

**facebook**

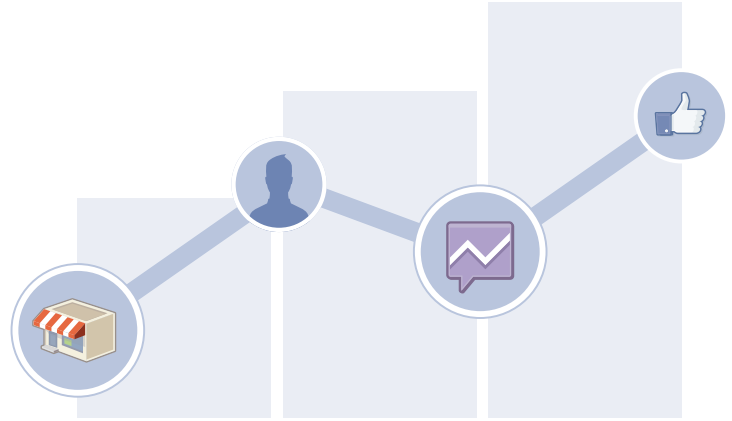
# Tracking Facebook Ads in Google Analytics

<https://www.facebook.com/business/google-analytics>

# Tracking Facebook Ads in Google Analytics

Measure the impact your Facebook Ads have on your business.

Measure the impact of your Facebook Ads in your web analytics software. Learn how to use Google Analytics to track your ad's performance so you can learn what's working well for you. We'll show you how to customize your ad's URL and see the results in three easy steps.



## Benefits:

### Get Visibility

Track visits from Facebook Ads in Google Analytics and understand how Facebook builds your business.

### Increase Return on Investment

Identify which audiences and creatives help your business, and adjust the amount you spend to make your budget go further.



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Audience Overview Apr 14, 2013 - May 14, 2013

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Advanced Segments | Email | Export | Add to Dashboard | Shortcut

**Overview**

Visits vs. Select a metric

Hourly Day Week Month

**66 people visited this site**

Metric	Value
Visits	103
Pageviews	300
Avg. Visit Duration	00:00:46
% New Visits	59.22%
Unique Visitors	66
Pages / Visit	2.91
Bounce Rate	65.05%

Legend: ■ New Visitor, ■ Returning Visitor

Demographics	Language	Visits	% Visits
Language	1. en-us	89	86.41%
Country / Territory	2. es	3	2.91%
City	3. ru	2	1.94%
System	4. c	1	0.97%
Browser	5. de	1	0.97%
Operating System	6. es-cl	1	0.97%
Service Provider	7. fr	1	0.97%
Mobile	8. nb-no	1	0.97%
Operating System	9. pl	1	0.97%
Service Provider	10. pt-br	1	0.97%

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This report was generated on 5/15/13 at 9:53:28 AM - Refresh Report

## Adding a Google Analytics Tracker

### 1 Build Your URL:

Use this link:

<https://support.google.com/analytics/answer/1033867?&rd=2>

and reference the tracking parameters (shown right) to create a custom URL with Google Analytics.

Note: that Google Analytics is case sensitive, so `utm_source=facebook` is different from `utm_source=Facebook`

Website URL:

*Enter the URL of the web page that you're going to create an ad for.*

Campaign Source:  
*facebook*

Campaign Medium:  
*cpc, cpm, ocpm*

Campaign Term:  
*Type a descriptive term for your target audience*

Campaign Content:  
*Type the name of the individual ad here.*

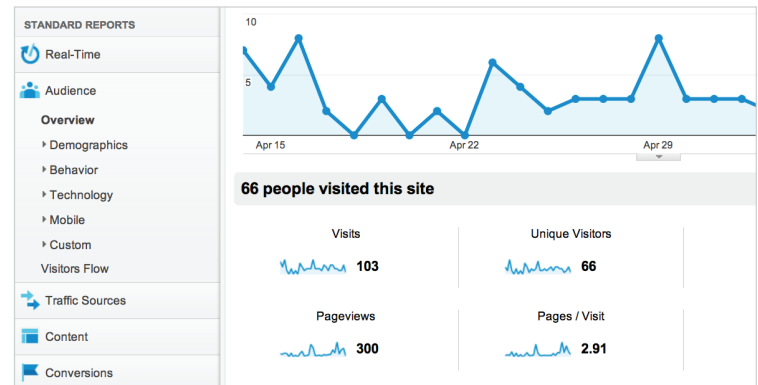
Campaign Name:  
*Type the name of the Facebook ad campaign here.*

### 2 Test Your URL:

Copy your URL and type it in your browser's window. It will take you to your landing page.

Go to *Google Analytics > Traffic Sources > Sources > Campaign*. You should see your click identified with your chosen campaign name.

Note: make sure to select today as your date



### 3 Track Your Performance

Once you've added the code and created a custom URL, you can use Google Analytics the same way you use it to measure the performance of your website.



#### Learn More:

Go to: <https://www.facebook.com/business/google-analytics> to learn more and get started