



INDUSTRY BENCHMARK

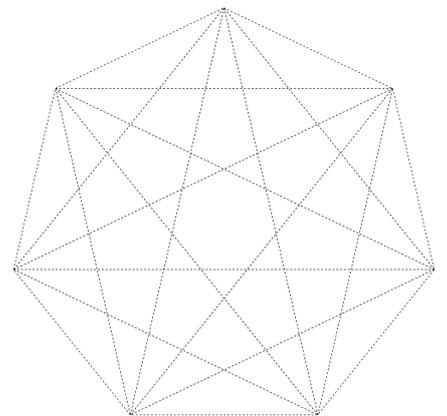
PAID MEDIA - Q4 2019



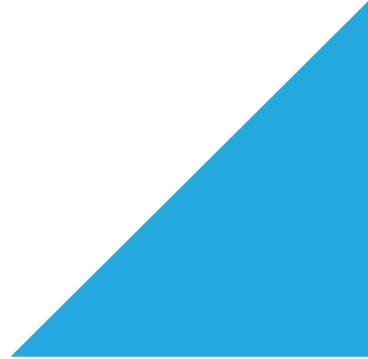
Prepared By:
Pow Wow Media



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Introduction

MEASURING YOUR SUCCESS

What's the average Facebook ad spend I should use? Are my conversion rates any good? I heard the return on ad spend should be double what I spend, is that correct? How do I measure my success? Am I producing good work?

These are the most common questions that we receive from businesses and marketers who don't have anything to compare their work to. They're good questions to think about because the world of social media is forever adapting and changing and it is getting harder to keep up everyday. So really, how do you measure your success when you don't have a benchmark to go off?

That's why we've compiled a bunch of data and information curated from actual studies by our favourite marketing guru's. Rounding up all the information into one easy document so that you know whether you need to step up your A game or do celebratory cartwheels around the office. Yes, it's a thing.

STAY CONNECTED WITH US

We're experts in what we do and we want to lend a helping hand to our fellow business associates and marketers to stay on top of social media benchmarks, trends and topics so that you reach success faster. Follow us on Facebook or Instagram for valuable content @powwowmedia and subscribe to our information packed newsletter on our website today.

www.powwow.media



ABOUT US

POW WOW MEDIA

Pow Wow Media is one of New Zealand's leading digital marketing agencies working with world class talent to provide successful marketing strategies, sales funnels, ad optimisation and content creation for our clients.

DIGITAL MARKETING EXPERTS

We prioritise our time towards working with SMEs to scale their business and grow their online presence. Basically we write things and make you money. We value our relationships with our clients highly and work hard to achieve success beyond their expectations. From start-up business' to corporate giants, we've got clients at both ends of the ladder. What they both have in common? Their ambition to grow.

WE'RE ALL ABOUT PEOPLE.

Every single business transaction that we make is between people, whether it's a straight handshake, or a cryptocurrency exchange. At some point in the chain, there are people involved and that's the exciting part! We value our relationships with our clients highly, and work with really awesome people.

Our mission is simple, we want to scale your business. If you succeed, we succeed - It's a team effort.

facebook

Email or Phone

Password

Log In

[Need help?](#)

Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Facebook Search.

Sign Up

It's free and always will be.

First name

Last name

Mobile number or email

Re-enter mobile number or email

New password

Birthday

Month

Day

Year

Why do I need to provide my birthday?

Female

Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

Sign Up

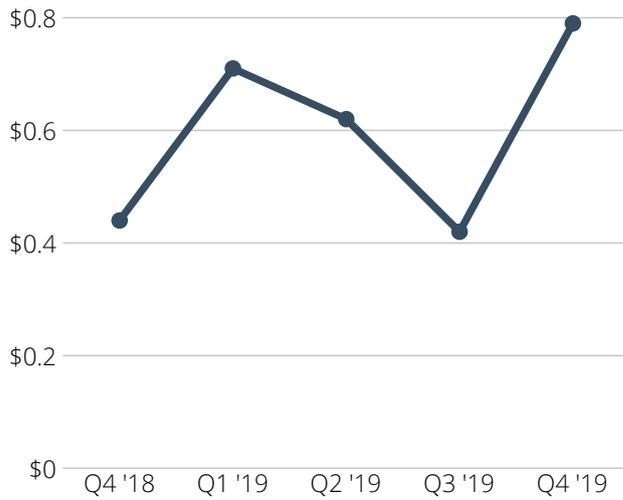
SAMSUNG

FACEBOOK

Q4 - COST MEDIAN

- 1. AUDIENCE NETWORK
- 2. NEWS FEED

COST PER CLICK

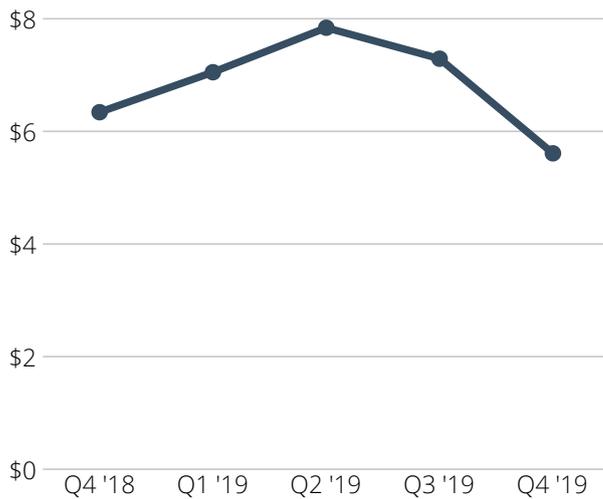


Q4 - MEDIAN

CPC

\$0.79

COST PER MILLE

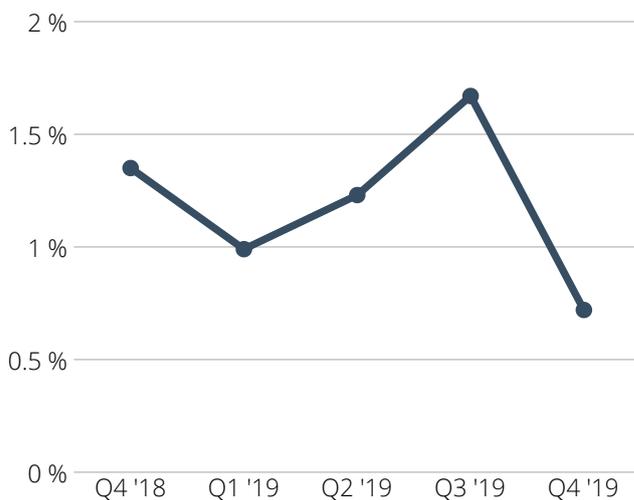


Q4 - MEDIAN

CPM

\$5.61

CLICK THROUGH RATE

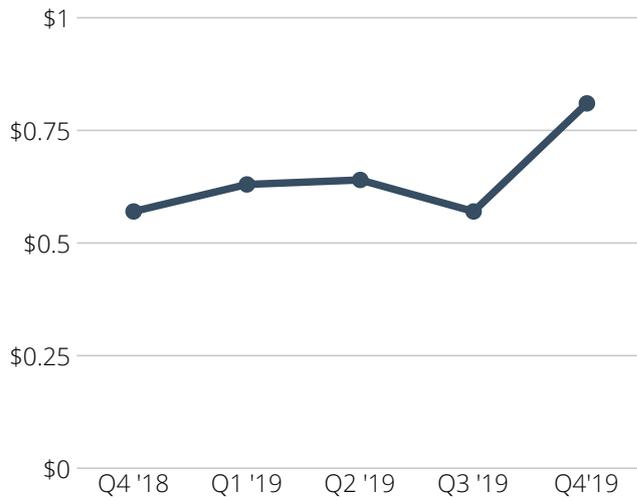


Q4 - MEDIAN

CTR

0.72%

COST PER CLICK

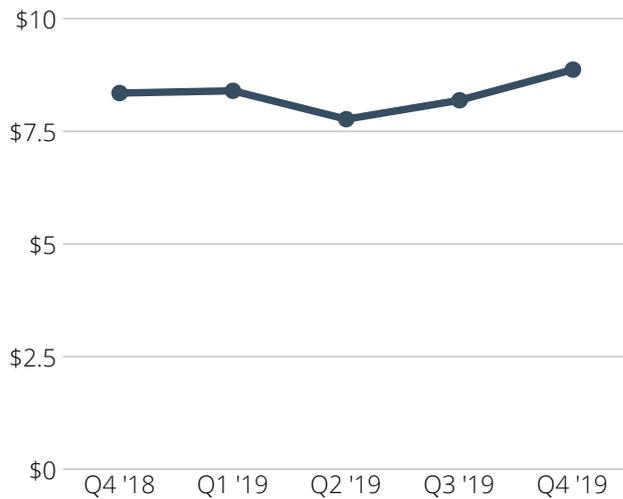


Q4 - MEDIAN

CPC

\$0.81

COST PER MILLE

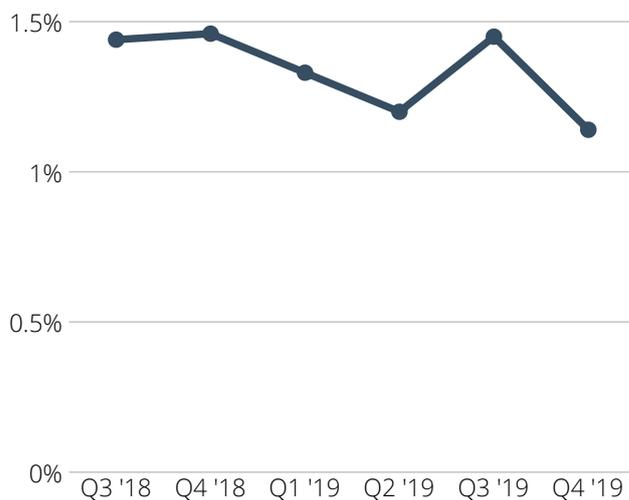


Q4 - MEDIAN

CPM

\$8.87

CLICK THROUGH RATE



Q4 - MEDIAN

CTR

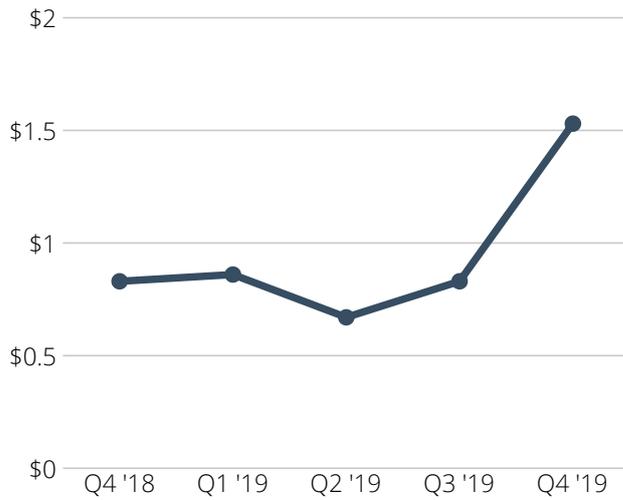
1.14%



INSTAGRAM

Q4 - COST MEDIAN

COST PER CLICK

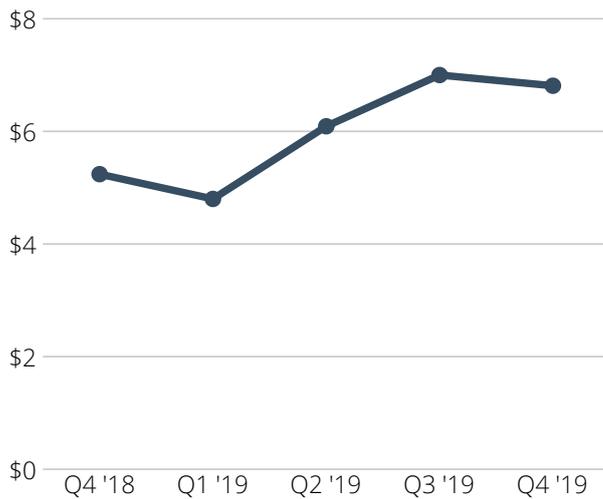


Q4 - MEDIAN

CPC

\$1.53

COST PER MILLE

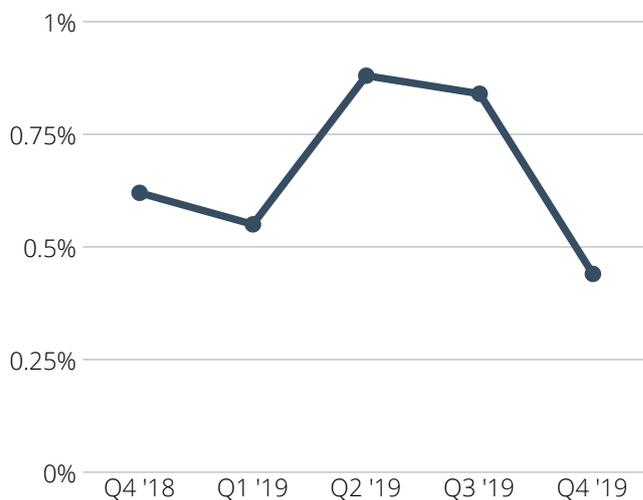


Q4 - MEDIAN

CPM

\$6.81

CLICK THROUGH RATE



Q4 - MEDIAN

CTR

0.44%



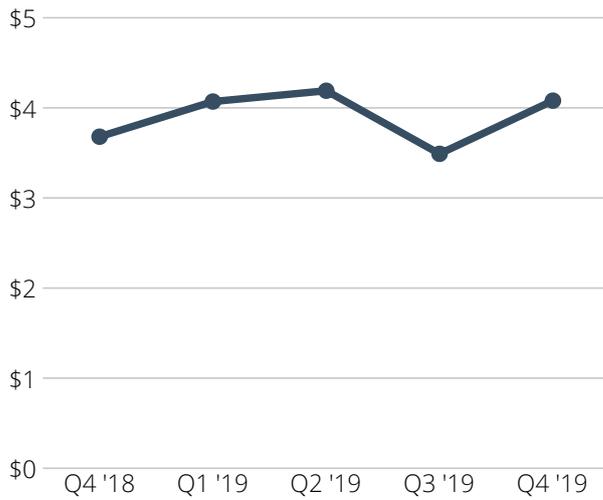
LinkedIn

Connect to Opportunity™

LINKEDIN

Q4 - COST MEDIAN

COST PER CLICK

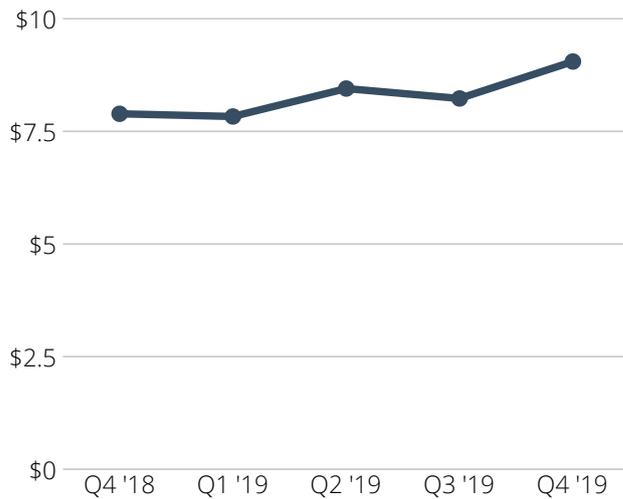


Q4 - MEDIAN

CPC

\$4.08

COST PER MILLE



Q4 - MEDIAN

CPM

\$9.05

CLICK THROUGH RATE



Q4 - MEDIAN

CTR

0.22%



Welcome to
Twitter

See what's happening in the world
right now

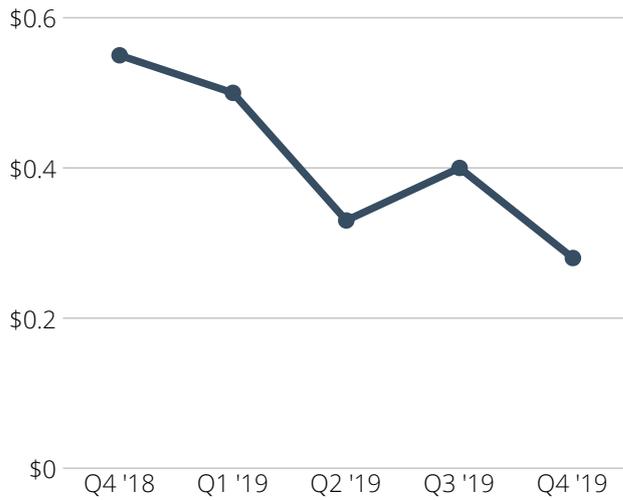
sign up

Log in

TWITTER

Q4 - COST MEDIAN

COST PER CLICK

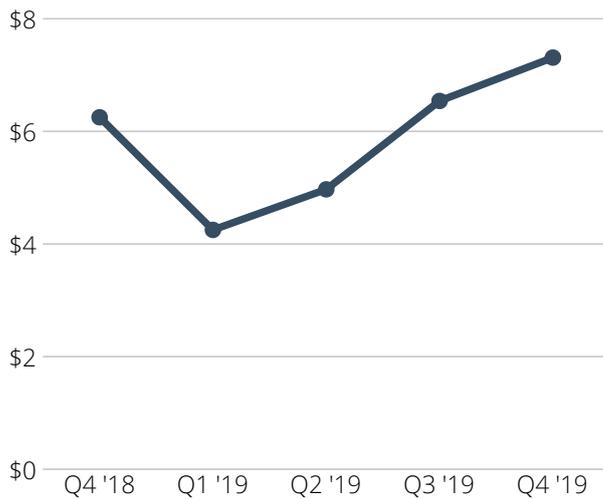


Q4 - MEDIAN

CPC

\$0.28

COST PER MILLE



Q4 - MEDIAN

CPM

\$7.31

CLICK THROUGH RATE



Q4 - MEDIAN

CTR

2.36%

Summary

AN OVERVIEW ON DATA

FACEBOOK*Audience Network:*

Since last quarter, the median CPC jumped back up by 28 cents, making it slightly higher (by 3 cents) than Q4 2018. The CPM, decreased significantly by 32.5% to \$5.61, similar to where it was last year. Interestingly enough, during the Christmas period the CTR decreased by 57% to 72 cents, landing exactly where it was a year ago.

News Feed:

As for the News feed, it's no surprise that the CPC increased by 42% for the Christmas shopping period, a total of 81 cents since last quarter which is significantly higher than it was a year ago. You can see a slight increase of 75 cents in the CPM, landing similar to Q4 2018 records. Although, the CTR decreased down to 1.14% which is 13% lower than it was the year before.

INSTAGRAM

Instagram's CPC is a total of \$1.53 with a 84% rise since last quarter. The good news is that CPC has decreased by a total of 63 cents in the past year. CPM has decreased to \$6.81 and fortunately 29.5% over the past year. However, while the cost to push content to the masses continues to rise, The CTR has dramatically decreased by a total of 47.6%, down to 0.44%. That's 6.4% lower this year than 2018 Q4.

LINKEDIN

Within three months, LinkedIn CTR hasn't changed and has stayed at 0.22%. The CPM has increased a small 10% to \$9.05, whereas the CPC has increased by 16% to \$4.08

TWITTER

In comparison, Twitters CTR has basically doubled in % since Q4 2018. The CPC has been cut in half since a year ago making it much cheaper for advertisers and if we compare it to last quarter, CPC has decreased by 35%, CPM has increased by 11%.



RESOURCES

facebook.com
blog.adstage.io
adespresso.com
fitsmallbusiness.com
synapsesearch.nz
facebook.com/business
wordstream.com
powwow.media
hubspot.com





THANK YOU

GOT QUESTIONS?

Contact us at :
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