



EUROPEAN FACEBOOK ADVERTISING BENCHMARK REPORT

Digital ad spending in Europe grew to €36.2 billion last year, and the opportunity for advertisers on Facebook has never been greater.

With 338 million monthly active users in Europe, Facebook has become a primary digital advertising channel for commerce companies driving profitable growth among increasingly mobile consumers.

The opportunity is huge for European and global advertisers alike, but strategic campaign segmentation is critical for high-ROI Facebook advertising in the region. Europe encompasses such a wide range of languages, cultures, and marketplace variations, which create a significant challenge for advertisers trying to most effectively reach new and existing customers across borders.

To give marketers in Europe and beyond critical insights for profit-driven advertising on Facebook, this report dives into performance benchmarks and best practices from countries across the continent. Data for each country is backed by expert insights from Nanigans' in-market team, which offers localized strategic support to in-house advertisers throughout Europe.

WHAT'S IN THE REPORT

- ✓ Country benchmark data on Facebook ad engagement, costs, and mobile vs. desktop trends
- ✓ Comparative regional purchase rate benchmarks
- ✓ Targeted best practices for maximizing Facebook advertising ROI

This study analyzes tens of millions of dollars in Europe-targeted Facebook ad spend from Nanigans advertisers during the period of February through July 2016. This report aggregates Facebook advertising performance data from ads targeted to users in Belgium, Denmark, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, and the United Kingdom.



KEY BENCHMARKS

0.4%

click-through rate (CTR)

\$0.78

cost per click (CPC)

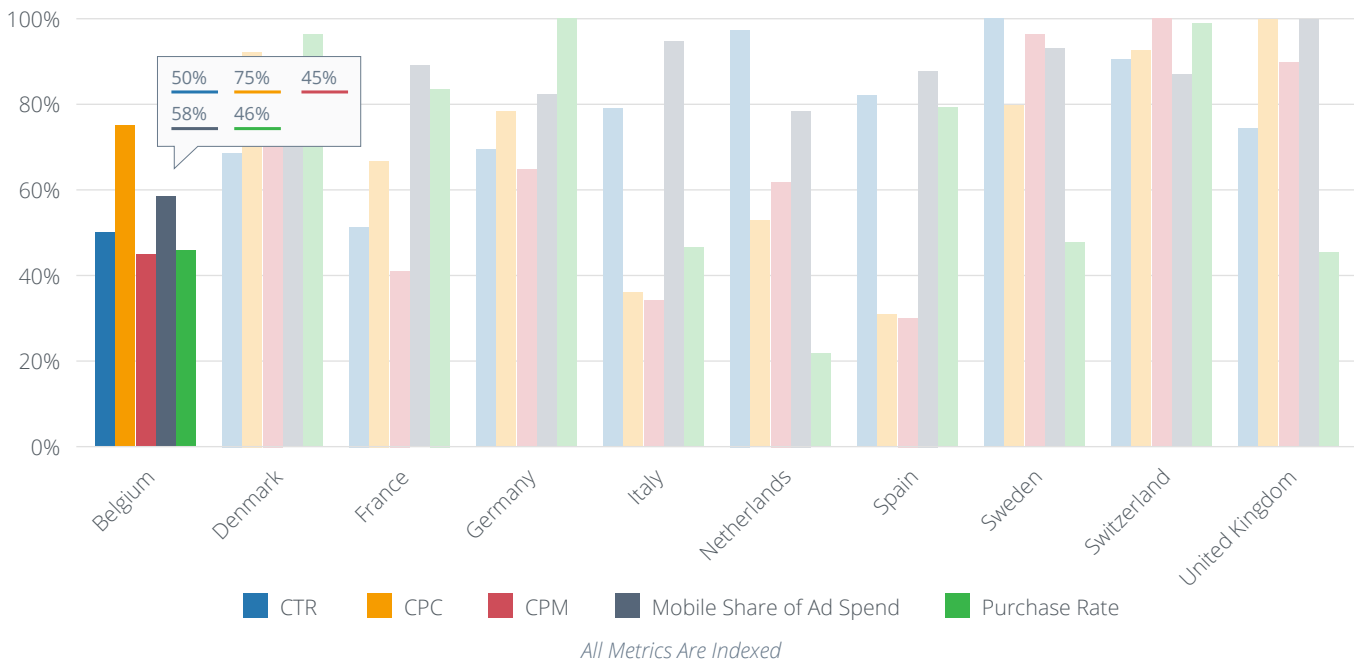
\$2.75

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

Advertisers often target Belgium as part of a regional strategy across the Low Countries, but language segmentation is critical for relevant messaging. Translation is especially important in Belgium, where Flemish dominates in the north, French in the south, and German in the east.

Marketers using Nanigans can quickly **rebuild** existing ads to swap out translated copy and creative elements in just a few clicks, resulting in more tailored and more effective ads for Belgian audiences.



Denmark

KEY BENCHMARKS

0.5%

click-through rate (CTR)

\$0.96

cost per click (CPC)

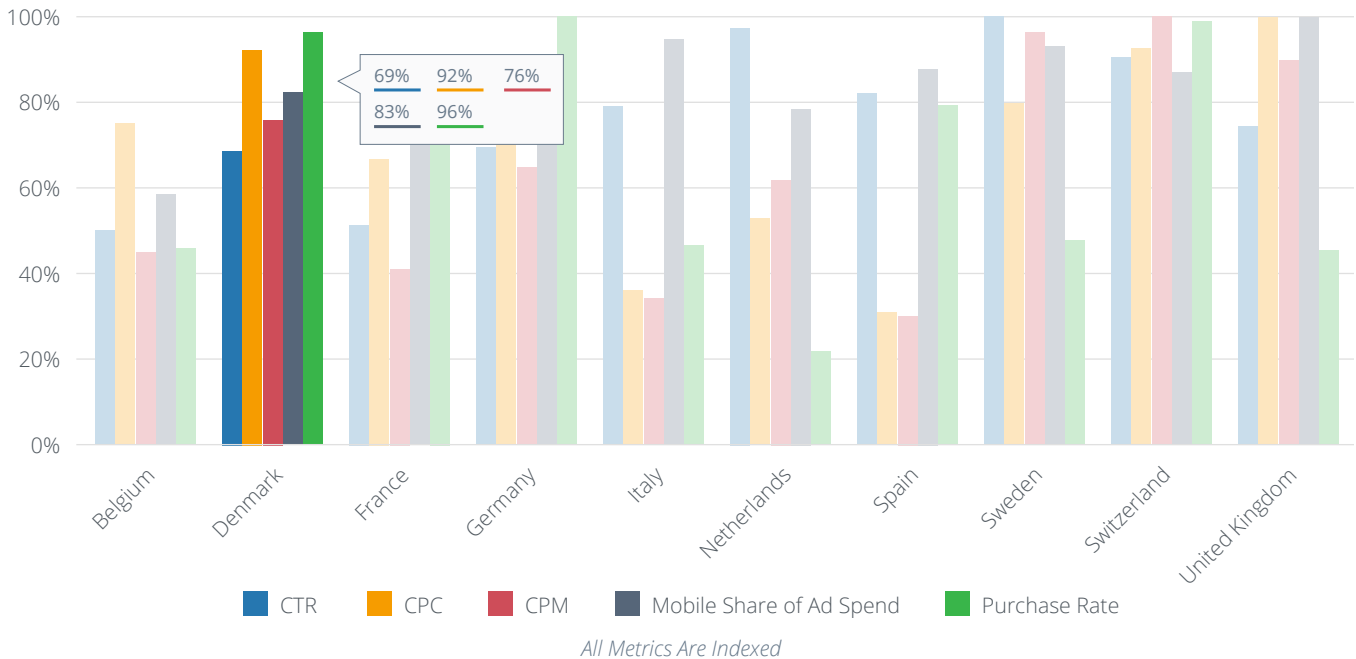
\$4.62

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

Denmark shares many characteristics with its Nordic neighbors, including higher average Facebook advertising costs, and a **tendency for shoppers to spend more** when buying online. Profit-driven advertisers understand the downstream value of investing more to acquire these high-value customers.

When targeting customers in Denmark, consider using Nanigans' **audience override tables** to set highly segmented cost or return on ad spend goals based on granular criteria. Bids will dynamically adjust to maximize returns and optimize budget allocation.



KEY BENCHMARKS

0.4%

click-through rate (CTR)

\$0.69

cost per click (CPC)

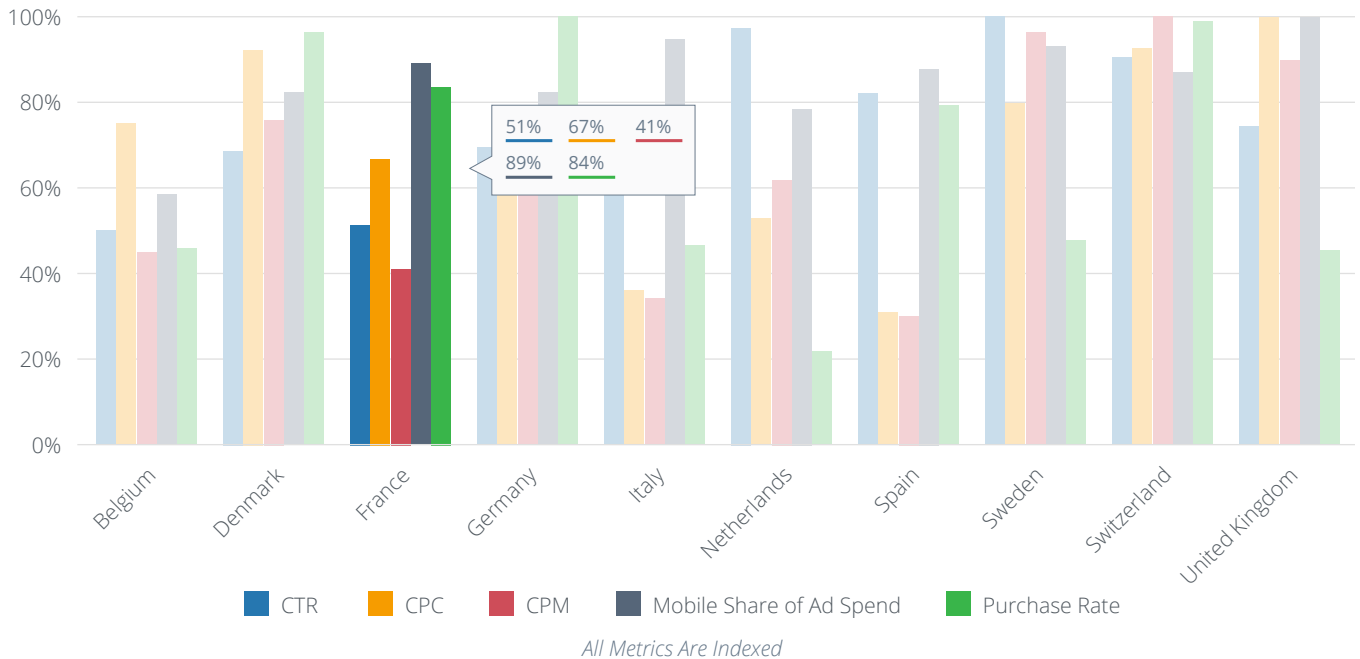
\$2.49

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

France may have lower average CTRs compared to other countries across Europe, but the purchase rate on Facebook ads is high, indexing at 84%. To compel clicks that lead to higher revenues, the most effective advertisers using Nanigans in France employ **automated creative testing**. By intelligently

testing images, videos, and ad copy optimized toward downstream actions like purchases—not just CTR—advertisers can reduce wasted ad spend and only promote the creatives that deliver the highest ROI.



Germany

KEY BENCHMARKS

0.5%

click-through rate (CTR)

\$0.81

cost per click (CPC)

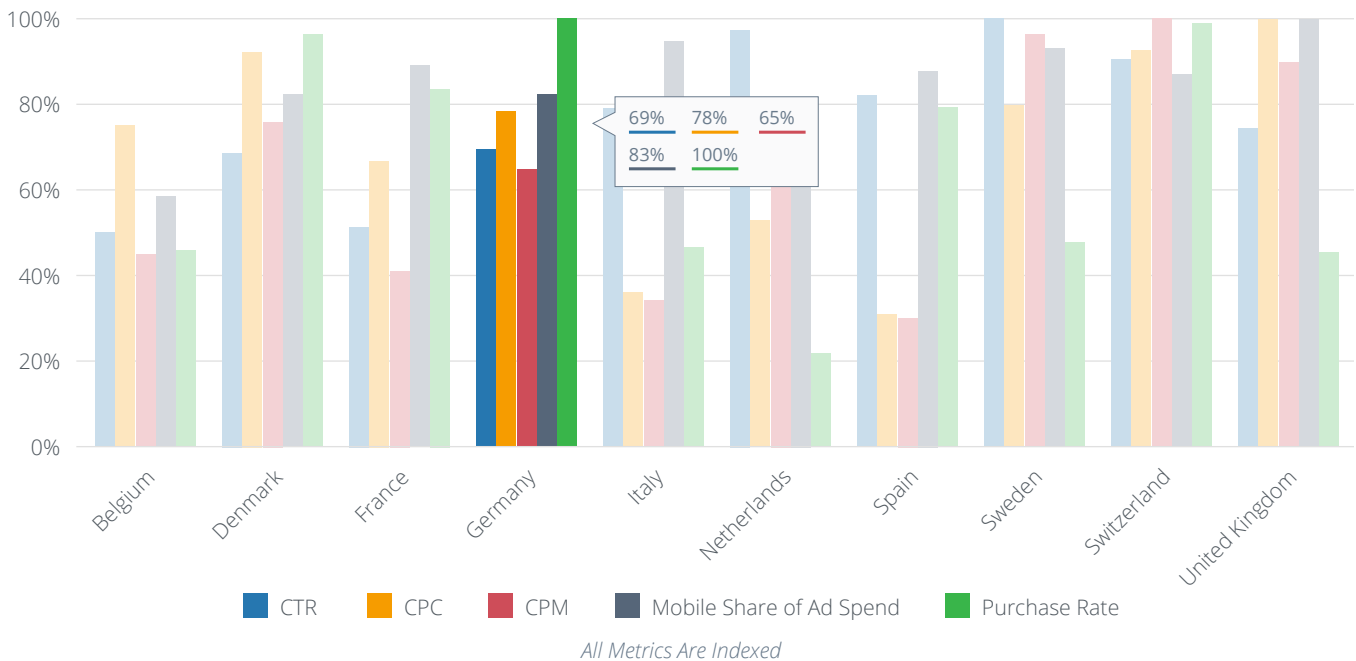
\$3.95

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

Facebook users in Germany exhibited the highest click-to-purchase rates of any country in this report. However, average CTRs fell generally in the middle of the pack, so marketers must still be strategic and relevant in their targeting to drive clicks and subsequent purchases.

If advertisers can compel customers to click an ad, they are particularly well positioned to convert those clicks into revenue. In this market, tools like Nanigans' **automated creative testing** can be highly effective in quickly identifying top-performing ads and scaling only those that deliver higher downstream returns.



KEY BENCHMARKS

0.6%

click-through rate (CTR)

\$0.37

cost per click (CPC)

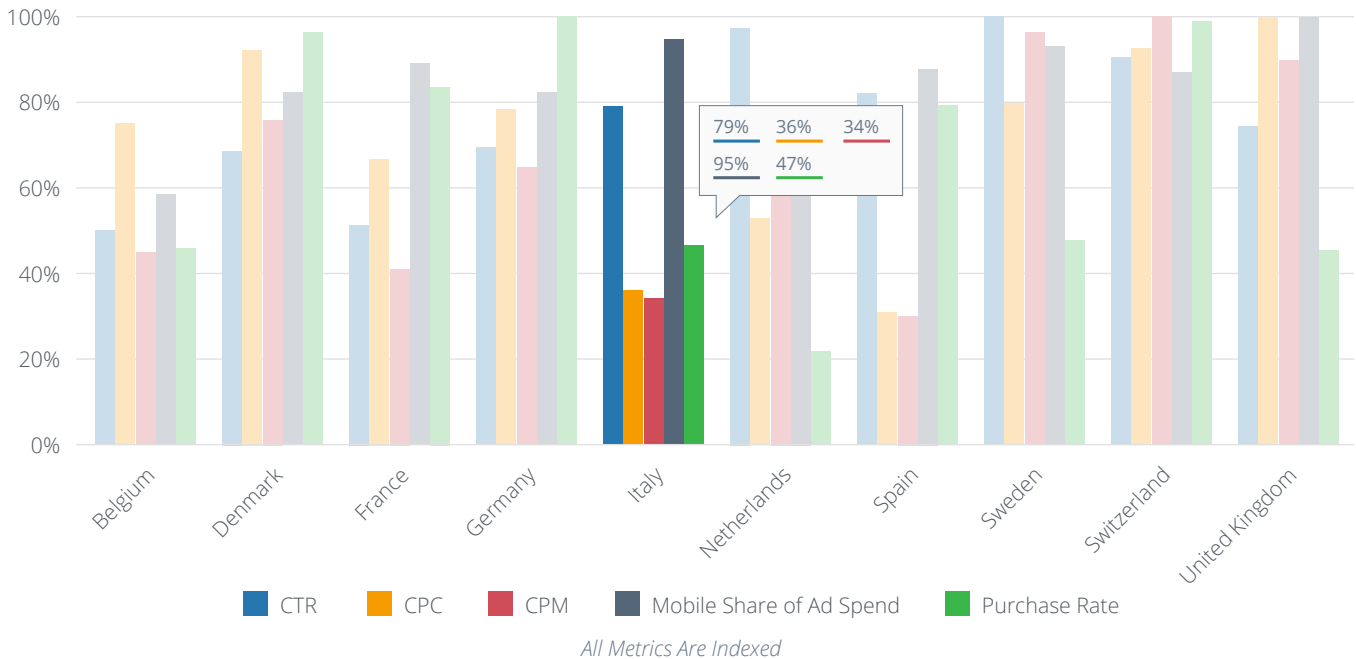
\$2.07

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

Facebook advertisers targeting Italian users benefit from lower costs, with some of the least expensive CPMs and CPCs observed. These benchmarks can make the country—along with Spain and Ireland—an effective test market for soft campaign launches before expanding more broadly.

Costs may be lower, but remember that competition to reach the Italian users who are most likely to make a purchase, download an app, or otherwise monetize is still high. Be prepared to increase bids to win those impressions over competitors to make the most efficient use of ad budgets.



The Netherlands

KEY BENCHMARKS

0.7%

click-through rate (CTR)

\$0.55

cost per click (CPC)

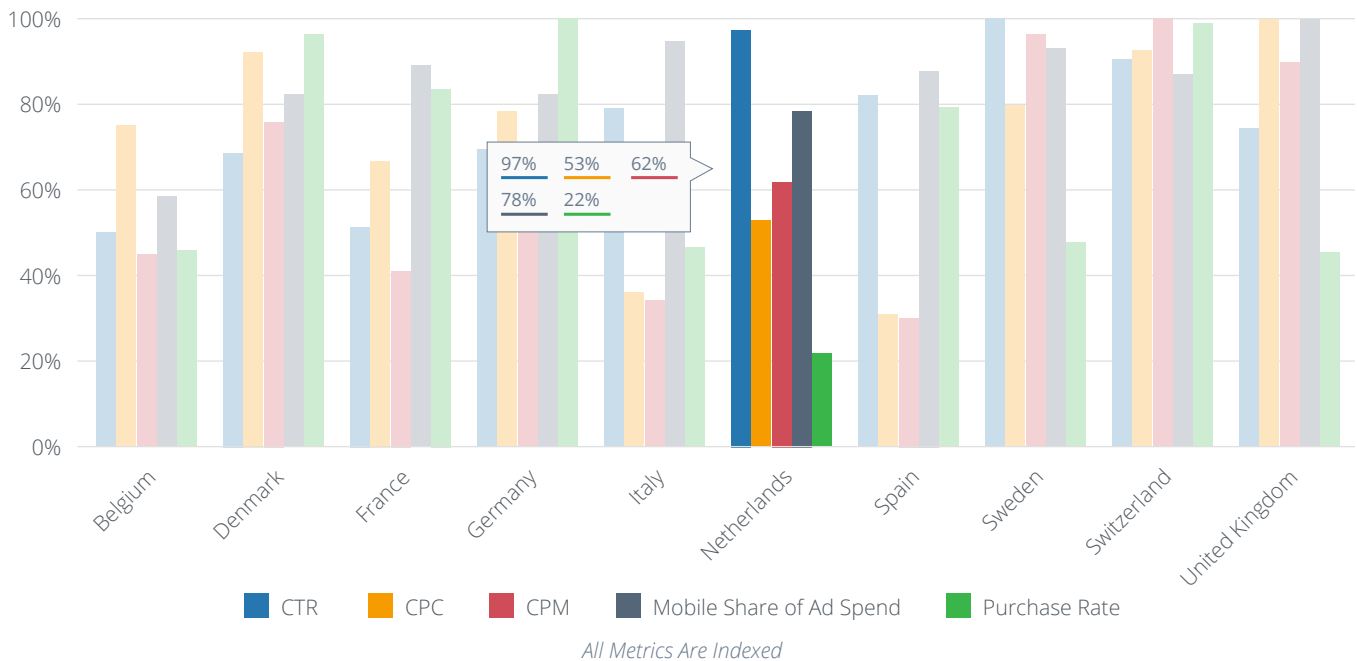
\$3.75

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

The Dutch tend to click Facebook ads more than any other country in this study, other than Sweden. While engagement is strong, these clicks do not always translate into purchases, app downloads, or other revenue generating events. In fact, click-to-purchase rates in the Netherlands were the lowest observed.

High CTRs and low purchase rates underscores the importance of optimizing campaigns beyond the click. Consider using Nanigans' [predictive revenue optimization](#) to intelligently adjust bids and budgets based on real, downstream value—not just upper-funnel engagement metrics.



KEY BENCHMARKS

0.6%

click-through rate (CTR)

\$0.32

cost per click (CPC)

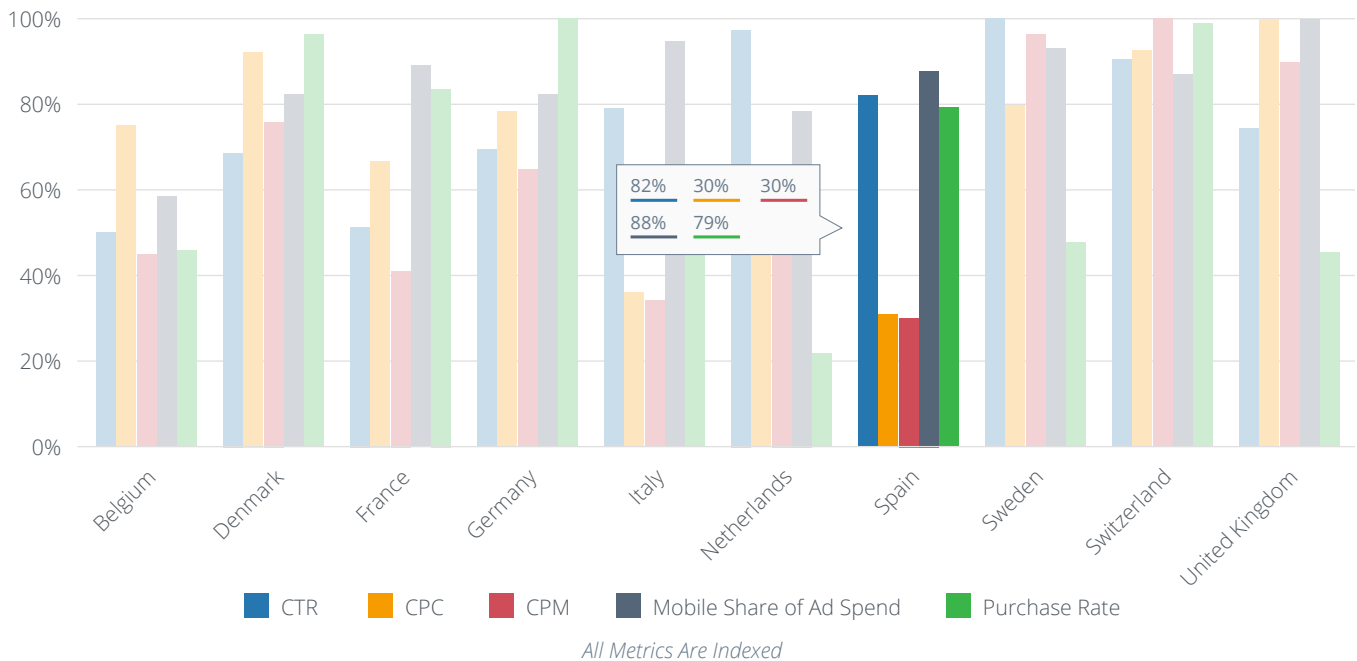
\$1.82

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

With higher CTRs and purchase rates, and the lowest CPMs and CPCs in this report, Spain is a unique target for European advertisers. The country can also be a challenging market due to its demographic and economic diversity, necessitating careful segmentation based on regional culture and language.

A highly customizable reporting suite is key for accurately analyzing segmented campaigns. Try using Nanigans to build a [shareable reporting view](#) that splits Spanish campaigns by region, objective, and demographics to quickly identify which audiences are powering the best performance.



Sweden

KEY BENCHMARKS

0.7%

click-through rate (CTR)

\$0.83

cost per click (CPC)

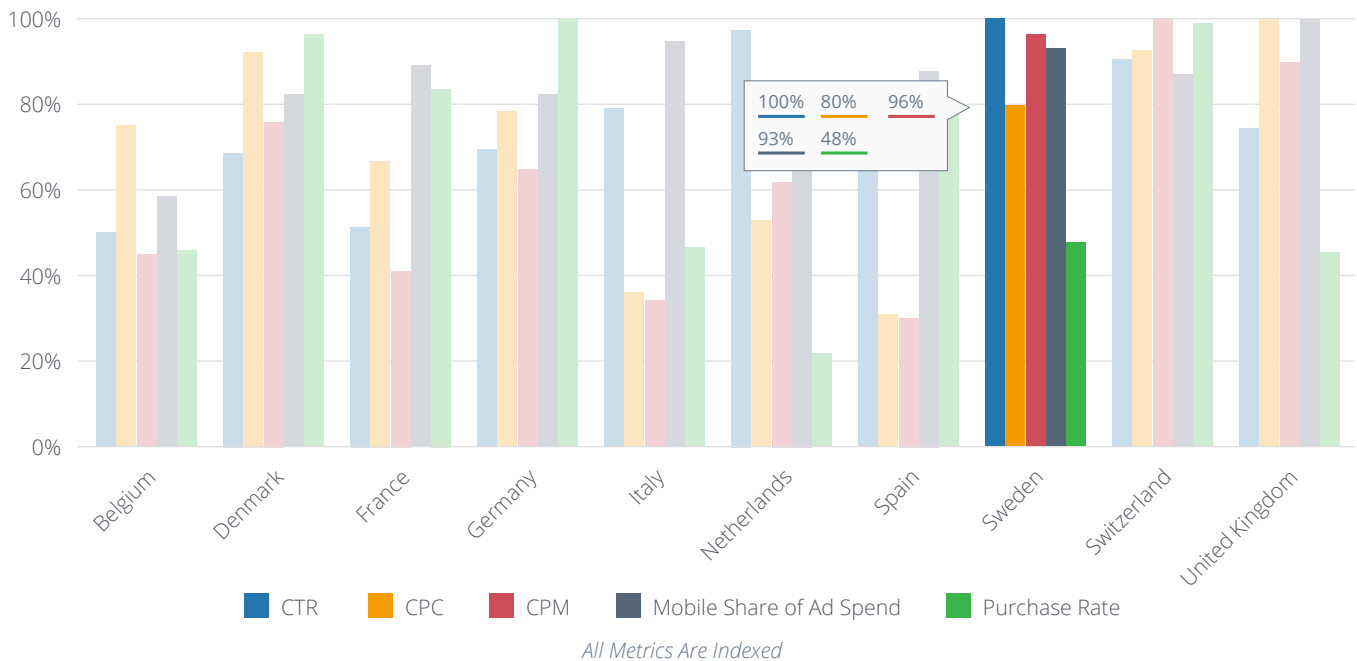
\$5.86

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

Historically, Sweden and other Nordic countries benchmark high for **average order value** from Facebook ads, making Swedish audiences among the most expensive to reach. CTRs in the country were the highest in this study, yet purchase rates trended comparatively lower.

With costs and CTRs skewing high, advertisers must minimize the risk of overspending on metrics outside of revenue-generating performance indicators. Use Nanigans' automated **stop loss protection** to dynamically pause any ad that isn't delivering optimal performance to eliminate the chance of inefficient ads.



Switzerland

KEY BENCHMARKS

0.6%

click-through rate (CTR)

\$0.96

cost per click (CPC)

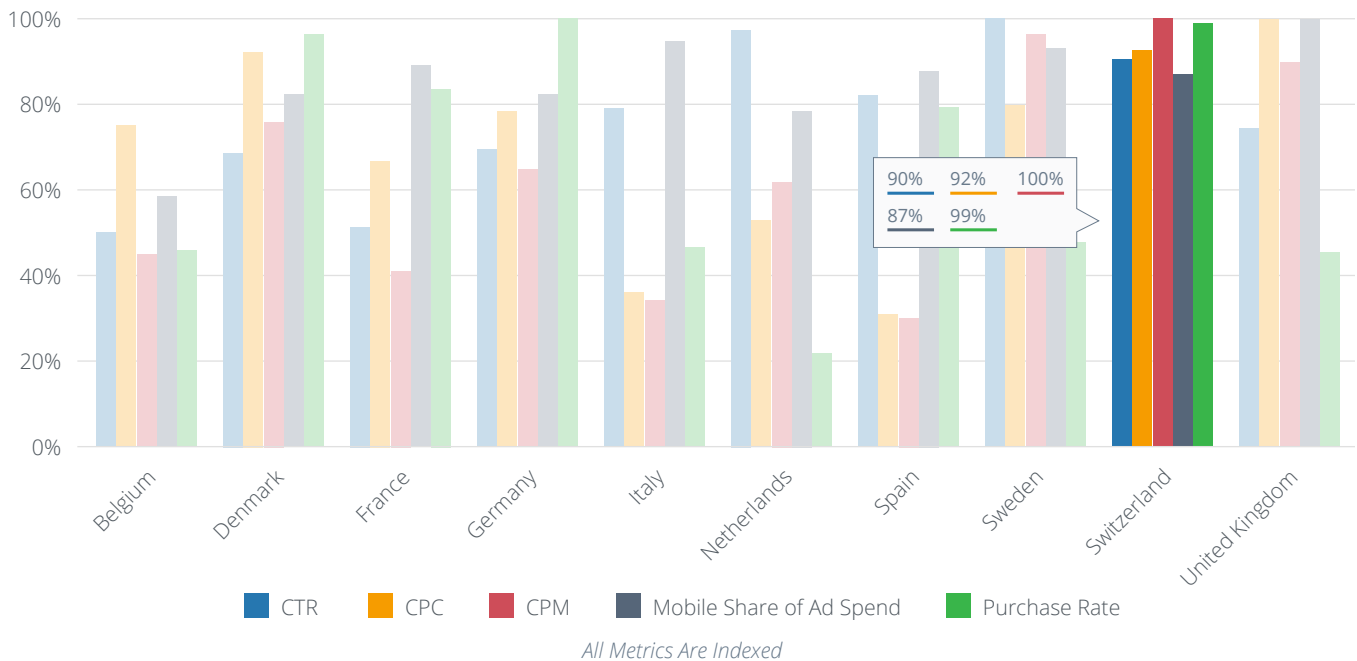
\$6.09

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

The Swiss speak a number of different languages based on distinct regions of the country. French is more prominent in the west, Italian in the south, and German in the central and northern regions. Building many combinations of ads for such a segmented market can introduce the possibility of mismatched

languages in ad creative. Marketers using Nanigans can leverage **build restrictions** to automatically ensure, for example, that German ad copy isn't unintentionally paired with an image featuring a call-to-action in Italian.



The United Kingdom

KEY BENCHMARKS

0.5%

click-through rate (CTR)

\$1.04

cost per click (CPC)

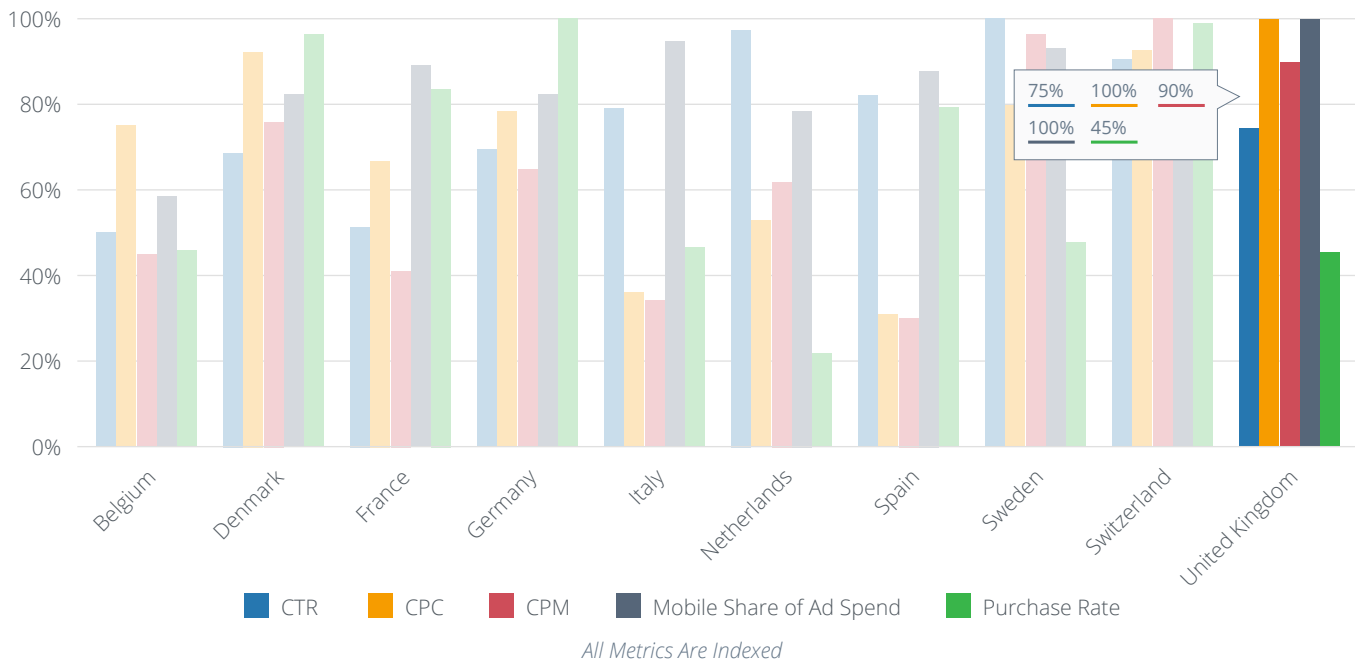
\$5.46

cost per mille (CPM)

Mobile vs. desktop ad spend



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EXPERT INSIGHTS

The UK has the highest share of mobile ad spend of any country in this report. A strong mobile focus comes partly from the UK's rank as a top global gaming market. New ad formats gain rapid adoption; already one third of UK Facebook mobile ad spend goes to video inventory. The UK is a highly developed market for Facebook advertising, so marketers must

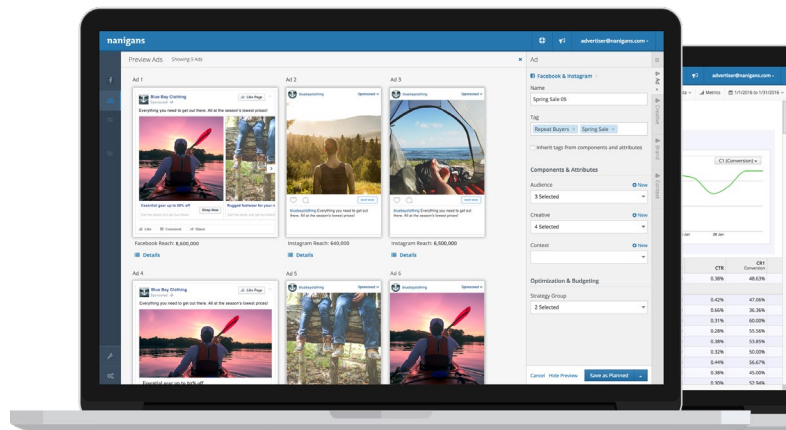
get creative to reach high-value audiences. Many companies using Nanigans in the region rely heavily on **automated creative testing** and lookalike audiences. These tools enable advertisers to rapidly test and optimize creative to reach the users they can most profitably monetize.

ABOUT NANIGANS

Nanigans advertising automation software empowers in-house marketing teams to grow the revenue impact of their digital advertising.

More than \$600M in annualized ad spend is managed through Nanigans software by commerce companies worldwide that rely on Nanigans as a strategic lever of customer growth and revenue generation.

Offered as Software-as-a-Service, Nanigans features multichannel programmatic media buying, predictive revenue optimization, and real-time business intelligence across today's most valuable digital channels.



ABOUT THIS REPORT

This report is representative of Facebook® ad impressions delivered by customers leveraging Nanigans advertising automation software to advertise in the European marketplace. It includes ad spend on both Facebook desktop and Facebook mobile, and excludes Facebook Exchange and Instagram. Data specific to each studied country (Belgium, Denmark, France, Germany, Italy, the Netherlands, Spain, Sweden, Switzerland, and the United Kingdom) is based on millions of dollars in geographically targeted Facebook ad spend between February 1, 2016 and July 31, 2016.

The vast majority of Nanigans customers are direct response advertisers at ecommerce, gaming, and other Internet and mobile companies. Many leverage Nanigans' ROI-based bidding algorithms, which focus on reaching high-value and high-ROI audiences (e.g. those who make purchases) and typically cost more to reach. As such, the data in this report may not necessarily be a proxy for the overall Facebook marketplace in each studied country.

Take control of your digital advertising with the software powering today's most successful in-house performance marketing teams.

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