Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

UNDERSTANDING YOUR META AD RESULTS

Learn how to navigate Meta Ads Manager and understand what your advertising results may be telling you.

ACTION CHECKLIST

☐ **Step 1 – Understand why advertising metrics matter**
Learn how metrics help you make better advertising decisions.

☐ **Step 2 – Explore Meta Ads Manager**
Become familiar with the dashboard and locate key advertising metrics.

☐ **Step 3 – Understand the five key beginner metrics**
Learn what each metric measures and why it matters.

☐ **Step 4 – Review advertising results strategically**
Practice interpreting what advertising results may be telling you.

☐ **Step 5 – Build confidence using advertising data**
Develop the habit of observing, learning, and improving.

Step 1 – Understand Why Advertising Metrics Matter

Many beginners feel overwhelmed when they first open Meta Ads Manager.

There are often dozens of numbers, reports, graphs, and performance indicators.

The goal is not to understand everything immediately.

The goal is to learn which numbers matter most and what they may be telling you. Remember, you do not need to understand every number. Learning a few key metrics is enough to begin making better advertising decisions.

Why do you think advertising metrics are useful?

☐ They help me understand audience behaviour

☐ They help me measure results

☐ They help me improve future advertisements

☐ They help me spend my budget more effectively

☐ They help me make better business decisions

☐ Other: _____

Which of these would be most useful for your business right now? Why?

_____
_____
_____

Notes

_____
_____
_____

Step 2 – Explore Meta Ads Manager

If you have access to Meta Ads Manager, open the dashboard and explore it.

If you do not yet have your own advertisements, simply use the WoDiLab example from this lesson. The goal is to become familiar with the dashboard—not to memorise every detail.

Can you locate the following metrics?

☐ Reach

☐ Impressions

☐ Landing Page Views

☐ CTR (Click-Through Rate)

☐ Cost Per Result

Which metric was easiest to find?

_____

Which metric was hardest to find?

_____

What did you notice first when you opened Meta Ads Manager?

_____

_____

_____

_____

Notes

_____
_____
_____

Step 3 – Understand The Five Key Beginner Metrics

In this lesson, we focused on five beginner-friendly metrics.

Try explaining each metric in your own words. If you can explain it simply, you have already started understanding it.

Reach tells me:

_____
_____

Impressions tell me:

_____
_____

Landing Page Views tell me:

_____
_____

CTR (Click-Through Rate) tells me:

_____
_____

Cost Per Result tells me:

_____
_____

Which metric feels easiest to understand?

_____

Which metric would you like to learn more about?

_____

Which metric do you think will be most useful when reviewing your future advertisements? Why?

_____
_____
_____

Notes

_____
_____

Step 4 – Review Advertising Results Strategically

Good advertisers do not look at numbers one by one. They use the numbers to ask questions and understand what might be happening.

What metric would help answer the following questions?

Did enough people see my advertisement?

_____

Did my advertisement create curiosity?

_____

Did people continue to the next step?

_____

Was my advertisement financially efficient?

_____

What can these numbers help you learn about your audience?

_____
_____
_____

Notes

_____
_____
_____

Step 5 – Build Confidence Using Advertising Data

Advertising improves over time. Every campaign gives you information that helps you make better decisions in the future.

What would you most like to learn from your advertising results?

☐ Which audience responds best

☐ Which message performs best

☐ Which visual performs best

☐ Which call-to-action performs best

☐ Which placement performs best

☐ Other: _____

How could these results help you improve your next advertisement?

_____
_____
_____

What is one thing you would like to improve in a future advertisement?

_____
_____
_____
_____

Notes

_____
_____
_____
_____

How confident do you feel about understanding Meta advertising results?

☐ Mostly confident

☐ Somewhat confident

☐ I need more clarity

What is the next thing you need to do?

_____
_____
_____

Your Next Action

Before creating your next advertisement:

☐ Look at the five beginner metrics.

☐ Ask yourself what the numbers are telling you.

☐ Think of one small improvement you could make next time.

Remember:

Advertising improves through observation, testing, and learning.

For This Session

Using either your own Meta Ads Manager account or the WoDiLab example shown in the lesson:

Identify:
- Reach
- Impressions
- Landing Page Views
- CTR
- Cost Per Result

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Identify the five key metrics using your own Meta Ads Manager account or the lesson example

Total: 5 XP

✨ Every number tells a story. The more you learn to interpret the data, the easier it becomes to make better advertising decisions and improve your results over time.