



Mire használjuk a facebook analitikát?

Milyen döntések megalapozására, elemzések készítésére alkalmas a fb elemzőeszköze?

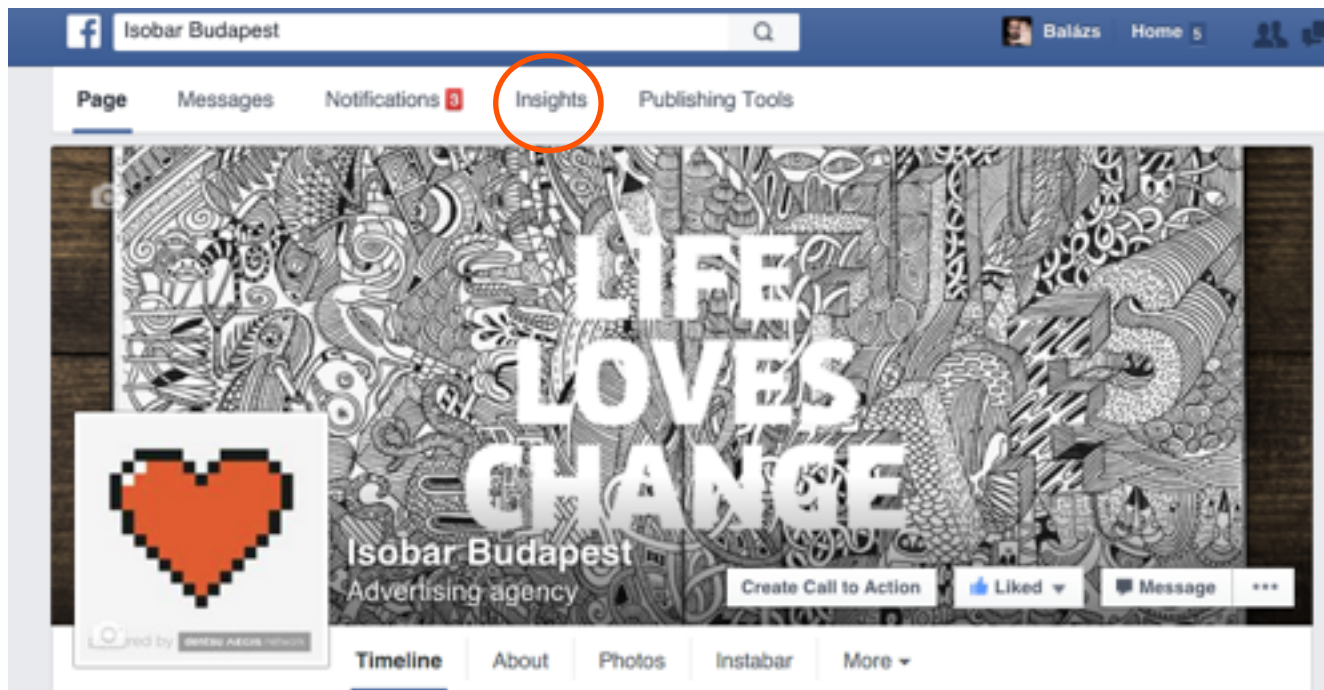


Facebook oldal
analitika

Facebook
hirdetések
analitikája

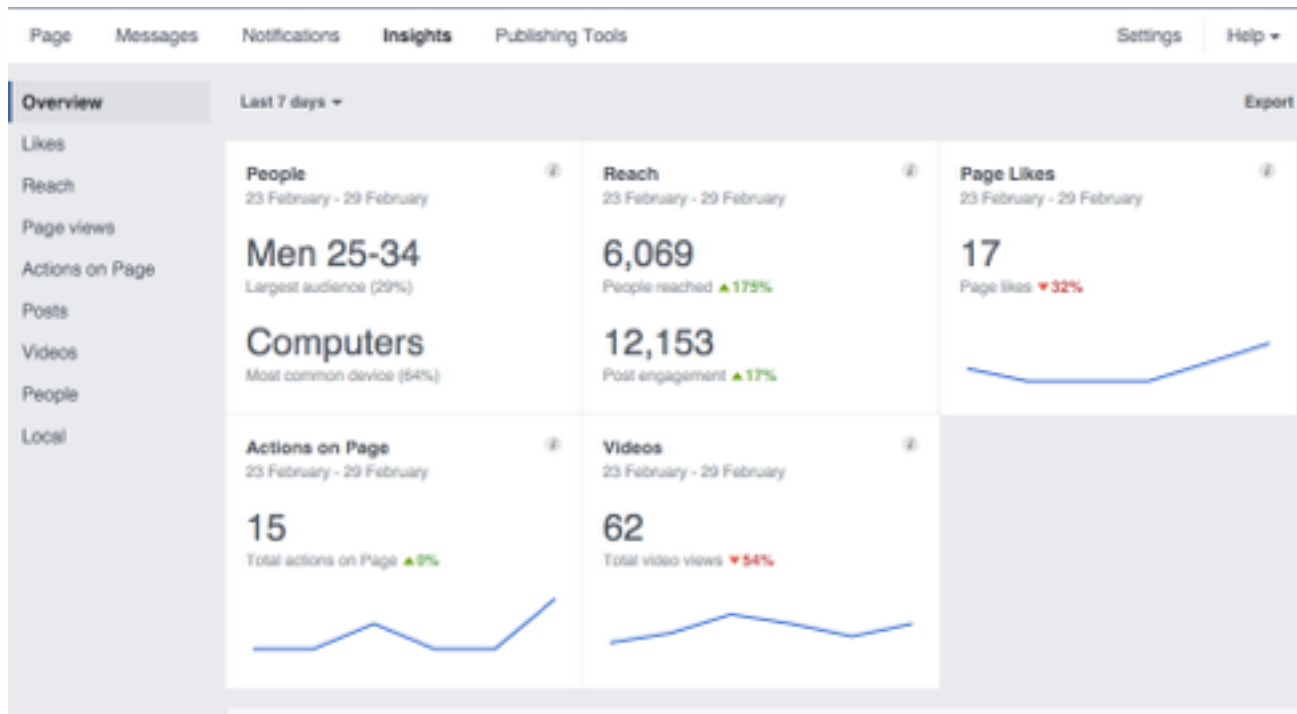
Facebook Audience
Insight

Facebook oldal analitikája



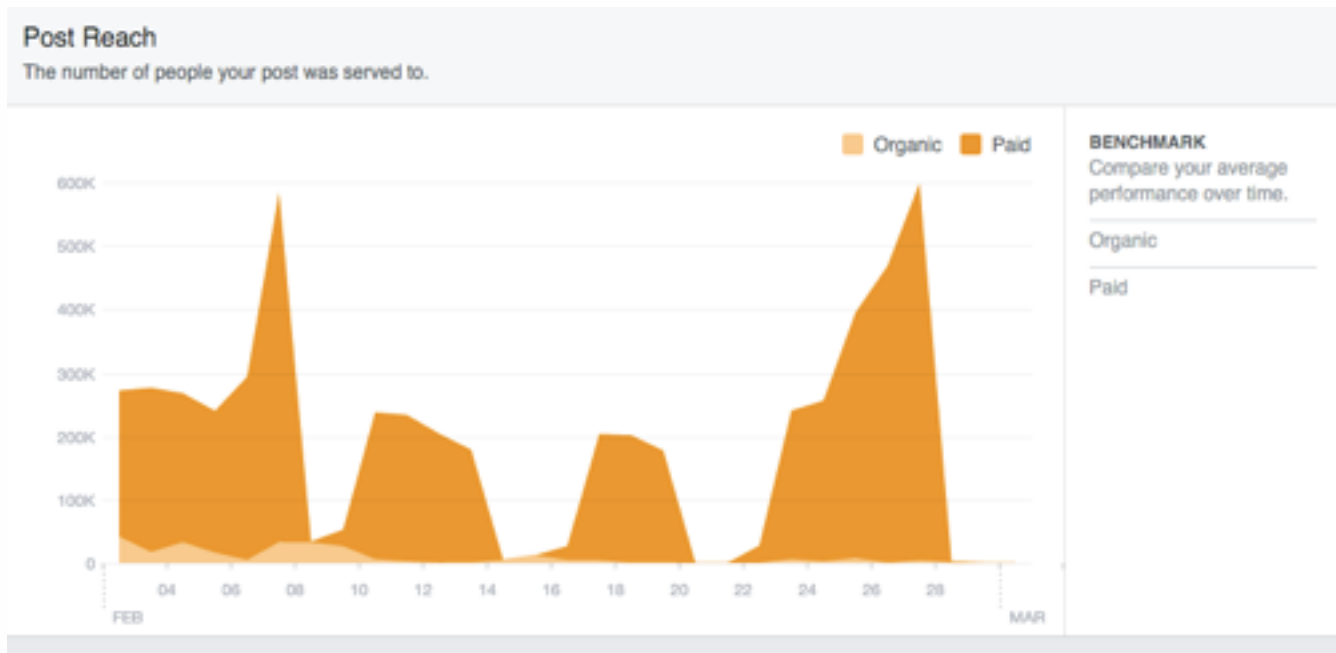
Facebook oldal analitikája

overview



Facebook oldal analitikája

reach



Facebook oldal analitikája

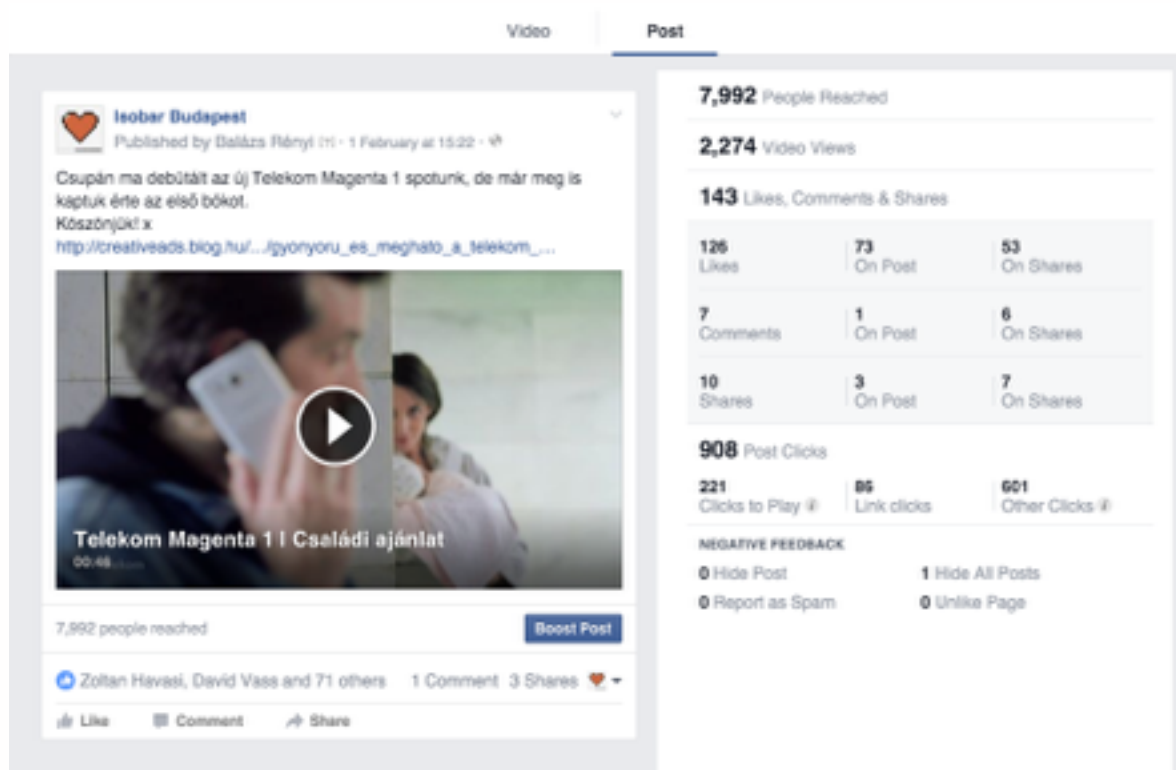
posts

Reach: OrganicPaid Engagement Rate

Published	Post	Type	Targeting	Reach	Engagement	Promote
29/02/2016 16:06	 Rövidítők az egyik UI csapatunk, így tapasztalatot függetlenül a fia	Image	Targeting	3.9K	6%	Boost Post
27/02/2016 20:02	 #isobartravel: fotók Jedlicska Ma roltól aki ezen a héten Shanghai	Image	Targeting	2.5K	13%	Boost Post
23/02/2016 17:06	 Magányos a kutyád vagy a cicád még dolgozol? Az LG ma bemut	Image	Targeting	2.4K	4%	Boost Post
22/02/2016 19:09	 Hamarosan interneteszetünk Európa legköltségkezelési jánatan- tudt	Image	Targeting	2.6K	4%	Boost Post
13/02/2016 21:17	 "Ha nem teszed el a telefont, nem megyünk Békéscsabára" Bold	Image	Targeting	2.7K	5%	Boost Post
08/02/2016 16:28	 Látod a trendet a közösségekben? Gyere hozzánk digitális elemzőnek,	Image	Targeting	7.2K	6%	Boost Post
05/02/2016 13:06	 Isobar Budapest's cover photo	Image	Targeting	0	0%	Boost Post
04/02/2016 16:00	 Skutella Viktor HR vezetőnk a múlt héten Varsóban képviselt mink	Image	Targeting	3K	11%	Boost Post
03/02/2016 16:00	 Az életbe belefűszköl a szívrünk t. Vigasztalunk, békülünk, dicsér	Image	Targeting	4.6K	5%	Boost Post

Facebook oldal analitikája

post



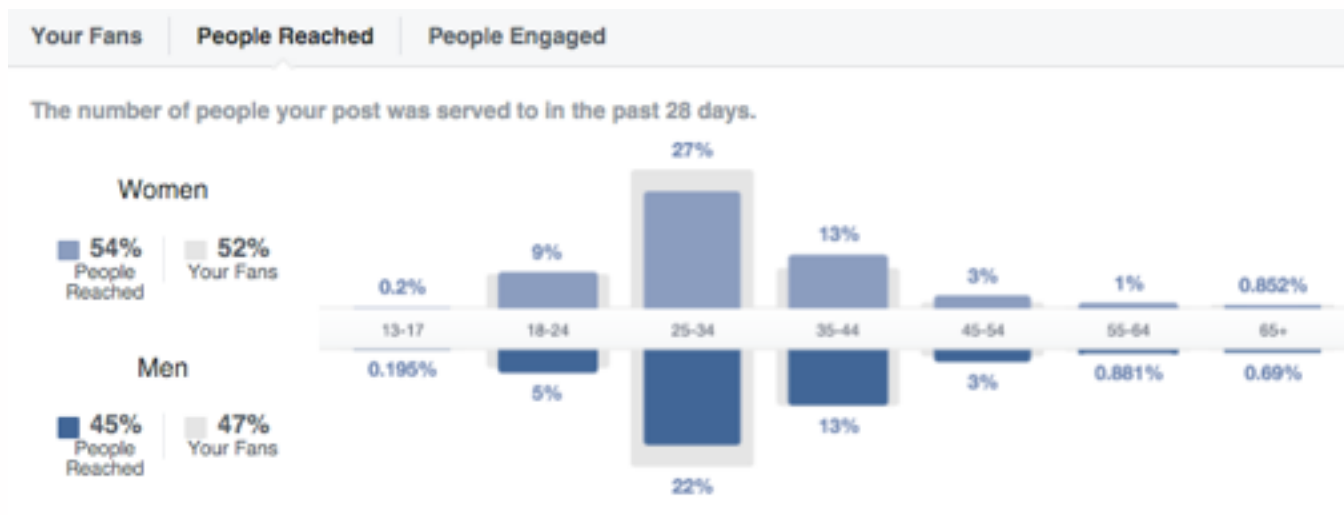
Facebook oldal analitikája

video



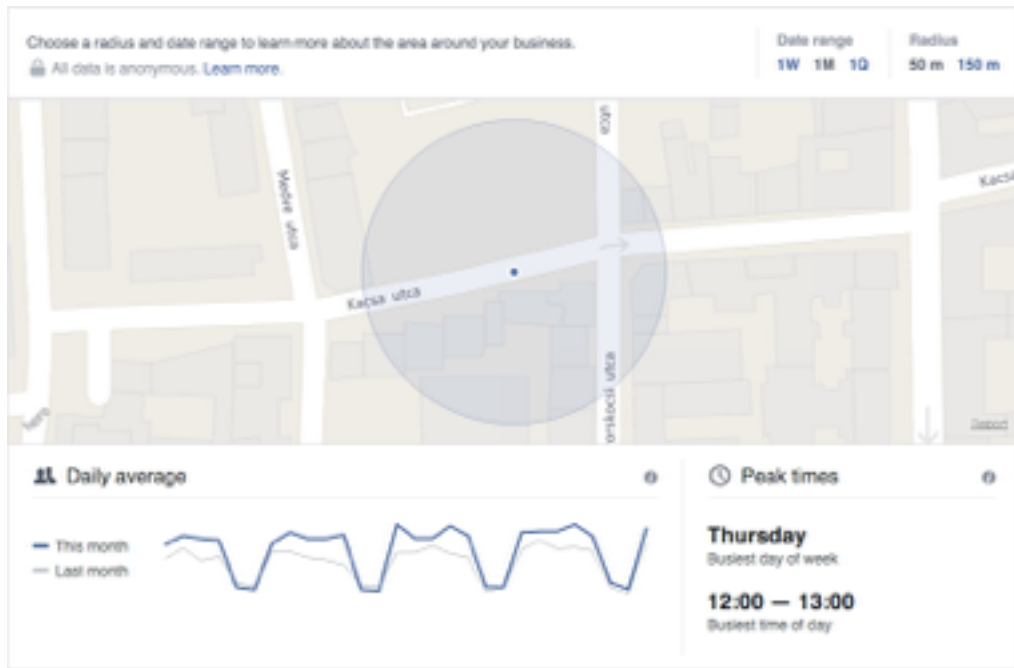
Facebook oldal analitikája

people



Facebook oldal analitikája

local



Facebook oldal analitikája

local

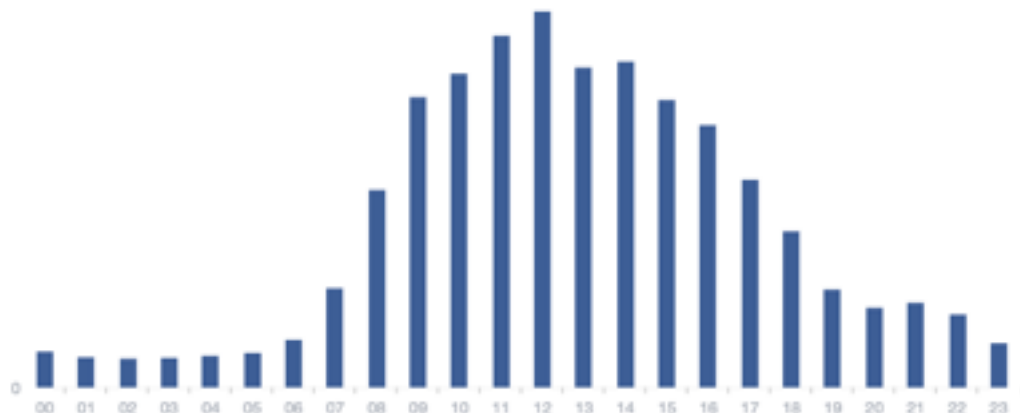
People nearby: Hourly

Weekly

Overall

Check-ins

View the trend of people on Facebook within 50 m of your business during the past month. [Learn more.](#)



Facebook oldal analitikája

exportálás

Export Insights Data

Select a data type, file format and date range. You can export up to 500 posts at a time.

Data Type

- ☒ **Page data**
Key Page metrics for engagement, such as sources and audience details.
- ☐ **Post data**
Key post metrics for reach, impressions and feedback.
- ☐ **Video data**
Key video metrics, including views, unique views, paid views and organic views

Date Range

2 February 2016 - 1 March 2016 ▾

File Format

Excel (.xls) ▾

☐ Export data using the old template ⓘ

[Facebook Page Terms](#)

Cancel

Export Data

Facebook oldal analitikája

exportálás

Date	Lifetime Total Likes	Daily New Likes	Daily Unlikes	Daily Page Engaged Users	Weekly Page Engaged User 28 Days	Page Engaged User Daily	Total Reach
	Lifetime: The total number of Daily: The number of new per Daily: The number of Unlikes (Daily: The number of people Weekly: The number of people 28 Days: The number of people Daily: The number of people						
2.2.30	3494	4	2	145	995	2030	
2.3.30	3495	4	2	201	3045	2130	
2.4.30	3495	1	1	324	3245	2232	
2.5.30	3499	3	0	138	3262	2282	
2.6.30	3500	2	1	29	3187	2291	
2.7.30	3502	2	0	52	3205	2301	
2.8.30	3508	7	1	381	3048	2411	
2.9.30	3512	5	1	112	3053	2450	
2.10.30	3517	5	0	40	963	2441	
2.11.30	3520	4	1	27	737	2418	
2.12.30	3524	3	0	25	647	2408	
2.13.30	3524	2	1	98	687	2401	
2.14.30	3527	3	0	66	695	2398	
2.15.30	3530	3	0	49	395	2405	
2.16.30	3534	6	1	33	320	2401	
2.17.30	3541	7	0	179	456	2587	
2.18.30	3545	4	0	41	468	2518	
2.19.30	3550	5	0	39	483	2511	
2.20.30	3552	2	0	23	403	2513	
2.21.30	3553	2	1	21	353	2514	
2.22.30	3558	5	0	234	540	2545	
2.23.30	3560	2	0	124	601	2467	
2.24.30	3563	3	1	41	468	2441	
2.25.30	3563	1	1	29	454	2441	
2.26.30	3564	1	0	215	596	2535	
2.27.30	3564	1	1	263	767	2570	
2.28.30	3567	4	1	117	828	2591	
2.29.30	3574	7	0	273	861	2319	
3.1.30	3574	0	0	28	817	2289	

Legfontosabb KPI-ok oldal analitika

Reach (paid & organic)

Nr. of engaged users

Engagement rate (nr. of engaged users / total reach)

Page post engagement (nr. of likes, comments, shares, clicks etc.)

Nr. of page likes

Video views

Average % completion

Facebook hirdetések analitikája



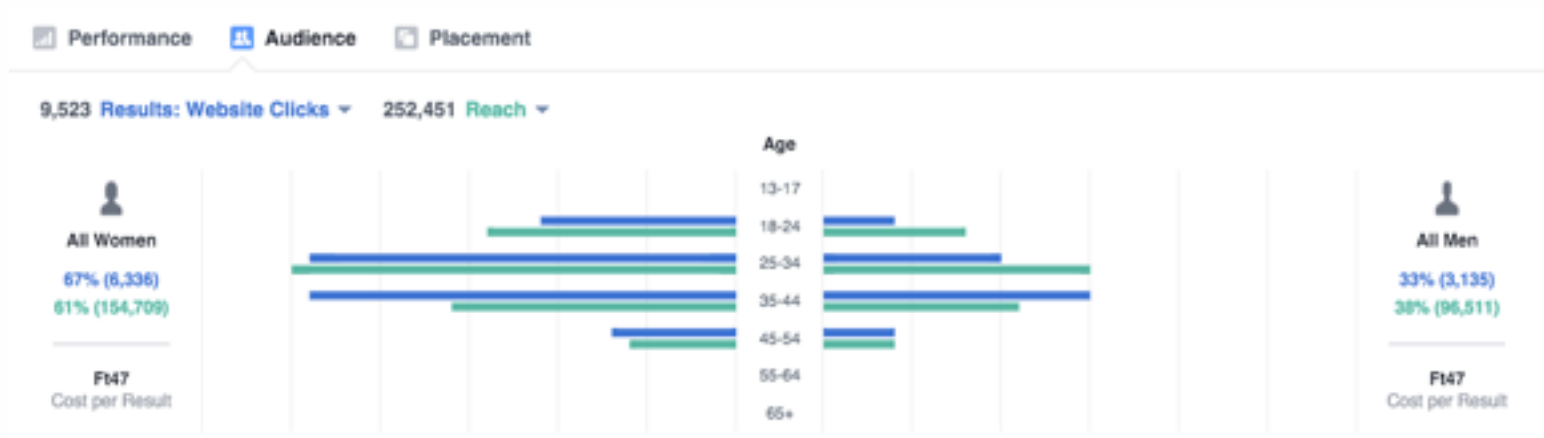
Facebook hirdetések analitikája

reach, frequency, impression



Facebook hirdetések analitikája

audience



Facebook hirdetések analitikája

placement

All Placements ▾ 9,523 Results: Website Clicks ▾ 252,451 Reach ▾

				Amount Spent	Cost per Result
Desktop News Feed		1% 3%	141 8,459	Ft16,079	Ft43
Desktop Right Column		0% 0%	0 0	Ft0	—
Mobile News Feed		99% 98%	9,382 247,766	Ft443,819	Ft47
Instagram		0% 0%	0 0	Ft0	—

Facebook hirdetések analitikája

custom report

Customise Columns

Performance

Engagement

Videos

Websites

Apps

Events

Canvas

Clicks

Settings

Search

Clear Search

PERFORMANCE

Select All Columns

☒ Results

☐ Result Rate

☐ Estimated Advert Recall Lift (people)

☐ Estimated Advert Recall Lift Rate

☒ Reach

☐ Frequency

☐ Impressions

☐ Social Reach

☐ Social Impressions

☐ Actions

☐ People Taking Action

☐ Total Conversion Value

RELEVANCE SCORE (ADVERTS ONLY, DELIVERY BREAKDOWN UNSUPPORTED)

☒ Relevance Score

☐ Positive Feedback

☐ Negative Feedback

10 COLUMNS SELECTED

Advert Set Name

Delivery

Results

Reach

Cost

Budget

Amount Spent

Ends

Schedule

Relevance Score

THE ATTRIBUTION WINDOW IS SET TO:

1 day after viewing advert and 28 days after clicking on advert

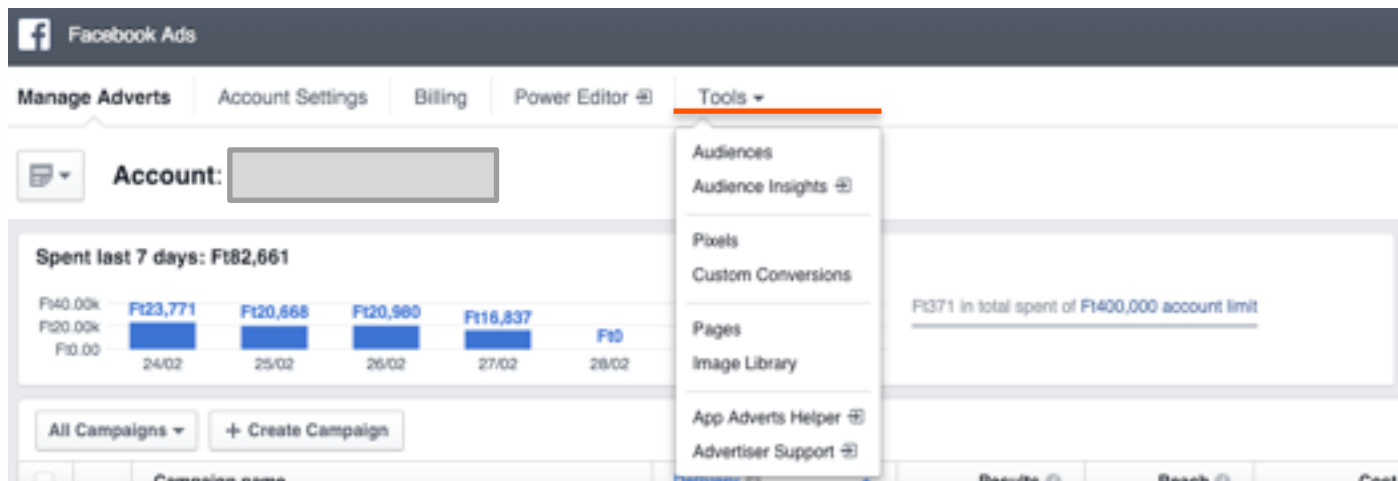
Change Attribution Window

Save as preset

Cancel

Apply

Facebook Audience Insight



Facebook Audience Insight

demographics



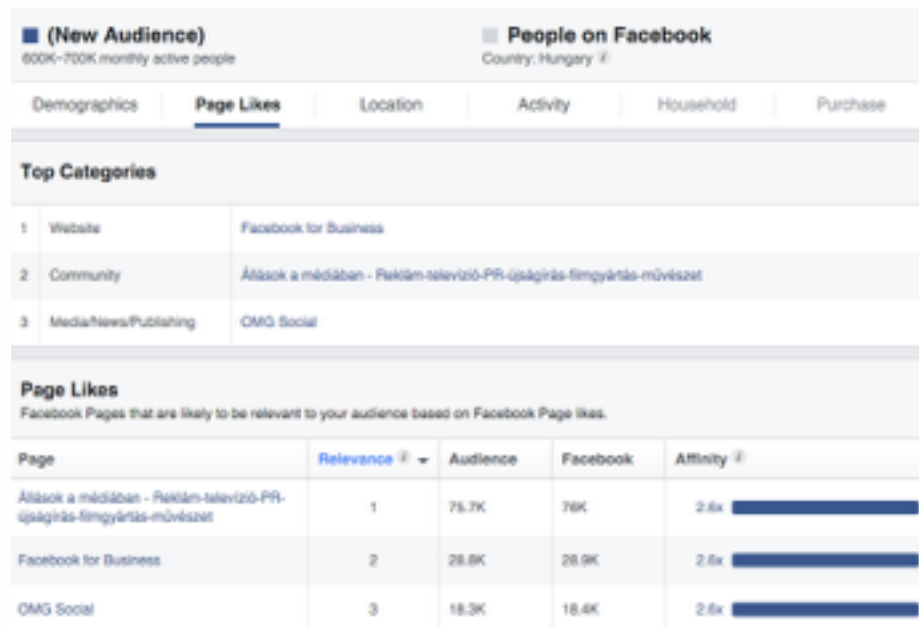
Facebook Audience Insight

demographics



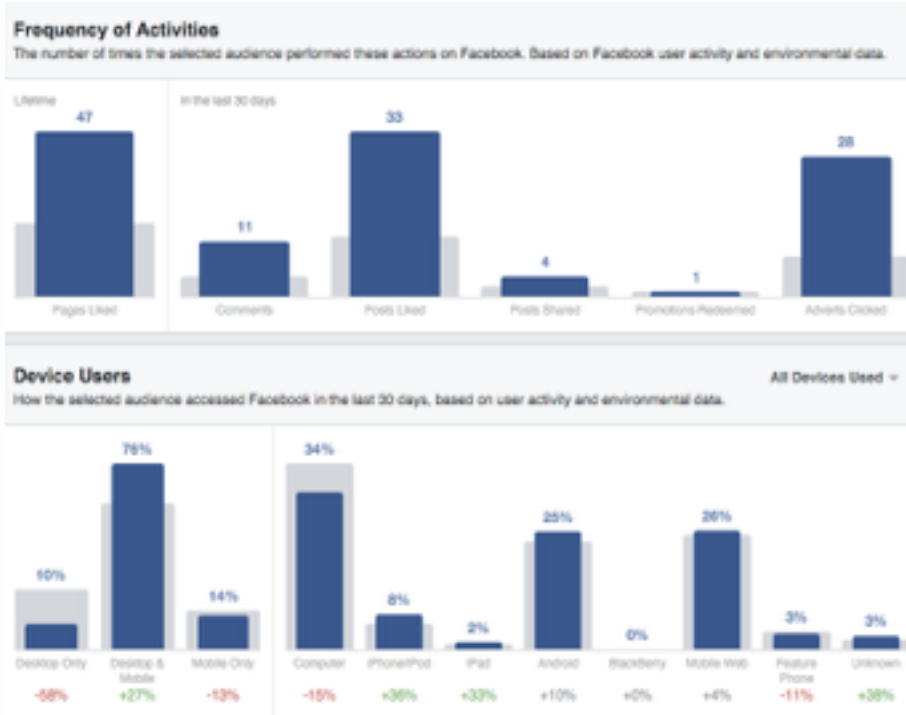
Facebook Audience Insight

page likes



Facebook Audience Insight

activities & device usage





thx

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