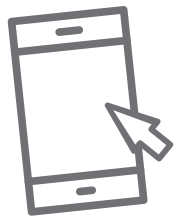


Average Cost Per Click on Facebook



Ever wonder what's a good cost per click for Facebook ads?

Facebook is one of the fastest growing advertising networks—in fact, the number of advertisers using Facebook has more than doubled in the last 18 months.

The average cost per click (CPC) in Facebook ads across all industries is \$1.72, with the cheapest clicks on Facebook reserved for the apparel, travel and hospitality, and retailers.

These industries often have the largest audiences so even at these low CPCs, it's important to understand how to manage your budgets so that your Facebook costs don't run amok.

