

Reporting on “real” Facebook & funnel metrics

When reporting data into your “Paid attraction metrics” spreadsheet you want to make sure that you’re using “real” data and not just relying on the data Facebook shows you in the ads manager reporting columns.

- **Adspend:** Get from Facebook
- **Impressions:** Get from Facebook
- **CPM:** Spreadsheet auto calculates for you
- **Relevance:** Get from Facebook by downloading to Excel
- **Clicks:** Use [Bitly.com](https://bitly.com) to track
- **CTR:** Spreadsheet auto calculates for you
- **CPC:** Spreadsheet auto calculates for you
- **Leads:** Get directly from your CRM (ActiveCampaign)
- **LPC:** Spreadsheet auto calculates for you
- **CPL:** Spreadsheet auto calculates for you
- **Surveys:** Get directly from your CRM (ActiveCampaign)
- **VCR:** Spreadsheet auto calculates for you
- **CPS:** Spreadsheet auto calculates for you
- **Calls:** Get from your call recordings or notes
- **Sales#:** Get from Stripe or notes
- **Sales\$:** Get from Stripe or notes
- **CCR:** Spreadsheet auto calculates for you
- **CPA:** Spreadsheet auto calculates for you
- **P/L:** Spreadsheet auto calculates for you
- **ROI:** Spreadsheet auto calculates for you
- **ROI (MA):** Spreadsheet auto calculates for you