



Web Analytics - Facebook Marketing:

What is Facebook analytics?

The native tool Facebook Analytics is no longer available. It was discontinued on June 20, 2021, but you can now use Insights in Meta Business Suite and other effective tools for Facebook data reporting.

Facebook analytics is an overarching term for the data and metrics you use to track your brand's performance on the platform. This data provides insights into your audience, content effectiveness, your Facebook Page performance and the overall impact of your marketing efforts.

By evaluating **Facebook metrics** such as likes, comments, Page views and shares, you gain valuable information on how to enhance your marketing strategy and user experience. By **monitoring** your Facebook Page analytics, you can track the customer journey and identify ways to reach audiences more effectively. This allows your brand to make data-informed decisions that drive business growth.

Why are Facebook analytics data important?

Facebook analytics enable you to analyze your competitors' social presence and monitor the performance of your posts. You can also assess the overall effectiveness of your Facebook marketing strategy by tracking your data. Let's explore why these benefits are so important.

1. Analyze your competitors

You can find your Facebook Page analytics in **Meta Business Suite**, which can provide you with a wealth of information, but it's a good idea to start your analysis by



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looking at your competitors. **Social media competitive analysis** is necessary to understand what content interests your target customers. Facebook analytics enable you to see what others are doing (for better or worse) and how you can use it for your strategy.

Track key metrics to benchmark your Facebook page against competitor brands. Gather information about them, including the other social networks they use, the size of their following, how often they post and what their engagement is like. This information allows you to create content and campaigns that resonate better with your target market.

2. Monitor your Facebook Page performance

It's not enough to batch content and post. You need feedback on what works and what doesn't to optimize your marketing plan. By monitoring and tracking your overall Facebook Page analytics, you can identify opportunities to optimize your profile.

3. Track your Facebook post performance

Along with your overall Facebook Page analytics, it's paramount to review the performance of individual posts. Looking at metrics like reach and engagement for individual posts will help you determine which posts resonate best with your audience. Once you know which posts worked, take what you can from them to duplicate success.

4. Assess your Facebook marketing strategy

By analyzing Facebook metrics, you can understand the effectiveness of your overall marketing efforts. Your data provides information about the content topics and formats your audience likes. This data helps you refine your **Facebook marketing**



strategy and content plan, so you can find ways to maximize your return on investment (ROI).

Facebook analytics vs. Facebook Insights

It's important to understand the distinction between Facebook analytics and Facebook Insights. Before we focus on Facebook, let's define the difference between analytics and insights. Analytics refers to using tools to organize and assess data sets to help identify patterns and trends. Insights are the intelligence generated from analytics data. It's the lightbulb moment that happens when an individual or organization discovers a pattern, relationship, trend or story writing the data.

Remember that Facebook analytics is an overarching term for the data and metrics you use to track your brand's performance on the platform. This is not to be confused with the Facebook Analytics product feature that was sunset in 2021.

You can use third-party Facebook analytics tools or use **Insights in Meta Business Suite** to monitor and track data. With Insights in Meta Business Suite, you can review Facebook Page analytics, ad spend, organic content engagements and more. You can also view Insights within your professional dashboard, which can be accessed through your Facebook Page.

3 Facebook analytics tools to generate business insights

Although Meta has sunset its Facebook Analytics feature, there are still effective tools available to marketers to track their Facebook data. We've narrowed down your search and found some of the best **Facebook analytics tools** you can use:

Meta Business Suite



SNS COLLEGE OF TECHNOLOGY, COIMBATORE –35
(An Autonomous Institution)



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Meta Business Suite is a free tool you can use to manage your Facebook and Instagram profiles and ad accounts in a single dashboard. It offers access to your business activities, multiple Facebook Page analytics, insights, ads and goal tracking. Note: **Facebook Business Manager** is now part of the Meta Business Suite. Business Manager accounts were renamed and are now known as a **business portfolio**.