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## Facebook reports new issues with ad-counting tools

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Bangladesh, Dec. 10 -- **Facebook** on Friday announced it was fixing three of its ad-measurement tools after it found that several methods it used to describe audience numbers to advertisers were inaccurate.

The disclosure follows other mistakes in **advertising** measurement from **Facebook**. In September, **Facebook** apologised for overstating how it measured video viewership, an important **metric** for marketers, and in November, the company again noted errors across four of its products, reports New York Times.

**Facebook** said it had inaccurately measured the number of people an advertiser had the potential to reach across the social network. The company is retooling the way it displays reactions to live videos, and is looking into incorrect displays of the number of likes or shares a **Facebook** post has received when someone is searching for it on a mobile device.

The errors are not monumental, the company said, and do not involve **metrics** used to bill advertisers. In November, **Facebook** said it would explore more third-party verification of its numbers by working with outside partners. The company will also establish a "measurement council" with trusted partners, something it will provide more details on in the future.

Still, the missteps have given pause to some advertisers and ad buying agencies, many of which have moved more spending to **Facebook** in the past five years. Over the first half of 2016, marketers spent \$5.7 billion on **Facebook advertising** in the United States, which represented 43 per cent of digital **advertising** growth domestically, according to estimates from the Interactive **Advertising** Bureau.

Publicis Media, a major digital **advertising** buyer, advised clients of the errors in September and called for greater outside oversight of **Facebook's** measurement practices.

In the months since, **Facebook** has tried to divulge more information to outsiders in a company blog called **Metrics** FYI.

"We know how important it is to be open about meaningful updates we make to our **metrics**," **Facebook** said in its most recent post. -

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