

Facebook Ads Mastery

Macro Metrics vs. Micro Metrics

What Will You Discover Today?

- ✓ What are Macro Metrics and how to leverage and better optimize your entire sales process
- ✓ What are Micro Metrics and how to adjust to improve your overall Face ad strategy

Macro Metrics That Matter

- ✓ These are core metrics and KPI's (Key Performance Indicators) that impact the overall conversion numbers of your funnel
- ✓ Landing Page Conversion Rate to lead or webinar Registration
- ✓ Webinar attendance rate or VSL watch rate
- ✓ Sales Page conversion rate / Checkout Page conversion rate
- ✓ Survey or questionnaire conversion rate
- ✓ Scheduled call or Booked appointment conversion rate
- ✓ Call Show up rate
- ✓ Calls to Close conversion rate

Micro Metrics That Matter

- ✓ These are core metrics and KPI's (Key Performance Indicators) that impact your overall ad cost and performance
- ✓ CTR (Click Through Rate) – CTR Link vs. CTR ALL I focus on CTR ALL
- ✓ CPM (Cost Per Thousand) Impressions how much Facebook is charging you to show your ads in the audience, this will range based on your audience and what part of the funnel your running ads to
- ✓ CPC (Cost Per Click) – I focus on clicks all and shoot for targets of \$1 per click or less