

[Back to home](#)

How to measure success with Popsixle's Meta Ads connection

The key metrics and indicators that determine a "win"

Just like no business is exactly the same, the definition of a Popsixle “win” will vary for each pilot. However, there are a few key ways to measure the success of Popsixle for your business.

Popsixle's Two Primary Goals:

- Data Restoration:** Popsixle aims to provide Facebook's machine learning systems with an accurate representation of your best customers, resulting in improved ad performance.
- Attribution Accuracy:** We work to eliminate Facebook's data modeling and guessing, providing you with precise reporting and attribution data to effectively manage your campaigns.

Measuring Success

The key metrics to look for in determining success with your Popsixle support are within Facebook Ads Manager:

- Increased ad budgets
- Decreased cost-per-purchase
- Increased return-on-ad-spend (ROAS)
- Stabilized ROAS within a tighter range

However, it's important to consider your account's attribution accuracy when analyzing success.

Here are some examples where improved accuracy can be a greater win than performance:

- The account was experiencing over-reporting prior to the pilot** - if pilot performance metrics appear lower than pre-pilot numbers but attribution became more accurate over the length of the trial, it can indicate that your account was not reporting accurately prior to launch
- The store has fewer than 50 purchases per week** - there may be limited performance benefits because Facebook's machine learning system requires sufficient event volume to build a reliable training data set, but the account can still benefit from improved accuracy
- Promotions, seasonality, new creative, or changes to the site** - performance may be influenced to increase/decrease by these factors, but attribution accuracy is not

Popsixle's performance & accuracy. reports

Because there's no one measure of success, Popsixle's reporting dashboard divides your data into three different dimensions to help you identify improvement during Popsixle support: Data Accuracy, Growth and Ad Efficiency

For a refresher on how to navigate Popsixle Customer Dashboard, [watch the 4 minute video tour](#)

Facebook Reporting Accuracy

The Attribution Accuracy report shines a light into the black box that is Facebook's attribution model allowing you to quickly understand if Facebook's ad platform is taking an appropriate level of credit for your sales.

- The report compares data from your Shopify store and your Facebook ad account and analyzes the level of click ids present from site visitors and purchases made on your site. Based on these factors, the time-based graph shows an acceptable range of credit that Facebook should take. It further breaks down your results by letting you see the difference between a 7-day click attribution, or total attributed purchases that include 1-day view attribution
- How to measure success:** Excellent attribution accuracy is achieved when attributed purchases (the 7-day click attribution represented by the bold blue line) are well within the Expected Attribution Range. If attributed purchases rise or fall outside the expected range, that's an indication of inaccurate data because of over- or under-reporting.
- The Attribution Accuracy report will help you feel confident in the results you are seeing in your ad manager dashboard. This way, you can feel confident in your optimizations and budget decisions you make and allow Facebook's platform to optimize your ads for the results you are hoping to see.
 - Read on for more on how to read the report and learn how our team will guide you to [improve attribution accuracy](#).
 - Below are two snapshots: the first has accurate attribution, and the second is showing over-reporting

