



Social Intelligence Re

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Key insights

Paid Social

- Facebook ad CTR is up 160% year-over-year and 20% quarter-over-quarter.
- Facebook ad CPC is down 2% year-over-year and down 11% quarter-over-quarter.
- Facebook ad impressions are up 40% year-over-year and 41% quarter-over-quarter.

Organic Social

- ¼ of videos played on Facebook occur on Fridays.
- 15.7% of Facebook post impressions happen on Fridays.

Owned Social

- LinkedIn refers traffic to B2B H
- Revenue per vi over-year but c

Social media gets more engag

Social buzz, ads, and content can all be used as a way to reach consumers. Facebook continues to dominate the social reach with its unique audience and route that can lead to more loyal fans and eventual revenue.

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Organic Social

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PAID SOCIAL

Facebook ad CPCs and CTRs

Click-through rates (CTR) continue to rise for Facebook ads, while their costs per click (CPC) have lowered considerably since the holidays.

The findings:

- Facebook ad CPC is down 2% year-over-year and down 11% quarter-over-quarter.
- Facebook ad CTR is up 160% year-over-year and 20% quarter-over-quarter.

The opportunity:

After an expensive holiday season, CPCs are back down. While costs are low and CTRs continue to grow, brands should stick with Facebook ads as they continue to incorporate more mobile specific ad serving and targeting.

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PAID SOCIAL

Global Facebook ad click vol

Facebook ad clicks and impressions are both up, with clicks again outpacing impressions.

The findings:

- Facebook ad clicks are up 70% year-over-year and 48% quarter-over-quarter.
- Facebook ad impressions are up 40% year-over-year and 41% quarter-over-quarter.

The opportunity:

More impressions mean more competition. As marketers expand Facebook offerings, look for ways to implement more targeted ads where there is more open space to capitalize on an engaged audience.

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