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Facebook ads analytics tools

Announced at the F8 conference, the Insights dashboard has changed the analytics set of (anonymized) user data. It is primarily aimed at app developers, publishers and content owners who use Facebook and want to know what their audiences love so that they can continue to do so. The tools mostly show data sharing in terms of broad demographics, which stories were emailed by men of a certain age or I liked it. These demographics include gender, age, country, city and language and are presented in some beautiful charts and graphs. It's a nice tool, especially since Facebook encourages more app development—now devs can tell you who has directed its app to customers, how long customers use their software and how they market it. Just to briefly touch on privacy, Facebook says, these are anonymized aggregated data and don't include personal identification information, so try not to worry too much. You can read the launch notice on Facebook here. Dan Nosowitz, author of this post, can be monitored on Twitter, correspondence through email, and stalked in San Francisco (no link to this one-you have to do your leg yourself). Looking for a list of the best tools for Facebook Ad for the next campaign? It's right here. Whether you've just started a Facebook Ads campaign or have been running it for years, this list has tools you want to have ASAP — even if you don't use them immediately. These tools will save you more time, money and energy than you can imagine. They also help you create a successful campaign with more traffic, multiple leads, more conversions — name it. Oh, and we break them down into 7 categories to make it super easy for you to follow. Let's dive in!

Image search sites for Facebook ads These sites provide you with high-quality images — some feeds are even free. 1. Unsplash Unsplash is one of the best stock image websites with over a million free high-resolution images brought about by 157,866 (and counting) trained photographers around the world. You can use the Unsplash search tool to find the picture you want, or use collections to discover new ideas for an ad image on Facebook. Although photographers don't have to take credit, it's a good idea to add a simple credit by linking back to their profile or photo URL as a courtesy. Similar alternatives: Pexel, Pixabay Recommended read: Can I use this photo on social media? Image copyright 2. Flickr Flickr is a social photo-sharing network for both professional and amateur photographers. In flickr, you can search for pictures by keyword, pictures captured by a specific photographer or group. The Map of the World feature is useful, especially if you want to find photos taken on a specific While Flickr is a good source for stock images, it has some limitations. For example, you can't use every photo for free, especially for Pro users. Recommended reading: How to create the perfect Facebook ad in facebook ad minutes These tools help you check if your ad image meets the Facebook Guidelines or if your copy of the ad needs improvement. 7. Facebook Grid Tool Facebook Grid allows you to upload an image and verify that it meets Facebook's guidelines for image text. Ads with less than 20% text coverage are better executed, so if you receive a message that says, 'Oh no!' Your picture exceeds Facebook's text rule by 20% or less, try shortening the text. Recommended reading: Facebook Network tool: What is it and why you should use it 8. Grammar Grammar is a powerful tool for correcting a grammatical error in an ad's copy and making it more readable and concise. The software is useful because a single spelling error can cause your ad to be una approved. One of the best advantages of using Grammar is that it allows you to define the writing style you want (e.g., casual, business) and the types of suggestions you want to see. Similar alternatives: Hemingway Editor Recommended Reading: Writing for Social Media: 7 Tips and Tools 9. Share shared with address analyzer The analyzer helps you optimize your ad title. It tells you how interesting your title is, what words should be replaced or removed from the title and more. It's 100% free. All you have to do is enter your address in the text box and click Find. Then you'll get a cover quality score in a second. Similar alternatives: Advanced Marketing Institute's Emotional Marketing Value Headline Analyzer Facebook ad automation tools These tools help you spend less time on the platform and have more time to perform other tasks. 10. AdEspresso AdEspresso is the preferred Facebook marketing software for many brands worldwide. With this platform, you can create ads through an interface that syncs with an existing Facebook Ads account. AdEspresso analyzes your campaign and lets you decide which metrics you want to see. This is useful because you will not get lost in hundreds of data columns. Recommended reading: Does social media ads pay off? 8 Measurements Should be tracking 11. Hootsuite Ads Hootsuite Ads is the ideal tool for automating Ads on Facebook for any company, regardless of size or industry. Here are some things you can use to help: remove guesses from a complex ad system and simplify the process. You can manage Facebook ad campaigns in one place. Create and test multiple Ads on Facebook in minutes. Improve conversions by adjusting your layout, timing, and audiences. Automatically increase budgets or run new campaigns based on predefined performance triggers. And much more. Recommended viewing: Introduction to ads in hootsuite 12. Facebook Ads Manager Facebook Ads Manager is an advertising management tool for making, editing and analyzing paid promotional campaigns on Facebook. Use it to create new ad data, edit existing campaigns, monitor your ad performance, and so on. Facebook Analytics Tools These tools help you optimize your Facebook campaign performance. 13. Hootsuite Analytics Hootsuite Analytics lets you create and share custom reports for your Facebook page. It covers a number of metrics, including clicks, comments, shares, reach, video views, and video reach. This tool also provides analytics for other social media platforms, such as Instagram and YouTube, making it easier to compare performance on networks. Recommended viewing: How to use Hootsuite Analytics 14. Facebook Analytics Facebook Analytics is useful for checking people's interactions with your Facebook page and how you can optimize your ads for better results. Features include flow, travel, containment, vitality and more. Recommended reading: Facebook Analytics Beginner's Guide 15. Brandwatch Brandwatch offers you how many people talk about you/your brand/content on Facebook. It helps you track your Facebook page, find out what works for you and see how you're progressing. Creators of videos on Facebook These tools help you create a compelling, professional Facebook video ad. 16. Biteable Biteable Biteable Create a Facebook video ad with three simple steps: (1) select a video template, (2) edit the text, (3) customize items such as pictures/colors/snapshots. In minutes, you can turn the idea into a stunning video without needing design skills. Recommended reading: Facebook Video Ads: What you need to know 17. Animoto Animoto offers you three storyboard suggestions: video testimonials, seasonal promotion, and promo event. Select any of them to start creating a video for your Facebook campaign. Similar Alternatives: Filmora, WeVideo Recommended Reading: How to Create the Best Facebook Video Ads in 4 Simple Steps 18. Magisto Magisto is a professional but simple and affordable video ad maker on Facebook. It harnesses artificial intelligence to create videos with virtually no editing work on your site. However, you can manually edit the video if you're not happy with auto-editing. Recommended reading: 10 quick tips for creating compelling videos for Social Media Extra: 3 more tools for Facebook ads you want to know 19. Interact Interact is an easy-to-use tool for creating online quizzes. If you want more forsy on Facebook ads, try using interact. Similar alternatives: Outgrow, Opinion Stage Recommended Reading: How to Use Facebook to Lead Ads to Grow Your 20th Century Business. MobileMonkey MobileMonkey allows you to create chatbots for Facebook Messenger in minutes. It can be used for a variety of purposes, such as marketing and customer support. Similar alternatives: Chatfuel, ManyChat Recommended Reading: The full guide to using Facebook Messenger Bots for Business 21. SurveyMonkey If you plan to create a survey ad on Facebook, try SurveyMonkey. This tool provides more than 150 survey templates and all the features you need to create an effective survey to help you easily get audience responses. Use Hootsuite to level up your social media marketing. Manage multiple social profiles in one place, pre-arrange posts, respond quickly to follower comments, track platform performance, and the list continues. Try it for free today! Getting started

