



# INDUSTRY BENCHMARK

PAID MEDIA - Q1 2020

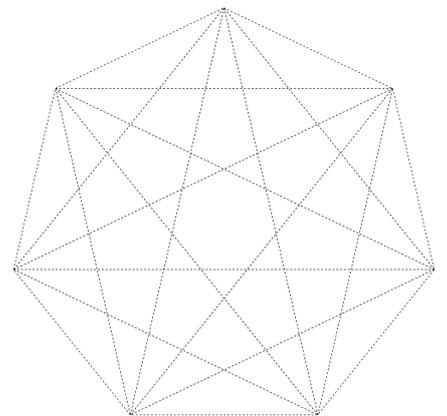


Prepared By:  
Pow Wow Media



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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](http://www.powwow.media)



# ABOUT US

## POW WOW MEDIA

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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

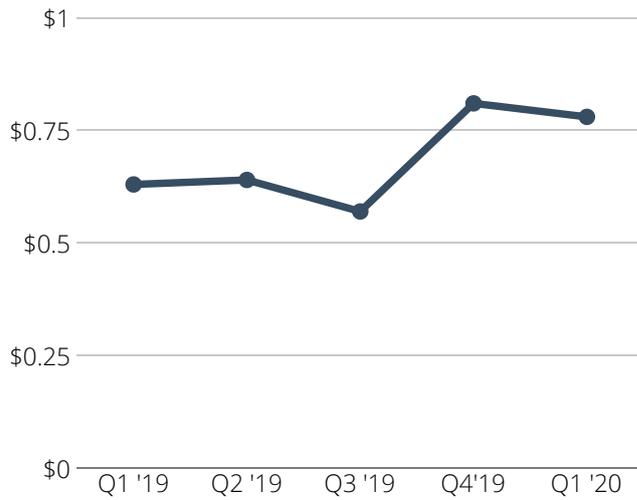
SAMSUNG

# FACEBOOK

Q1 - COST MEDIAN

- 1. AUDIENCE NETWORK
- 2. NEWS FEED

COST PER CLICK

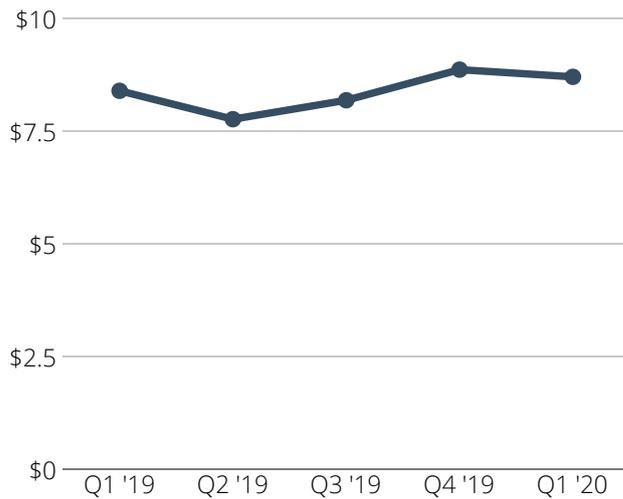


Q1 - MEDIAN

CPC

\$0.78

COST PER MILLE

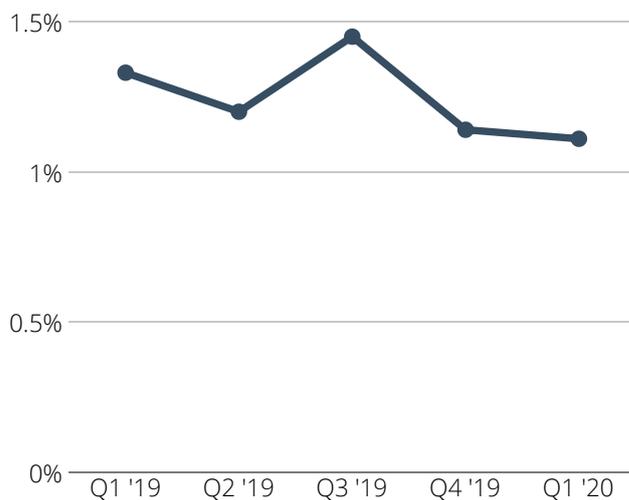


Q1 - MEDIAN

CPM

\$8.71

CLICK THROUGH RATE

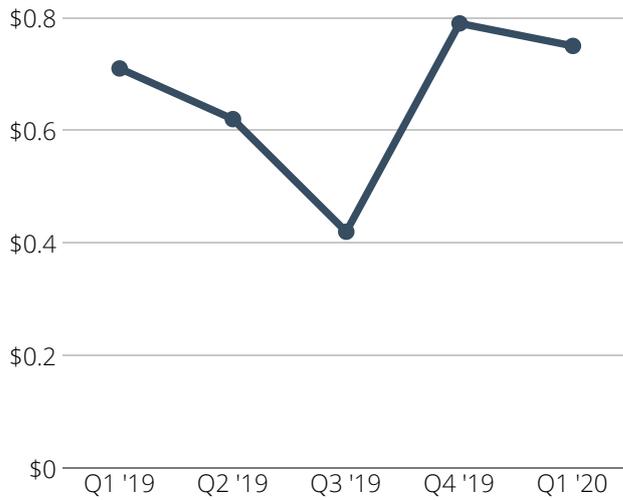


Q1 - MEDIAN

CTR

1.11%

COST PER CLICK

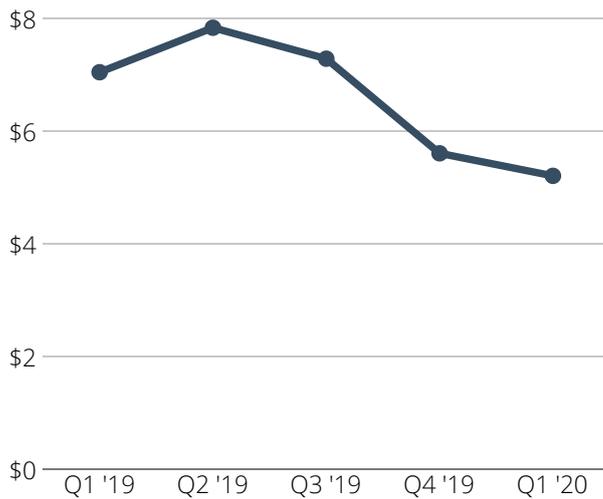


Q1 - MEDIAN

CPC

\$0.75

COST PER MILLE

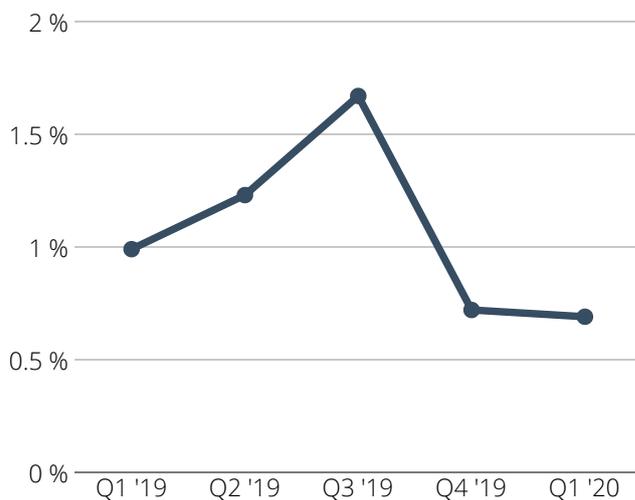


Q1 - MEDIAN

CPM

\$5.21

CLICK THROUGH RATE



Q1 - MEDIAN

CTR

0.69%

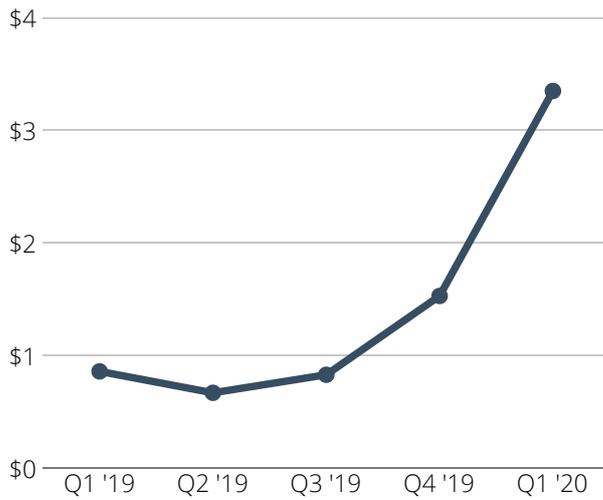


# INSTAGRAM

Q1 - COST MEDIAN

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COST PER CLICK

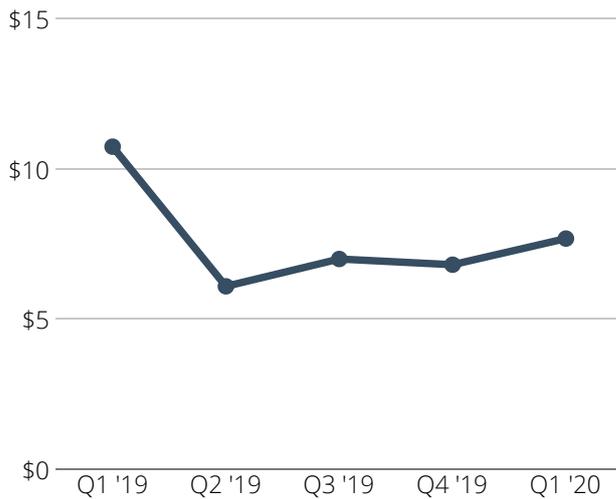


Q1 - MEDIAN

CPC

\$3.35

COST PER MILLE

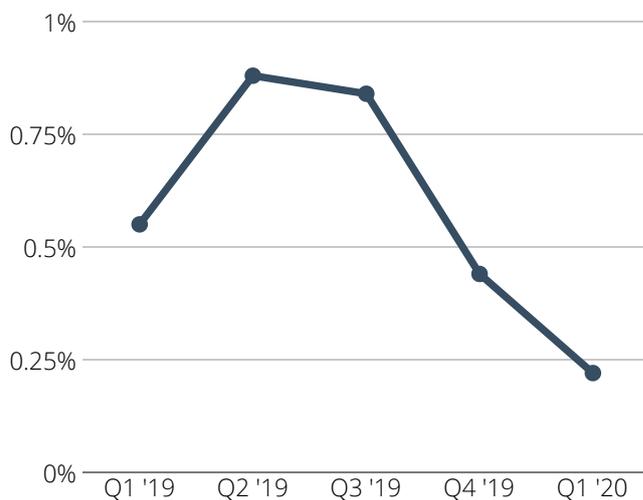


Q1 - MEDIAN

CPM

\$7.68

CLICK THROUGH RATE



Q1 - MEDIAN

CTR

0.22%



LinkedIn

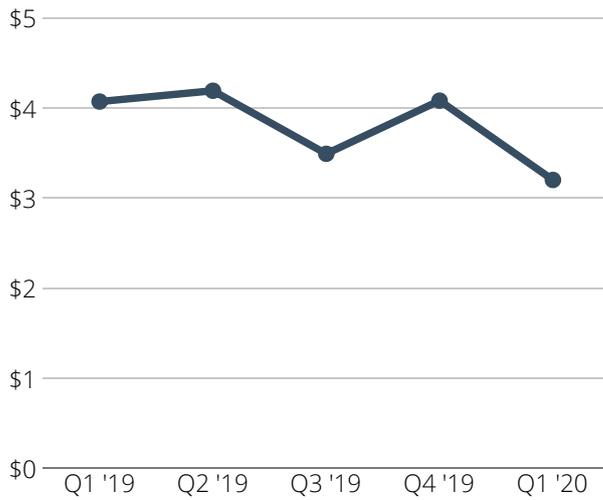
Connect to Opportunity™

LINKEDIN

Q1 - COST MEDIAN

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### COST PER CLICK

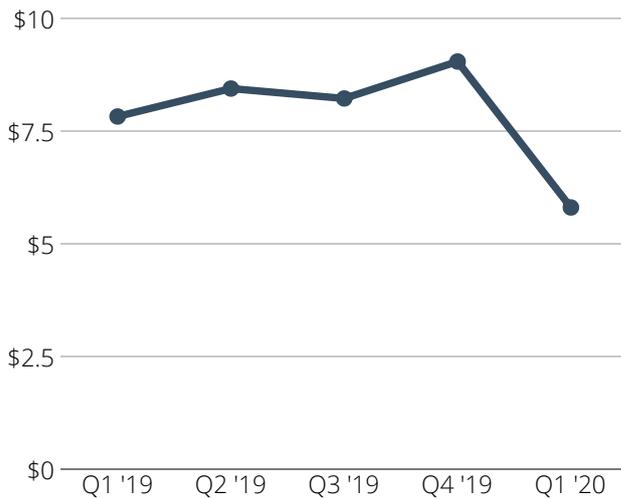


Q1 - MEDIAN

CPC

\$3.20

### COST PER MILLE

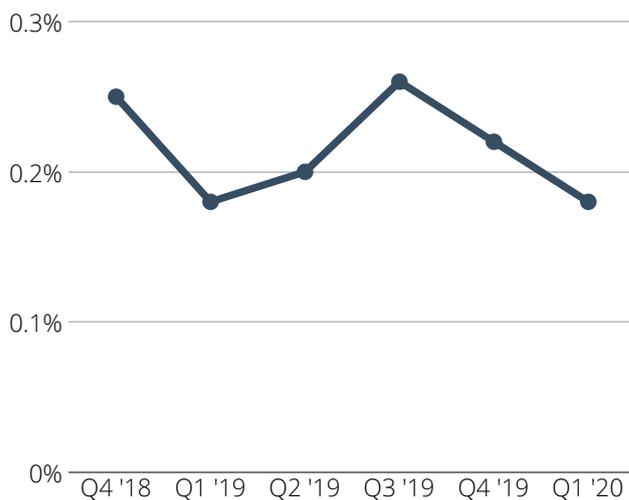


Q1 - MEDIAN

CPM

\$5.81

### CLICK THROUGH RATE



Q1 - MEDIAN

CTR

0.18%



Welcome to  
Twitter

See what's happening in the world  
right now

sign up

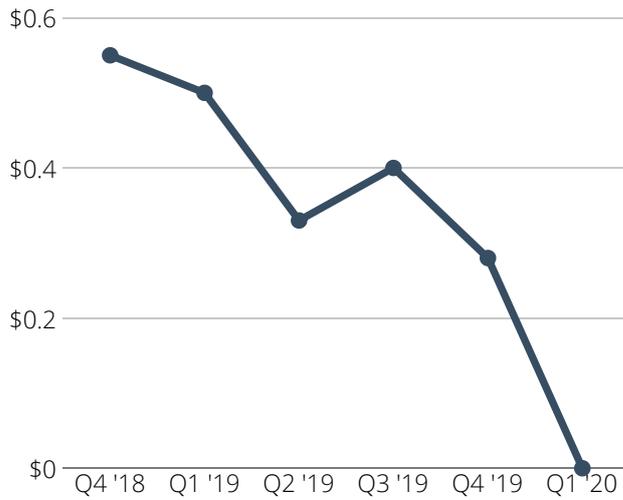
Log in

# TWITTER

Q1 - COST MEDIAN

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### COST PER CLICK

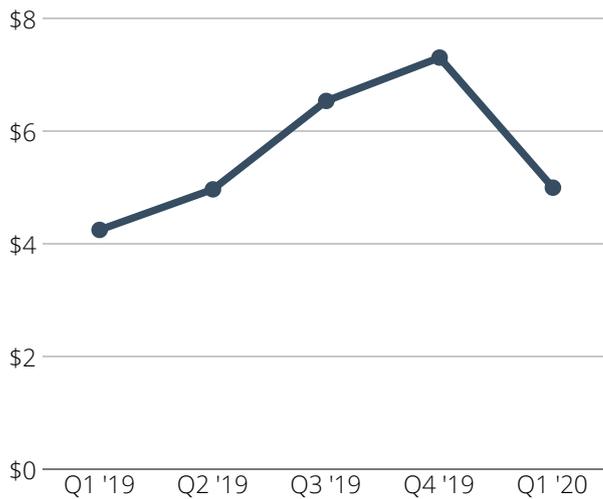


Q1 - MEDIAN

CPC

\$0.58

### COST PER MILLE

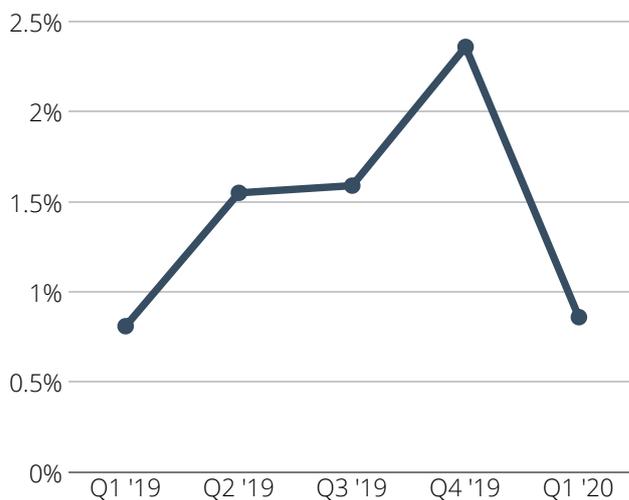


Q1 - MEDIAN

CPM

\$5.00

### CLICK THROUGH RATE



Q1 - MEDIAN

CTR

0.86%

*Summary*

# AN OVERVIEW ON DATA

**FACEBOOK***Audience Network:*

Overall, Facebook data has decreased since last quarter, which comes as no surprise because of the Christmas period. Since last quarter, the median CPC decreased by 5% to \$0.75. The CPM, decreased to \$5.21 and the CTR decreased by 4% to 0.69%, however this is a 13% increase compared to a year ago.

*News Feed:*

As for the News feed, the CPC lost some of its gain since Q4 2019 with a decrease of 2.6%, however in comparison to the same quarter in 2019, the CPC has increased by 5% over the past year. You can see a slight decrease of 23 cents in the CPM, significantly lower than it was a year ago. The CTR also decreased by 2.6% since last quarter.

**INSTAGRAM**

Whilst Facebook rates are decreasing, Instagram's are increasing in cost. Instagram's CPC is a total of \$3.35 with a whopping increase of 118% since Q4 2019. Unfortunately, the CPM has also risen by 12% to \$7.68, although this is a 29% decrease over the past year. The CTR has decreased by a total of 50%, down to 0.22%, decreasing a total of 63% since Q1, 2019.

**LINKEDIN**

LinkedIn data has also dropped with the CPC decreasing by 18% to \$3.20. The CPM has decreased by 30% to \$5.81, a 29% decrease over the past year. The CTR has followed suit with Instagram coming in with an average rate of 0.22%.

**TWITTER**

In comparison, Twitters CTR has decreased dramatically by 61% since Q4 2019. The CPC has increased by a whopping 122% since last quarter, making it the largest increase over all the platforms. The CPM comes in at \$5.00 with only a mere 12% difference compared to last quarter.



# RESOURCES

[facebook.com](https://facebook.com)  
[blog.adstage.io](https://blog.adstage.io)  
[adespresso.com](https://adespresso.com)  
[fitsmallbusiness.com](https://fitsmallbusiness.com)  
[synapsesearch.nz](https://synapsesearch.nz)  
[facebook.com/business](https://facebook.com/business)  
[wordstream.com](https://wordstream.com)  
[powwow.media](https://powwow.media)  
[hubspot.com](https://hubspot.com)





THANK YOU

GOT QUESTIONS?

Contact us at :  
[www.powwow.media](http://www.powwow.media)  
[charlotte@powwow.media](mailto:charlotte@powwow.media)