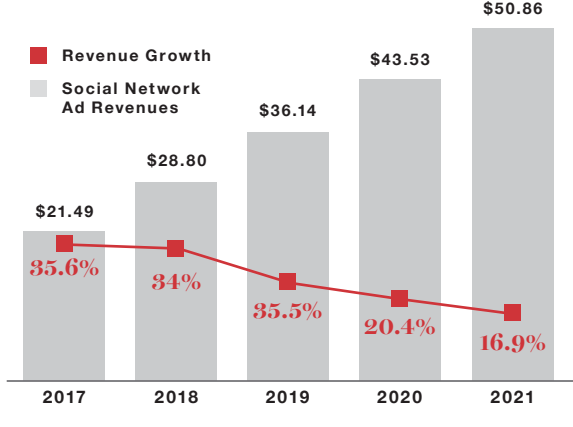


# Paid Social Advertising

Your first step towards better audience targeting, and bumping up that ROI.

## GENERAL SOCIAL MEDIA ADVERTISING STATS



**1** Social ad spending is forecast to increase 20% to \$43 Billion in 2020

While this might mean less cash for Facebook shareholders, it's probably good news for brands competing for ad views.

SOURCE: EMARKETER

**2** Social ad impressions are up 20%, year over year

More people are seeing ads, due to the rise of video and Story format ads.



**3** Global social CTRs are down 30%, year over year

People are clicking less, clickthrough rates went from 2.6% in late 2018 to 2% in late 2019.

SOURCE: STATISTA



**4**

**52%** of all online brand discovery still happens in public social feeds

This number includes both paid and organic posts, and is a good reminder that you still need those likes to maintain traction.

SOURCE: HOOTSUITE

**5**

**72%** of B2B marketers who use paid channels online use paid social

Over on the B2B side of things, marketers are generally convinced of social's usefulness in their ad strategies.

SOURCE: CONTENT MARKETING INSTITUTE

**6**

**27%** of internet users say they find new products and brands through paid social ads

The percentage goes up for 16-24 year olds: 31% of them say they find new products and brands through paid social ads.

SOURCE: HOOTSUITE



**7** 13% of internet users say that a "buy" button would increase their likelihood of purchasing on social

And 23% say a brand with high engagement increases that conversion.

SOURCE: GLOBAL WEB INDEX

**8**

Weak social ads create negative emotional response in less than one second flat

By the time your viewer blinks, they've given your ad a Pass or a Fail. Don't rely on cash to make up for quality—you need high-quality copy, CTAs and visuals.



SOURCE: HOOTSUITE

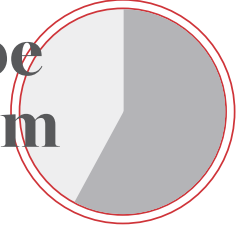
## INSTAGRAM ADVERTISING STATS

**9**

**928.5 Million People can be reached by ads on Instagram**

Of those users, almost 600 Million are 18-34 years old.

SOURCE: DIGITAL 2020



**92%** of Instagram users say they've followed a brand, clicked on their website, or made a purchase after seeing a product/service on the platform

SOURCE: HOOTSUITE

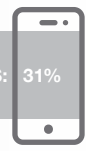
**11**

**31% of Instagram ad budgets go to Stories**

And 96% of US marketers plan to continue using Stories ads in the future.

NEWSFEED: 69% | STORIES: 31%

SOURCE: EMARKETER



**12**



Video is the most expensive Instagram influencer format for brands, who pay an average anywhere between \$114 and \$3136 per post. That's because Posts, Stories & Videos are 3 of the top 4 most effective formats for influencer marketing.

SOURCE: EMARKETER

## FACEBOOK ADVERTISING STATS

**13**

Facebook ads reach 1.95 Billion of the platform's 2.5 Billion monthly users

That's 32% of the world's population (over the age of 13).

SOURCE: DIGITAL 2020

**14** 80% of social referrals to ecommerce sites came from Facebook

By comparison, Instagram only drove 10.7% of traffic.



**15** 26.7% of Facebook Pages use paid media

SOURCE: HOOTSUITE

**16**

The average reach for a paid Facebook post is 28.1%

of total reach, while the average organic reach for a Facebook post is 5.17% of a Page's likes

**28%**

SOURCE: HOOTSUITE

**17**

Worldwide, the average Facebook user has clicked 12 ads in the last 30 days

## OTHER SOCIAL MEDIA ADVERTISING STATS

**18**

On average, LinkedIn sponsored InMail has a 52% open rate

Compare that to your average branded email's open rate, which is 21.3%.



SOURCE: B2B MARKETING



**70%** of YouTube views are on mobile,

but TV screens are the fastest-growing screen segment. Watching on smart TVs, Apple TV, Roku and game consoles is up 39%.

SOURCE: HOOTSUITE

**20**

Snapchat ads are 7x more efficient than TV ads at reaching Gen Z

On top of that, 72% of Snapchat ad viewers aren't even reachable by TV ads and 38% of Snapchat users aren't on Instagram.

SOURCE: HOOTSUITE



**21** Twitter users spend 26% more time viewing ads

than users on other platforms. 90% of people on Twitter read the copy, which is higher than any other social platform.

SOURCE: HOOTSUITE