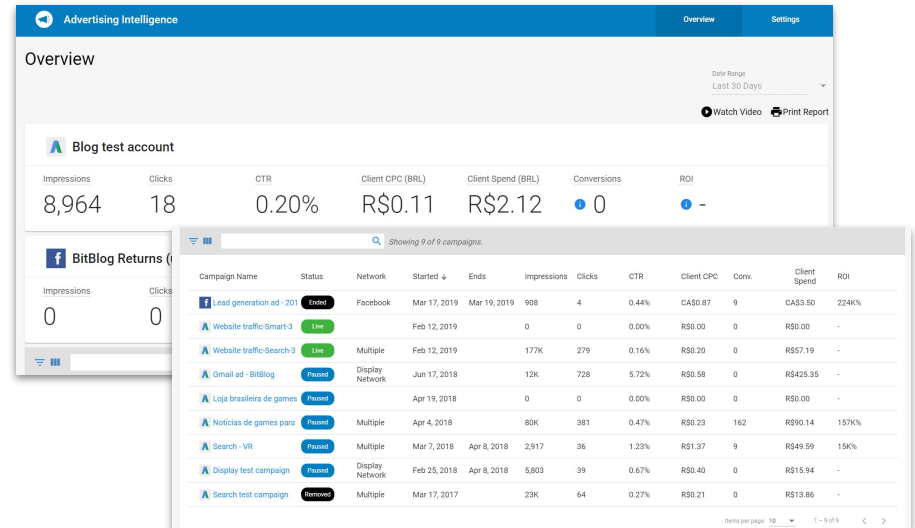
Slide 33: Product Walkthrough (detailed)

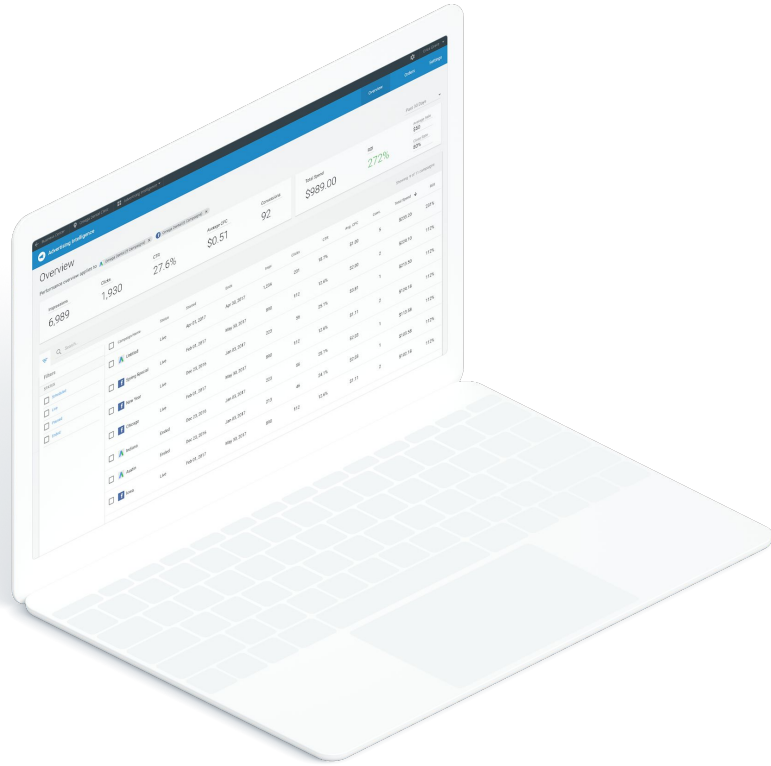
Slide 67: Calculating ROI

What is Advertising Intelligence?

Advertising Intelligence is a PPC and digital ad reporting tool that brings campaigns from multiple platforms under one roof. Pull in data from Google Ads and Facebook Ads for easy comparison.

Uncover recipes behind successful campaigns, pinpoint what's making your clients money, and use automation to stay on top of reporting.





Benefits:

Advertising Intelligence with the Advanced Reporting add-on allows you to:

- Cut down on overhead costs and save time with automated reporting
- Pinpoint what's making your clients money
- Customize metrics, objectives and the date range to match businesses' needs
- Prove real ROI
- Add a management markup fee to all reports

Platforms

Advertising Intelligence consolidates reporting from the following networks:

Google Ads

- Google Search Ads
- Google Display Ads
- YouTube Ads
- Google Shopping Ads



Facebook Ads

- Facebook Ads
- Instagram Ads
- Messenger Ads
- Audience Network Ads



Plus, connect Google Analytics for even more data.

Product Overview

Overview Page

Advertising Intelligence Overview Settings

Overview

Date Range: All Time Watch Video Print Report

Blog test account

Impressions	Clicks	CTR	Client CPC (BRL)	Client Spend (BRL)	Conversions	ROI
303K	1,527	0.50%	R\$0.42	R\$652.08	171	22K%

BitBlog Returns (under BizMgr)

Impressions	Clicks	CTR	Client CPC (CAD)	Client Spend (CAD)	Conversions	ROI
908	4	0.44%	\$0.87	\$3.50	9	224K%

Showing 9 of 9 campaigns.

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	R\$0.00	0	R\$0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	R\$0.20	0	R\$57.19	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	R\$0.58	0	R\$425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	R\$0.00	0	R\$0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	R\$0.23	162	R\$90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	R\$1.37	9	R\$49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	R\$0.40	0	R\$15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	R\$0.21	0	R\$13.86	-

Items per page: 10 1 - 9 of 9

Overview Page

The Overview Page is where you can begin to compare metrics across platforms and campaigns. This top chart shows metrics for a business's Google and Facebook Ads overall. With Advanced Reporting, the date range in the top right can be customized to discover trends over time.

The metrics shown here are impressions, clicks, click-through-rate, client cost-per-click, client spend, conversions, and return on investment.

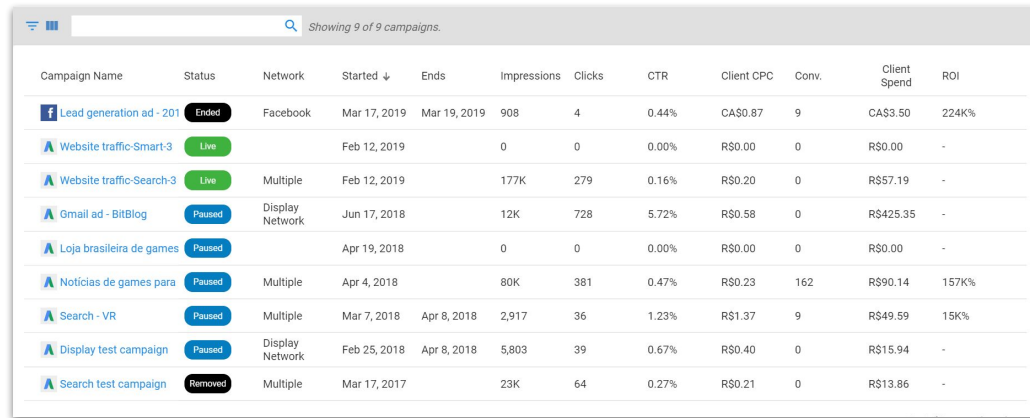
The screenshot displays the 'Advertising Intelligence' interface. At the top, there are navigation tabs for 'Overview' and 'Settings'. Below the header, the 'Overview' section is active, showing a 'Date Range' dropdown set to 'All Time' and links for 'Watch Video' and 'Print Report'. The main content area features two data tables. The first table, titled 'Blog test account', lists metrics: Impressions (303K), Clicks (1,527), CTR (0.50%), Client CPC (BRL) (R\$0.42), Client Spend (BRL) (R\$652.08), Conversions (171), and ROI (22K%). The second table, titled 'BitBlog Returns (under BizMgr)', lists metrics: Impressions (908), Clicks (4), CTR (0.44%), Client CPC (CAD) (\$0.87), Client Spend (CAD) (\$3.50), Conversions (9), and ROI (224K%). A search bar at the bottom indicates 'Showing 9 of 9 campaigns.'

Advertising Intelligence							Overview	Settings	
Overview								Date Range	All Time
								Watch Video	Print Report
A Blog test account									
Impressions	Clicks	CTR	Client CPC (BRL)	Client Spend (BRL)	Conversions	ROI			
303K	1,527	0.50%	R\$0.42	R\$652.08	171	22K%			
f BitBlog Returns (under BizMgr)									
Impressions	Clicks	CTR	Client CPC (CAD)	Client Spend (CAD)	Conversions	ROI			
908	4	0.44%	\$0.87	\$3.50	9	224K%			
								Showing 9 of 9 campaigns.	

Overview Page

The table on the bottom portion of the Overview Page is only available with *Advanced Reporting*. This table allows you to compare individual campaigns from Google Ads and Facebook Ads in one place.

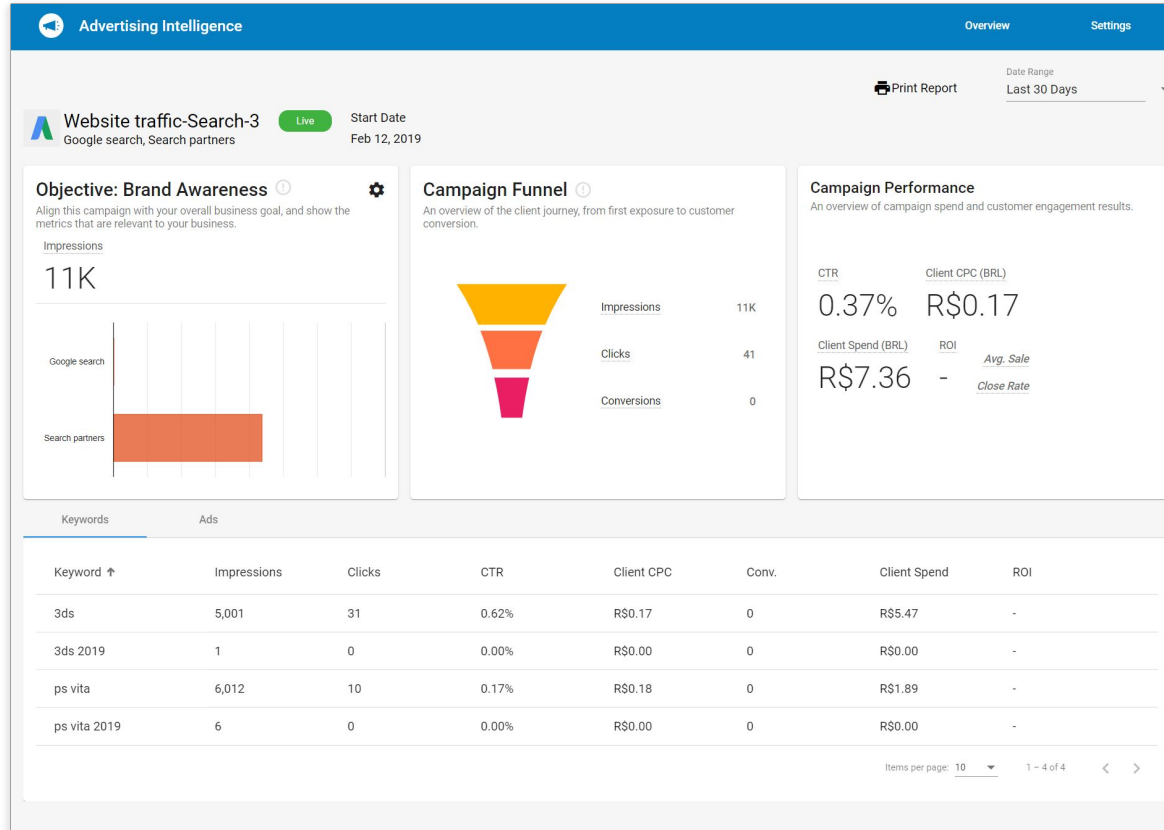
View the campaign name, status, network, and the start and end dates in addition to the original metrics. Organize and order the table using filtering options and click any blue highlighted campaign name to be taken into the detailed *campaign view*.



Showing 9 of 9 campaigns.

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
f Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	R\$0.00	0	R\$0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	R\$0.20	0	R\$57.19	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	R\$0.58	0	R\$425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	R\$0.00	0	R\$0.00	-
Notícias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	R\$0.23	162	R\$90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	R\$1.37	9	R\$49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	R\$0.40	0	R\$15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	R\$0.21	0	R\$13.86	-

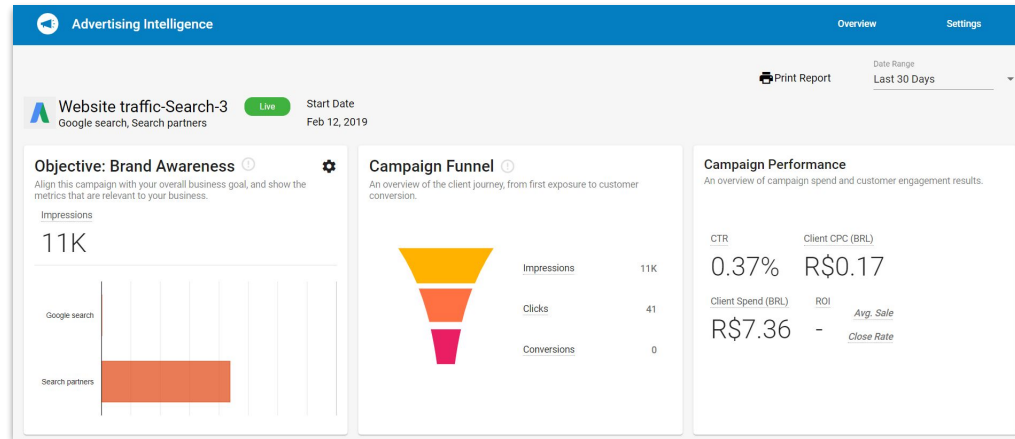
Campaign View



Campaign View

Here, you can see details on each individual campaign. Along the very top, there's the name, networks, status, and start/end dates. In the top right, you can print the report or customize the date range.

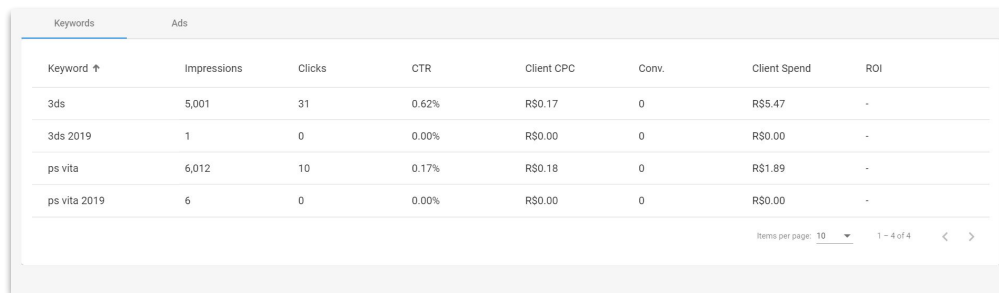
These top three cards show your client's Campaign Objective, Campaign Funnel, and Campaign Performance for an overview of campaign spend and customer engagement results.



Campaign View

The bottom portion of the campaign view shows additional tabs and reporting depending on the type of campaign.

This is where you'll find things like keyword performance, individual ad performance, YouTube reporting, and Google Analytics data.



The screenshot shows a table with two tabs: 'Keywords' (selected) and 'Ads'. The table has eight columns: Keyword, Impressions, Clicks, CTR, Client CPC, Conv., Client Spend, and ROI. There are four rows of data. At the bottom right, there is a pagination control showing 'Items per page: 10' and '1 - 4 of 4'.

Keyword ↑	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
3ds	5,001	31	0.62%	R\$0.17	0	R\$5.47	-
3ds 2019	1	0	0.00%	R\$0.00	0	R\$0.00	-
ps vita	6,012	10	0.17%	R\$0.18	0	R\$1.89	-
ps vita 2019	6	0	0.00%	R\$0.00	0	R\$0.00	-

Items per page: 10 1 - 4 of 4 < >

Settings Page

Advertising Intelligence Overview **Settings**

Settings

Google AdWords

Vendasta Account ×

Management Markup Fees 0% per month ▾

Facebook Ads

Digital Advertising - General - CAD Account ×

Management Markup Fees 0% per month ▾

Conversion Metrics Other Conversions ▾

ROI Calculation

Turn off to hide ROI from campaign statistics in the product and the Executive Report.

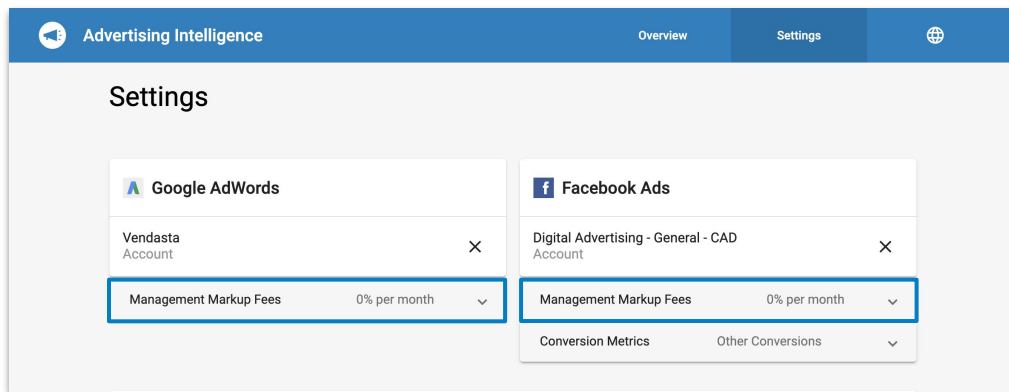
Average Sale Enter the average lifetime value of a single customer	Close Rate Enter the percentage of people who make a purchase after clicking on your ad
<input type="text" value="\$1,000.00"/>	<input type="text" value="5%"/>

Turn off to hide Cost Per Click (CPC) and Client Spend metrics in the product and Executive Report.

Settings Page

The Settings page is where you can manage your connected Google Ads and Facebook Ads accounts.

With Advanced Reporting, you can also add management markup fees and customize metrics. Adding Management Markup Fees allows these costs to be reflected across all reporting.



The screenshot displays the 'Advertising Intelligence' interface. At the top, there is a blue navigation bar with 'Advertising Intelligence' on the left, 'Overview' and 'Settings' in the center, and a globe icon on the right. Below the navigation bar, the page title 'Settings' is centered. The main content area is divided into two columns. The left column is titled 'Google AdWords' and shows a card for 'Vendasta Account' with a close button (X). Below this card, a blue-bordered box highlights the 'Management Markup Fees' setting, which is currently set to '0% per month' with a dropdown arrow. The right column is titled 'Facebook Ads' and shows a card for 'Digital Advertising - General - CAD Account' with a close button (X). Below this card, a blue-bordered box highlights the 'Management Markup Fees' setting, also set to '0% per month' with a dropdown arrow. Underneath, there is a 'Conversion Metrics' section with 'Other Conversions' and a dropdown arrow.

Settings Page

The screenshot displays the 'Settings Page' for two advertising accounts. On the left is the 'Google AdWords' account, 'Vendasta Account', with 'Management Markup Fees' set to '0% per month'. On the right is the 'Facebook Ads' account, 'Digital Advertising - General - CAD', also with 'Management Markup Fees' set to '0% per month'. A blue-bordered box highlights the 'Conversion Metrics' section for the Facebook Ads account, which includes a list of metrics to track: App Installs, Event Responses, Link Clicks, Page Likes, Product Catalog Sales, Video Views, Impressions, Leads, Message Actions, Post Engagement, Reach, and Other Conversions. The 'Other Conversions' checkbox is checked.

Account	Management Markup Fees
Google AdWords: Vendasta Account	0% per month
Facebook Ads: Digital Advertising - General - CAD Account	0% per month

Facebook Ads Conversion Metrics:

- App Installs
- Event Responses
- Link Clicks
- Page Likes
- Product Catalog Sales
- Video Views
- Impressions
- Leads
- Message Actions
- Post Engagement
- Reach
- Other Conversions

For Facebook Ads only, the conversion metrics can be customized. Select which metrics you would like to track for conversions.

Choose from app installs, event responses, page likes, reach, and many more. These will all rollup into the conversion metric found throughout the product.

Settings Page

Settings is also where the ROI Calculation and other metrics can be toggled on/off to be hidden from all reporting. Your clients are unable to see this portion of the page.

In order for ROI to show up in your client's reporting, ensure that it is toggled on. You'll need to enter in accurate values for the average sale and close rate.

ROI Calculation

Turn off to hide ROI from campaign statistics in the product and the Executive Report.

Average Sale	Close Rate
Enter the average lifetime value of a single customer	Enter the percentage of people who make a purchase after clicking on your ad
<input type="text" value="\$2,500.00"/>	<input type="text" value="35%"/>

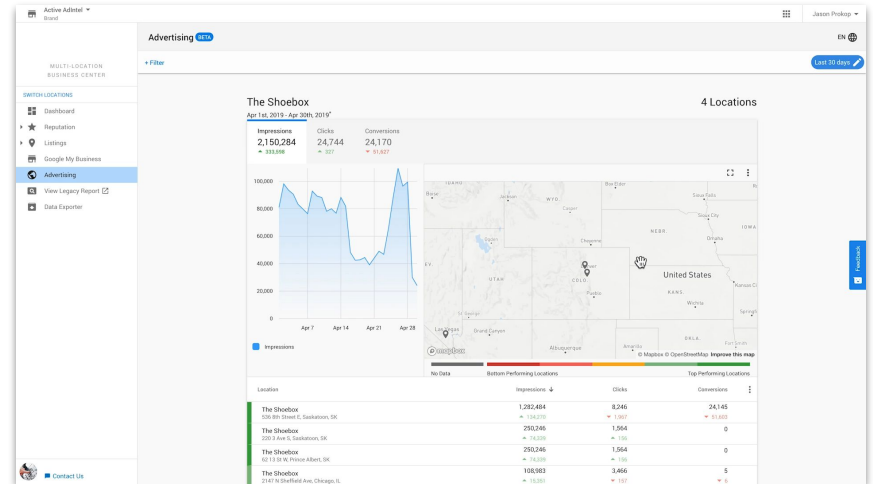
Turn off to hide Cost Per Click (CPC) and Client Spend metrics in the product and Executive Report.

Multi-location

Within Business Centre, your clients can see their digital ad campaign performance across locations.

This makes it easy for business owners with multiple locations to track and compare their digital ad success across locations.

Show your clients their impressions, clicks, and conversions for their locations as a whole and individually.



Understanding the Metrics

Google Ads





Understanding the Metrics

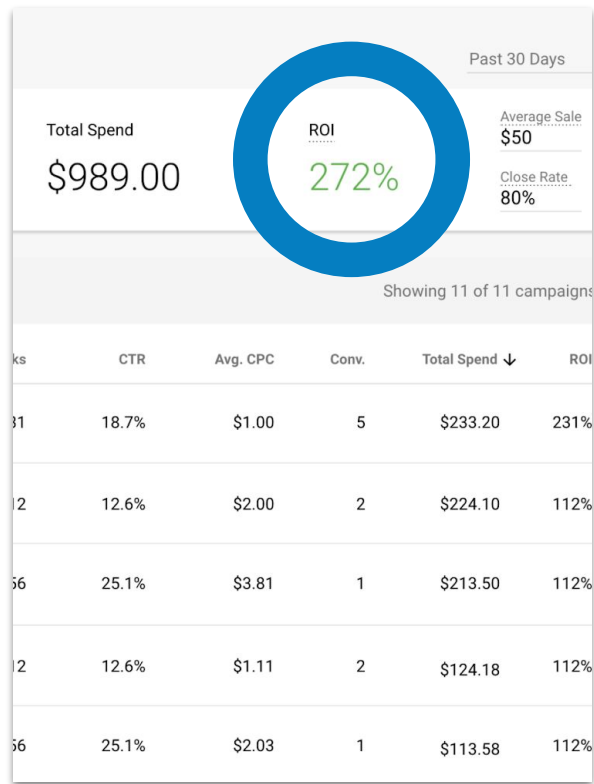
Impressions: Each time your ad is displayed on a Search Engine Results page. One person may view the ad multiple times, counting as multiple impressions.

Clicks: When someone clicks on your ad. Again, one person may count for multiple clicks.

Click-Through-Rate (CTR): Clicks divided by impressions, or the percentage of people who click your ad after it's shown to them.

This metric can help you gauge which ads and keywords are successful and which could be improved. If your ad is highly related to your keywords, users will be more likely to click on it after searching your keyword phrase.

Average Cost-Per-Click (CPC): The amount you've paid for your ad divided by clicks.





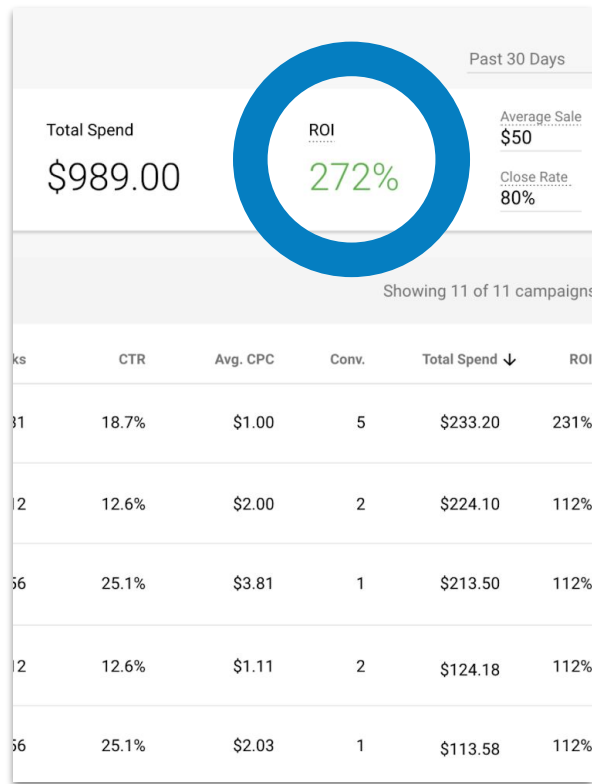
Understanding the Metrics

Conversions: The number of actions taken on the ad, such as product purchases or app downloads. These are actions that you've defined as valuable to your business.

Client Spend: The amount being spent on the campaign.

ROI: Your return on investment, calculated as your profit from the campaign divided by your spend.

**For a detailed walkthrough on how Advertising Intelligence calculates ROI, head to [slide 68](#)*



YouTube Ads





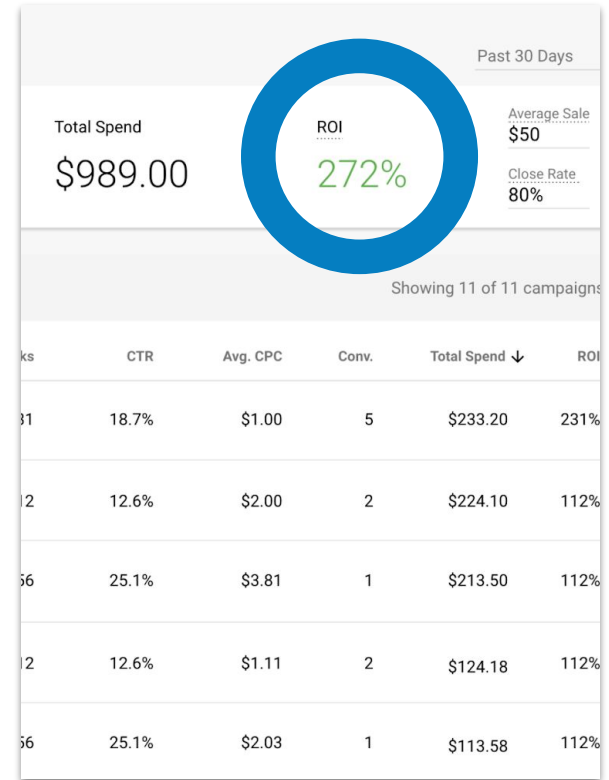
Understanding the Metrics

Video Views: A view is counted when someone watches 30 seconds of your video (or the duration, if it's shorter than 30 seconds) or interacts with your video, whichever comes first.

Clicks: When someone clicks your ad, it's counted here.

Impressions: An impression is counted each time your ad is served. Impressions help you understand how often your ad is being seen.

Client Spend: The amount being spent on the ad.



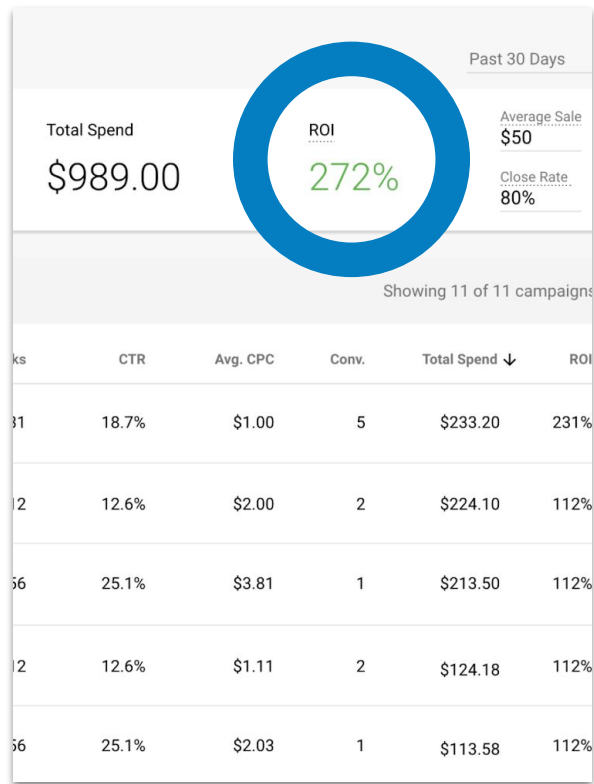


Understanding the Metrics

Client Avg Cost-per-view (CPV): the average amount you paid each time someone viewed your video ad. It equals the total cost of all views divided by the total number of views. This differs from maximum CPV, which is the most you're willing to pay for an ad view

Video Played 25%, 50%, 75%: measures what percentage of viewers watched to that point in the video.

Video Played 100% (View Rate): percentage of people who watched your video after they first saw the video or thumbnail. It equals the number of views your ad receives divided by the number of impressions, including thumbnail impressions for video discovery ads.



Facebook Ads





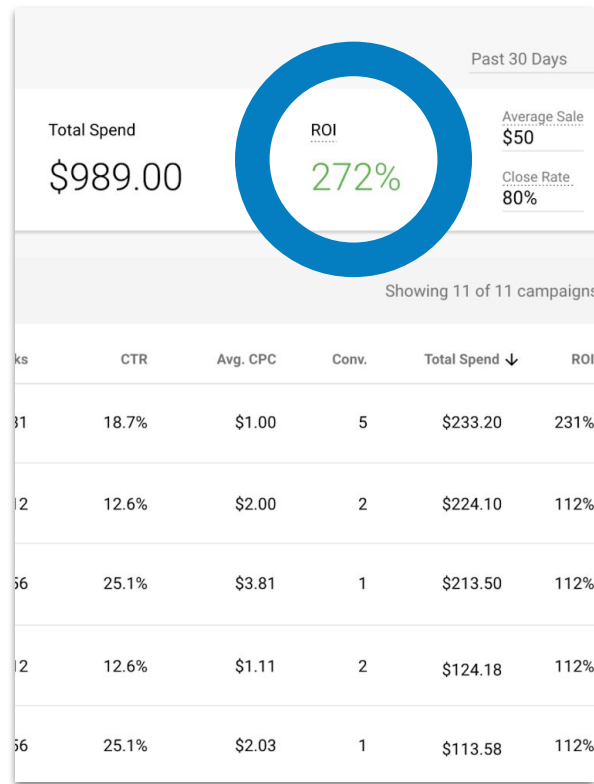
Understanding the Metrics

Impressions: The number of times your ads were on screen.

If someone sees your, scrolls away, and then scrolls back to the ad, it counts as one impression. If someone sees your ad two different times in one day, it counts as two impressions.

Link Clicks: The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.

Link Click-Through-Rate (CTR): The percentage of times people saw your ad and clicked a link.





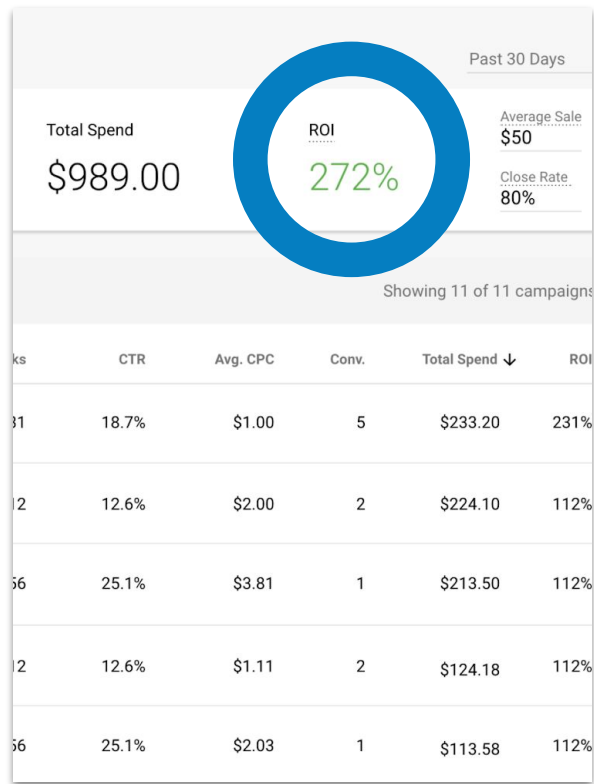
Understanding the Metrics

Total Ad Reach: The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ad by the same person.

Client Spend: The amount being spent on the campaign.

ROI: Your return on investment, calculated as your profit from the campaign divided by your spend.

**For a detailed walkthrough on how Advertising Intelligence calculates ROI, head to [slide 68](#)*





Facebook Ad Conversions

Within *Advertising Intelligence*, the Facebook Ads Conversions metric is made up the following actions which can be selected and unselected in the *Settings Page*:

- ❖ App Installs
- ❖ Event Responses
- ❖ Link Clicks
- ❖ Page Likes
- ❖ Product Catalog Sales
- ❖ Video Views
- ❖ Impressions
- ❖ Leads
- ❖ Post Engagement
- ❖ Reach

The screenshot displays the 'Settings' page for Facebook Ads. It is divided into two main sections: 'Google AdWords' and 'Facebook Ads'. The 'Facebook Ads' section is further divided into 'Account' and 'Conversion Metrics'. The 'Conversion Metrics' section is highlighted with a blue border and contains a list of metrics to track, each with a checkbox. The checked metrics are: Leads, Message Actions, Page Likes, Product Catalog Sales, and Other Conversions. The unchecked metrics are: App Installs, Event Responses, Link Clicks, Video Views, Impressions, and Reach.

Account	Management Markup Fees
Blog test account Account	75% per month
BitBlog Returns (under BizMgr) Account - 1 connected campaign(s).	75% per month

Conversion Metrics Leads, Link Clicks, Message Action... ^

Select the metrics you want to track.

<input type="checkbox"/> App Installs	<input type="checkbox"/> Impressions
<input type="checkbox"/> Event Responses	<input checked="" type="checkbox"/> Leads
<input checked="" type="checkbox"/> Link Clicks	<input checked="" type="checkbox"/> Message Actions
<input checked="" type="checkbox"/> Page Likes	<input checked="" type="checkbox"/> Post Engagement
<input checked="" type="checkbox"/> Product Catalog Sales	<input type="checkbox"/> Reach
<input type="checkbox"/> Video Views	<input checked="" type="checkbox"/> Other Conversions



Facebook Ad Conversions

Each action is defined as follows:

Add to Cart: The number of cart events attributed to your ads.

App Installs: The number of app installs that were recorded as app events and attributed to your ads.

Event Responses: The number of people who responded “interested” to your Facebook event, attributed to your ads.

Impressions: The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Landing Page Views: The number of times a person clicked on an ad link and then successfully loaded the designation webpage or Instant Experience. To report on landing page views, you must have created a Facebook pixel.

Leads (forms): The number of form responses submitted after people clicked on an ad that includes an instant form.

Link Clicks: The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook.

Tip - Actions that do not occur on your ad will be attributed to your ad if:

- The action is taken within 1 day of viewing your ad
- The action is taken within 28 days of clicking on your ad



Facebook Ad Conversions

Each action is defined as follows:

New Messaging Connections: The number of messaging conversations on Facebook Messenger that began with people who had never messaged with your business before, attributed to the ads.

Offer Claims: The number of people who saved your offer. The Offer Claims metric was renamed to align with some product changes.

Page Likes: The number of likes of your Facebook Page attributed to your ads.

Product Catalog Sales: The number of purchase events attributed to your ads, based on information received from one or more of your connected Facebook Business Tools.

Post Comments: The number of comments on your ads.

Post Engagement: The total number of actions that people take involving your ads.

Tip - Actions that do not occur on your ad will be attributed to your ad if:

- The action is taken within 1 day of viewing your ad
- The action is taken within 28 days of clicking on your ad



Facebook Ad Conversions

Each action is defined as follows:

Post Reactions: The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: Like, Love, Haha, Wow, Sad, or Angry.

Post Shares: The number of shares of your ads. People can share your ads or posts on their own or friends' Timelines, in groups, and on their own Pages.

Reach: The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people.

Video Views: The number of times your video played for at least 3 seconds, or for nearly its total length if it's shorter than 3 seconds.

Website Purchases: The number of purchase events attributed to your ads, based on information received from the Facebook pixel placed on the site.

Tip - Actions that do not occur on your ad will be attributed to your ad if:

- The action is taken within 1 day of viewing your ad
- The action is taken within 28 days of clicking on your ad

Appendices

Product Walkthrough

Overview Page

Advertising Intelligence Overview Settings

Overview

Date Range: All Time Watch Video Print Report

Blog test account

Impressions	Clicks	CTR	Client CPC (BRL)	Client Spend (BRL)	Conversions	ROI
303K	1,527	0.50%	R\$0.42	R\$652.08	171	22K%

BitBlog Returns (under BizMgr)

Impressions	Clicks	CTR	Client CPC (CAD)	Client Spend (CAD)	Conversions	ROI
908	4	0.44%	\$0.87	\$3.50	9	224K%

Showing 9 of 9 campaigns.

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	R\$0.00	0	R\$0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	R\$0.20	0	R\$57.19	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	R\$0.58	0	R\$425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	R\$0.00	0	R\$0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	R\$0.23	162	R\$90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	R\$1.37	9	R\$49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	R\$0.40	0	R\$15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	R\$0.21	0	R\$13.86	-

Items per page: 10 1 - 9 of 9

Overview Page

The Overview Page is where you can begin to compare metrics across platforms and campaigns. This top chart shows metrics for a business's Google and Facebook Ads overall. With Advanced Reporting, the date range in the top right can be customized to discover trends over time.

The metrics shown here are impressions, clicks, click-through-rate, client cost-per-click, client spend, conversions, and return on investment.

The screenshot displays the 'Advertising Intelligence' interface. At the top, there are navigation tabs for 'Overview' and 'Settings'. Below the header, the 'Overview' section is active, showing a 'Date Range' dropdown set to 'All Time' and links for 'Watch Video' and 'Print Report'. The main content area is divided into two sections, each with a table of metrics.

Blog test account						
Impressions	Clicks	CTR	Client CPC (BRL)	Client Spend (BRL)	Conversions	ROI
303K	1,527	0.50%	R\$0.42	R\$652.08	171	22K%

BitBlog Returns (under BizMgr)						
Impressions	Clicks	CTR	Client CPC (CAD)	Client Spend (CAD)	Conversions	ROI
908	4	0.44%	\$0.87	\$3.50	9	224K%

At the bottom of the interface, there is a search bar with the text 'Showing 9 of 9 campaigns.'

Overview Page

Impressions, clicks, click-through-rate, and conversions can tell your clients a lot about customer engagement, while their cost-per-click, total spend, and ROI give them insights into how well their advertising dollars are paying off.

Which metrics are most important to them will depend on what their overarching goals for their advertisements are. This may change on a campaign by campaign basis.

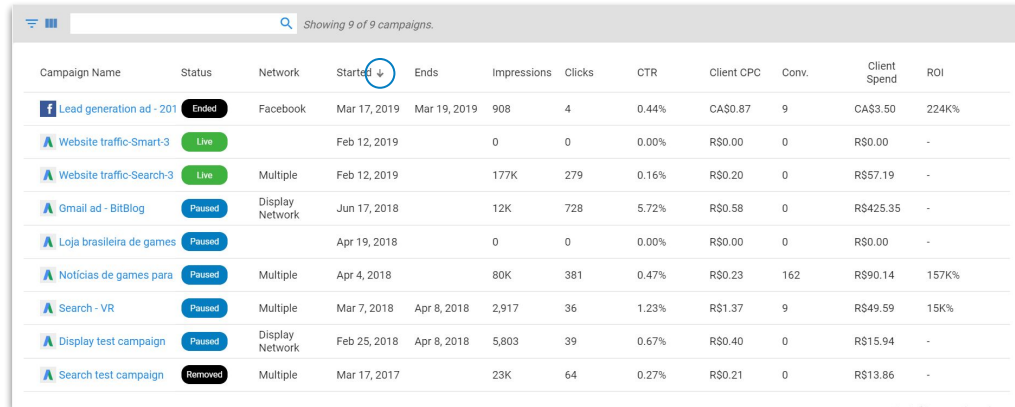
The screenshot shows a dashboard for 'Advertising Intelligence' with an 'Overview' tab selected. It displays performance metrics for two accounts. The first account, 'Blog test account', has 303K impressions, 1,527 clicks, a 0.50% CTR, a Client CPC of R\$0.42, a Client Spend of R\$652.08, 171 conversions, and a 22K% ROI. The second account, 'BitBlog Returns (under BizMgr)', has 908 impressions, 4 clicks, a 0.44% CTR, a Client CPC of \$0.87, a Client Spend of \$3.50, 9 conversions, and a 224K% ROI. The dashboard also includes a date range selector set to 'All Time', 'Watch Video', and 'Print Report' buttons.

Advertising Intelligence							Overview	Settings
Overview							Date Range	All Time
							Watch Video	Print Report
Blog test account								
Impressions	Clicks	CTR	Client CPC (BRL)	Client Spend (BRL)	Conversions	ROI		
303K	1,527	0.50%	R\$0.42	R\$652.08	171	22K%		
BitBlog Returns (under BizMgr)								
Impressions	Clicks	CTR	Client CPC (CAD)	Client Spend (CAD)	Conversions	ROI		
908	4	0.44%	\$0.87	\$3.50	9	224K%		
							Showing 9 of 9 campaigns.	

Overview Page

The table on the bottom portion of the Overview Page is only available with Advanced Reporting. This table allows you to compare individual campaigns from Google Ads and Facebook Ads in one place.

Here, you can view the campaign name, status, network, and the start and end dates in addition to the original metrics. Order the campaigns how you want by clicking any one of these items. In this example, they are ordered by start date.



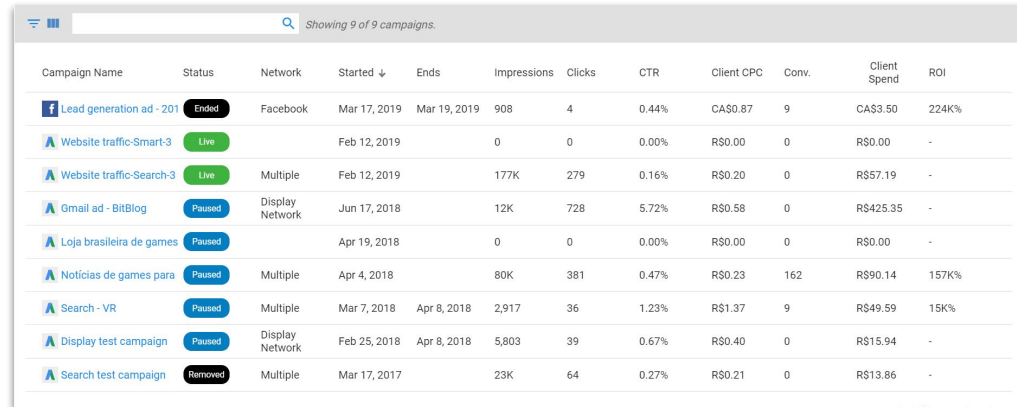
Showing 9 of 9 campaigns.










Campaign Name	Status	Network	Start	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	RS0.00	0	RS0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	RS0.20	0	RS57.19	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	RS0.58	0	RS425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	RS0.00	0	RS0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	RS0.23	162	RS90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	RS1.37	9	RS49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	RS0.40	0	RS15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	RS0.21	0	RS13.86	-

Overview Page

Analyzing and talking your clients through the KPI's in this table can help you discover the secret recipes behind some of their top-performing campaigns.

Perhaps you'll notice that ads run on specific networks generate the most impressions, or that ads run during a certain time of year consistently yield the highest number of conversions.

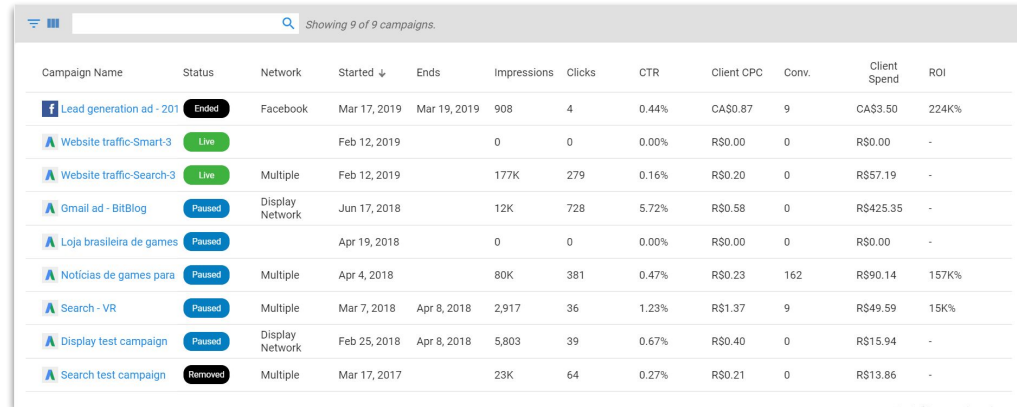


Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
 Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
 Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	RS0.00	0	RS0.00	-
 Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	RS0.20	0	RS57.19	-
 Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	RS0.58	0	RS425.35	-
 Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	RS0.00	0	RS0.00	-
 Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	RS0.23	162	RS90.14	157K%
 Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	RS1.37	9	RS49.59	15K%
 Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	RS0.40	0	RS15.94	-
 Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	RS0.21	0	RS13.86	-

Overview Page

This is how your clients can see how well they are meeting their objectives and adjust accordingly. If your client wants to increase their brand awareness, look deeper into the campaigns that have the most impressions. The same applies for achieving engagement through clicks, or achieving conversions.

Again, you may find that certain networks result in the highest number of impressions, which allows you and your client to determine what needs to be done to achieve their objective of brand awareness.



Showing 9 of 9 campaigns.

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	RS0.00	0	RS0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	279	0.16%	RS0.20	0	RS57.19	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	RS0.58	0	RS425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	RS0.00	0	RS0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	RS0.23	162	RS90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	RS1.37	9	RS49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	RS0.40	0	RS15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	RS0.21	0	RS13.86	-

Overview Page

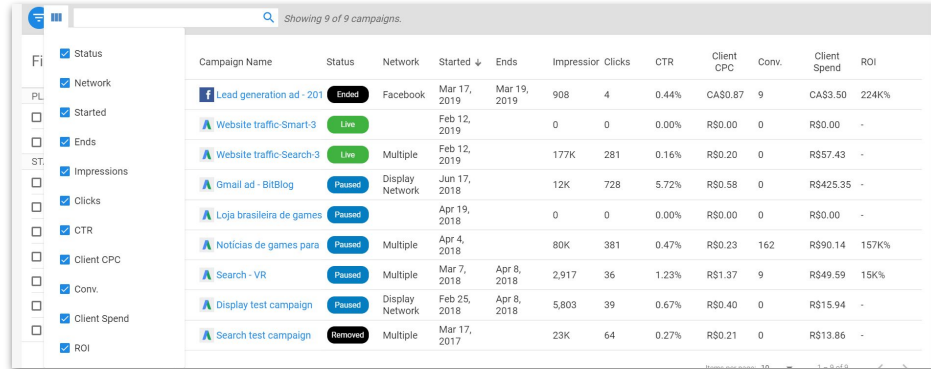

You can use filters to organize the campaigns by Platform or Status. Leave all boxes unselected to see all data, or select the boxes you would like to see exclusively.



The dashboard shows a list of 9 campaigns. The filters sidebar on the left includes sections for Platform (Google AdWords, Facebook Ads) and Status (Live, Needs Attention, Scheduled, Paused, Pending, Ended, Removed). The main table displays the following data:

Campaign Name	Status	Network	Started ↓	Ends	Impressior	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CAS0.87	9	CAS3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	R\$0.00	0	R\$0.00	-
Website traffic-Search-3	Live	Multiple	Feb 12, 2019		177K	281	0.16%	R\$0.20	0	R\$57.43	-
Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	R\$0.58	0	R\$425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	R\$0.00	0	R\$0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	R\$0.23	162	R\$90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	R\$1.37	9	R\$49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	R\$0.40	0	R\$15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	R\$0.21	0	R\$13.86	-

Overview Page



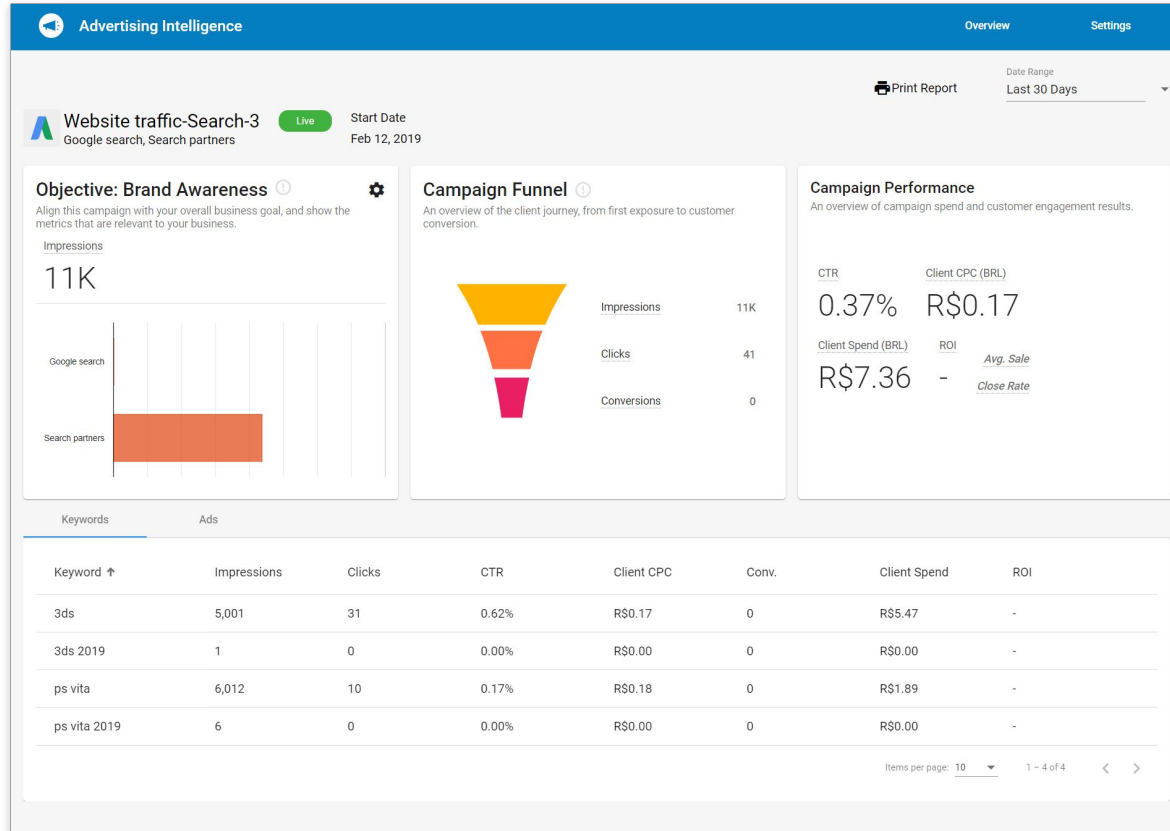
Showing 9 of 9 campaigns.

Campaign Name	Status	Network	Started ↓	Ends	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
Lead generation ad - 201	Ended	Facebook	Mar 17, 2019	Mar 19, 2019	908	4	0.44%	CA\$0.87	9	CA\$3.50	224K%
Website traffic-Smart-3	Live		Feb 12, 2019		0	0	0.00%	R\$0.00	0	R\$0.00	-
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Gmail ad - BitBlog	Paused	Display Network	Jun 17, 2018		12K	728	5.72%	R\$0.58	0	R\$425.35	-
Loja brasileira de games	Paused		Apr 19, 2018		0	0	0.00%	R\$0.00	0	R\$0.00	-
Noticias de games para	Paused	Multiple	Apr 4, 2018		80K	381	0.47%	R\$0.23	162	R\$90.14	157K%
Search - VR	Paused	Multiple	Mar 7, 2018	Apr 8, 2018	2,917	36	1.23%	R\$1.37	9	R\$49.59	15K%
Display test campaign	Paused	Display Network	Feb 25, 2018	Apr 8, 2018	5,803	39	0.67%	R\$0.40	0	R\$15.94	-
Search test campaign	Removed	Multiple	Mar 17, 2017		23K	64	0.27%	R\$0.21	0	R\$13.86	-

Even more filtering options allow you to select which metrics you and your client will look at. Every metric is selected by default. If you want to compare impressions and client spend side by side, unselect every other metric and only those two will show.

Notice that every campaign name is highlighted into blue. Click on any one of them to be taken into the *campaign view*.

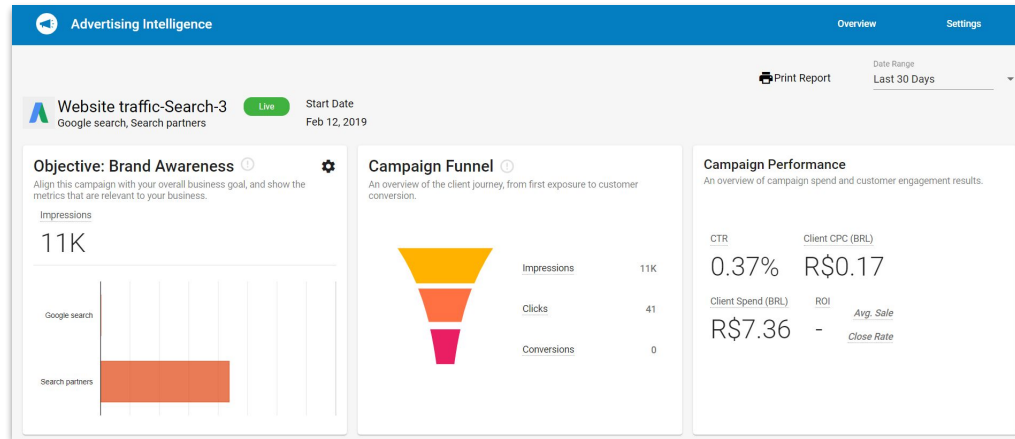
Campaign View



Campaign View

Here, you can see details on each individual campaign. Along the top, there's the name, networks, status, and start/end dates (if applicable). In the top right, you can print the report or customize the date range.

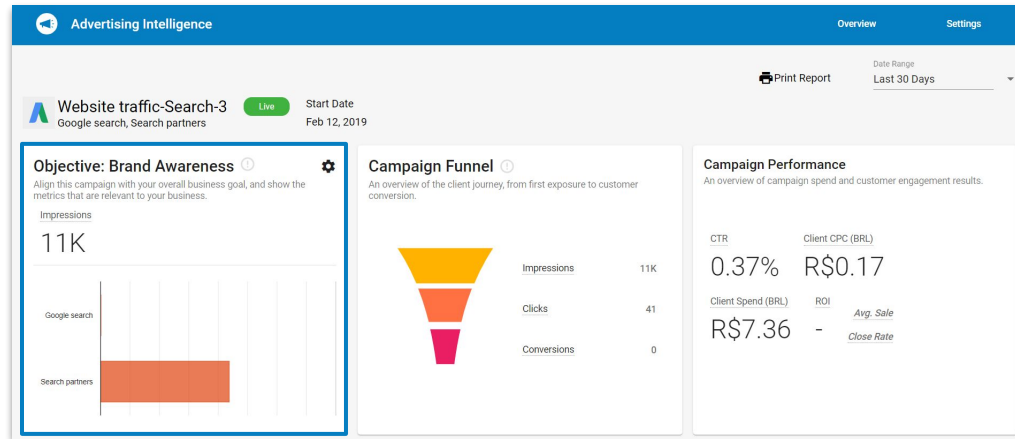
Customizing the date range will help you and your clients discover trends and see what's working over time. Make sure you're always checking a variety of date ranges, as the last 30 days could have yielded quite different results than the entire life of the campaign.



Campaign View

In the top portion of the campaign view, the first card is where you can add or edit your *Campaign Objective*. Select your objective to prioritize the metrics that align with your current business goal.

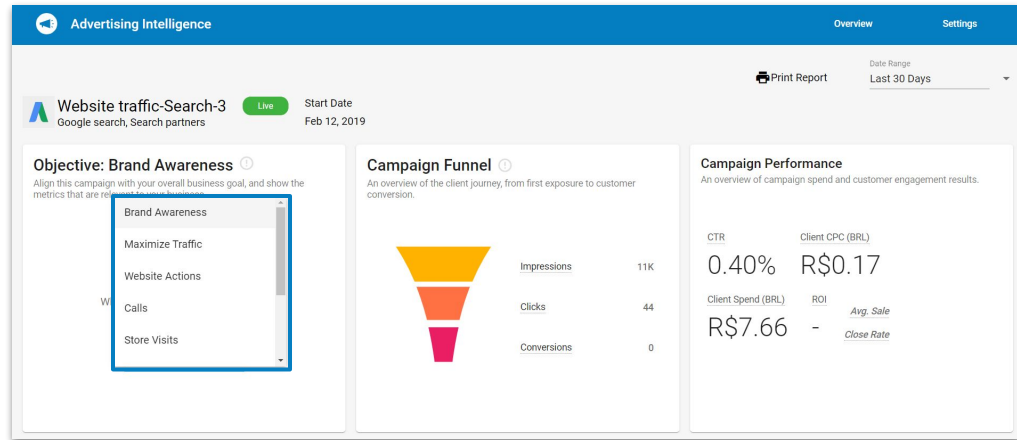
Your objective can also be set in your external Ads accounts, and it will automatically be added to this account. If we aren't able to pull in your campaign objective, set it manually in Advertising Intelligence; Your external Ads account information will not be affected.



Campaign View

Select the cog icon to choose from a variety of objectives such as maximize traffic, website actions, calls, and more, and watch the metrics adjust accordingly to track your objective.

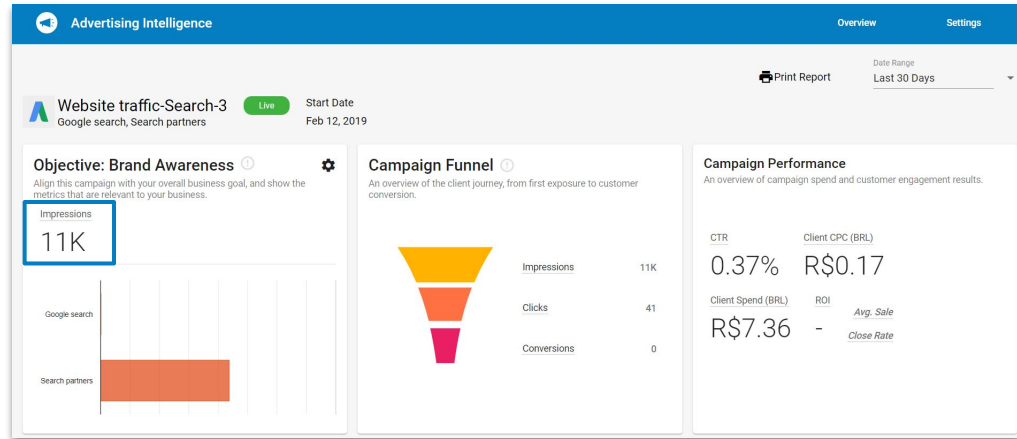
In this example, the objective chosen is brand awareness. The metric used to track this objective is impressions on each network your ad is running on.



Campaign View

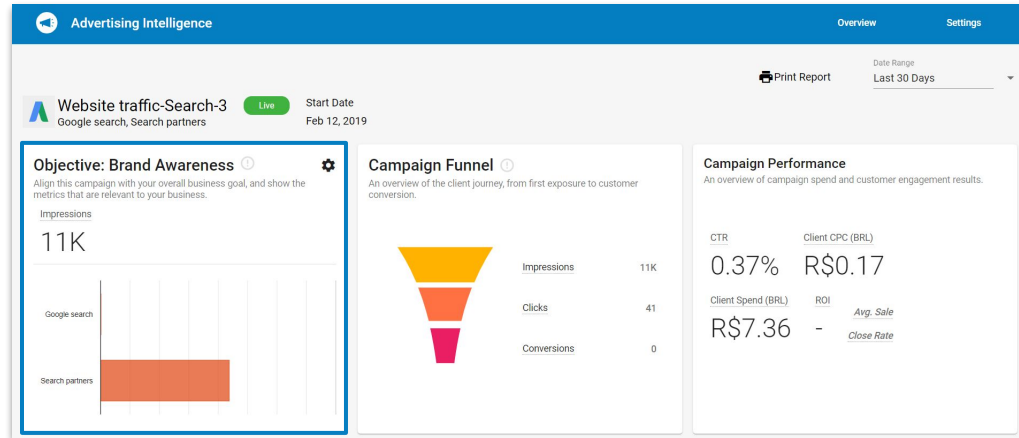
Select the cog icon to choose from a variety of objectives such as maximize traffic, website actions, calls, and more, and watch the metrics adjust accordingly to track your objective.

In this example, the objective chosen is brand awareness. The metric used to track this objective is impressions on each network your ad is running on.



Campaign View

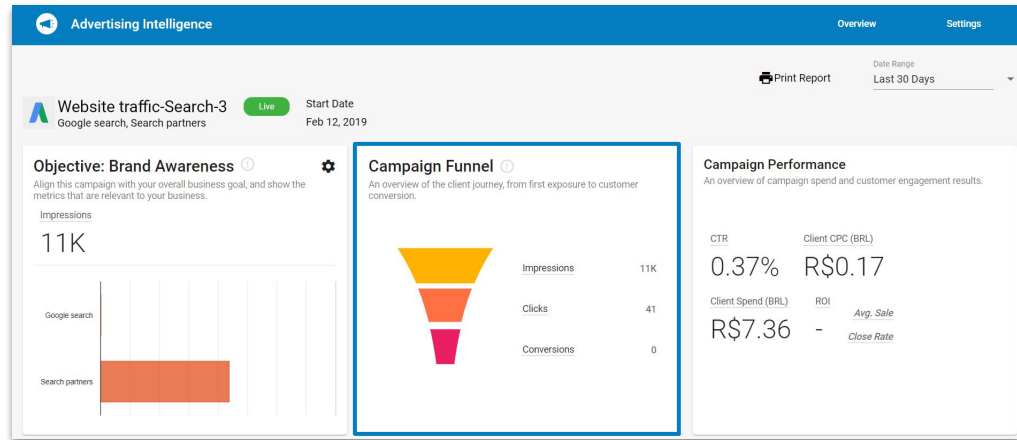
This card can be very useful to track and utilize in discussion with your clients. It gets straight to the point of whether or not they are making progress on their specific campaign goal. It's individualized, easy to understand, and doesn't spend time discussing metrics that don't have any relevance to your clients.



Campaign View

The next card displays the *Campaign Funnel*. See how target customers progress from impressions, to clicks, to conversions.

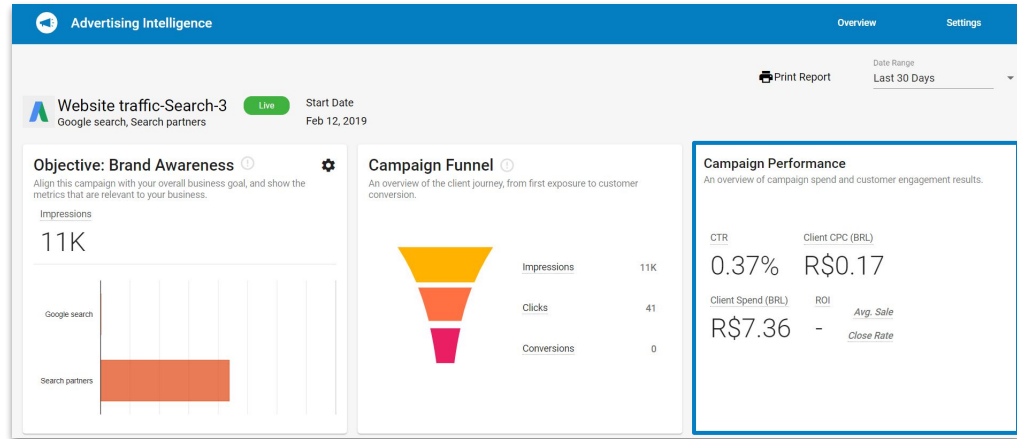
This card is helpful to see where engagement with the campaign may be dropping off. If your client is achieving a high level of impressions but there's a steep drop in the number of clicks, discuss how the ad might be improved to incentivize viewers to click.



Campaign View

The third card shows the *Campaign Performance*. Here, you can see an overview of campaign spend and customer engagement results.

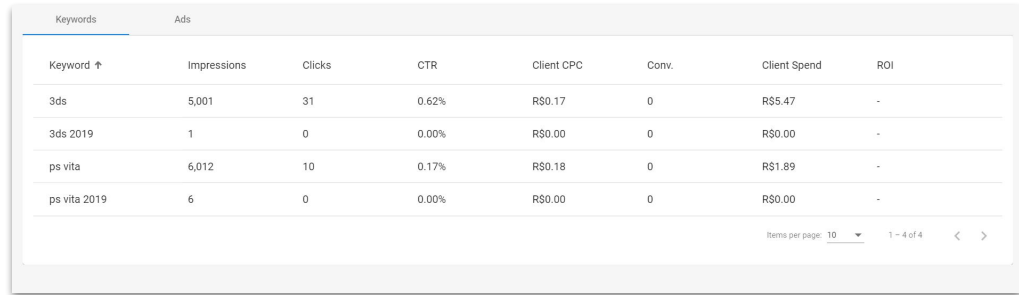
View the click-through-rate, client cost-per-click, client spend, and ROI. ROI is computed using your close rate, average sale, conversions, and total ad spend. Close rate and average sale can be entered in the *Settings Page*.



Campaign View

The bottom portion of the page shows additional tabs and reporting tables. The visible tabs will depend on the type of campaign.

This is where you'll find things like keyword performance, individual ad performance, YouTube reporting, and Google Analytics data.



Keyword ↑	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
3ds	5,001	31	0.62%	RS0.17	0	RS5.47	-
3ds 2019	1	0	0.00%	RS0.00	0	RS0.00	-
ps vita	6,012	10	0.17%	RS0.18	0	RS1.89	-
ps vita 2019	6	0	0.00%	RS0.00	0	RS0.00	-

Items per page: 10 1 - 4 of 4 < >



Campaign View

Keywords

For Google Ads, this first tab is a keyword analysis. The table lists all keywords for the campaign.

Plus, see the overall impressions, clicks, conversions for each keyword, along with other relevant metrics.

Keyword ↑	Impressions	Clicks	CTR	Client CPC	Conv.	Client Spend	ROI
3ds	5,001	31	0.62%	R\$0.17	0	R\$5.47	-
3ds 2019	1	0	0.00%	R\$0.00	0	R\$0.00	-
ps vita	6,012	10	0.17%	R\$0.18	0	R\$1.89	-
ps vita 2019	6	0	0.00%	R\$0.00	0	R\$0.00	-

Items per page: 10 1 - 4 of 4 < >





Campaign View

Ad Performance

The Ads tab shows an analysis of each ad in the campaign. Here, you can see the name of the ad, the link to the ad, and the ad visual if there is one.

View the ad status and ad group, along with the other relevant metrics.

Keywords		Ads									
Advertisement	Status ↑	Ad Group	Impr.	Clicks	CTR	Avg CPC	Conv.	Client Spend	ROI		
 No Image Found	Tudo sobre o 3DS e PS Vita BitBlog https://bit.blog.br/	Ad group 1 - Smart search test	75	5	6.67%	R\$0.22	0	R\$1.13	-		
 No Image Found	Tudo sobre o 3DS e PS Vita BitBlog https://bit.blog.br/	Ad group 1 - Smart search test	10K	36	0.33%	R\$0.17	0	R\$6.23	-		



Campaign View

YouTube

Keywords	Ads	Phone Calls	Google Analytics	YouTube					
Video Name ↓	Views	Clicks	Impressions	Client Spend	Client CPV	Video played 25%	Video played 50%	Video played 75%	Video played 100%
You Speak The Language Of Vendasta	0	0	0	CA\$0.00	CA\$0.00	0%	0%	0%	0%
The Vendasta 10X Platform	0	0	0	CA\$0.00	CA\$0.00	0%	0%	0%	0%
Reputation Management from Vendasta	0	0	0	CA\$0.00	CA\$0.00	0%	0%	0%	0%
Long-time Vendasta Customer	0	0	0	CA\$0.00	CA\$0.00	0%	0%	0%	0%
Jerry the Small Business Owner	0	0	0	CA\$0.00	CA\$0.00	0%	0%	0%	0%

The YouTube tab shows reporting on your video ads when your Google Ads account is connected and there is data to show.

See the number of views, clicks, impressions, client spend, client cost-per-view, and the video view rates at 25%, 50%, 75%, and 100% for each individual video.

These metrics are useful to see where users may be dropping off to help your clients create new and engaging content.



Campaign View

Google Analytics

The Google Analytics view shows Goal completions and Top Traffic Sources.

Goal completions show you how well you are performing on your target objectives, so you can effectively analyze your campaign performance.

Keywords	Ads	Phone Calls	Google Analytics
Goal Completions			
Goal Name			Completions
Popup LP			1517
Blog Ad LP			1517
View Product			290
Vendasta Free Signup Clicks (Get Started Page)			100
Demo Request (Funnel)			68
Historical Thank You Page Hits			49



Campaign View

Google Analytics

Traffic source reports tell you which online sources contribute the most to your website visits and overall return.

By seeing the results of organic search, direct sources, referral sources, and more, you can easily determine where your efforts are paying off or where you may want to scale back.

Performance by Platform	
Source	Goal Completions
Organic Search	77357
Direct	21698
(Other)	6889
Referral	6055
Social	2526

Settings Page

Advertising Intelligence Overview **Settings** 🌐

Settings

Google AdWords

Vendasta Account ×

Management Markup Fees 0% per month ▾

Facebook Ads

Digital Advertising - General - CAD Account ×

Management Markup Fees 0% per month ▾

Conversion Metrics Other Conversions ▾

ROI Calculation

Turn off to hide ROI from campaign statistics in the product and the Executive Report. ⌵

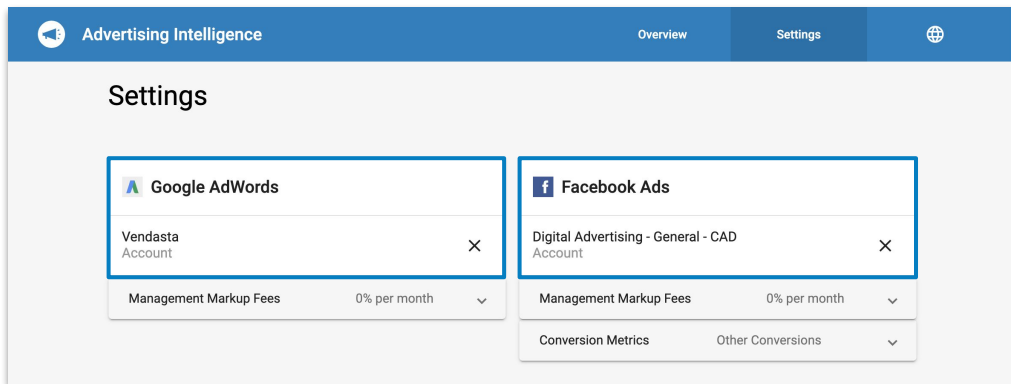
Average Sale Enter the average lifetime value of a single customer	Close Rate Enter the percentage of people who make a purchase after clicking on your ad
<input type="text" value="\$1,000.00"/>	<input type="text" value="5%"/>

Turn off to hide Cost Per Click (CPC) and Client Spend metrics in the product and Executive Report.

Settings Page

The Settings page is where you can manage your connected Google Ads and Facebook Ads accounts. This is the only portion of the Settings Page that your clients can see.

With Advanced Reporting, you can also add management markup fees and customize metrics. Adding Management Markup Fees allows these costs to be reflected across all reporting.



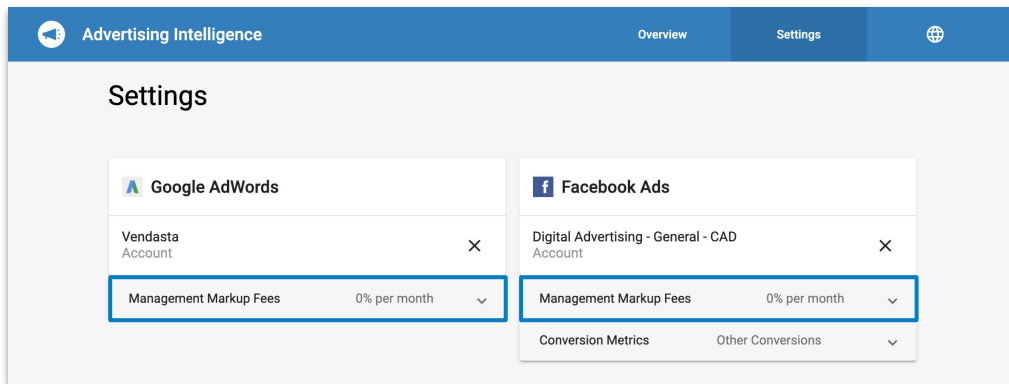
The screenshot displays the 'Advertising Intelligence' interface. The top navigation bar includes 'Advertising Intelligence', 'Overview', 'Settings', and a globe icon. The main content area is titled 'Settings' and contains two columns of settings for connected accounts.

Account	Management Markup Fees	Conversion Metrics
Google AdWords Vendasta Account	0% per month	
Facebook Ads Digital Advertising - General - CAD Account	0% per month	Other Conversions

Settings Page

The Settings page is where you can manage your connected Google Ads and Facebook Ads accounts. This is the only portion of the Settings Page that your clients can see.

With Advanced Reporting, you can also add management markup fees and customize metrics. Adding Management Markup Fees allows these costs to be reflected across all reporting.



The screenshot displays the 'Advertising Intelligence' interface. At the top, there is a blue navigation bar with a back arrow, the text 'Advertising Intelligence', and two tabs: 'Overview' and 'Settings'. A globe icon is located on the far right of the navigation bar. Below the navigation bar, the main content area is titled 'Settings'. It is divided into two columns. The left column is for 'Google AdWords' and shows a card for the 'Vendasta Account'. A blue-bordered box highlights the 'Management Markup Fees' setting, which is currently set to '0% per month'. The right column is for 'Facebook Ads' and shows a card for the 'Digital Advertising - General - CAD Account'. A blue-bordered box highlights the 'Management Markup Fees' setting, which is also set to '0% per month'. Below this, the 'Conversion Metrics' are set to 'Other Conversions'.

Account	Management Markup Fees	Conversion Metrics
Vendasta Account	0% per month	-
Digital Advertising - General - CAD Account	0% per month	Other Conversions

Settings Page

For Facebook Ads only, the conversion metrics can also be customized. Select which metrics you would like to track for conversions.

Choose from app installs, event responses, page likes, reach, and many more. These will all rollup into the conversion metric found throughout the product.

The screenshot displays the 'Advertising Intelligence' interface. The top navigation bar includes 'Advertising Intelligence', 'Overview', 'Settings', and a globe icon. The main content area is titled 'Settings' and is divided into two columns: 'Google AdWords' and 'Facebook Ads'.

Google AdWords Configuration:

- Account: Vendasta Account (with a close 'X' icon)
- Management Markup Fees: 0% per month (with a dropdown arrow)

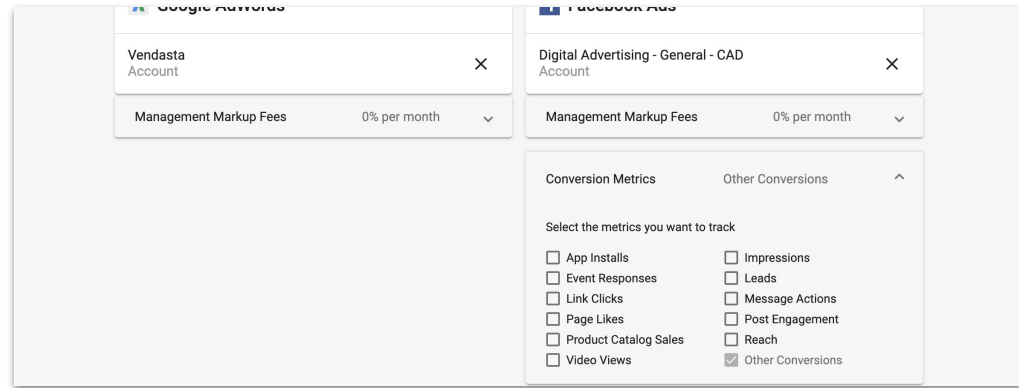
Facebook Ads Configuration:

- Account: Digital Advertising - General - CAD Account (with a close 'X' icon)
- Management Markup Fees: 0% per month (with a dropdown arrow)
- Conversion Metrics: Other Conversions (with a dropdown arrow, highlighted by a blue border)

Settings Page

For Facebook Ads only, the conversion metrics can also be customized. Select which metrics you would like to track for conversions.

Choose from app installs, event responses, page likes, reach, and many more. These will all rollup into the conversion metric found throughout the product.



Settings Page

Settings is also where the ROI Calculation and other metrics can be toggled on/off.

In order for ROI to show up in your client's reporting, ensure that it is toggled on. You'll need to enter in accurate values for the average sale and close rate.

ROI Calculation

Turn off to hide ROI from campaign statistics in the product and the Executive Report. ^

Average Sale	Close Rate
Enter the average lifetime value of a single customer	Enter the percentage of people who make a purchase after clicking on your ad
\$2,500.00	35%

Turn off to hide Cost Per Click (CPC) and Client Spend metrics in the product and Executive Report.

Settings Page

You have the option to hide the ROI and client spend metrics from the product and reporting.

These metrics will no longer show in Advertising Intelligence or the Executive Report.

For some verticals, ROI may start out small and grow slowly over time. This is an example of why you may choose to hide ROI from your clients initially.

ROI Calculation

Turn off to hide ROI from campaign statistics in the product and the Executive Report. ^

Average Sale	Close Rate
Enter the average lifetime value of a single customer	Enter the percentage of people who make a purchase after clicking on your ad
<input type="text" value="\$2,500.00"/>	<input type="text" value="35%"/>

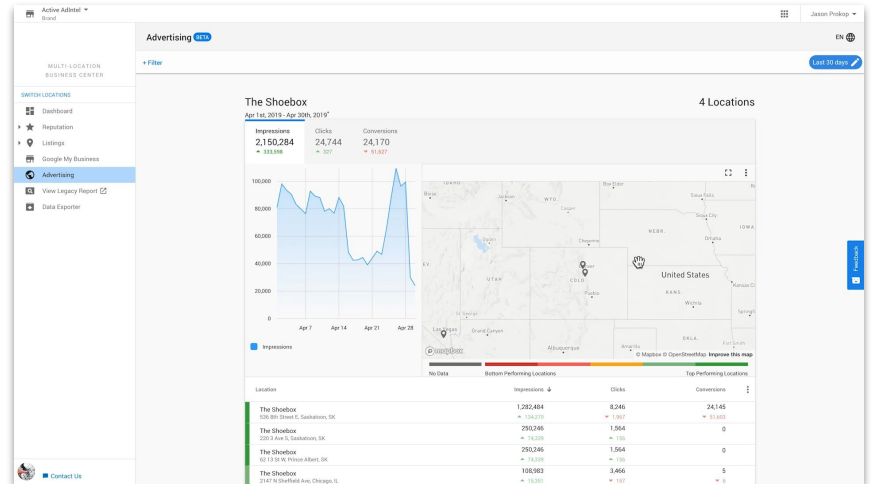
Turn off to hide Cost Per Click (CPC) and Client Spend metrics in the product and Executive Report.

Multi-location

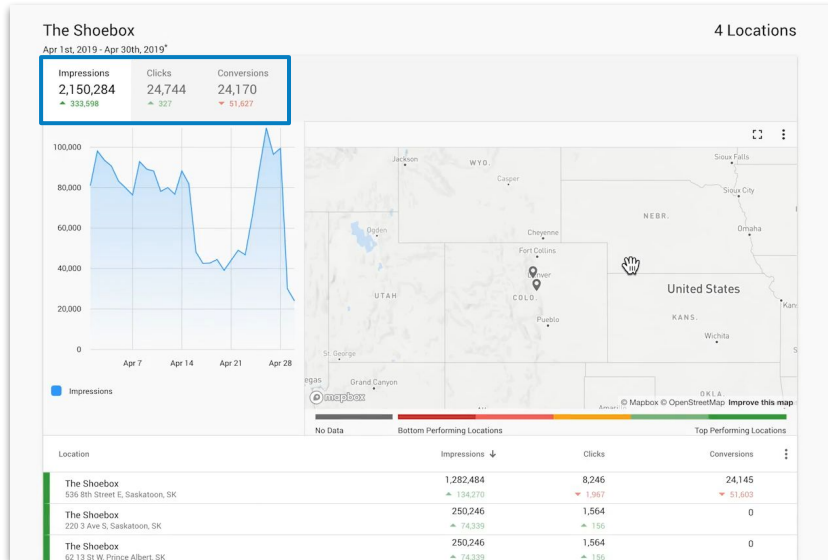
Multi-location

Within Business Centre, your clients can see their digital ad campaign performance across locations.

This makes it easy for business owners with multiple locations to track and compare their digital ad success across locations.



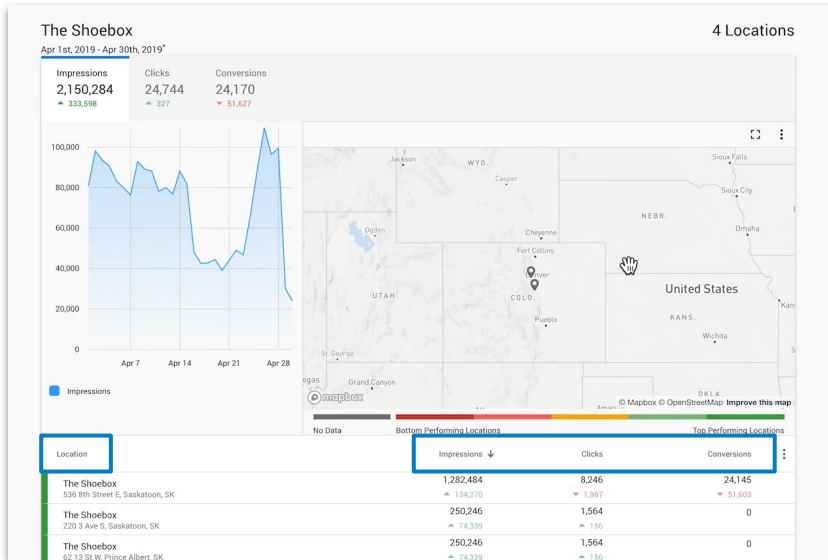
Multi-location



Along the top, view impressions, clicks, and conversions across all locations.

This is useful for your clients to see how well the company's ads are meeting objectives as a whole.

Multi-location



Scroll down to view impressions, clicks, and conversions by individual location.

This will tell your client whether certain locations are performing better or worse in terms of company-wide advertising objectives. Or, they can see how well each location is meeting their individual goals.

Calculating ROI

In Advertising Intelligence

ROI Calculation

Calculating ROI requires two major components: **campaign revenue** and **total ad spend**.

Ad spend is straightforward, how much was spent to run this campaign from start to finish?

Campaign revenue is calculated by multiplying the **conversions**, **close rate**, and **average sale**. Let's begin with finding conversions.

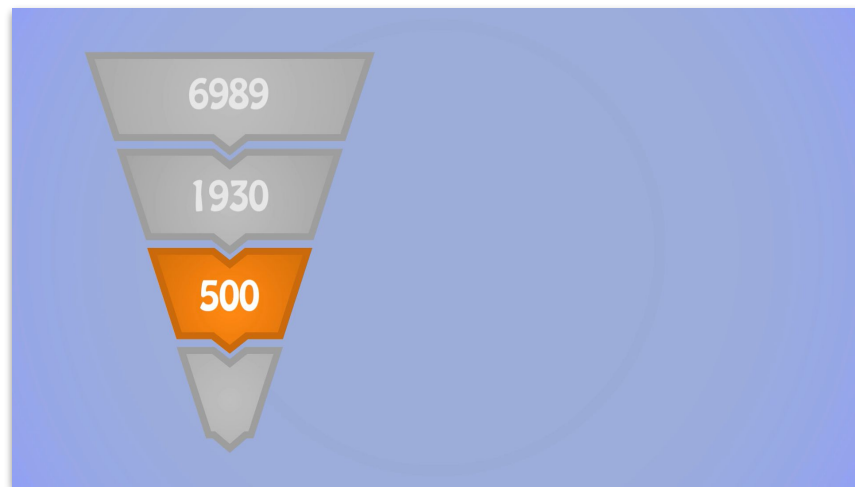
$$\text{ROI:} \\ \frac{\text{campaign revenue} - \text{spend}}{\text{spend}}$$

ROI Calculation

Take a look at the advertising funnel to find your conversions. Advertising Intelligence will pull in this data automatically.

Let's say that a pizzeria spends **\$1,500** to advertise a coupon for their gourmet pizzas. Here, they can see that they have 6,989 impressions, 1,930 clicks, and **500 conversions**.

Next, they need to use conversions calculate their **close rate**.



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The close rate is determined by how many of your conversions turned into an actual sale. Remember, conversions are actions taken on the ad, such as coupon downloads or newsletter sign ups, not the purchases themselves.

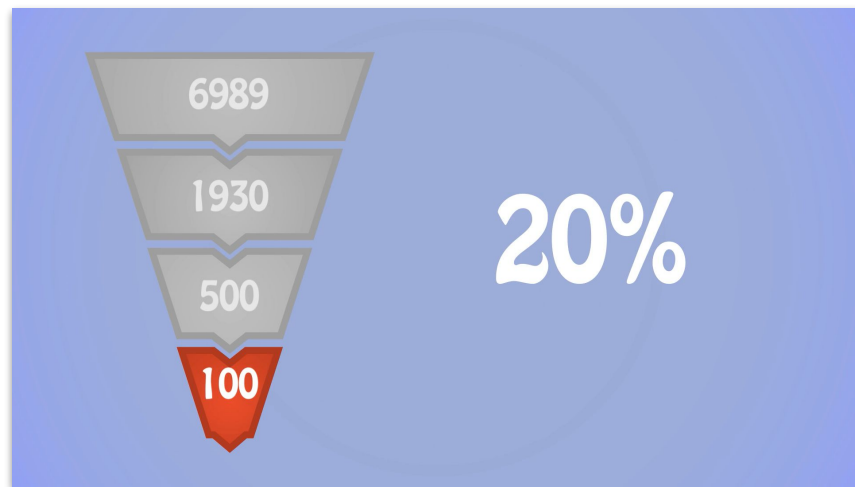
If 100 people actually use the coupon to make a purchase out of the 500 who downloaded it, the close rate is **20%**.



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The final piece of campaign revenue is the average sale. If each gourmet pizza costs \$30, then that is the average sale amount for the use of these coupons.

Finally, multiply the 500 conversions by the close rate of 20% and the average sale of \$30. Campaign revenue is \$3,000.

CAMPAIGN REVENUE:

$$\begin{array}{c} \text{conversions} \\ \times \\ \text{average sale} \\ \times \\ \text{close rate} \end{array}$$

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Now, we can revisit the ROI formula. The pizzeria has calculated their campaign revenue as \$3,000, and they know that they've spent \$1,500 on their advertisements.

Their ROI on this campaign is **100%**.

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ROI:

$$\frac{\$3000 - \$1500}{\$1500}$$