Facebook analytics report template

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Brand / Client:

Period Covered:

Prepared by:

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1. Executive Summary

Goal:

Spend:

Outcome:

Key takeaway:

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2. Scope and Definitions

- Pages and ad accounts:
- Organic, paid or both:
- Comparison period:
- Attribution setting:

3. Organic Performance (Business Suite → Insights)

- **Views:**
- **Reach:**
- **Content interactions:**
- **Net follows:**
- **Top posts:**
    - Post 1: Views / Reach / Interactions
    - Post 2: Views / Reach / Interactions

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4. Paid Performance (Ads Manager → Ads Reporting)

- **Reach and frequency:**
- **Link CTR:**
- **CPC (link):**
- **Cost per result:**
- **Purchase ROAS:**

Best-performing campaign:

Underperformer:

5. Audience (Business Suite → Insights → Audience)

- Follower growth:
- Age and gender:
- Top locations:
- Ads vs. planned audience:

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6. Tracking Health (Events Manager → Pixel and Conversions API)

- Leads or purchases received:
- Event Match Quality (key events):
- Warnings and deduplication:

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7. Next Actions

- Creative:
- Targeting:
- Budget:

Facebook analytics report example

powered by sociality.io

Brand / Client: Acme Fitness

Period Covered: Q3 2026 (July 1 to September 30)

Prepared by: Social Media Team

All figures in this example are illustrative.

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1. Executive Summary

Goal: Lead generation

Spend: $5,000

Outcome: 1,200 leads at $4.17 cost per lead

Key takeaway: Facebook drove 65% of total leads this quarter. Video ads had 2.3x the link CTR of static images.

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2. Scope and Definitions

- **Pages and ad accounts:** Acme Fitness Page and the Acme Fitness ad account
- **Organic, paid or both:** Both, reported separately (organic from Insights, paid from Ads Reporting)
- **Comparison period:** Q2 2026 (April 1 to June 30)
- **Attribution setting:** 7-day click, 1-day view and 1-day engagement

3. Organic Performance (Business Suite → Insights)

- **Views:** 412,000
- **Reach:** 182,000
- **Content interactions:** 8,560 (4.7% of reach)
- **Net follows:** +1,140
- **Top posts:**
    - "5-minute HIIT workout" (Reel): 64,000 views / 28,000 reach / 2,300 interactions
    - "Trainer Q&A" (photo post): 41,000 views / 21,500 reach / 1,100 interactions

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4. Paid Performance (Ads Manager → Ads Reporting)

- **Reach and frequency:** 96,600 people, 2.8 average frequency
- **Link CTR:** 2.1%
- **CPC (link):** $0.88
- **Cost per result:** $4.17 per lead
- **Purchase ROAS:** Not tracked (lead campaigns only)

Best-performing campaign: "30-Day Challenge" lead ads: 720 leads at $3.60 cost per lead

Underperformer: "Supplement Launch" lead ads: 480 leads at $5.02 cost per lead, link CPC $1.42

5. Audience (Business Suite → Insights → Audience)

- **Follower growth:** +8% vs. Q2 2026 (15,390 followers)
- **Age and gender:** 25–34 (42%), 35–44 (31%); 58% women
- **Top locations:** New York, Los Angeles, Chicago
- **Ads vs. planned audience:** 78% of paid reach in the planned 25–44 age range

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6. Tracking Health (Events Manager → Pixel and Conversions API)

- **Leads or purchases received:** 1,200 Lead events, matching Ads Reporting
- **Event Match Quality (key events):** Lead event 8.5 out of 10
- **Warnings and deduplication:** Pixel and Conversions API events deduplicated; no open warnings

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7. Next Actions

- **Creative:** Scale UGC-style video ads across all campaigns
- **Targeting:** Test a new audience built from the Q3 lead list
- **Budget:** Shift $1,500 from “Supplement Launch” to “30-Day Challenge”