

FACEBOOK'S NEW "LANDING PAGE VIEWS" METRIC



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OVERVIEW

Facebook's "landing page views" metric will tell advertisers how many times people made it to their sites, including new visitors vs. returning. Facebook will rely on embedded pixel codes on sites for this. Advertisers can prioritize "landing page views" metrics when buying ads using the "traffic" objective.

Other New Measurements Coming...

- How people encounter their pages on Facebook
- Report desktop users who hover over a page's name
- Where someone clicks to like a page
- Number of gained/lost followers through organic vs. ads

TEST & LEARN OPPORTUNITY

This should be used with any and all marketing campaigns. Once a campaign has been deployed, we'll partner with you to be able to track those who click on a campaign ad and land on the desired landing page. We can use this new metric to retarget new or returning visitors who don't convert to hopefully lead to more conversions.

IMPACT

- **Knowing Your Audience:** Facebook will be able to provide advertisers with more details about those clicking on social ads and visiting the websites
- **Retargeting:** Use this data to better retarget individuals and possibly lead to more conversions

