

Edit Columns

Use the columns sets, metrics and dimensions to show the ads data most important to you.

Column Sets

General

Page

Offsite

App

Conversion

Demographic

Geographic

Placement

Dimensions

Data Aggregation 1 ▶

Data Breakdowns ▶

Metrics

Delivery & Spend 6 ▶

Clicks 5 ▶

Actions 3 ▶

Cost per Action ▶

☐ Age

☐ Gender

☐ Age and Gender

☐ Country

☐ Placement

Placement

Where your ad was shown on Facebook, such as on News Feed on a mobile device or on the right-side of Facebook on a desktop computer. The description for a column in the ads reporting interface.