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# HOW TO DECIPHER YOUR DIGITAL AD DATA, GENERATE ROI, AND CONQUER THE WORLD

**IT'S EASY TO FALL INTO  
A ROUTINE AS A BUSY  
ENTREPRENEUR, AND LOOK  
UP ONE DAY AND REALIZE  
YOUR AGENCY HAS BEEN  
RUNNING ADS FOR YOU  
FOR HALF A YEAR AND  
YOU HAVE NO IDEA HOW  
THEY'RE DOING.**

Learning to read a digital ads report and evaluate your ROI is an essential skill to develop in order to make sound decisions for your ad strategy.

We'll break down what you need to look for in your data, why that data matters, and then share a few of our favorite resources to help you get the most out of your digital ads. (We can't teach you how to conquer the world though. Sorry to deceive you.)

# HERE'S WHAT TO LOOK FOR WHEN YOU READ YOUR AD REPORT

## STRATEGY

What are the goals for your ad campaign?

Do the goals translate to value for your company?

What platforms are you advertising on?

What are the average results for this type of ad for your industry?

How has your company been performing on these platforms?

Where do your best leads come from?

## AUDIENCE

Do you have relevant demographic information for your ads? (Age, gender, income, interests, profession, etc.)

Are you reaching your target persona?

Do your demographics differ by platform at all?

Can you think of content or strategies that could better reach your ideal personas?

Can you think of content or strategies that could better speak to the persona you ARE reaching?

## COST

Is your spending competitive?

How much is it costing you to reach people?

What percentage of those people convert?

Time to do some math - how much money are you getting for what you invest?

## REFINE

When was the last time you tried something new with your ads?

How did that change go - did your results for your specific goal improve over the next few months after the change?

When you make a change, do you change one thing at a time?

# HERE'S HOW TO FILL OUT THAT BIG BEAUTIFUL CHECKLIST



There's are many moving parts involved in running an effective digital advertising campaign. You've got multiple platforms to check and understand. The next section will break down your checklist item by item to help make sense of all that data. Ready?



## WHAT ARE YOUR GOALS FOR YOUR AD CAMPAIGN?

Don't just run ads for the sake of running ads - it's important to know what you're after. Set goals that will help your company grow. This could be form submissions, phone calls, likes, shares, website visits, etc.

## DO YOUR GOALS TRANSLATE TO VALUE FOR YOUR COMPANY?

Do you see how the goals you set make an impact for you? For example, shooting for likes and shares and page views is incredibly beneficial if your goal is brand awareness. If you're looking for new business, phone calls or form submissions would be a more valuable metric.

## WHAT PLATFORMS ARE YOU ADVERTISING ON?

Some industries and goals do great on Instagram, some perform better on LinkedIn. Research where your audience spends their time. What works for you?



### WHAT ARE THE AVERAGE RESULTS FOR THIS TYPE OF AD FOR YOUR INDUSTRY?

You might feel like your 4% CTR (click through rate) from your Google Ads is really crap, but if you're in a competitive industry a 2% CTR may be considered a solid average. It's important to put your data in context.

### HOW HAS YOUR COMPANY BEEN PERFORMING ON THESE PLATFORMS? (I.E., DO YOU GET WAY MORE WEB TRAFFIC FROM FACEBOOK THAN GOOGLE FOR THE SAME BUDGET?)

Look through your report and compare the platforms to each other. Is Facebook bringing in more form submissions than Google? Do you get way more engagement on Instagram than Facebook?

Keep in mind that different platforms will perform better for different results. Your ad strategist should be able to suggest the best approach for your goals and budget.

### WHERE DO YOUR BEST LEADS COME FROM?

Where do you get your most qualified customers from? Maybe your LinkedIn ads lead to engagement with relevant customers, but your Facebook ads get mostly spam. This can help you determine where your money is best spent.





## DO YOU HAVE RELEVANT DEMOGRAPHIC INFORMATION FOR YOUR ADS? (AGE, GENDER, INCOME, AND PROFESSION, ETC.)

Look through your report, and other relevant data sources. There should be a section that tells you a bit about the people viewing your ads. Who are you reaching? This data will help you more accurately develop your personas and understand how to target your ads and help them resonate with people.

## ARE YOU REACHING YOUR TARGET PERSONA?

Compare your demographic data to your personas, or your idea of who your ideal customer is. Are you surprised by who you're reaching? How does this differ from who you thought you would reach?



### DO YOUR DEMOGRAPHICS DIFFER BY PLATFORM AT ALL?

Different social platforms attract different people in different mindsets. For example, the people you're reaching on Instagram are probably younger than the personas you're reaching on Facebook. Similarly, your audience on LinkedIn is much more ready to make B2B decisions or purchases than your audience on Instagram. Who are you reaching on which platforms? This can tell you more about what's worth investing in.

### CAN YOU THINK OF CONTENT OR STRATEGIES THAT COULD BETTER REACH YOUR IDEAL PERSONAS?

If you're not reaching the people you want to be, how could you change up your targeting or content to reach them? Can you use imagery that would resonate with your target more, or select an age bracket or job titles that are closer to who you're after?

### CAN YOU THINK OF CONTENT OR STRATEGIES THAT COULD BETTER SPEAK TO THE PEOPLE YOU ARE REACHING?

If your ads are performing really well with an unexpected group, don't throw the baby out with the bathwater. This could be an exciting opportunity to learn more about the people who are interested in your project. Say you're marketing a product towards what you thought was a very male-dominated field, but you're reaching more women than you expected to. Consider changing the imagery in your ads to reflect your audience.







### IS YOUR SPENDING COMPETITIVE?

It takes money to make money, right? If you're underspending you won't outrank competitors - this means a tight budget that has you under-bidding on your Google keywords or only putting a few bucks behind a Facebook boosted post won't give you a leg up over other businesses vying for the same audience you are.

### HOW MUCH IS IT COSTING YOU TO REACH PEOPLE?

How much are you actually paying per click, form submission, or page like?

### WHAT PERCENTAGE OF THOSE PEOPLE CONVERT?

What percentage of the people who engage with your ads become customers? Knowing your conversion rate will help you accurately determine the ROI you're getting from your ads.

### TIME TO DO SOME MATH - HOW MUCH MONEY ARE YOU GETTING FOR WHAT YOU INVEST?

Now you know what percentage of people become customers for your ads, and how much it costs you to reach each of those people. Compare this with the value your ads provide to your business - what's your ROI like?

## WHEN WAS THE LAST TIME YOU TRIED SOMETHING NEW WITH YOUR ADS?

Your team should be constantly evaluating your ads for opportunities to refine them and improve your results. Look at your monthly summary or the images of your most popular ads for information on how the copy has changed, what new strategies are being tried, etc. If it's been months and months since anything changed, ask where you could grow your strategy.

## HOW DID THAT CHANGE GO - DID YOUR RESULTS FOR YOUR SPECIFIC GOAL IMPROVE OVER THE NEXT FEW MONTHS AFTER THE CHANGE?

So you tried something new! How did it go? Digital ad strategy is something that is constructed over time, so it's important to give each change a good few months to accumulate data and make an informed decision.

## WHEN YOU MAKE A CHANGE, DO YOU CHANGE ONE THING AT A TIME?

Refining your ads is critical part of your marketing strategy, but it's important to note that it's best practice to change one thing at a time. This lets you accurately A/B test your ads. If you change one thing at a time and let your ad run for a while with the change, then you know for certain that that change made an impact. If you change multiple things at once (for example, your images, your copy, and your targeting) then you won't be able to pinpoint which change was the one that had the greatest impact.



# ADVERTISING RESOURCES - KEEP READING!

NOW THAT YOU CAN NAVIGATE AN AD REPORT WITH THE KNOW-HOW OF A CHARACTER ON MAD MEN, IT'S TIME TO START BRAINSTORMING WHERE TO TAKE YOUR ADS FROM HERE. HERE ARE A FEW OF OUR FAVORITE RESOURCES TO HELP YOU GET STARTED.

Your best resource for analyzing the ROI you're getting from your ads is the report you get from your agency. This includes data pulled from:

- [Google Analytics](#)
- [Google Ads](#)
- [Facebook](#)
- [LinkedIn](#)

And any other platforms you run ads on.

**Choosing An Online Advertising Platform** - There are a lot of different platforms you could advertise on, depending on your audience, budget, and goals. Learn how to choose the platforms that make the most sense for you.

**5 Mistakes You Could Be Making With Your Google Ads** - If you're working on refining your Google Ads, learn some of the most common mistakes we see people making and how you can fix them.

**How To Set Your Marketing Budget** - If you're deciding how much to invest in your advertising, start here for a guide on creating your marketing budget.

**A Guide To The Average Cost of Digital Advertising** - Speaking of budgets, this handy blog post will give you an idea of what people spend on different advertising platforms, on average.