

Power Editor Guide

February 29, 2012

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Why should I use Power Editor?

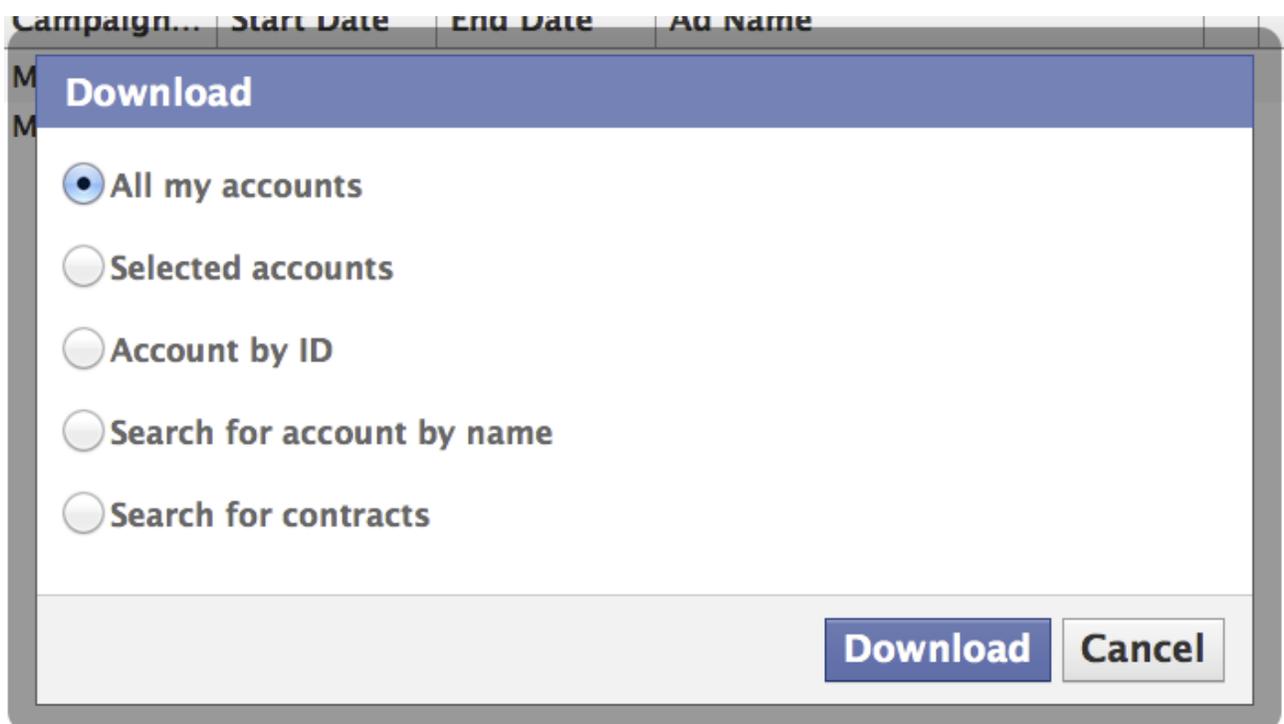
Power Editor is a new, complimentary tool that replaces and enhances the capabilities of the Bulk Uploader. For businesses who manage multiple campaigns with a large number of creatives, or who currently use Bulk Uploader, Power Editor should lead to major improvements in efficiency by making it easy to create, edit, manage and optimize ads and campaigns in a bulk manner, even across a large number of different ad accounts.

KEY BENEFITS OF POWER EDITOR:

- Save time by mass-editing ads across campaigns and accounts and bulk-creating ads
- Optimize from within the tool itself by sorting ads by key stats and performance
- Compatibility with Excel: Save time by copying and pasting ad and campaign data from Power Editor to Excel, and vice-versa
- Smoothly transition from Bulk Uploader due to backwards-compatibility with that tool

Get started in 5 easy steps

1. Open your Chrome browser (any version). If you do not have Google Chrome installed on your computer yet, please download it here: www.google.com/chrome
2. Visit your Ads Manager at www.facebook.com/ads/manage
3. Click on the Power Editor tab on the left side of Ads Manager
4. Install Power Editor and open it
5. In Power Editor, click 'Download'. You can choose to download all your accounts or only select ones



Power Editor buttons and features

The screenshot shows the Facebook Power Editor interface. At the top, there are buttons for Settings, Bulk Import, Download, and Upload. Below that, there are tabs for Ads, Campaigns, Accounts, Account Groups, Images, and Pages. A search bar is located on the right. The main area contains a table with columns for Campaign Name, Date, Status, Name, Bid, Destination, Title, Body, Location, Age, Sex, and Impressions. The table is filtered by 'My Ads' and shows two rows of data. Numbered callouts (1-11) point to various UI elements: 1 (Settings), 2 (Bulk Import), 3 (Download), 4 (Upload), 5 (Create Ad), 6 (Revert Changes), 7 (Duplicate), 8 (Export), 9 (Stats: Lifetime), 10 (Search), and 11 (Search input).

	Campaign...	Date	Status	Name	Bid	Destination	Title	Body	Location	Age	Sex	Impressio...
My Ads	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions	\$0.41	book Mar			US	18-65	All	0
My Ads	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions 1	\$0.42	Facebook Mar			US	18-65	All	0

1 SETTINGS

Enables you to customize the columns that are shown in the List View of Power Editor. You can select which ad columns and campaign columns to display. Note that these columns include ad parameters (e.g. price) as well as performance metrics (e.g. CTR).

2 BULK IMPORT

Enables you to import a properly formatted excel file or cells that have been copied and pasted from an Excel file into Power Editor. You can also use Bulk Import to import individual images or a zip file of multiple images.

3 DOWNLOAD

Download: enables you to download data from the ads system into Power Editor for the accounts you specify. If you have already downloaded an account in Power Editor and choose to download the same account again, you will lose any changes that were made in Power Editor unless you upload those changes first. Also, if you have already downloaded multiple accounts and choose to download a single account again, Power Editor will download only the specified account and keep the other accounts as is.

The Download button also can be used to drop all of your data from Power Editor. If you would like to drop the data in Power Editor, click the <Option> button on your Mac keyboard or <Alt> on a PC, and the Download button will change to a Drop button. Clicking this will remove all data from Power Editor.

4 UPLOAD

Uploads all edits made in Power Editor. If there are errors in any of your rows (ads or campaigns), you can choose to upload edits without uploading the rows with errors. If there are errors in the upload, each ad and/or campaign will be flagged with an error icon and the Error Pane will explain the specific error for each ad or campaign.

5 CREATE AD/CREATE CAMPAIGN

Creates a new ad or campaign. Note that when you are in the ad tab, you will have the option of creating a new ad. If you are in the campaign tab, you will have the option of creating a new campaign.

Make sure that the left pane reflects where you would like the new ad or campaign to be created. For example, if you have Campaign A selected in the left pane and click, "Create Ad," that ad will automatically get created within campaign A. If you have Campaign A selected in the left pane and click, "Create Campaign," that ad will automatically get created within the Account that contains the Campaign A (since a campaign cannot be created within a campaign).

6 REVERT CHANGES

Allows you to revert to the latest version of the selected row before any edits were made. This does not revert the last change made; it reverts all changes made since the row was downloaded to Power Editor.

7 DUPLICATE

After selecting a row (or set of rows in the List View), Duplicate allows you to create an identical copy of that row. For example, if you have selected an ad in the List View and click the duplicate button, another ad with the same ad parameters will be created with a version number appended to the ad name. Duplicating a campaign creates an identical copy of that campaign AND the ads within that campaign.

The screenshot shows the Facebook Ads management interface. At the top, there are navigation tabs for 'Ads', 'Campaigns', 'Accounts', 'Account Groups', 'Images', and 'Pages'. Below these are buttons for 'Settings', 'Bulk Import', 'Download', and 'Upload'. A 'Select Account' dropdown is set to '148036471'. A 'Filter by Campaign' dropdown is set to 'All Campaigns (1)'. A search bar is located on the right. The main table has columns: Campaign, Date, Status, Name, Bid, Destination, Title, Body, Location, Age, Sex, and Impressions. The 'Export' button is circled in blue. The 'Stats: Lifetime' dropdown is also circled in blue. The search bar is circled in blue. The 'Name' column header is circled in blue. The 'Destination' column header is circled in blue. The 'Title' column header is circled in blue. The 'Body' column header is circled in blue. The 'Location' column header is circled in blue. The 'Age' column header is circled in blue. The 'Sex' column header is circled in blue. The 'Impressions' column header is circled in blue. The 'Export' button is circled in blue. The 'Stats: Lifetime' dropdown is circled in blue. The search bar is circled in blue. The 'Name' column header is circled in blue. The 'Destination' column header is circled in blue. The 'Title' column header is circled in blue. The 'Body' column header is circled in blue. The 'Location' column header is circled in blue. The 'Age' column header is circled in blue. The 'Sex' column header is circled in blue. The 'Impressions' column header is circled in blue.

8 EXPORT

Exports the rows that have been selected in the List View into a CSV file. The CSV file contains column headers and the values for each row that was selected in the List View. Note that regardless of whether you have ads selected or campaigns selected in the List View, the CSV file that gets exported will contain all fields associated with the ads. If you choose to export a single campaign with five ads in that campaign, the exported file will contain a total of five rows with all of the data for the five ads in that campaign.

9 STATS

Enables you to select the time period for which all metrics are displayed

10 COLUMN HEADERS

Enables you to sort the rows in the List View by any column header.

11 SEARCH

Enables you to dynamically filter the rows in the List View based on the query.

Tip: Search is particularly useful if you have a large volume of campaigns or ads and are looking for those that have a particular word or phrase in their title. For example, if you name your ads based on demographic targeting (e.g. Male_18-25_ProductB), you can do a search for "Male" and find all ads that are targeting males.

Navigate within Power Editor

The screenshot displays the Facebook Power Editor interface. At the top, there are navigation tabs: Ads, Campaigns, Accounts, Account Groups, Images, and Pages. The 'Ads' tab is selected. Below the tabs, there are buttons for 'Create Ad', 'Revert Changes', 'Duplicate', 'Export', and 'Stats: None'. A search bar is also present. The main area is divided into two sections. The top section, labeled 'A', is the 'List View' showing a table of ads. The bottom section, labeled 'D', is the 'Work Space' showing detailed information for a selected ad.

Campaign...	Start Date	End Date	Ad Name	Bid	Destination	Title	Body	Location	Age	Sex	Clicks	CTR %	Avg. CPC	Avg. CPM
My Ads	02/17/12	Ongoing	Facebook Marketing Solutions	\$0.41	Facebook Mar			US	18-65	All	0	0.000%	\$0.00	\$0.00
My Ads	02/17/12	Ongoing	Facebook Marketing Solutions 1	\$0.42	Facebook Mar			US	18-65	All	0	0.000%	\$0.00	\$0.00

The Work Space (D) shows the following details for the selected ad:

- Ad Name: Facebook Marketing Solutions
- Destination: Facebook Marketing Solutions
- Story Type: Page Like Story
- Estimated reach: 64,668,680
- Like button

Power Editor is structured in several panes to allow you to view different levels of information at the same time.

A LEFT PANE

The left pane contains all your accounts and campaigns. Selecting an account in the dropdown in the left pane will allow you to view ads in the List View, filtered by campaign.

B TABS

You can toggle between Ads, Campaigns, Accounts, Account Groups, Images and Pages views, using the tabs.

C LIST VIEW

In the Ads view, the List View will display all ads for the campaigns and accounts selected in the left pane. In the Campaigns view, it will display all campaigns for the accounts selected in the left pane. You can select multiple ads at the same time by using the Shift key for contiguous items, and the Control or Command keys for non-contiguous items.

D WORK SPACE

The Work Space displays editable fields about ads or campaigns. Clicking on one of the ads or campaigns in the List View will automatically open up this ad or campaign's details in the Work Space. If you select multiple ads or campaigns, you can use the Work Space to make changes to several ads or campaigns at once.

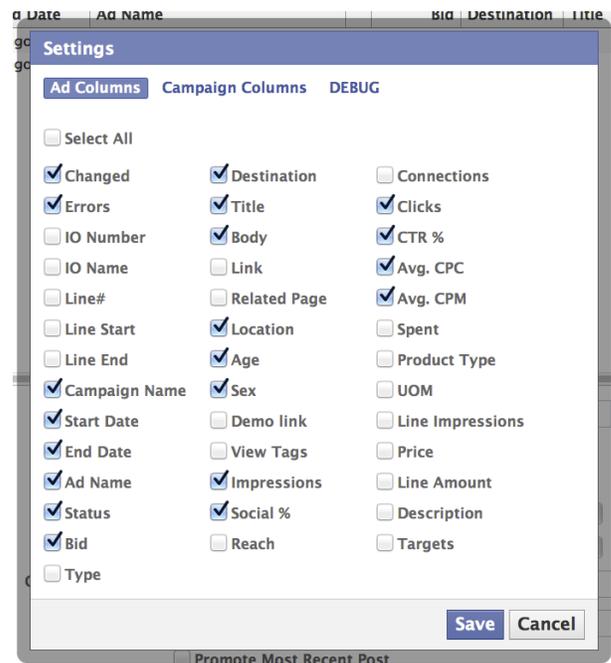
When selecting multiple ads or campaigns in the List View, the Work Space will only show values for a given field if all of the selected ads or campaigns have the same value. For example, if you have chosen multiple campaigns in the List View, each of which has a daily budget of \$10, then the Work Space will show \$10 for the budget and blank values for other fields. If you edit a field in the Work Space, all of the selected campaigns in the List View will be updated with that value.

Analyze performance

Before using Power Editor to make changes to your ads or campaigns or create new ones, you can start by analyzing the performance of your current ones.

You can customize the metrics you want to see about your ads and campaign by clicking on 'Settings' in the right hand corner and selecting or deselecting each metric for both the Ads and Campaigns tab.

You then need to click on the 'Stats' drop-down button in the top navigation bar in order to select a date range and get stats for this date range.



facebook										Settings	Bulk Import	Download	Upload
Select Account:	Ads	Campaigns	Accounts	Account Groups	Images	Pages							
148036471	Create Ad	Revert Changes	Duplicate	Export	Stats: None	Search							
Filter by Campaign:													
All Campaigns (1)	Campaign...	Start Date	End Date	Ad Name	Bid	Destination	Title	Body	Location	Age	Sex	Clicks	CTR %
My Ads	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions	\$0.41	Facebook Mar			US	18-65	All	0	0.000%
	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions 1	\$0.42	Facebook Mar			US	18-65	All	0	0.000%

4 Ways to edit your ads & campaigns

With Power Editor, you can edit any field of your ads and campaigns that you would be able to edit in Ads Manager. This can be done in 4 different ways.

The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with 'facebook' on the left and 'Settings', 'Bulk Import', 'Download', and 'Upload' on the right. Below this, a 'Select Account:' dropdown shows '148036471'. The main area is divided into tabs: 'Ads', 'Campaigns', 'Accounts', 'Account Groups', 'Images', and 'Pages'. The 'Ads' tab is active, showing a table of ads. The table has columns for Campaign, Start Date, End Date, Ad Name, Bid, Destination, Title, Body, Location, Age, Sex, Clicks, CTR %, Avg. CPC, and Avg. CPM. Two rows of ads are visible, both for 'My Ads' with a start date of '02/17/12' and an ongoing status. Below the table, there's a 'Creative' section with a sidebar on the left containing categories like 'Location & Demographics', 'Interests & Broad Categories', etc. The main area of the Creative section shows 'Ad Name: Facebook Marketing Solutions', a text input field with 'I want to advertise something I have on Facebook', and options for 'Facebook Ads' and 'Sponsored Stories'. The 'Destination' is set to 'Facebook Marketing Solutions' and the 'Story Type' is 'Page Like Story'. On the right, there's a 'Creative Preview' showing a profile picture and the text 'Andrea Sharfin likes Facebook Marketing Solutions.' Below the preview, it says 'Estimated reach 64,668,680'.

1

Edit individual ads or campaigns inline in the List View

From the List View, you can edit some fields of your ad or campaign inline by double-clicking on the field you would like to edit.

For campaigns, you can only edit the campaign name inline.

For ads, you can edit the ad name, status, bid, bid type, title, body and link.

Please note that you cannot edit several ads or campaigns at the same time using this method.

2

Edit one or multiple ads or campaigns at the same time using the Work Space

You can select an ad or campaign by clicking on it in the List View, or select multiple ads or campaigns at the same time by using the Shift key for contiguous items, and the Control or Command keys for non-contiguous items.

You can then edit all of the ads or campaigns fields from the Work Space.

For an ad, these fields include Creative, targeting (Location & Demographics, Interests & Broad Categories, Connections on Facebook, Advanced Demographics, Education & Work), and Pricing & Status fields.

For a campaign, these fields include budget, flight date and status.

3

Edit your ads or campaigns by copy/pasting to and from Excel

You can copy your ads and campaigns to Excel, edit them in Excel, and paste them back to Power Editor. In the Ads or Campaigns view, you have to:

- Select one or multiple ads or campaigns
- Press Ctrl+C/Command+C
- Open an Excel spreadsheet and select a cell, then press Ctrl+V/Command+V in Excel

All your campaigns or ads' details will be pasted, with headers for each column. You can edit all the fields of your ads and campaigns in Excel except Ad ID, Campaign ID and Image Hash. After making your edits, you should:

- Select all the rows in your Excel table, including headers
- Press Ctrl+C/Command+C
- Go back to Power Editor and select an ad or campaign, then press Ctrl+V/Command+V

4

Edit your ads and campaigns by importing and exporting to and from Excel

You can export several ads with their campaign information in the same spreadsheet. Each row will represent a different ad within a campaign. You can then make changes in Excel, and import the entire spreadsheet back into Power Editor. In order to use this functionality, you should start by:

- Selecting one or more ads or campaigns
- Pressing the "Export" button to open the file in Excel

If you selected several ads, your ads will appear with their campaign information. If you selected several campaigns, all of the ads in these campaigns will appear as separate rows in the Excel spreadsheet. If you want to make edits to existing ads or campaigns, you can edit all the fields of your ads and campaigns in Excel except Ad ID, Campaign ID and Image Hash. After making your edits, you should:

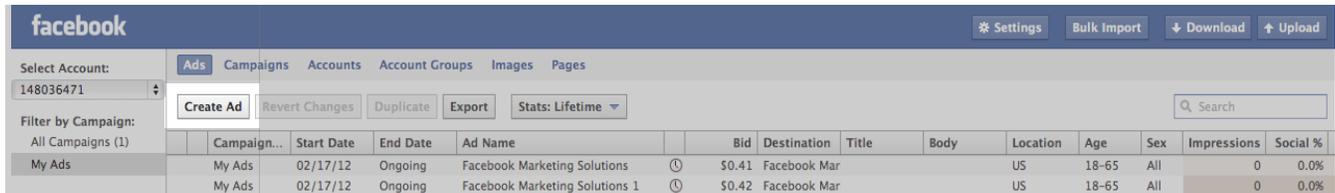
- Save the Excel file to your hard drive, press the "Bulk Import" button in Power Editor to import this Excel file, using "Import → Choose File".
- Alternatively, you can copy the spreadsheet using Ctrl+C/Command+C, press the "Bulk Import" button in Power Editor, select "Import → Paste into text area", then paste using Ctrl+V/Command+V.

In order to edit images for specific ads, we recommend to change the ad image from the Work Space, by pressing the 'Choose' button under 'Creative' -> 'Image', regardless of the method you are using.

3 Ways to create new campaigns and ads

1

Use the “create flow”



The screenshot shows the Facebook Ads Manager interface. At the top, there are navigation tabs: 'Ads', 'Campaigns', 'Accounts', 'Account Groups', 'Images', and 'Pages'. Below these, there are buttons for 'Settings', 'Bulk Import', 'Download', and 'Upload'. The 'Select Account:' dropdown is set to '148036471'. The 'Filter by Campaign:' dropdown is set to 'All Campaigns (1)'. The 'Create Ad' button is highlighted. Below the navigation, there is a table with columns: Campaign..., Start Date, End Date, Ad Name, Bid, Destination, Title, Body, Location, Age, Sex, Impressions, and Social %.

Campaign...	Start Date	End Date	Ad Name	Bid	Destination	Title	Body	Location	Age	Sex	Impressions	Social %
My Ads	02/17/12	Ongoing	Facebook Marketing Solutions	\$0.41	Facebook Mar			US	18-65	All	0	0.0%
My Ads	02/17/12	Ongoing	Facebook Marketing Solutions 1	\$0.42	Facebook Mar			US	18-65	All	0	0.0%

To create a new campaign:

- On the left pane, select an account from the dropdown that the campaign should belong to, select the ‘Campaigns’ tab and then click the ‘Create campaign’ button. A new campaign will be created in the Left pane (accompanied by a “+” to indicate that it is a new campaign).
- Select the newly created campaign in the left pane and then enter the campaign name and other details in the Work Space. The new campaign name will now appear in bold in the left pane, to remind you that this is a newly created campaign.

To create a new ad:

- Click on the campaign that the ad should belong to, select the ‘Ads’ tab and then click the ‘Create ad’ button.
- If you want to create a new ad in a new campaign, create the campaign first. Then create the ad in the campaign.
- An empty ad line will appear in the List View; enter the ad details in the Work Space by going through each of the steps of the ad creation process (Creative, Location & Demographics, Likes & Interests, Connections on Facebook, Advanced Demographics, Education & Work, Pricing & Status).

2

Duplicate an existing campaign or ad



You can select one or more campaigns or ads in an account, press the “Duplicate” button, and then proceed to update the newly created campaigns or ads with your changes. If you’ve duplicated a campaign, it will be created in the same account as the original campaign. If you’ve duplicated an ad, it will be created in the same campaign as the original ad.

When you duplicate (or copy and paste) a campaign, all of the underlying ads will also be created under the new campaign. Note: you can also copy a campaign from one account to another, copy an ad from one campaign to another, or copy an ad from one account to another

You can also duplicate a campaign or ad by copying and pasting it. Select the campaign and press Ctrl-C/Command+C and then Ctrl+V/Command+V. If you’ve copied and pasted a campaign, it will appear at the top of the campaigns list. If you’ve copied and pasted an ad, it will appear within the same campaign.

3

Create new campaigns or ads by exporting from Power Editor into Excel

You can create new campaigns and ads from existing campaigns using Excel. In order to do this, follow the steps below:

- Select a campaign from the Campaigns tab in the List View (or an ad from the ads tab)
- Click on the export button; this will export the selected campaign(s) or ads into a CSV file that can be opened in Excel
- Open the Excel file and save it
- Erase the Campaign ID and Campaign name (or Ad ID and AD name) fields in Excel and leave them blank
- Enter a new name for the new campaign (or ad); edit all the other fields
- When creating a new ad, if you’d like it to be in the same campaign as the original, leave the Campaign ID and Campaign name unchanged; delete the ad ID and give it a new ad name. If you’d like to put the new ad in a new campaign, delete the Campaign ID and enter a new Campaign name; and delete the Ad ID and enter a new Ad name.
- Add new rows in your Excel spreadsheet for each new campaign (or ad) you want to create and fill out all the fields
- When you’re finished, save the Excel file
- In Power Editor, click the bulk import button

All your newly created campaigns and/or ads should be added to your account.

Sponsored Stories and Sponsored Stories that start from a Page post

You can create different types of Sponsored Stories in Power Editor.

- From the left pane, select the account in which you want to create the new Sponsored Story or Sponsored Story from a Page post.
- If you want to create the new Sponsored Story in an existing campaign, select that campaign in the left pane. Otherwise, click on the “Campaigns” Tab and click on “Create Campaign.” Then fill in the appropriate fields for the new campaign.
- Click on the ads tab and then the “Create Ad” button.
- In the Work Space, you’ll see that the “Creative” parameters are available for editing. Name the ad and then click on “I want to advertise something I have on Facebook.” You will then see radio buttons that allow you to select either Facebook Ads or Sponsored Stories.
- If you select “Facebook Ads,” you can specify Page post ads as the story type and choose to promote a specific post or promote the most recent post as a Sponsored Story from a Page post. You can select “Sponsored Stories” for all other types of Sponsored Stories.

7 Errors: 1. Bid required. 2. Ad Name required. 3. Title or Destination required. 4. Body required. 5. Link or Destination required. 6. Image required. 7. Countr...

Creative

Location & Demographics
Interests & Broad Categories
Connections on Facebook
Advanced Demographics
Education & Work
Pricing & Status

Ad Name:

Destination URL:
Example: <http://www.yourwebsite.com/>

Title:
25 characters left

Body:
135 characters left

Image:

Related Page or App: Show stories about people interacting with this Page with my ad: (No Page)

Creative Preview:

For advanced users

Create multiple permutations of an ad (and campaign) using different targeting parameters for each one (e.g. age)

- Create a campaign in Power Editor, then create an ad targeting a specific age range (e.g. 20F25 years old)
- Export that ad to CSV and open the file in Excel
- Once in Excel, copy and paste the row into as many permutations as you'd like
- Delete all of the ad IDs, ad names, campaign IDs, and campaign names.
- Then give each row a new ad name and campaign name (e.g. try to use descriptive names and include the age range that each ad is targeting such as "productA_PaloAlto_M_18F25.")
- Leave the ad ID and campaign ID fields blank
- Edit the "age min" and "age max" field for each row to create multiple permutations, each targeting a distinct age range (e.g. 18F25, 26F32, 33F39, etc)
- Save the file, close it, and upload back to Power Editor

Duplicate a campaign and all of its ads but use a new image for each of the ads

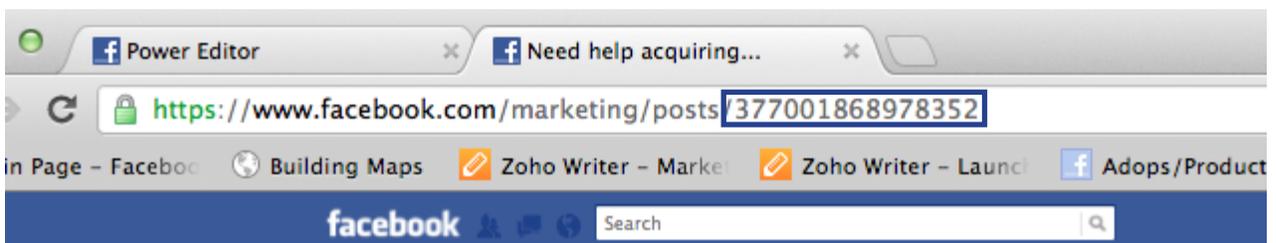
- Select the campaign that you'd like to copy and export that campaign to CSV.
- Open the CSV in Excel and copy and paste all of the rows just beneath the original set.
- Delete all of the ad IDs, ad names, campaign IDs, and campaign names.
- Then give each row a new ad name and campaign name. Try to use descriptive names, and make sure that the ad name and campaign name do not match a pre-existing one.
- Leave the ad ID and campaign ID fields blank.
- Save the file, close it, and upload back to Power Editor. You should see a duplicate copy of the campaign (and ads) in Power Editor.
- Once in Power Editor, upload a new image by clicking on Bulk Import button and selecting an image from your computer NOTE: you can also select a zip file of multiple images.
- Once the image has been uploaded, you can apply this image to the new ads in your new campaign.
- Find the new campaign in the left hand pane (it should be bolded)
- Click on the ads tab in Power Editor to display the ads in that campaign.
- In the List View, click on all of the new ads in the new campaign (using the shift button)
- In the Work Space, apply the new image to all of these ads using the image chooser

Optimizing a large volume of ads

- Give your ads and campaigns highly descriptive names. For example, a naming convention could be “productA_PaloAlto_M_18F25.”
- If you want to pause all ads targeting Palo Alto, you could simply use the search feature and show all ads with the text “PaloAlto.” You can then select all of these ads, and pause them all at once.
- If you wanted to increase the bids for the best performing ads for productA, you could simply search for “productA” and then sort this subset by any of the columns. For example, you can sort by CTR or by impressions, select the best-performing ads for productA, and then increase all of the bids at once.
- If you would like to promote a specific post, you will need the post ID. You can find this by going to the specified page, finding the page post that you would like to promote, and then clicking on the timestamp for that page post.



You will find a numerical string at the tail end of the url. This is the page post ID. Please note: page posts that have photos do not show the page post ID in the url. Unfortunately at this time, there is no way for you to find your page post ID for posts that contain photos. If you want to promote a specific page post, we suggest you use Ads Manager.



Facebook Marketing Solutions's Profile



Facebook Marketing Solutions

Need help acquiring the right fans to boost engagement with your business? To expand business Page's reach beyond existing likes, check out www.facebook.com/ads/create to set up Ads to drive likes to your Page.

<http://www.facebook.com/ads/create>
www.facebook.com

Like · Comment · Share · 8 hours ago

177 people like this.

24 shares

Jordan Gabrielle Clausen Thank you so much for

Upload your changes

You should always click “Upload” to upload all the new ads and campaigns you have created, and all the changes you’ve made to existing ads and campaigns. A ‘+’ sign will appear next to newly created ads or campaigns, or campaigns or ads that have been edited.

An arrow will appear next to any ad or campaign that has been edited. Campaigns in the left pane will be bolded if you’ve added or edited any ads in them, or if you’ve created them. We also encourage you to visit your Ads Manager after uploading your new ads and campaigns to make sure that all your changes are reflected in Ads Manager .

You can revert any changes you made on an ad or campaign since the last time you either successfully downloaded or uploaded your account information to Power Editor. Just select the appropriate ad or campaign and press the ‘Revert Changes’ button. Please note that if you use this functionality on an ad or campaign that you’ve just created and haven’t uploaded yet, this ad or campaign will be deleted.

facebook												Settings	Bulk Import	Download	Upload	
Select Account:	Ads	Campaigns	Accounts	Account Groups	Images	Pages										
148036471	Create Ad	Revert Changes	Duplicate	Export	Stats: None							Search				
Filter by Campaign:	Campaign...	Start Date	End Date	Ad Name	Bid	Destination	Title	Body	Location	Age	Sex	Clicks	CTR %			
All Campaigns (1)	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions	\$0.41	Facebook Mar			US	18-65	All	0	0.000%			
My Ads	My Ads	02/17/12	Ongoing	Facebook Marketing Solutions 1	\$0.42	Facebook Mar			US	18-65	All	0	0.000%			

Tips for using Excel with Power Editor

- Never change the ad ID or the campaign ID field (deleting these values is okay). These values are generated by the Ad System. If you enter an ad ID or campaign ID that does not exist, the upload will return an error.
- If an ad ID or campaign ID is deleted but the Ad Name and/or Campaign Name matches a pre-existing one, the Ad System will assign the same Ad ID or Campaign ID from the pre-existing one.
- If an ad ID or campaign ID is deleted and the Ad Name and/or Campaign Name does not match a pre-existing one, the Ad System will create a new Ad ID or Campaign ID, thus creating a new ad or campaign.
- An Excel template with the full column descriptions and example fields can be found here: [Power Editor Bulk Sheet Template](#)
- Copying campaigns from Power Editor and pasting them into Excel will only copy fields that are relevant to those specific campaigns (but not the underlying ads).
- Copying ads from Power Editor and pasting them into Excel will copy all fields that are relevant to those specific ads.
- Exporting from Power Editor to Excel always generates a CSV file in which every row corresponds to a distinct ad. For example, if you export a campaign with five ads to CSV, the row in the CSV file will correspond to one of the five ads in the campaign.

Resources

- Help Center content: <http://www.facebook.com/help/?page=18976>
- Help Center (Power Editor Field Definitions): <https://www.facebook.com/help/?page=223690654335281>

Power Editor Icons

-  There is an error with this row; this row will not be uploaded to your account
-  Corporate Account
-  Edits have been made to this row (ad or campaign)
-  A new row (ad or campaign) has been added