

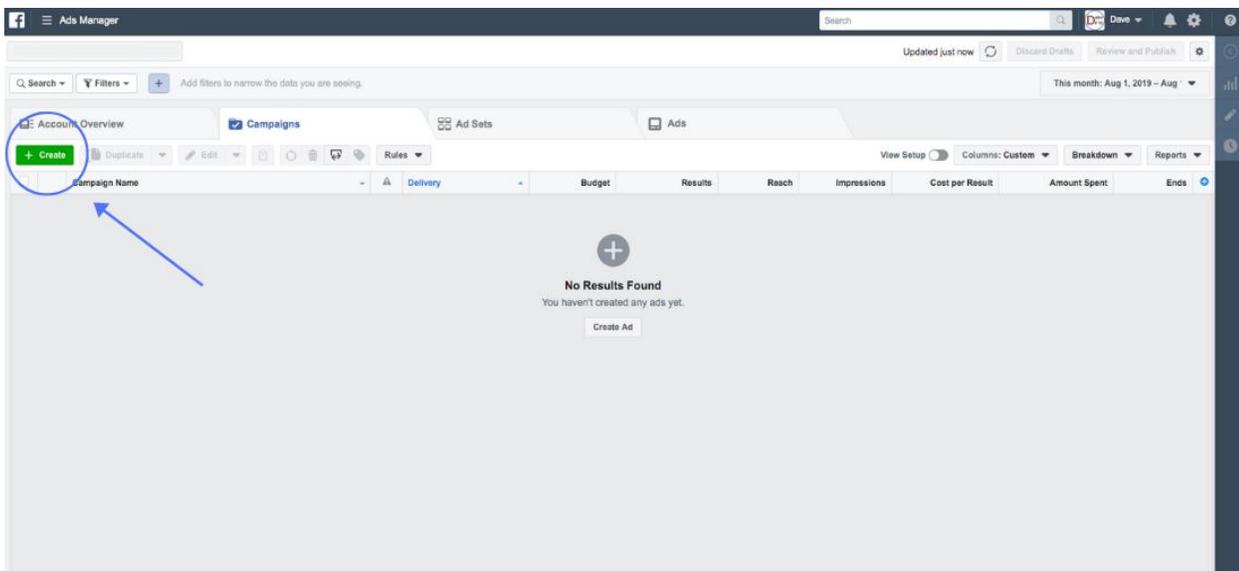


8. How To Set Up Ads Manager Account

In order to run your Facebook Ads, you will first need to set up an Ads Manager Account.

- You will have to provide a credit card for Facebook to keep on file.
 - Be sure to keep track of that card's expiration date or if it gets too close to its limit. Facebook will stop ads if they can't bill you and it takes a few days to get back up and running.
- Click on the link below to start setting up Ads Manager
<https://www.facebook.com/ads/manager>
- You will need to go to payments and add your credit card information.
- Once you have done that you can start creating your Facebook Ads!

How To Run Facebook Ads





Go to Facebook Ads Manager to begin creating Ads.

- Click the Green “+Create” button to get started.
- Guided Creation versus Quick Creation
 - You will choose Guided Creation. Facebook will walk you through all the steps required to create your ad.
 - Click the link below for Facebook’s tutorial or you can follow along with me as I take you through the creation of an ad step by step!

<https://www.facebook.com/business/help/898399293584952>

- BRAND NEW REQUIREMENTS FOR REALTORS AND LENDERS!!!!
 - As of August 2019, Facebook now requires you to self-identify which ads of yours will be “housing” specific”. Here is the disclosure from Facebook:
 - **“If you're based in or targeting the U.S. and are creating a campaign that includes ads for credit, employment or housing offers, you must choose the category that best describes your ads. Any new or edited ads that aren't correctly categorized won't run until they're edited to comply.”**
 - [Click here to learn how this will impact your Facebook Ads](#)

The screenshot shows the Facebook Ads Manager interface for creating a new campaign. The left sidebar has a 'Special Ad Category' option highlighted. A blue arrow points from this option to the 'Special Ad Category' section in the main content area. This section includes a checkbox for 'I'm creating a campaign for ads in a Special Ad Category' and a table of marketing objectives.

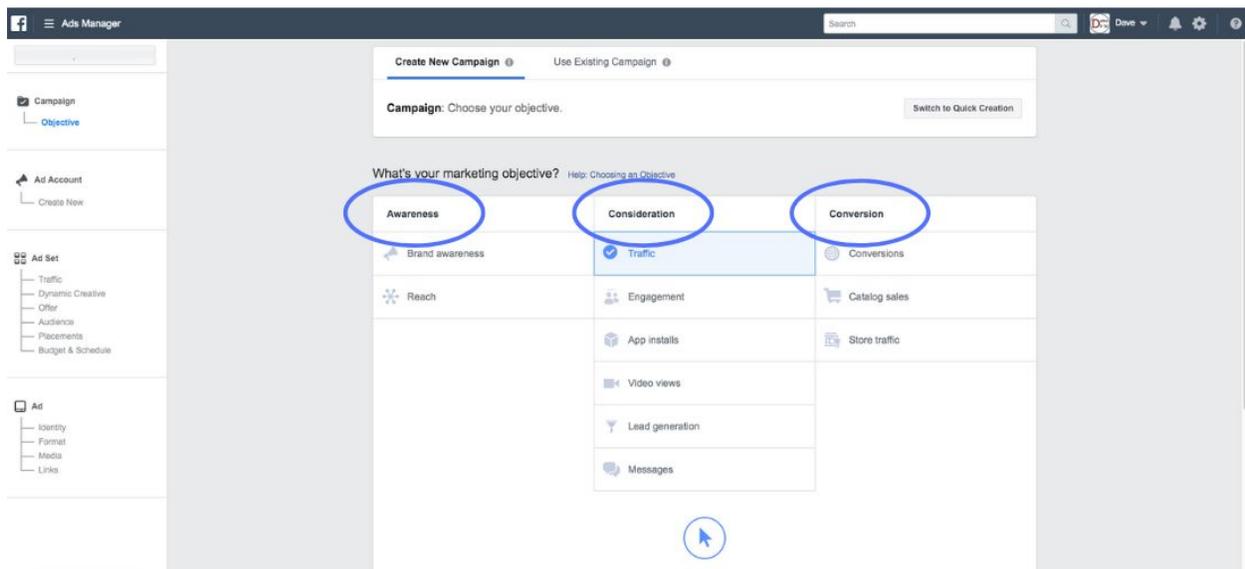
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	



- Campaigns versus Ad Sets versus Ads

- For the sake of getting used to putting together an ad, we are going to keep things super simple. We aren't going to get super complicated or fancy. We are going to make one ad for your first campaign. SO...instead of creating a campaign that has multiple ads in it, which can get confusing to start with, it will just have the one ad in that campaign.

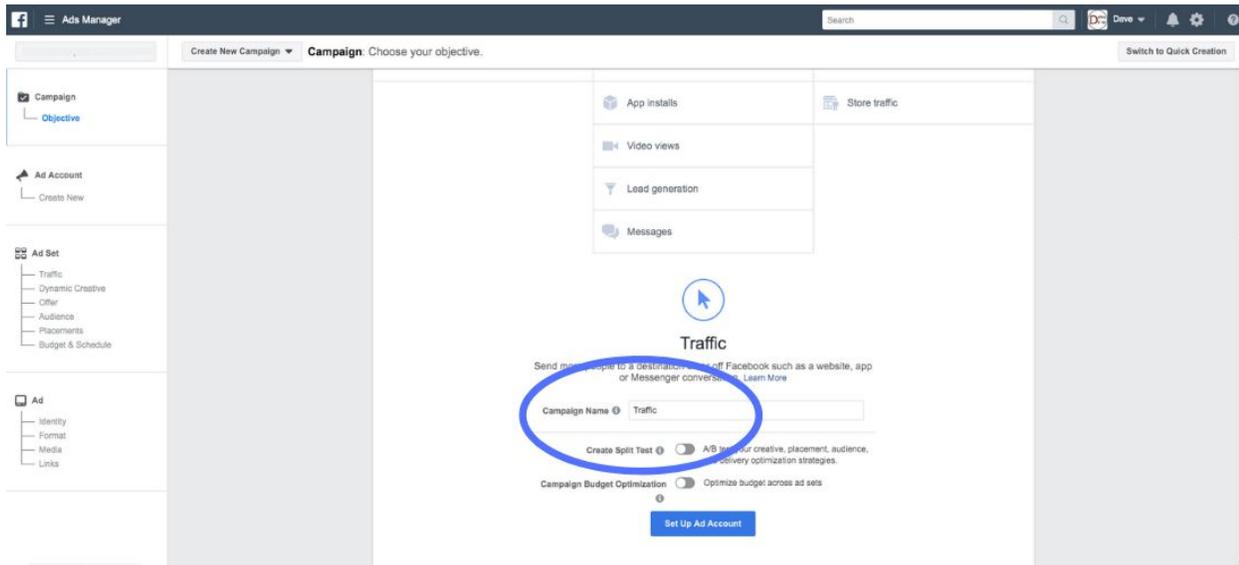
<https://www.facebook.com/business/help/613846972027099>



- Awareness versus Consideration versus Conversion

- We need to determine the objective of this first ad. Is it to get in front of as many people as possible, is it to maximize video views, is it intended to capture a lead's name and email address?
- Choosing the Right Advertising Objective:

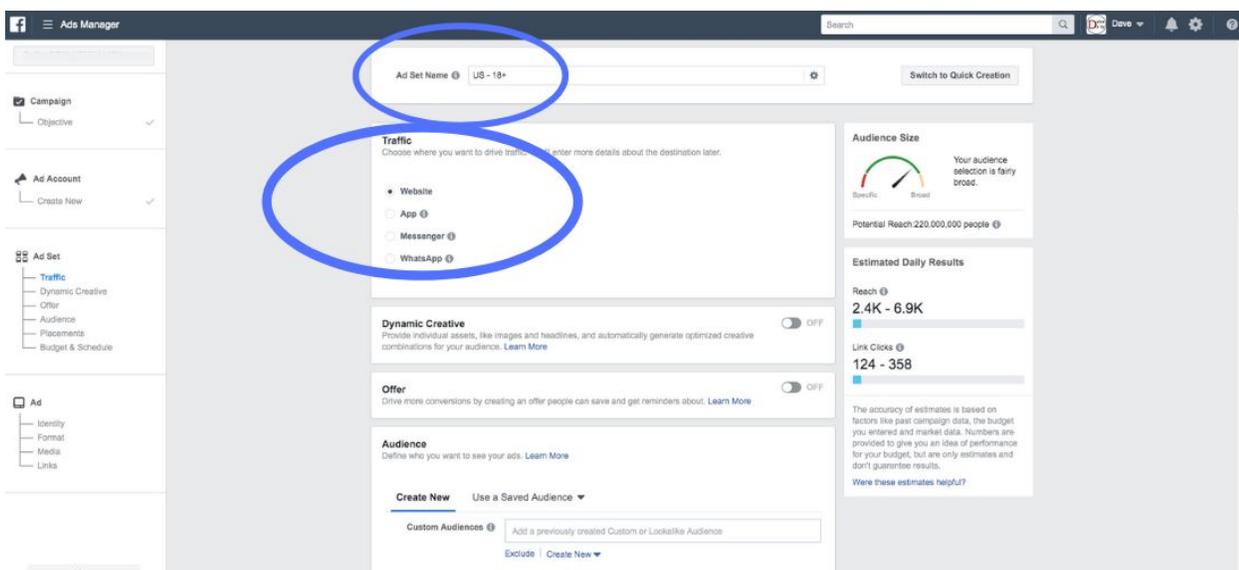
https://www.facebook.com/business/help/1438417719786914?helpref=page_content



- Name Your Campaign

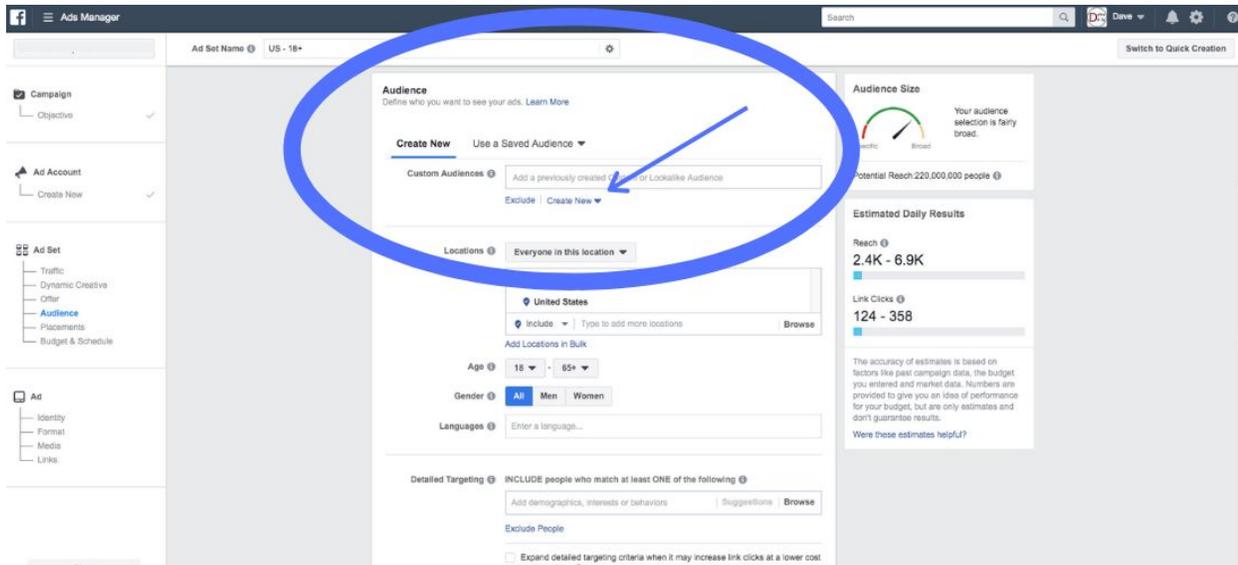
- Because we are only going to have one ad in this campaign, we are going to name the Ad and the Ad Set the same thing. Choose a name that will remind you what you are trying to accomplish. This will help when you have multiple ads running and you are reviewing how well the ads are performing.

- ex: 1234 Main St Open House Ad





- Name Your Ad Set
 - See step above in Name You Campaign
 - Repeat 1234 Main St Open House Ad
- Where do you want to drive traffic?
 - Drive traffic to your website unless you specifically are looking to engage with your folks through Messenger



- Who is your Audience?
 - Custom Audiences
 - Create a Custom Audience From a List
 - Copy every email address you have, for those you would consider to be part of your Sphere of Influence, and dump them into a CSV file. A CSV file will look identical to an Excel Spreadsheet, however when you save it, change the format from “xls” to “csv.” Facebook will only allow you to upload email lists that are formatted as CSV files.
 - Once you have run some different audiences and you have had the chance to test/learn what does and doesn't work, you can begin implementing some additional audience building strategies.
 - Click the link below for step by step instructions on how to upload the list to Facebook.

<https://www.facebook.com/business/help/170456843145568>



- Create a Custom Audience from Only People Who Have Viewed Your Videos
 - You can create new audiences that are comprised of people who have viewed your prior videos. You can target an audience solely comprised of people who watched 25% of a video, 50% of a video, 75% of video...and so on. This is so powerful!! It allows you to create additional content for those people who have already engaged with your marketing...as they are more likely to engage again.
 - Click the link below for step by step instructions on how to create this audience.
<https://www.facebook.com/business/help/1099865760056389>
- Create Custom Audiences from People Who Visit Your Website
 - You can create new audiences that are comprised of people that have clicked on an ad directing them back to your website. The idea being, we want to put more content in front of the people who have already engaged with our marketing as they are more likely to engage again.
 - Click the link below for step by step instructions on how to create this audience.
<https://www.facebook.com/business/help/1474662202748341>
- If your ad has an offer that promotes “housing,” such as your listings, open houses, neighborhoods, etc, the Facebook Ads platform has placed additional limitations on how you are able to run these types of ads. You can and should still run “housing” specific ads, but realize that your ability to target areas and people with the specificity you could before, is now limited.
 - If the ad you are running is housing specific, please refer back to the link below to learn what additional limitations are in place for your ads.
[Click here to learn how this will impact your Facebook Ads](#)
- If your ad is purely a branding ad, there are no new limitations placed on your ability to run Facebook ads. For some Realtors, this change will be a tough pill to swallow. However for you, it will be a blessing in disguise as you replace your hyper-local/hyper-targeted housing ads with your branding ads. It will force you to start putting out content that allows people to connect with you as a person. It’s that personal content that will really help you grow your business.
- Follow the steps below to create your branding specific Facebook ads. Don’t get locked into the idea that you can only run lead generation or farming ads with your housing specific content. There is nothing that limits you from running your branded ads to people in a specific neighborhood or asking people to reach out to you if they would like you to share a professional referral. Please refer to my Branding Library for ideas on the various types of content you can produce.
- The steps below will be very similar for both housing-specific ads and branded ads. I have noted the differences in the link above (referencing how housing specific ads have changed).



- If you are trying to Farm a certain area
 - If your content is housing-specific
 - Choose the neighborhood you would like to farm. Pick an address that is centrally located within that neighborhood and type that address into the search bar. You will see the address populate and a 15 mile radius will appear around that home. That is the new minimum radius required vs the previous 1 mile radius.
 - If your content is branding
 - Choose the neighborhood you would like to farm. Pick an address that is centrally located within that neighborhood and type that address into the search bar. You will see the address populate and a radius will appear around that home. Use the toggle bar to change the radius so that just the neighborhood you are looking to farm is covered within that radius.
- If Your Intent is Lead Generation.
 - If your content is housing-specific
 - Choose the area you would like to target. Type your address into the search bar. You will see the address populate and a 15 mile radius appear around that home. Use the toggle bar to expand out the radius until you have a radius that covers the area you are trying to target. Use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.
 - If you don't want to use an address and you would prefer to use a city as your focal point, you will see that the radius starts at 25 miles and only goes down to 15 miles. Once again, use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.
 - If your content is branding
 - Choose the area you would like to target. Type your address into the search bar. You will see the address populate and a 15 mile radius appear around that home. Use the toggle bar to expand out the radius until you have a radius that covers the area you are trying to target. Use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.
 - If you don't want to use an address and you would prefer to use a city as your focal point, you will see that the radius starts at 25 miles and only goes down to 15 miles. Once again, use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.

Open Houses – 2 Methods

- In this case, the content is housing specific so the new limitations will apply
- Where Intent Is To Attract Other Sellers (i.e. future clients):
 - Choose the neighborhood you would like to target. Type your listing's address into the search bar. You will see the address populate and a 15 mile radius appear around that home. Use the toggle bar to change the radius so that just the neighborhood you are looking to target is covered within that radius.



- Where The Intent Is To Drive Traffic To The Open House:
 - Choose the area you would like to target. Type your listing's address into the search bar. You will see the address populate and a 15 mile radius appear around that home. Use the toggle bar to expand out the radius until you have a radius that covers the area you are trying to target. Use the meter on the right side of the screen to gauge your audience size. You don't want to be too broad or too specific.

The screenshot shows the Facebook Ads Manager interface. The 'Audience' section is active, showing options to 'Create New' or 'Use a Saved Audience'. The 'Locations' dropdown is set to 'Everyone in this location' with 'United States' selected. The 'Age' dropdown is set to '18 - 65+' and the 'Gender' dropdown is set to 'All'. The 'Detailed Targeting' section is expanded, showing 'INCLUDE people who match at least ONE of the following'. The 'Audience Size' panel on the right indicates a 'Potential Reach' of 220,000,000 people and 'Estimated Daily Results' of 2.4K - 6.9K reach and 124 - 358 link clicks.

- Audience
 - Locations
 - Reminders:
 - When you use a city as your focal point, the minimum coverage radius is 15 miles as of August 2019..
 - When you use a specific address as the focal point, the minimum coverage radius is 15 mile as of August 2019.
 - You can use multiple addresses in the same ad. So if you are trying to farm more than one area with one ad, you can.
 - Age
 - If your content is housing specific please note the new limitations will apply
 - If your content is branding specific...
 - Choose the population you wish to target
 - Gender
 - If your content is housing specific please note the new limitations will apply
 - If your content is branding specific...
 - Choose the population you with to target



- Detailed Targeting
 - This is one of the most important features of the Facebook Ads machine. It allows you to create an audience that most closely resembles your ideal audience. Just remember when putting this audience together that it cannot violate the Fair Housing Act or be discriminatory in who you are choosing to target or exclude. Just make sure you aren't building audiences on any of those protected classes. Stick to the parameters below and you will be fine.
- Interests to include
 - If your content is housing specific please note the new limitations will apply. However, you should still have access to key interests like Zillow and other related options:
 - Type in Zillow and choose the option that is labeled as "Interests"
 - Now click the Suggestions button
 - You will now see a whole list of similar interests. Include as many of those as you like.
 - You will notice that as you include more interests your population should be changing.
 - At some point, your population may stop changing as you continue to add suggested interests. This is because the populations are beginning to overlap one another, so there are no new people being added to your audience.
 - If your content is branding specific...
 - You will have no limitations on your ability to use interests
- Refine Your Population Further
 - If your content is housing specific please note the new limitations will apply.
 - If your content is branding specific...
 - You can stop there, but again, what makes Facebook ads so powerful is it's targeting capabilities. You can continue to refine your audience by selecting the Narrow Your Audience feature. This allows you to refine your population even more.
 - If you would like your ad population to include people who are searching on Zillow AND must ALSO have an interest in the city in which your home is being sold, you can do that (assuming the city shows up in the search bar as some smaller cities or towns may not appear). You can narrow by employer, education level and a ton of other options. Just keep an eye on your audience size on the right side of the screen. You don't want your audience size to get too small.
- Interests to exclude
 - If your content is housing specific please note the new limitations will apply
 - If your content is branding specific...



- Select the “Exclude” feature and type in Real Estate Brokers.
 - You will want to exclude Real Estate Brokers not because you don’t want them to see what you are up to, because you don’t want to pay for other Realtors engaging with your content as they are obviously not who you are trying to target. You want to focus on the people who will be buying and selling homes. That is unless other Realtors are your intended audience for a particular post. In that case, you would flip the script and make the audience just Realtors.
- Save This Audience
 - You will likely find that you are reusing audiences quite often. I strongly recommend that you save your audiences as you go so that you aren’t recreating them from scratch every single time. Click the link below to learn how.

<https://www.facebook.com/help/ads-manager-app/736876326407603>

The screenshot shows the Facebook Ads Manager interface. The left sidebar has a menu with 'Ad Set' selected, and 'Budget & Schedule' is highlighted. The main content area is titled 'Budget & Schedule' and contains sections for 'Automatic Placements (Recommended)', 'Budget & Schedule', and 'Estimated Daily Results'. Three blue arrows point from the left sidebar to the 'Budget & Schedule' section, highlighting the 'Budget and Schedule' option. The 'Estimated Daily Results' section shows a reach of 2.4K - 6.9K and link clicks of 124 - 358.

- Budget and Schedule
 - Decide how much you want to spend on your ad every day.
 - SOI Ads – Start with \$1-\$2 per day and see what your frequency is at the end of 30 days
 - Once your frequency gets up around 2 (people have seen your ad on average twice), it’s usually time to create a new Facebook Ad.
 - Farming Ads – Start with \$1-\$2 per day and see what your frequency is at the end of 30 days.



- Once your frequency gets up around 2 (people have seen your ad on average twice), it's usually time to create a new Facebook Ad.
- Open Houses - Typically you will run these for the 3-5 days prior to your Open Houses. Start with a \$1-\$2 per day and adjust based on the video views or traffic you are getting.
- Click here to learn more about budgets:
https://www.facebook.com/business/help/214319341922580?helpref=page_content
- Campaign Bid Strategy
 - Leave at Lowest Cost Option

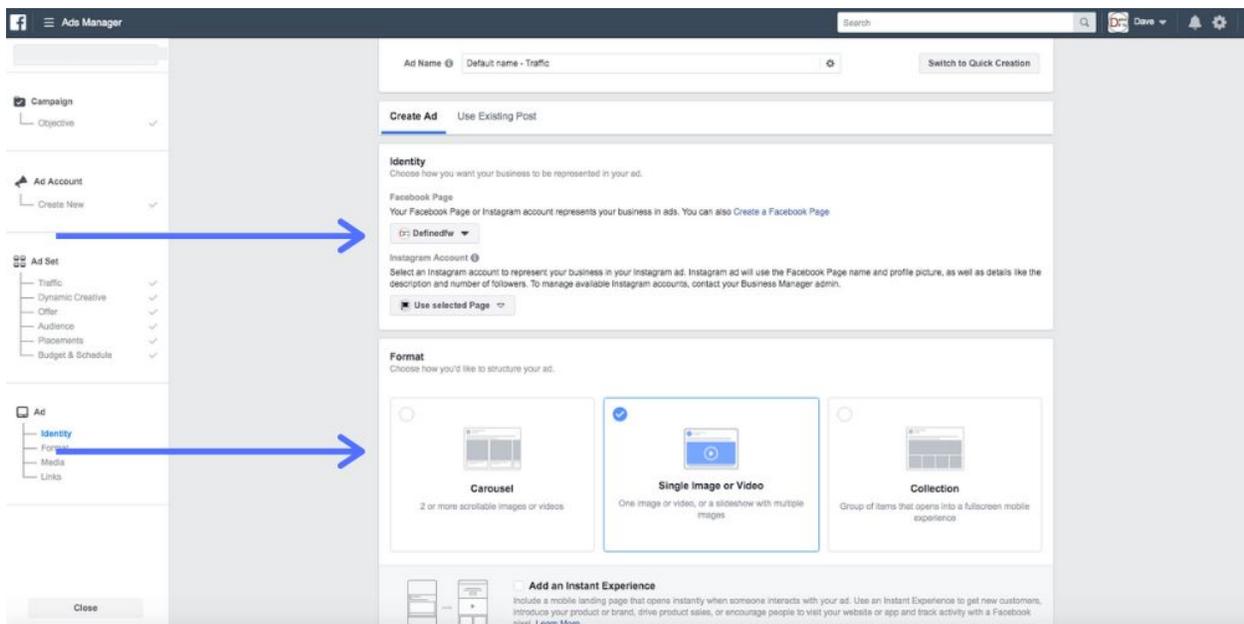
The screenshot shows the Facebook Ads Manager interface for an ad set named 'US - 18+'. The left sidebar contains navigation options: Campaign, Ad Account, Ad Set, and Ad. The main content area is divided into several sections:

- Automatic Placements (Recommended):** A section with a radio button selected, indicating that automatic placements are chosen. A blue arrow points to this section.
- Budget & Schedule:** A section for defining the budget and schedule. It includes:
 - Optimization for Ad Delivery:** A dropdown menu set to 'Link Clicks'. A blue arrow points to this dropdown.
 - Cost Control (optional):** A field with a value of '\$XXX' and a note 'average cost per link click'. A blue arrow points to this field.
 - Budget and Schedule:** A section with a 'Daily Budget' of '\$20.00' and a 'Run my ad set continuously starting today' option selected.
- Audience Size:** A section on the right side of the screen showing a meter for audience selection. It indicates 'Your audience selection is fairly broad' and 'Potential Reach: 220,000,000 people'. A blue arrow points to this section.
- Estimated Daily Results:** A section on the right side of the screen showing 'Reach: 2.4K - 6.9K' and 'Link Clicks: 124 - 358'.

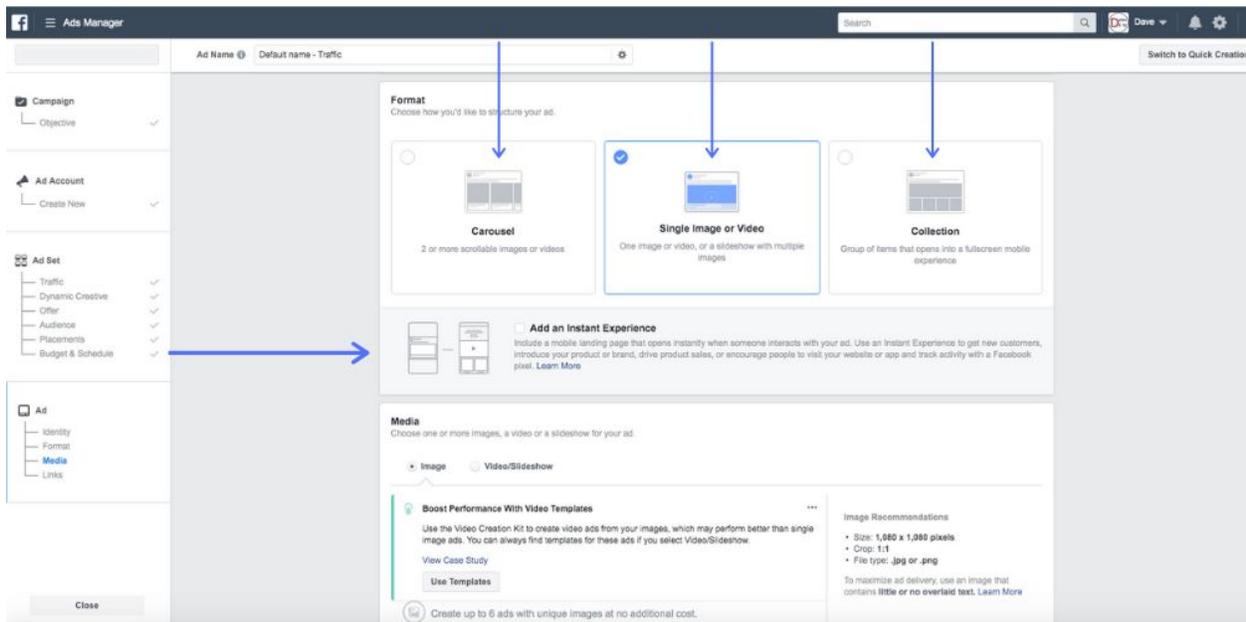
- Audience Size
 - Specific vs Broad
 - As discussed above, you will see a meter on the right side of the screen that changes as you continue to alter your audience. While this is a helpful tool, just use this as a guide for your audience creation. It's ok to use a specific audience and test it out to see how it converts. Remember, it may cost a bit more to put ads in front of people when the audience is specific, but you may also be reaching the exact people who are most likely to buy or sell. If you test this idea and see that you are getting engagement with a specific audience size, then go for it! If not, then remove some of your parameters and expand your audience until you get the results you are looking for. This process is a never-ending test and learn process.



- Estimated Daily Reach
 - As you increase your ad spend, your daily estimated reach should be increasing as well. Remember, the estimated reach is just a best guess on Facebook's part. You really won't know how many people each day will see your ad until you start running them. The actual reach will ultimately depend on how successfully you put together your Facebook Audience and Creative for your Ad.
 - Click the link for more information about Estimated Daily Reach
<https://www.facebook.com/business/help/1438142206453359>
- Link Clicks
 - Based on your ad spend, Facebook will also provide a projected number of ad clicks per day. Again, this is a best guess based on your daily dollar spend. There are so many variables that impact an ad's success that you can't put too much stock into this number. Just use it as a guide.
 - Click the link for more information about Link Clicks
<https://www.facebook.com/business/help/659185130844708>



- Identity
 - Make sure that your ads are linked to your Facebook Business Page. If you have more than one Business Page, double check it's the business page for your Real Estate Business.



- Format

- Carousel

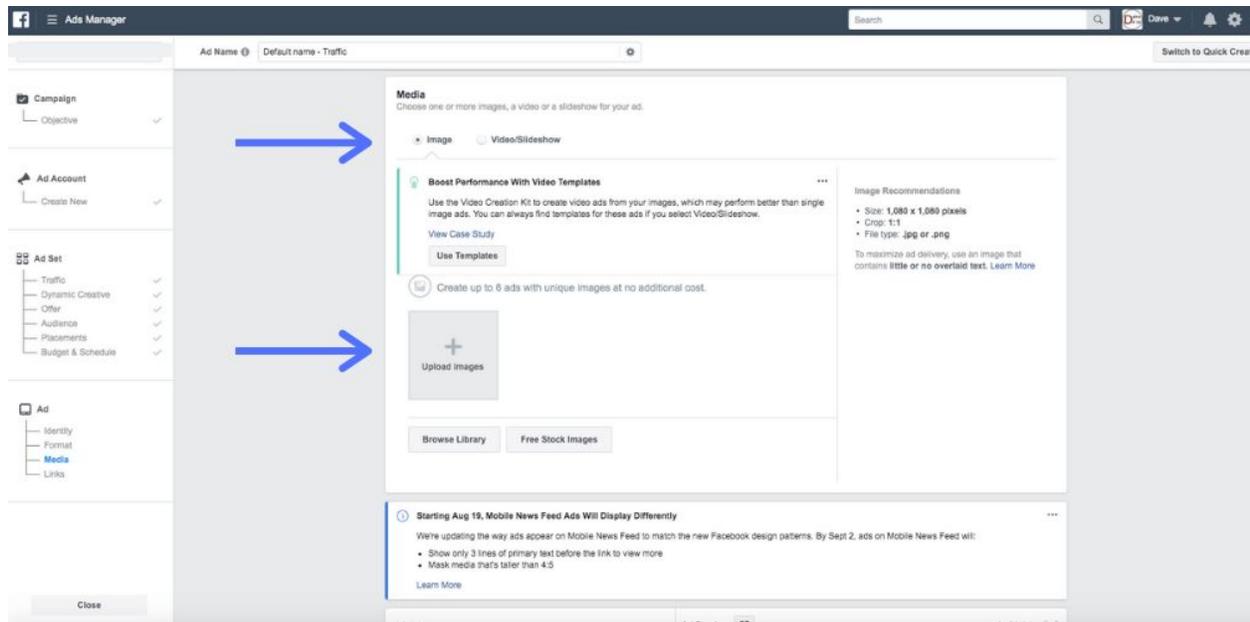
- You will typically want to use the “Single Image or Video” for most of your Real Estate Ads early on. Once you get more comfortable with the Ads Manager program, feel free to try out different formats to see what you can do with them.
 - Click the link below for more info on the Carousel Format:
<https://www.facebook.com/business/ads-guide/carousel/facebook-feed/traffic>

- Single Image or Video

- This will be the format you use most often. It allows you to use single images or videos for your ads. It also allows you to post multiple pictures in one ad. This works well if there is a home with multiple rooms you would like to promote, or multiple homes you would like to share in one ad.

- Collection

- Add an Instant Experience
 - This is another format that you can use. For the time being, focus on getting comfortable with the Single Image or Video format. Once you get more comfortable with the Ads Manager program, feel free to try out this format to see how you can use it.



- Add Media
 - Add Image
 - Download any images that you own directly to your Ads Manager media library so that you can use them in your ads.
 - It is imperative that you only use images that you own, otherwise you could be subject to copyright infringement. Same with music and videos.
 - You can also browse Facebook's library of stock images as well.
 - Click Add Images and look at the top of the page where you will see a tab titled Stock
 - Add Video
 - Download any videos that you own directly to your Ads Manager media library so that you can use them in your ads.
 - It is imperative that you only use videos that you own, otherwise you could be subject to copyright infringement.
- Text and Links
 - Select the Link Type For Your ad
 - Leave this as "website"
- Primary Text
 - This is where you will write the actual ad itself. Remember these few things: Your goal is to tap into an emotion with the first line. If the house is near a lake, mention something about being able to use that boat every day and not just on



the weekends. If it's in a great school district, mention something about the home being amazing because of it's schools, etc.

- Good copywriting is a whole course in and of itself. But, if you can tell a story while evoking some sort of emotion, you should be in good shape.
- Keep the text short. People don't want to read a lot.
- Make sure you always comply with all state regulations and rules for advertising, which may or may not include noting things like your name, brokerage's name, IABS, phone numbers, emails, etc. Check with your broker if you aren't sure what the advertising rules are in your state.
- Your goal is to be able to get someone to engage with your ad through what they see in the photo or video AND with the first 3 lines of text that they are able to read in your ad. Notice the "See More" link in the ad below. We need to capture people's attention with your first three lines of text so that they will click that link!

The screenshot shows the Facebook Ads Manager interface. At the top, there is a search bar and navigation elements. The main content area is divided into two sections: a left sidebar with editing options and a right preview pane.

Left Sidebar (Editing Options):

- Crop videos for Different Placements:** A section with a green border explaining video aspect ratios and crop options.
- Primary Text Will Show 3 Lines:** A section with a blue border explaining that only the first three lines of text will be visible in the mobile news feed. This section is circled in blue.
- Primary Text:** A section with a blue border containing the ad text: "Are you a Realtor who needs to BRAND your business better, but it seems overwhelming? I have created a totally FREE, no strings attached, program to show you:". Below this is a list of bullet points: "How to create your own custom website", "How to run Ads", "How to build out your key Social Media platforms", "A Content Library to help you come with ideas for your Social Media posts", "A Content Distribution Schedule to keep you on track with your daily posting", "How to follow up with your Top 100 (the people most likely to refer you business)", and "And TONS more...all for FREE!".

Right Preview Pane (Ad Preview):

- Ad Preview:** A section with a blue border showing the ad as it will appear in a mobile news feed.
- Mobile News Feed:** The preview shows the ad in a mobile news feed context. It includes the Facebook logo, the ad's profile picture (the cow icon), the name "My Blue Cow Media", and the text: "Are you a Realtor who needs to BRAND your business better, but it seems overwhelming? I have created a totally FREE, no ...See More". Below the text is a video thumbnail with a play button. At the bottom of the ad, it says "MYBLUECOWMEDIA.COM FREE 'HOW TO' BRANDING FOR REALTORS" with a "LEARN MORE" button.
- Interactions:** Below the ad, there are icons for "Like", "Comment", and "Share".

At the bottom of the interface, there are three buttons: "Close", "Discard Draft", and "Publish".



- Website URL
 - More often than not, you are going to want to drive traffic to either your website or to a [squeeze page](#).
 - If your goal is to drive traffic back to your website, then simply type in your URL or the specific page on your website you are trying to drive people to.
 - If your goal is to acquire leads through a squeeze page, then you will be using the URL provided by your CRM. If your CRM allows you to create squeeze pages, you will simply compile a list of homes that fit the criteria you will be offering in your ad. Once that is done, your CRM will provide you with a particular link that you will put into the Website URL box in Facebook Ads that will take people from Facebook to your squeeze page. Once there, the person will have the option to opt-in to receive the list of homes you advertised, or they can simply close out the window and choose not to provide their info.

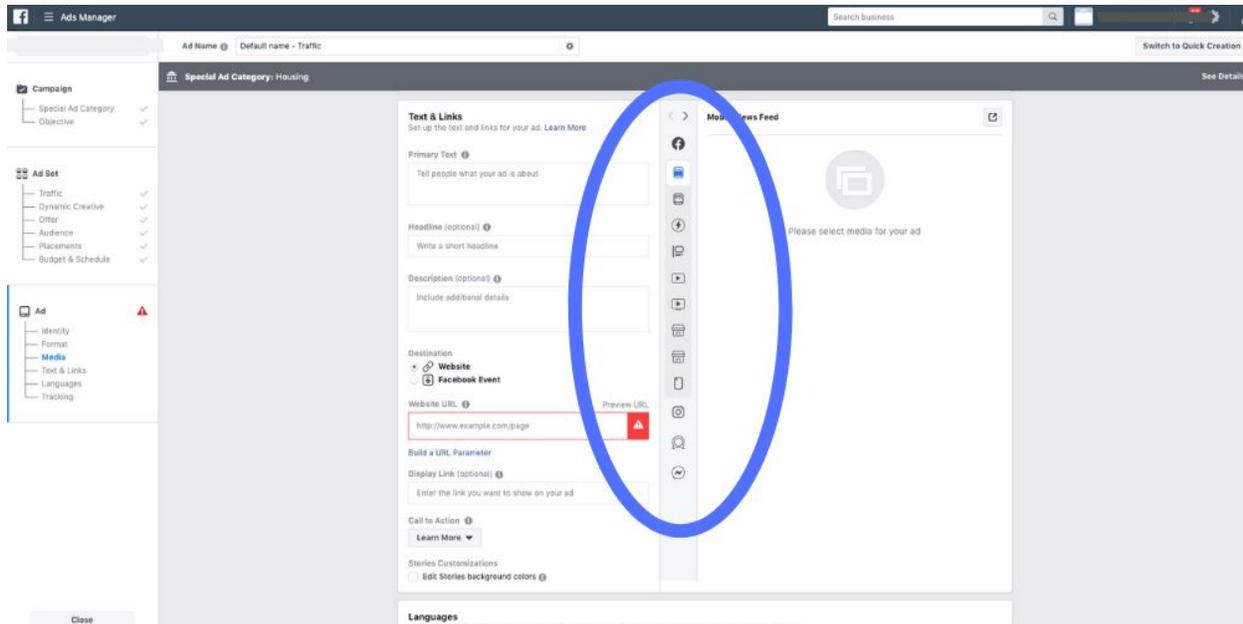
- Driving traffic to your website is very powerful, as you will see after you set up your Facebook Pixel. Long story short, the pixel is a snippet of code that Facebook provides you. You then take that code and imbed it into your website. The Pixel will be able to determine who is clicking on your Facebook ads and who is going to your website to look around. With that information, we can then create new ads and only target those people that are engaging with Facebook Ads. Why is this important? Simply because your ads will perform better in the future when you are only putting them in front of the people that have engaged with previous ads. If someone clicked on a picture of your listing, they did so because there was some level of curiosity there. These are the people we want to keep engaged. You can then create new ads sharing other listings and valuable content that they might find helpful. It stands to reason that they will be more likely to engage with new and fresh content because they already clicked once. The pixel can do a lot more, but this is just one powerful example.
 - Learn how the Facebook Pixel works:
<https://www.facebook.com/business/learn/facebook-ads-pixel>

- Headline
 - Make sure it's short and direct. It should never be so long that you run out of room to read the entire Headline.



- Call To Action

- This is the link that people will click to visit your website. Typically for these ads you will be selecting “Learn More” as your call to action. By clicking on the Learn More button, they will be driven to the Website URL you entered above. This will usually be your website, but it can also be landing pages and squeeze pages.



- Formatting For Various Platforms

- Look in the middle of the screen for a set of 12 vertical icons.
- If you hover over each icon, you will be able to see how the Ad you are running will appear on each platform.
- If for any reason you want to change the ad before publishing, because of how the ad appears on certain platforms, alter the text until the ad is presented as you like.
- Remember that Facebook Mobile is likely how most of your audience will be viewing the Ad. For that reason, it is important that above all other platforms, the Ad format for Mobile looks great!

- Run Your Ad

- Hit the green Confirm button at the bottom of the screen and you are ALMOST live!
- Your Facebook Ad is now in review.
- If this is your first Ad, it may take some time to get this through the review process. Facebook will notify you via email when your Ad has gone live!



Measure Results In Ads Manager

Another great part of the Facebook Ads platform is their analytics tool. Facebook provides a robust set of metrics that allows you to determine how your ads are performing.

- Click here for links that walk you through Facebook's Reporting and Ad Performance capabilities:

https://www.facebook.com/business/help/251850888259489?helpref=faq_content

In the Ads Manager home screen, you will be able to choose the performance view for your ads. On the upper right side of the screen, you will see a drop down button titled Columns. Scroll through this feature to see the different metrics you can measure with each of your ads.

I have found the "Performance and Clicks" and "Video Views" to be the two most helpful metrics, but you should play around so that you are familiar with all the options.

Once you have run enough ads, you will be able to start comparing them to see which ones are performing optimally and which ones are not.

- Some key stats & terms to keep in mind:
 - Reach - The number of people who saw your ads at least once. Reach is different from [impressions](#), which may include multiple views of your ads by the same people.
 - Impressions - The number of times your ads were on screen.
 - CPM - The average cost for 1,000 [impressions](#).
 - Cost Per Results - The average cost per [result](#) from your ads.
 - Frequency - The average (estimated) number of times each person saw your ad.
 - Link Clicks - The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile.
 - Cost Per Link Click - The average cost for each [link click](#).
 - Clicks - The number of actual clicks on your ads.
 - 3 Second Views - The number of times your video played for at least 3 seconds, or for nearly its total length if it's shorter than 3 seconds. For each [impression](#) of a video, we'll count video views separately and exclude any time spent replaying the video.
 - Cost Per 3 Second Video View - The average cost for each [3-second video view](#).
 - Thru Plays - The number of times your video was played to completion, or for at least 15 seconds. [Learn more](#).
 - Cost Per Thru Play - The average cost for each [ThruPlay](#).
 - Video Watches 25%, 50%, 75%, 95% & 100% - The number of times your video was played at 25% of its length, including plays that skipped to this point.
 - Video Plays - The number of times your video starts to play. This is counted for each [impression](#) of a video and excludes replays.
 - Conversion Rate Ranking - A ranking of your ad's expected conversion rate. [Click here](#) to learn more.

- Engagement Rate Ranking - A ranking of your ad's expected engagement rate. Engagement includes all clicks, likes, comments and shares. [Click here](#) to learn more.
- Quality Ranking - A ranking of your ad's perceived quality based on feedback on your ad's post-click experience. [Click here](#) to learn more.
- Last Significant Edit - The most recent date you made a significant edit to your campaign or ad set, which may restart the learning phase. A significant edit is when you pause your ad set or make a change to optimization event, audience or creative. [Click here](#) to learn more.
- Video Average Watch Time - The average time a video was played, including any time spent replaying the video for a single impression. [Click here](#) to learn more.