

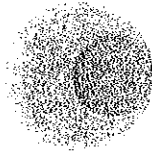
**EXHIBIT 3**

# Guide to the New Facebook Ads Manager

We're excited to announce major improvements to your Ads Manager. It's easier now to see the value [Facebook Ads](#) and [Sponsored Stories](#) are creating for you. This guide will help you understand the changes.



Aldo King likes The New Facebook Ads Manager.



The New Facebook Ads Manager  
 Like

- IMPROVED PERFORMANCE GRAPHS
- NEW, REAL-TIME MEASUREMENTS
- INLINE AD MANAGEMENT

# Facebook Ads Manager and Full Report Glossary

**BID:** The maximum amount you've indicated you're willing to pay for each click (CPC) or per 1000 impressions (CPM).

**CLICKS:** The number of clicks your ads have received. If you're advertising a Page, Event, or app, Clicks also include Page likes, event RSVPs, or app installs directly from the ad.

**CONNECTIONS:** The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing this ad. If you're not advertising a Page, event, or app, you won't see Connections data.

**CPC:** The average cost per click, calculated as the amount spent divided by the number of clicks received.

**CPM:** The average cost per thousand impressions, calculated as the amount spent divided by the thousands of impressions received.

**CTR:** Click-through rate, or the number of clicks your ad received divided by the number of times it was shown on the site.

**FREQUENCY:** The average number of times each person saw your ads.

**IMPRESSIONS:** The number of times your ads have been shown on the site.

**PRICE:** The average amount you're paying per click (CPC) or 1000 impressions (CPM).

**REACH:** The number of individual people who saw this ad during the dates selected. This is different than impressions, which includes people seeing your ad multiple times.

**SOCIAL CLICKS:** Clicks on ads that were shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app if you're not advertising a Page, event, or app, you won't see social data.

**SOCIAL CTR:** The number of social clicks received divided by the number of social impressions.

**SOCIAL IMPRESSIONS:** Impressions that were shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, you won't see social data.

**SOCIAL REACH:** People who saw your ad with the names of their friends who liked your Page, RSVPed to your event, or used your app if you're not advertising a Page, event, or app, you won't see social reach.

**SOCIAL %:** The percentage of impressions where your ad was shown with the names of the viewer's friends who liked your Page, RSVPed to your event, or used your app. If you're not advertising a Page, event, or app, you won't see social data.

**SPENT:** The amount you spent during the selected time period.