

In the UI, click on Columns and select customize.

View Setup Columns: Performance **▼** Breakdown **▼** Reports **▼**

| ons | Cost per Result | Amount Spent | Ends | Frequency | Estimated Ad Recall Lift Rate | + |
|------------|----------------------------------|------------------------------|--------------|-----------------|-------------------------------|---|
| — | — Per 1,000 People Reached | \$0.00 | Jul 31, 2020 | — | — | |
| — | — Per Estimated Ad Recall ... | \$0.00 | Aug 31, 2020 | — | — | |
| — Total | — | \$0.00 Total Spent | | — Per Person | — | |

Select customize at the bottom

View Setup Columns: Performance Breakdown

| Result | Amount | Performance (Default) | Frequency |
|---------|--------|----------------------------------|------------|
| — | — | <input checked="" type="radio"/> | — |
| ached | — | <input type="radio"/> | — |
| — | — | <input type="radio"/> | — |
| all ... | — | <input type="radio"/> | — |
| — | — | <input type="radio"/> | — |
| — | — | <input type="radio"/> | Per Person |

- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Bidding and Optimization
- Messaging Engagement

Customize Columns...

Set as Default

Reset Column Widths

Search for account id

Customize Columns [Close]

Performance

Engagement

Page Post

Messaging

Media

Clicks

Awareness

Conversions

Standard Events

Settings

Object Names & IDs

Status & Dates

Goal, Budget & Schedule

Targeting

Ad Creative

Tracking

A/B Test

Optimization

Search: account [X] [Create Custom Metric](#)

2 COLUMNS

- Account ID
- Account Name

19 COLUMNS SELECTED

- Campaign Name
- Delivery [X]
- Ad Set Name [X]
- Bid Strategy [X]
- Budget [X]
- Last Significant Edit [X]
- Results [X]
- Reach [X]
- Impressions [X]
- Cost per Result [X]
- Quality Ranking [X]
- Engagement Rate Ranking [X]

ATTRIBUTION WINDOW ⓘ

28-day click and 1-day view

[Comparing Windows](#)

Save as preset

Click apply and the number is now is column in UI.