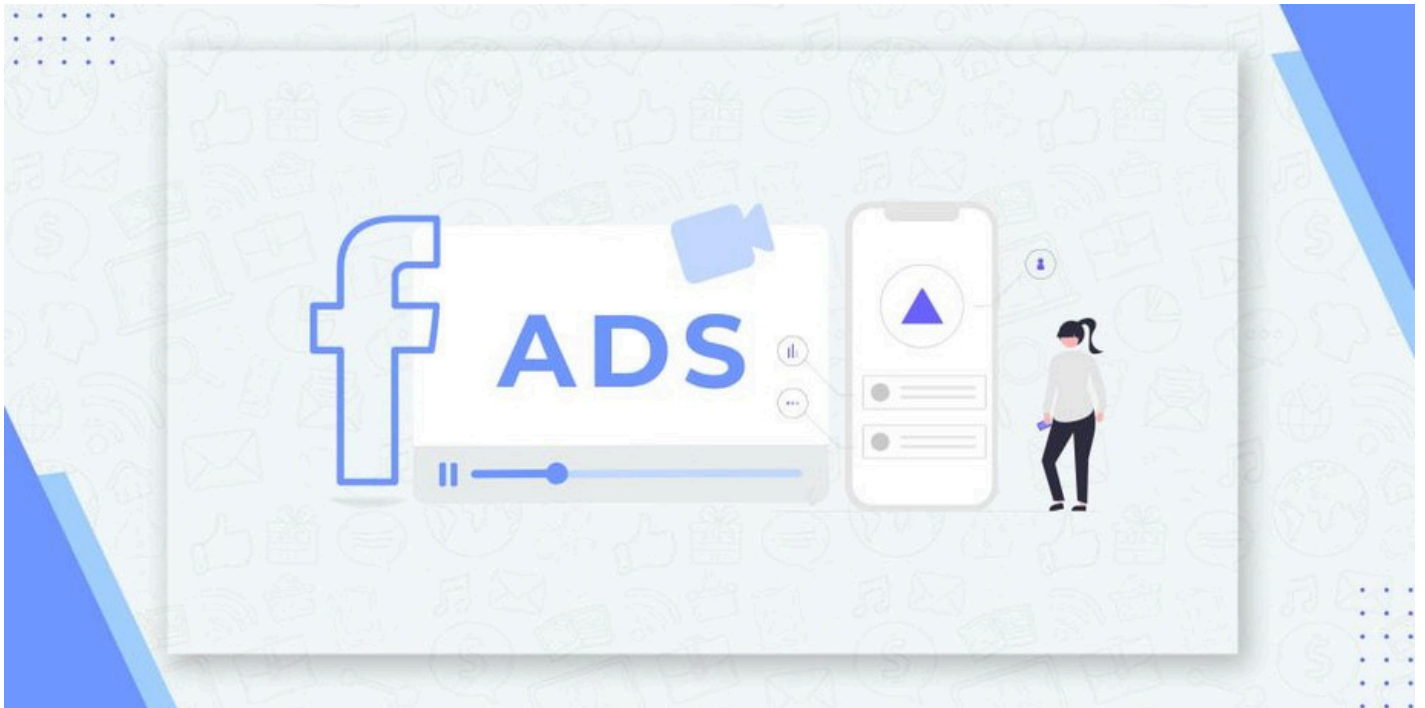# Top Facebook Ad Metrics to Measure Campaign Performance

Facebook is a social networking platform that makes connecting with the targeted audience and generating revenue easy for you with the help of ads. But the thing is, marketers are not sure about the performance of an ad campaign because they are not tracking the appropriate metrics.

If you don't know what metrics you need to track, the first thing you need to know is the goal of your campaign. To help you select the right metrics, here we've compiled the list of most popular **Facebook ad metrics** that you can refer to -

1. Ad impression
2. Click-through rate

3. Conversion rate
4. Return on ad spend
5. Frequency

You must choose one of them that best suits your ad campaign. Using these, you can measure the effectiveness of the traffic spent on your site.

If you are an agency, you may also consider hiring white label Facebook ads services from DashClicks. It is the most reliable platform among digital marketing agencies that offers the best weekly optimizations and reporting when you opt for these services. To take advantage of their services, you can **sign up** for a forever-free account.