

ance By Industry

Consumer Goods

Entertainment

Finance

Food & Beverage

Retail

Health

Non Profit

Publishing

Technology



The

Facebook Ads Performance Guide

ExactTarget[®]
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salesforce

social.com[™]

0.16

\$0.82

\$0.78

\$0.43

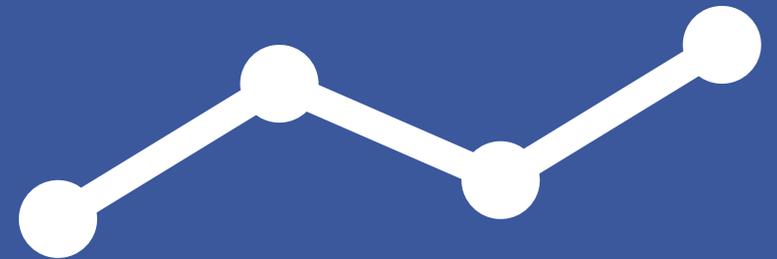
\$0.65

\$1.39

\$1.00

\$0.52

What are your new performance goals? CTR



Facebook Ad Performance: Demystified

It's time to stop guessing whether your Facebook ads' performance is above or below industry standards. This guide demystifies the KPIs of Facebook ads and allows you to accurately assess your ads' ranking among your peers.

Introduction

For years, metrics for Facebook ads have been a relative mystery for many marketers, leaving them at the mercy of their best guesses and agency averages to gauge performance.

With [the Facebook Ads Benchmark Report](#), however, social.com studied over one million ad units and over 114 billion impressions to create an unprecedentedly thorough study of Facebook ads across every industry.

The benchmark graphic on the next page is designed to be printed and hung or saved on your desktop to help you assess KPIs like click-through rate (CTR) and cost per click (CPC) in your Facebook campaigns.

A few highlights from the report, starting with the best CTRs by industry:

Best CTR (by industry)

Telecommunications	0.92%
Publishing	0.79%
Retail	0.50%

Even the top-performing industries have a CTR below 1%. Although Facebook ads don't have as high of a CTR as some other ads, the brand awareness and targeting they provide still prove worthwhile.

This performance guide also visualizes the average cost per click by industry. As shown below, the industries with the most cost-effective CPC:

Best CPC (by industry)

Non Profits	\$0.19
Technology	\$0.20
Food & Beverage	\$0.21

The study found that performance for each KPI fluctuated greatly from industry to industry.

Anxious to see how your company is performing compared to the average in your industry? Flip the page, and start studying the Facebook Ads Performance Guide.

Take a closer look! 



Facebook Ad Industry Benchmarks

Average Performance By Industry



What is your current ad performance?

CTR

CPC

CPM

What are your new performance goals?

CTR

CPC

CPM

A Few Tips for Social Ads

Social ads give brands a chance to grow an audience based on the most specialized ad targeting ever available. No matter the size of your paid media budget, you can build proprietary audiences with social ads that put you on a path toward better direct marketing options in the future. Twitter and Facebook ads are both low-cost; Facebook ads target most precisely.

To get your creativity flowing, consider these areas that Facebook ads allow you to target.



Birthday Targeting

Who doesn't like getting a little extra love on their birthday? Most users share their birthdays with Facebook because they enjoy the inflow of birthday wishes from friends. Get their attention with a birthday special offer via Facebook ad.



Interests and Hobbies

Target by interests and hobbies that clearly describe your best brand fans, but also get creative. For example, if your product were an iPhone case, you could target fans of Steve Jobs and Apple. For a bit more creativity, also target fans of U2, who starred in the original iPod commercials, or fans of tech publications like Gizmodo and MacWorld.



Education

Targeting by education could be a goldmine if your product is a restaurant in a college town, or if you're advertising a 20-year high school reunion to alumni across the country.



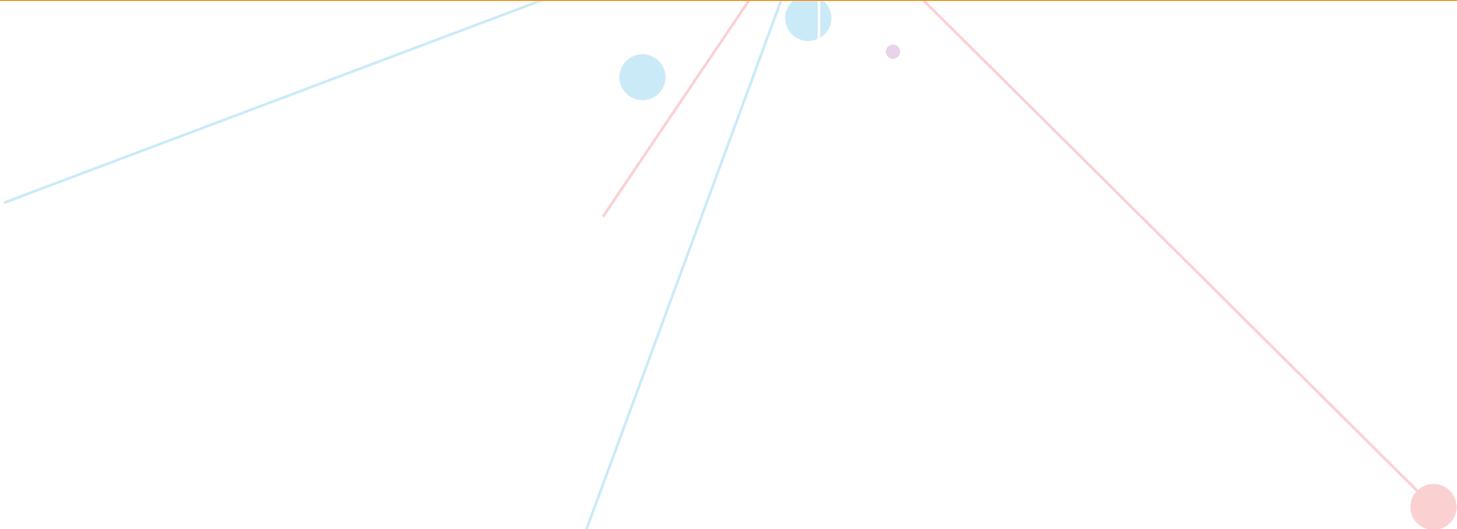
Friends of Fans

People are influenced by what their friends do. Friends-of-fans ads let you take word-of-mouth advertising into your own hands, expanding your reach among those whose friends already like your Page.

Whether you choose Sponsored Stories, External Website ads, or another of Facebook's offerings, these ads do more than put your content in front of users. Facebook ads allow you to hand-pick the qualifications of audience members who remain connected with you long after a promotion ends or your Facebook ad campaign slows down.

Get started today! Hang, share, and use these numbers to gauge your performance along the way, and read the full [Facebook Ads Benchmark Report](#) for more insight.





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