

SOCIAL ADVERTISING BENCHMARK REPORT

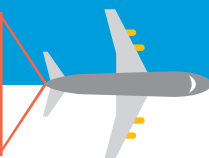
Metrics from 1+ Trillion Facebook* Ad Impressions
Made Through Our Platform



In an average month, 1.28 billion users are active on Facebook, with more than 1 billion users accessing the social network via mobile. Since Facebook announced the launch of ads in 2007, advertisers have been taking advantage of Facebook’s increasingly sophisticated targeting and messaging options.

When assessing Facebook ad performance, you need baseline numbers that reflect averages from other companies—not just how your ads perform from month to month. So we tracked more than one trillion Facebook ad impressions made by ExactTarget Marketing Cloud customers in 2013 to provide you with key Facebook ad metrics.

BY THE NUMBERS



Consider these Facebook ad benchmarks for important metrics like average click-through rate (CTR), cost per click (CPC), and cost per thousand impressions (CPM).

Based on data from more than one trillion Facebook ad impressions during 2013, average cost per click for mobile ads is \$0.35.



Overall Mobile Facebook Advertising Performance (Global)

Click-Through Rate	Cost per Click	Cost per Thousand Impressions	Conversion Rate	Cost per Install
1.44%	\$0.35	\$5.01	8.08%	\$4.29



Facebook Advertising Performance by Quarter: All Industries (US)

	CTR				CPC				CPM			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
US TOTAL	0.09%	0.10%	0.12%	0.14%	\$0.22	\$0.23	\$0.23	\$0.24	\$0.19	\$0.24	\$0.26	\$0.34
CPG	0.07%	0.10%	0.11%	0.20%	\$0.14	\$0.11	\$0.12	\$0.11	\$0.09	\$0.11	\$0.13	\$0.21
Entertainment	0.45%	0.48%	0.31%	0.87%	\$0.16	\$0.08	\$0.16	\$0.14	\$0.72	\$0.37	\$0.48	\$1.21
Financial Services	0.13%	0.16%	0.09%	0.17%	\$0.14	\$0.17	\$0.17	\$0.12	\$0.19	\$0.27	\$0.15	\$0.21
Gaming	0.06%	0.06%	0.05%	0.05%	\$0.29	\$0.33	\$0.33	\$0.45	\$0.17	\$0.19	\$0.18	\$0.24
Retail	0.30%	0.50%	0.30%	0.76%	\$0.19	\$0.13	\$0.09	\$0.18	\$0.57	\$0.64	\$0.26	\$1.39
Non-Profit	0.09%	0.13%	0.18%	0.21%	\$0.37	\$0.39	\$0.30	\$0.27	\$0.32	\$0.51	\$0.55	\$0.58
Technology	0.14%	0.11%	0.14%	0.23%	\$0.09	\$0.14	\$0.18	\$0.19	\$0.13	\$0.15	\$0.25	\$0.46
Travel and Leisure	0.06%	0.07%	0.10%	0.09%	\$0.21	\$0.21	\$0.19	\$0.29	\$0.12	\$0.14	\$0.18	\$0.26

Check out the full report for data from Europe, the UK, and APAC.



Want to see more industry-specific data, charts, and recommendations from this research? The *Social Advertising Benchmark Report* has the insights you need to deliver exceptional Facebook ads. Download it at exacttarget.com/benchmark-2014/social-advertising.

Sources: All data is via the ExactTarget Marketing Cloud.