



Facebook analytics report template

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Brand / Client:

Period Covered:

Prepared by:

1. Executive Summary

Goal:

Spend:

Outcome:

Key takeaway:

2. Organic Performance (Business Suite → Insights)

- **Total Reach:**
- **Engagement Rate:**
- **Top Posts:**
 - Post 1 — Reach / Engagement
 - Post 2 — Reach / Engagement



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3. Paid Performance (Ads Manager → Reports)

- CTR:
- CPC:
- CPA:
- ROAS:

Best-performing campaign:

Underperformer:

4. Audience Insights

- Follower Growth:
- Demographics:
- Top Locations:



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5. Conversions (Events Manager → Pixel/CAPI)

- Purchases/Leads Tracked:
- Event Match Quality:
- Diagnostics:

6. Next Actions

- Creative:
- Targeting:
- Budget:



Facebook analytics report **example**

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Brand / Client: Acme Fitness

Period Covered: Q3 2025

Prepared by: Social Media Team

1. Executive Summary

Goal: Lead generation

Spend: \$5,000

Outcome: 1,200 leads at \$4.16 CPA, 3.2 ROAS

Key takeaway: Facebook drove 65% of total leads this quarter. Video ads outperformed static images by 2.3x in CTR.

2. Organic Performance (Business Suite → Insights)

- **Total Reach:** 182,000
- **Engagement Rate:** 4.7%
- **Top Posts:**
 - "5-minute HIIT workout" (Video) — 28,000 reach / 2,300 engagements
 - "Trainer Q&A" (Carousel) — 21,500 reach / 1,100 engagements



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3. Paid Performance (Ads Manager → Reports)

- **CTR:** 2.1%
- **CPC:** \$0.88
- **CPA:** \$4.16
- **ROAS:** 3.2

Best-performing campaign: "30-Day Challenge" lead ads — 720 leads at \$3.60 CPA

Underperformer: "Supplement Launch" conversion ads — High CPC (\$1.42) with low ROAS (1.2)

4. Audience Insights

- **Follower Growth:** +8% vs. last quarter
- **Demographics:** 25–34 (42%), 35–44 (31%)
- **Top Locations:** New York, Los Angeles, Chicago



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5. Conversions (Events Manager → Pixel/CAPI)

- **Purchases/Leads Tracked:** 1,200
- **Event Match Quality:** High (8.5/10)
- **Diagnostics:** Pixel and CAPI deduplication working; no event loss flagged

6. Next Actions

- **Creative:** Scale UGC-style video ads across all campaigns
- **Targeting:** Test new 1% lookalike from recent lead list
- **Budget:** Shift \$1,500 from "Supplement Launch" → "30-Day Challenge"