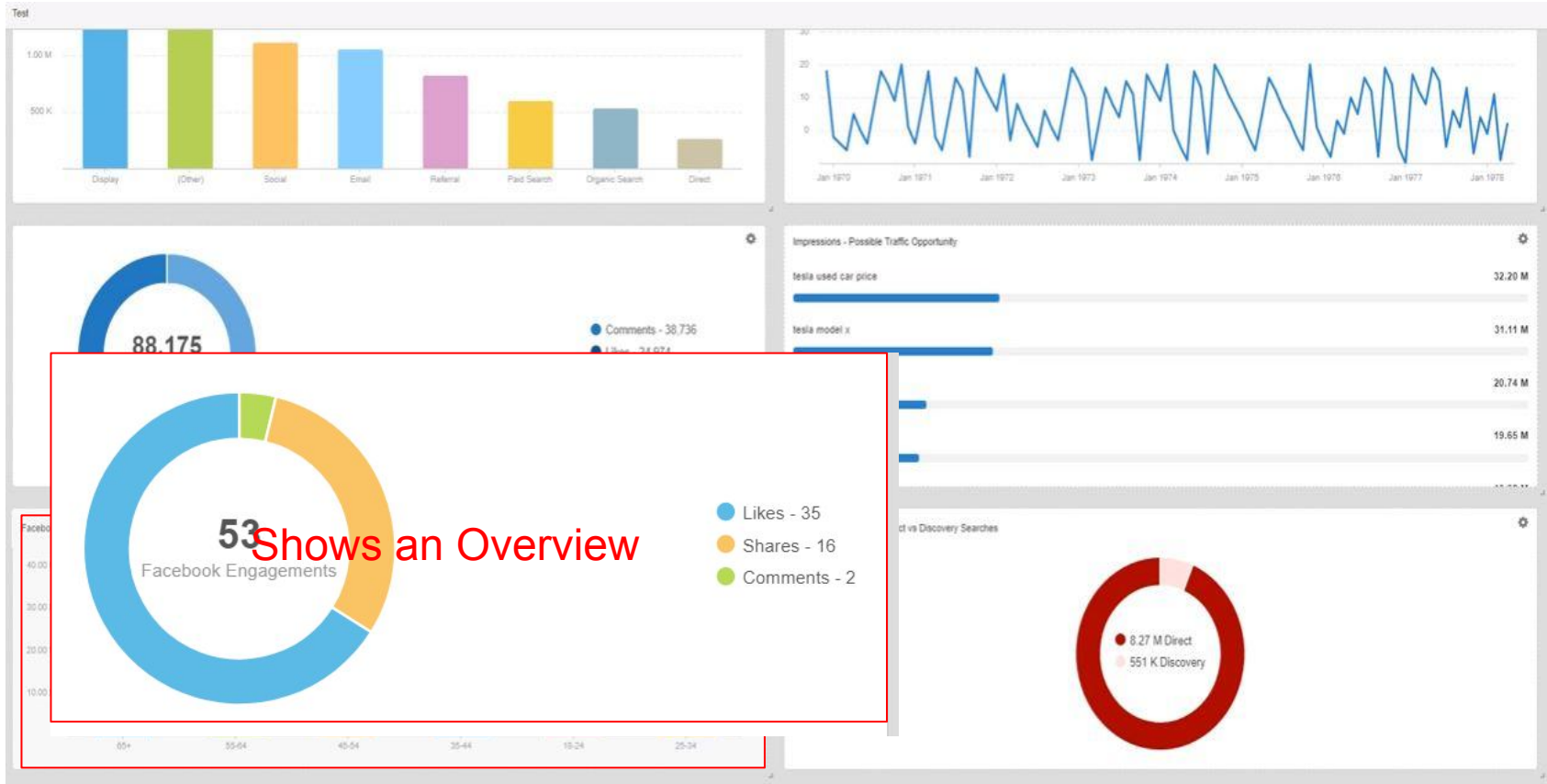


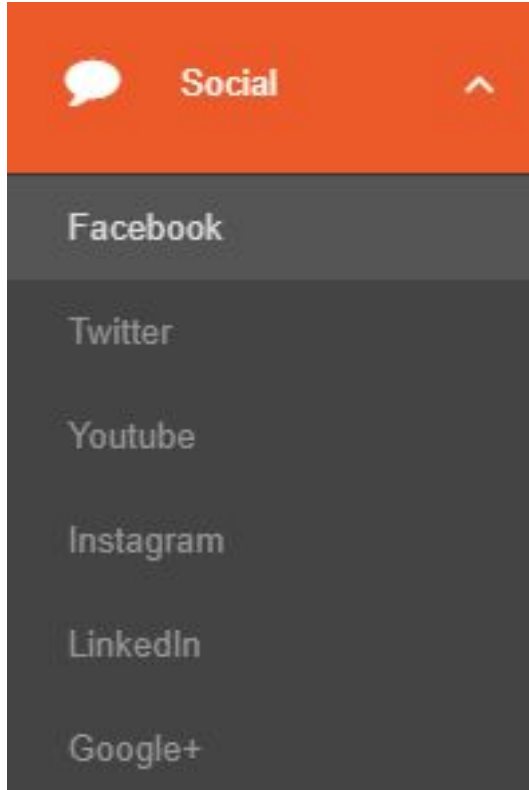
Facebook Metrics

Discovering Your Audience

Viewing Facebook Analytics

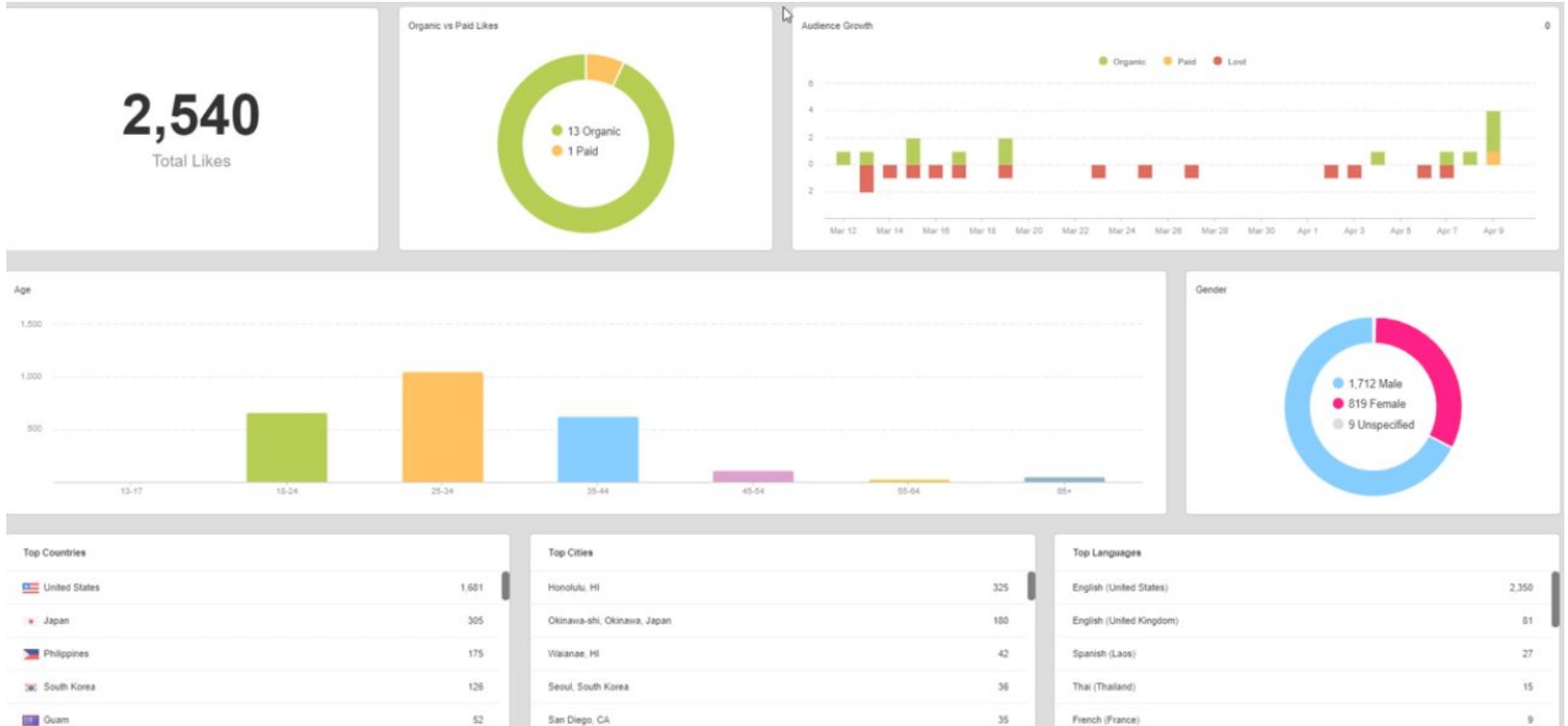


How To See Full Details



1. Hover over left panel under **Social** category.
2. Click on the Facebook selection in the drop-down.

Viewing Facebook Analytics



What does it help with?

- Helps you to learn your target audience with demographic data
- Helps you to write content to personas
- Helps to see what posts/ads are working and not working
- See shares, comments, likes and reach for a specific campaign.
- Isolate duration of time for the growth of your audience.

