



YOUR CUSTOM COLUMNS

- Name
- Delivery
- Ad Set Name
- Budget
- Amount Spent
- Results
- CPR – Cost per result
- CTR – Click thru rate
(link, NOT all)
- Link clicks
- CPC – Cost per link click
- LPV – Landing page views
- Cost per landing page view
- CPM – Cost per mille
- Reach
- Impressions
- Frequency