

Optimize Your Facebook Ads Strategy

Measuring ROI and Improving Your
Performance (Data Report)

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&



socialbakers

Introduction



As of March 2017, Facebook had **1.28 billion active users each day, and over 85%** of those users were outside of the U.S. and Canada. With such a large portion of the world using Facebook, marketers everywhere know that Facebook is an ideal place to reach and engage new audiences.

You've probably heard these stats before. After all, Facebook is a no-brainer for marketers. And if you're trying to reach new audiences, you probably know that paying for Facebook Ads is a great way to do that.

That said, knowing a channel is effective is far different from creating an effective ads strategy for your brand. And with **more and more marketers advertising with Facebook each quarter**, it makes it harder than ever to build a strategy that will stand out from your competitors and generate the return on investment (ROI) your brand needs. But if you're ready to start putting budget behind your Facebook advertising strategy, it's important to fully understand how your ads efforts affect your business' bottom line. Otherwise, how else do you justify your ad spend budget?

Fortunately, with help from **Socialbakers**, a global leader in social media marketing analytics, we put together this data-packed report and how-to guide to help you build a better Facebook Ads strategy, benchmark your success, and improve the ROI of your ad spend.

Measuring your social media success helps you justify your investment in ads channels, optimize your budget, and integrate your social media efforts into the rest of your marketing funnel. This guide tells you what you need to do just that.

First, we'll help you choose the right campaign objective so you can creating a targeting strategy that works for your brand. Then, we'll teach you how to calculate your paid social ROI so you can benchmark your ad spend against your industry and region.

Finally, we'll show you the global data behind what ad types are the most expensive and generate the most clicks by region and ad objective.

It's never been a better time to get started.



How to Choose the Right Campaign Objective

The first step towards improving your ads strategy is ensuring that you're putting the right objective behind any campaign you're running.

Marketers should never spend money on an ad campaign without knowing what they're getting out of it.

After all, you need to know what to measure to find out if it was successful or not.

Facebook has a number of different ad objectives set up to help you hone in on your goals and success metrics. For example, are you trying to generate more conversions on your website or more engagement with your brand's app?

Remember: each of these ads objectives are meant to help you meet your sales team's needs. If your sales team needs more brand awareness to promote your brand's reputation to close deals, focus ads efforts on brand awareness campaigns. Every ad campaign will fulfill different funnel needs, so make sure to plan your campaigns by **taking your customer through the buyer's journey**. Don't try to sell too much too soon.

How to Choose the Right Campaign Objective

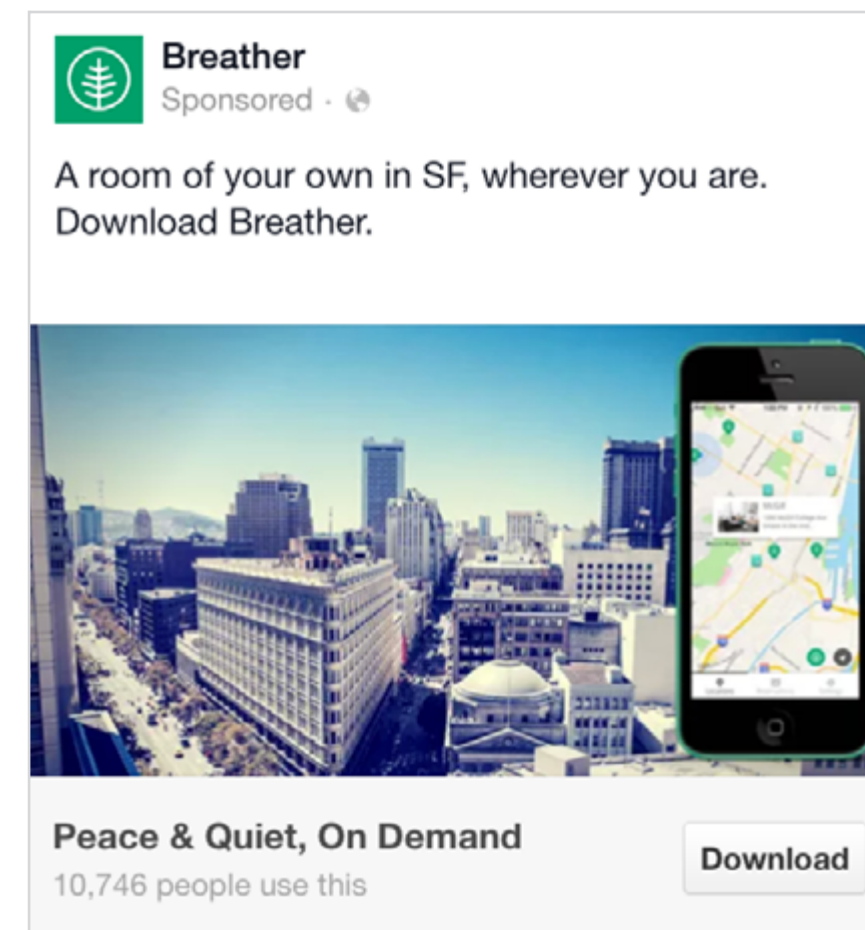
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Use the campaign objective types to set a goal for your campaign:

➤ **App Engagement** - App engagement ads are meant to generate activity within an app among your current users, or highlight app features before asking a new user to download.



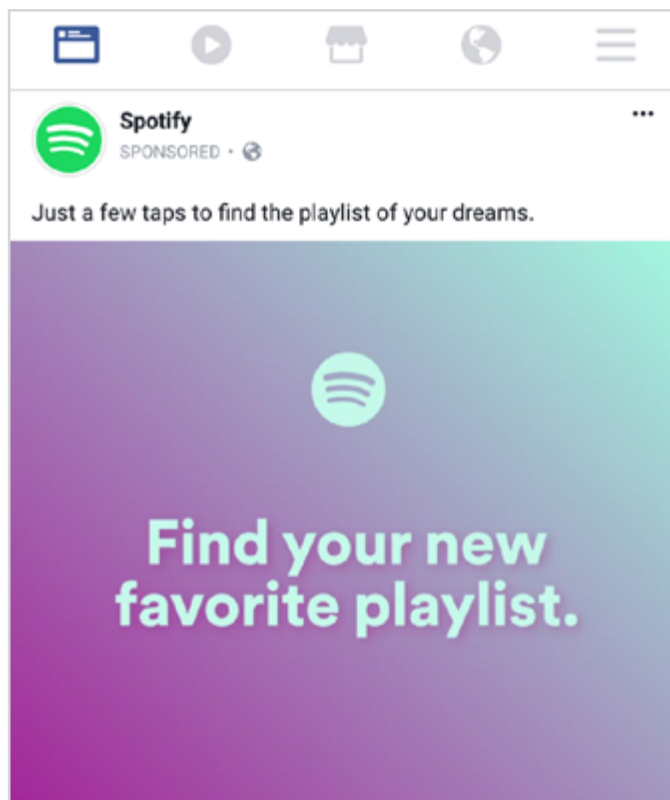
➤ **App Installs** - While app engagement ads are intended to highlight specific features to drive in-app engagements, app install ads are focused on generating new users. Instead of calling out specific features, app install ads are more likely to showcase the app's core purpose and main functionality.



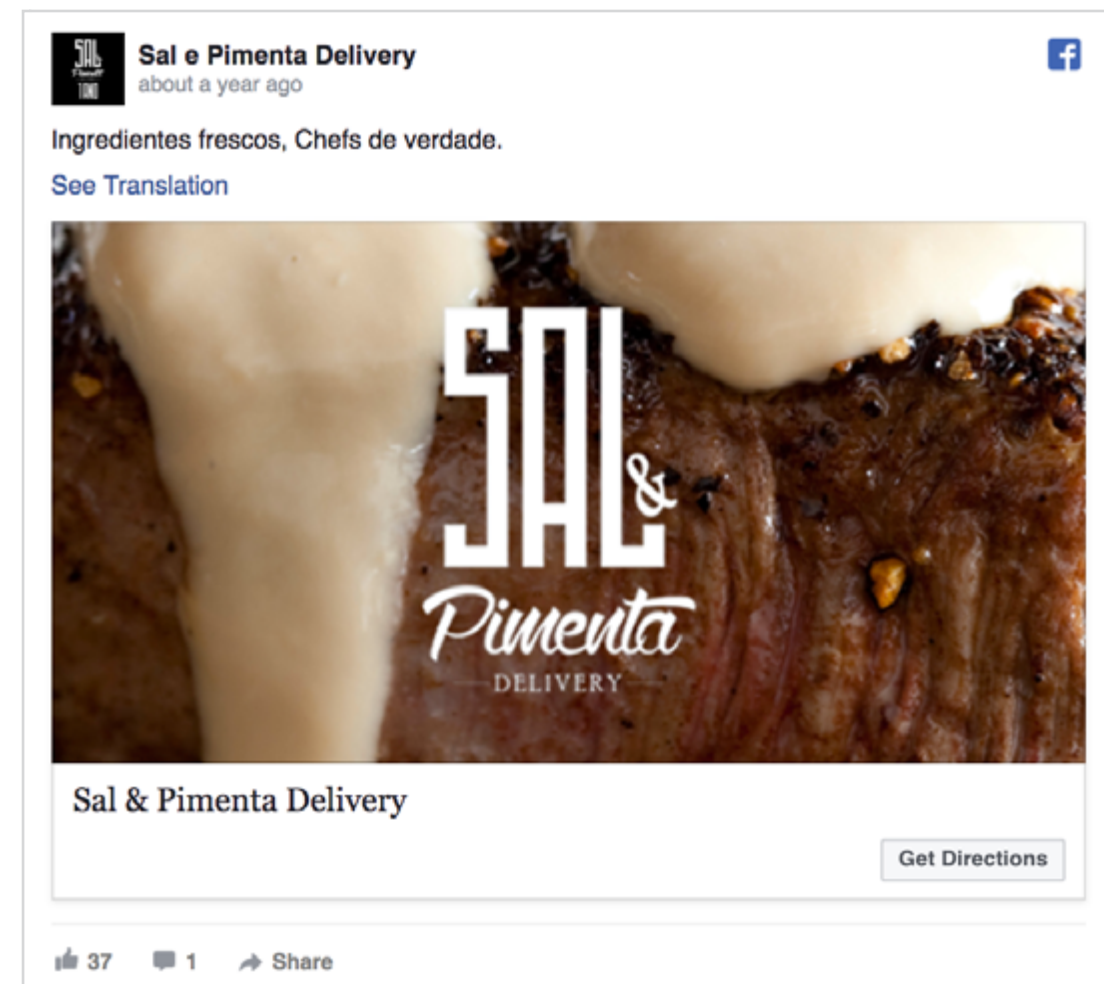
How to Choose the Right Campaign Objective

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➤ **Brand Awareness** - At some point, you may want to use Facebook ads to expose as many people as possible to your brand's name and products. If that's the case, use the brand awareness Facebook ad objective. Facebook's brand awareness ad type could technically be used for any campaign. But it's meant to be used for remarkable content that drives brand awareness by enticing Facebook users who are scrolling on their news feed. For brand awareness campaigns, don't just think about what you want to get out of it. Instead, focus on creating remarkable content that makes users who view it want to know more about your brand.



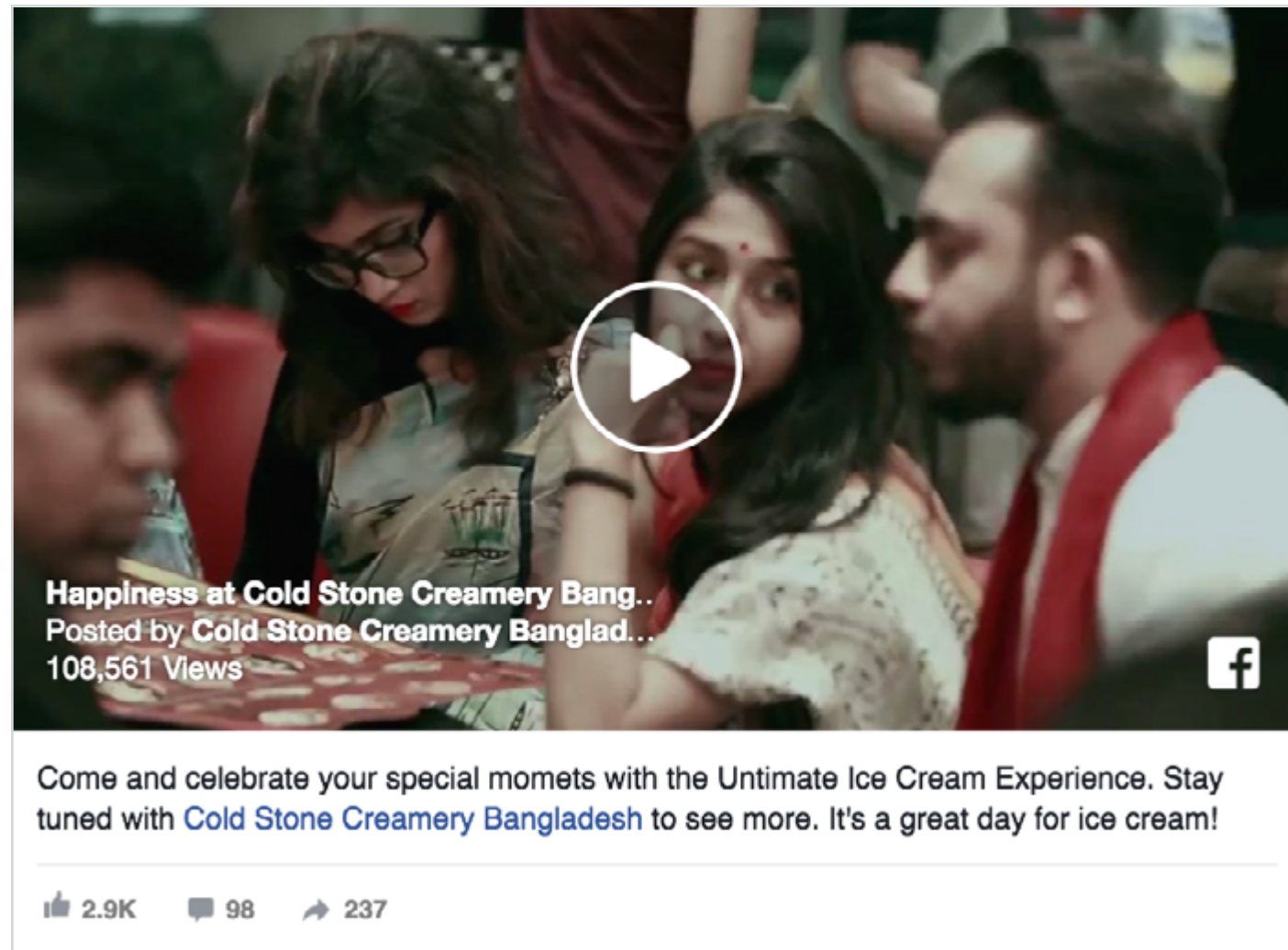
➤ **Store Visits** - While some brand awareness campaigns are meant for wide-ranging audiences, other businesses might be focused on acquiring customers in a specific location. Store visit ads allow you to create campaigns that target users in a specific geographic location. If you have multiple locations, you can use the same creative template and target Facebook users who are spending time in each of your localities.



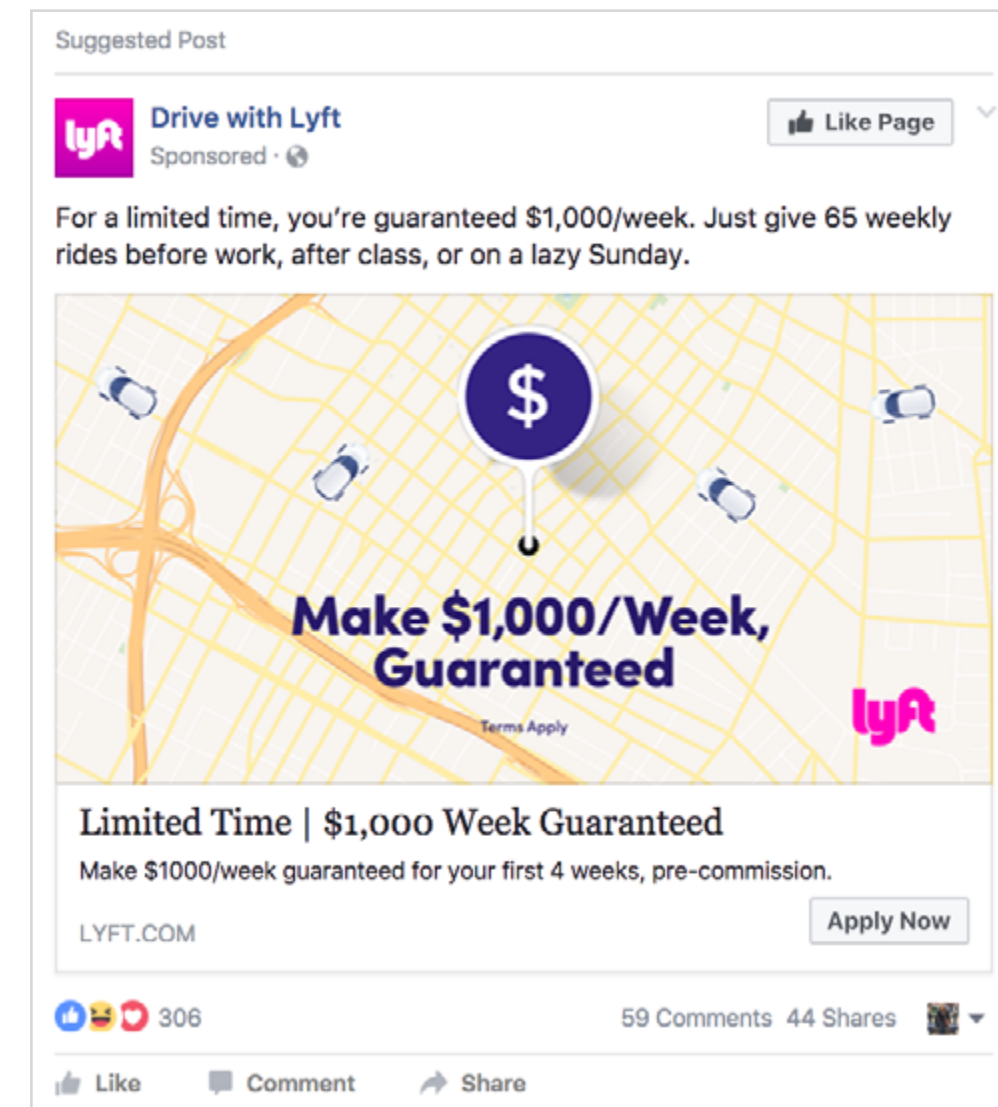
How to Choose the Right Campaign Objective

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- **Local Awareness** - Whether you have a new store opening or just want to boost awareness for one of your store's existing locations, use the local awareness ad type to drive brand awareness in specific geographic regions. This ad type is largely the same as brand awareness ads, but will be more oriented and targeted via location than larger overarching audiences.



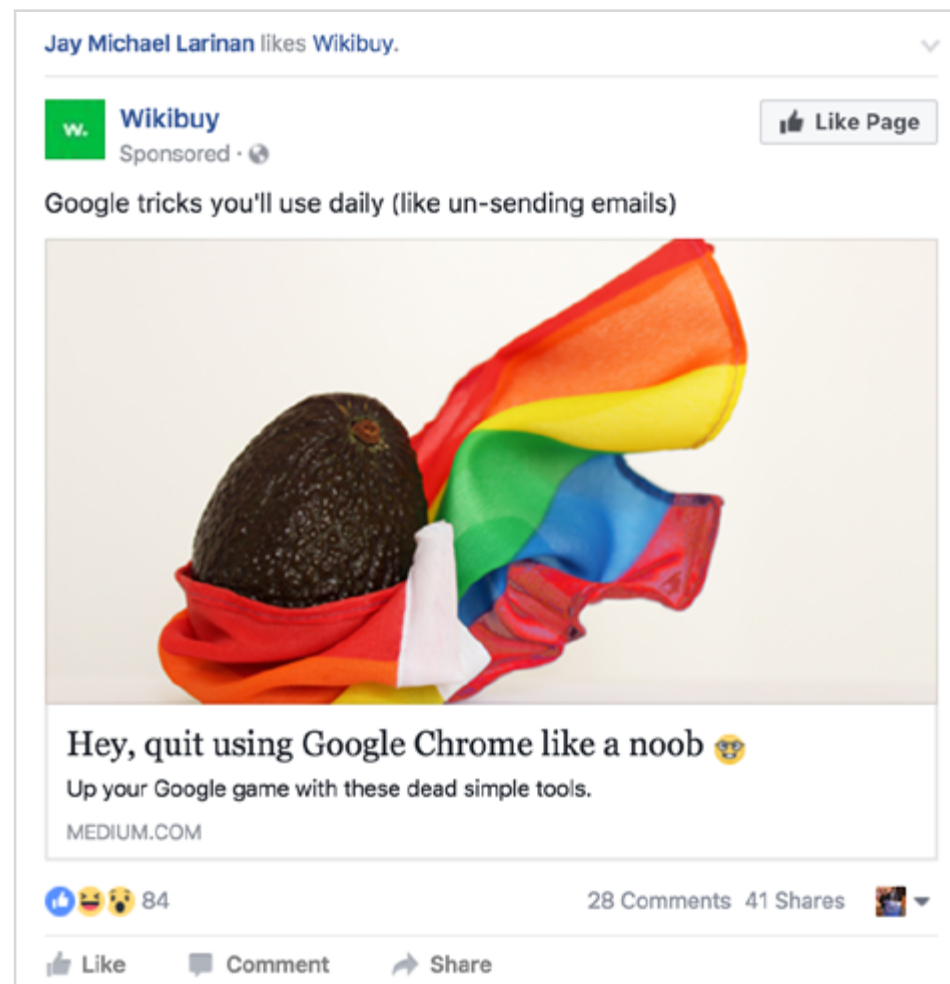
- **Website Conversions** - While brand awareness campaigns might be more high-level and goaled with long-term attribution, website **conversion campaigns** are meant to encourage users to click on ads and convert on your website immediately.



How to Choose the Right Campaign Objective

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- **Clicks to Website** - Many of your campaigns will be goaled on getting users to take specific actions, like filling out a lead generation form, while other ad campaigns might be goaled on generating traffic to your website. For traffic-oriented campaigns, use the clicks to website ad type. This ad type allows you to send users to specific blog posts, site pages, or product offers in a variety of creative formats.





- **Event Ads** - Have an important event coming up that you want to generate some buzz and attendance for? Use the event ads type to promote a Facebook event and get more responses. The event ads type is relatively straightforward. If you are already using Facebook's event feature to generate attendance, this ad type is a great addition to your campaign strategy. However, if you want to drive event sign-ups on solely on your website's sign-up page, it might be better to use a different ad type, like website conversion ads, to meet your on-page goal.




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➤ **Offer Claim Ads** - During the website conversion ads section, we touched on the fact that you could use conversion-focused offers as a landing point for your Facebook ad. That said, Facebook also allows you to set off-site offer downloads as a campaign objective. Whether you have discounts, holiday deals, or content-specific offers to promote via Facebook ads, the offer claim objective allows you to customize your ads with calls-to-action specific to the offer.

For example, you might use a “Learn More” call-to-action if you’re offering something that’s good only for the first 500 sign-ups. The offer claim Facebook Ad type should lead your users directly to a sign-up page on your website where they can claim the offer you promoted.


How to Choose the Right Campaign Objective

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- **Lead Generation (Full Form) Ads** - Lead Generation ads allow you to collect lead information without forcing your audience to ever leave the Facebook app. They include a form within the Facebook ad, where your leads' information can be routed directly into your CRM. Want more information on how to set up and successful target Facebook lead ads to the right users? **[Check out this comprehensive guide.](#)**

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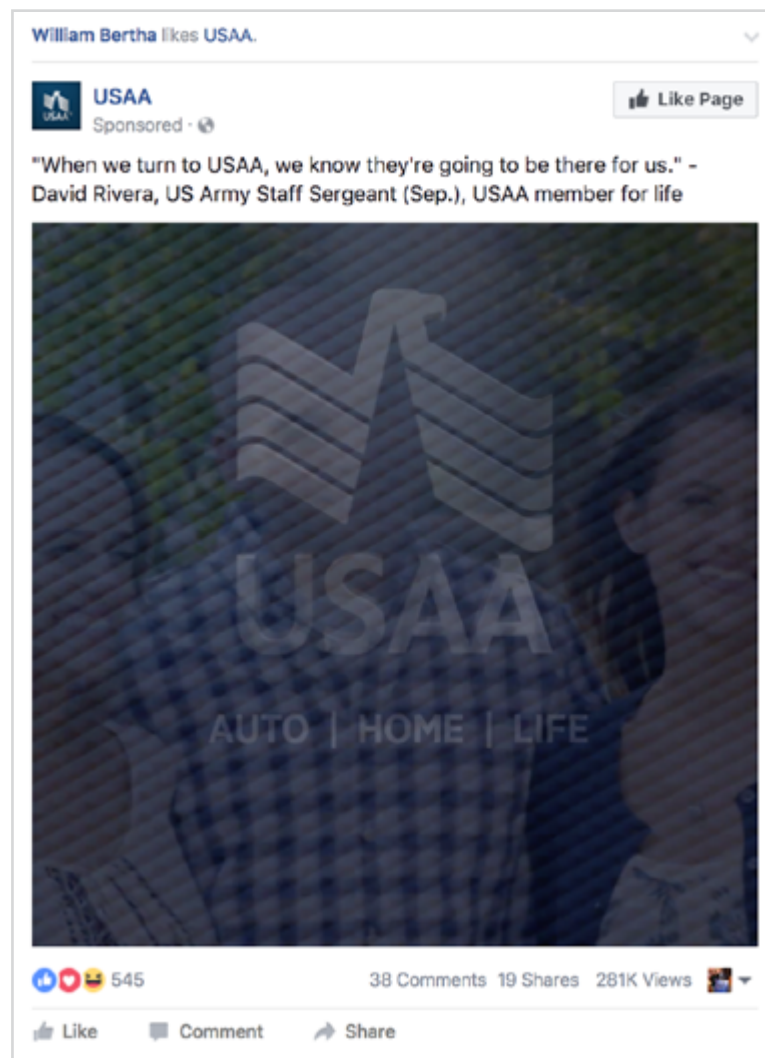
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How to Choose the Right Campaign Objective

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➤ **Page Likes** - Page like campaigns are best for advertisers who put lots of effort into their social media presence and produce content specifically for their Facebook users to drive engagement. Keep in mind, you can also add a “like page” call-to-action option to other ad types if you want to accomplish two goals with one ad.



➤ **Post Engagements** - If you regularly post content on your Facebook page, you probably know that some content performs better than others. With Facebook post engagement ads, you can drive more engagement on individual posts and expand its original reach. This helps you generate more activity on your posts and helps you get more organic followers quickly by offering them the kinds of posts they'll see more of if they follow you.





How to Choose Which Facebook Ad Type to Use

How to Choose Which Facebook Ad Type to Use

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1. Define your campaign goal.

Before you begin any ad campaign, you first need to determine what the goal of your campaign is. Are you trying to drive conversions on your website? Drive attendance for an upcoming event? Simply get more customers to your local store?

Don't just come up with a campaign around which ad type you want to use. Instead, start with your own marketing needs and build your ad around it. Does your brand need more brand awareness at the moment? Or should you focus on converting those who are already aware of your brand into new leads and customers?

2. Choose relevant types you could use.

Once you've defined the goal of your ad campaign, take a look at the different Facebook Ad types available to you. Luckily, you already know what each of the ad types are.

Choose the type most relevant to your goals. You probably noticed Facebook has multiple ad types you could use for a single objective. If your goal is to drive downloads for an ebook, for example, you could use any one of the following options:

- **Clicks to Website**
- **Website Conversions**
- **Lead Generation**
- **Offer Claims**

3. Narrow down your options.

Once you've chosen which ad types are most applicable to your needs, choose the one you think will work best for your campaign. Or, use the same creative, copy, and targeting options to set up a campaign test using different ad types and see if one performs better than the other.

How to Choose Which Facebook Ad Type to Use

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4. Write copy and create assets.

One great feature of Facebook's Ads Manager tool is the wide range of creative and layout options you have available. Not only can you choose between an image, video, photo grid, and carousel layouts, you can also customize ads for mobile and desktop audiences.

Keep in mind: your users likely won't interact with your brand on one platform. They might begin their journey with your brand on mobile, but if you want them to make a purchase on desktop, you have to create multiple opportunities for them to complete your desired action based on which platform they're interacting.

Facebook also has lots of different calls-to-action you can use on your ads, or you can choose not to use one at all! As you run different ad campaigns, make sure to test and analyze what works best for your audience.

5. Use different ad types for different campaign goals.

Don't just stick to one ad type for all of your campaigns. Instead, make sure you're optimizing your ads for the right campaign objectives. Try out different Facebook Ad types and different campaign objectives to optimize your ad strategy for your audience.

6. Target the right audience.

Creating the draft of your ad is only half the battle. The other half is figuring out how to target the right audience for your ads campaign. Read on in the next section to get the tips for setting a targeting strategy for your ad campaign.



Set a Targeting Strategy

Set a Targeting Strategy

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There are thousands of different ways you could setup your targeting for any given ad campaign. However, it all starts with 5 primary filters to help you narrow your campaign: location, demographics, interests, behaviors, and connections.

Location

Use the location setting to choose people to target in a certain area by country, state, city, zip code, etc. If you're a store front-only London shop with English-only marketing materials, you probably shouldn't waste your ad spend on ads targeting people in Brazil who won't be able to access your products. That said, if you're a larger ecommerce store, use wider location features like state or country to target more people.

Examples of location options to choose from:

- **Country**
- **State**
- **Region**
- **Postal Code**
- **County**

Demographics

Think about your buyer persona (Don't have one? [Click here to make one](#)) and the target audience for your campaign. Are most of your current customers women? Or, are you looking expand the market for your products among college students? Use demographic data like age, gender, language, etc. to really hone in on your target persona's demographic characteristics.

Some examples of demographic data you can choose from:

- **Education** (degree, school, field of study)
- **Age**
- **Political Affiliation** (US Conservative, US Liberal, etc)
- **Work** (Job titles)
- **Company** (Size, industry)
- **Relationship Status** (Single, in a relationship, length of relationship and/or marriage)
- **Recent life events** (new job, just had a baby, just got married, recently moved)

Set a Targeting Strategy

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Interests

Use interests targeting to target buyer personas that might be more specific, like a bike store trying to target people who have expressly shown interest in bikes on Facebook.

Examples of interest targeting features include:

- **The business or industry an individual works in** (marketing, technology, construction, sales, health care, etc).
- **Hobbies and activities** (biking, sports, travel, politics & social issues, etc.)
- **Entertainment** (games, movies, music, TV)
- **Shopping and fashion** (beauty, clothing, shopping, etc.)

Behaviors

Behavior-driven ads are some of the most powerful to use for specific lead generation campaigns. Remember, generating leads is action-driven; a lead

is someone who has expressed actual interest in your product or service in some way. For instance, say someone recently read one of your blog posts or looked at one a few products on your site. Using these types of behaviors to drive the targeting of your ads is a great way to use lead generation ads.

Examples of behavior targeting:

- **Web activity** (clicked a link on your site, read an article, came to one of your landing pages, added an item to their cart and left it, spent money online, created a facebook event, etc.)
- **Mobile device users** (using a tablet or mobile device via brand, new tablet owner, etc.)
- **Traveling** (intending to travel, commuter, returned from trip, checked into a new location, etc.)

Connections

The last primary category of targeting features is connection based. This could include people that following your facebook page or are invited to events.

Set a Targeting Strategy

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Use this targeting feature to include or exclude people already interacting with your brand depending on the goal of your campaign.

Examples of using connections in targeting settings:

- **Include anyone already connected to your page, app or event**
- **Exclude anyone already connected to your page, app, or event**
- **Include people whose friends are already connected to your page, app, or event.**

Now that you know what specific targeting features are available, you may be wondering how to develop a targeting strategy for each campaign you run. It all comes down to setting a goal for your campaign and knowing your buyer persona.

First, decide on the target audience of your campaign. Is it a campaign that's suitable for your whole audience -- like a holiday coupon deal for anyone -- or an offer that's most relevant for people not already aware of your brand?

Use the demographic and connections tools to set these targeting features based on what makes the most sense for the campaign.

Next, use interest and behavior data to narrow your audience down depending on the breadth of your budget. If you have a small budget, use narrower targeting features to try and reach the best people possible to see your ad. If you have a larger budget and your campaign's goal is brand awareness, you can use broader targeting data. That said, always make sure to target only those who are most likely to be interested in what you're promoting.

Retargeting

One of the most important ways to use targeting features on Facebook is to retarget users who have previously interacted with your brand. In other words, show ads to those users who you know has seen your brand's material before. Like, targeting users who have been to your website before so that they come back. Or showing ads to users who have left product items in their cart without buying

Want help figuring out all the ins and outs of retargeting?

We've got you covered.



How Do You Begin Measuring Social Media ROI?

How Do You Begin Measuring Social Media ROI?

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We've walked you through creating your ad objective and setting your strategy. Now it's time to get to the meat of this guide: measuring the return on investment you get from your ad campaigns so you can optimize it in the future.

Why measure your ad spend ROI? It's pretty simple. If you want your ads to make an impact on the rest of your marketing funnel, you have to measure what it's driving and how much of a return you're getting, which will ultimately frame where marketing dollars are best spent for future campaigns that drive the best results, leads, conversions, customers, etc.

Let's look at an example. Say your cost of customer acquisition is typically \$100 per customer. Your boss wants you to run a Facebook ad campaign to generate new customers and gives you a budget of \$1000. You run your first campaign and generate 8 new customers from it. Was it worth it?

How to Measure ROI:

Measuring return on investment is pretty simple. You simply take the amount you spent (cost) and divide it by your returns*.

*The "returns" you're measuring will vary based on your ad objective type. If your goal is to generate more leads, you divide your costs by the number of leads you generate. The same is true for customer acquisition ads, app install ads, website clicks, etc



The diagram illustrates the ROI calculation using icons. On the left, two gold coins with dollar signs are shown above the text "\$1000". A horizontal line separates this from the denominator, which is an icon of two people with the number "8" inside a circle, labeled "new customers". To the right of an equals sign, there are two gold coins with dollar signs above the text "\$125 / per new customer".

$$\frac{\$1000}{8 \text{ new customers}} = \$125 / \text{per new customer}$$

In this example, you'd take the amount you spent (\$1000) and divide it by the number of new customers you generated (8). That would mean you acquired 8 new customers at a cost of \$125 per new customer. If your boss tells you your typical CAC is \$100 per customer, you know that the return you got from that ad campaign is lower than your typical CAC.

Calculate ROI = Total amount of the investment / total return
(To learn more about CAC and other SaaS metrics, [check out this post](#))

How Do You Begin Measuring Social Media ROI?

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If your ad campaigns are generating a lower return on investment than other strategies, it likely means you need to optimize your strategy to lower your costs. You can do this in a number of ways, like optimizing your ad copy or focusing your targeting strategy.

The example we just used assumed that you already know a benchmark to compare your campaign results to. But what happens if you don't already have that information?

In the next section, we have brand new data that details typical ad spend by campaign type and region to give you a starting point for benchmarking the success of your ad campaigns.



How to Benchmark Your Ad Spend ROI

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When you're just starting out with your Facebook Ads strategy, it can be hard to know what a good return from your campaign is. A successful campaign depends on a number of things, like your campaign objective, region, and industry.

For example, if you're running a campaign to drive net new leads, a good result will differ dramatically than if you're trying to run a campaign specifically to acquire new product users or just website clicks.

In this section, we'll take you through the latest data on median cost per click (CPC) rates, clickthrough rates (CTR), and distribution of ad campaign types for each of the four major regions: North America (NAM), Latin America (LATAM), Asia Pacific (APAC), and Europe, the Middle East, and Africa (EMEA).

A note on data collection:

The data in the following sections was collected by Socialbakers. The data looks at 1,626,464 Facebook Ads between November 2016 and February 2017 for ads targeted in countries within EMEA, North America, APAC, and LATAM. All stats represent monthly ad data. The CPC and CPM data is presented in terms of USD currently, and the CTR data is expressed in percentages.

To benchmark the success of your own campaigns, take a look at the data for your region, industry, and campaign objective. Then, compare your CPC and CTR for your own ad campaigns. Doing so will give you a starting benchmark to measure the success of your own campaigns so you can lower your costs and improve the ROI of your campaigns over time.



North America (NAM)



North America (NAM)

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Across all industries, North America boasts the highest cost per click of all of the other regions. If you’re an advertiser in North America, expect to pay a more for ad clicks than other regions comparatively. Pay attention to the distribution of ad campaign objectives in the region. You want to make sure you not only take advantage of all objectives available that drive your audience from brand awareness to sale, but also find ways to differentiate yourself from competitors in how you use ads to reach your audience.

Industry	Median CPC (in \$)	Median CTR (in %)	Median CPM (in \$)
Accommodation	0.10	2.65	3.22
Alcohol	0.36	1.30	3.90
Auto	0.04	4.02	2.65
Beauty	0.36	1.71	6.35
Ecommerce	0.25	2.08	5.52
Electronics	0.18	1.87	2.37
Fashion	0.24	2.19	5.52
Finance	0.53	1.46	8.87
FMCG Food	0.25	2.51	5.80
Retail	0.26	2.16	5.75

North America (NAM)

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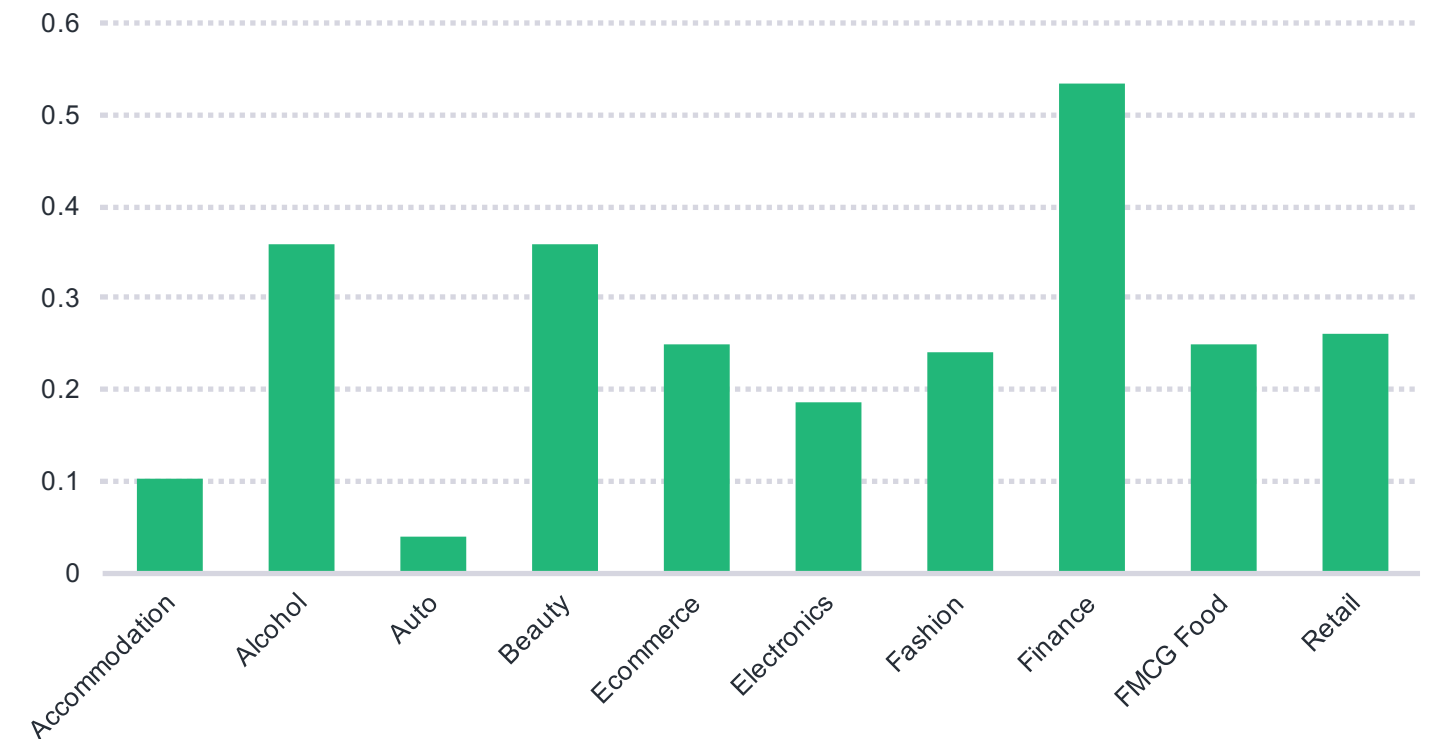
Median CPC

The finance industry generates the highest costs per click across all other industries measured in NAM, followed by the beauty industry. On the flipside, the auto and accommodation industries benefit lower CPC rates.

What does this mean for marketers?

Looking at the industry data presented here, use it to benchmark your own ads' CPC rates. Are they higher or lower? As a Facebook advertiser, your goal should always be to get your CPC (or any other campaign goal) as low as possible. If the median for your industry is a CPC of \$.50 and you're spending \$2 per click for a website click campaign, that may be a sign that you need to hone your ads strategy more. There could be issues with your targeting or your content quality. Check to see what your competitors are publishing and readjust your strategy.

North America: Median CPC



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



North America (NAM)

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Median CTR

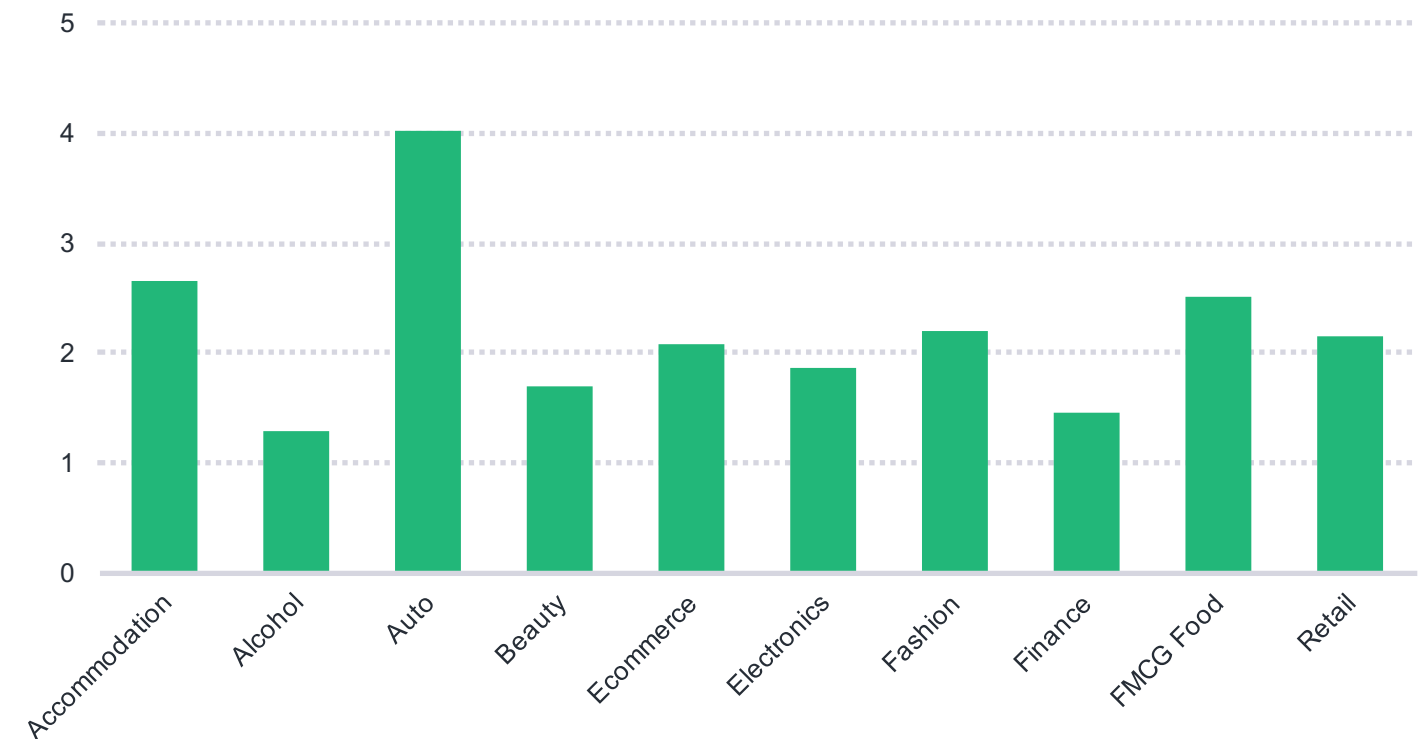
Looking at the CTR's of your industry helps advertisers benchmark what return from their advertising budget they can expect. The next step is to optimize the ad spend and beat the competitors by delivering content that sets your brand apart and gets your audience engaged.

Here, we can see that the CTR across all industries is highest for the auto industry, accommodation, and FMCG. Notice that the CPC rates for these industries are also relatively low compared to other industries. For advertisers, lower costs and higher click throughs mean their advertising revenue goals will be easier to meet; however, without knowing this benchmark advertisers cannot know with certainty if their ROI is enough to stay competitive in the industry.

What does this mean for marketers?

If your industry has higher CPC and CTR rates than others, find ways to build an advertising strategy that will set your brand apart from competitors and will utilize all campaign objectives available. Draw inspiration from industries with low CPC and high CTR rates. Research what works for them and see if it can be applied to your industry to reduce advertising costs.

North America: Median CTR



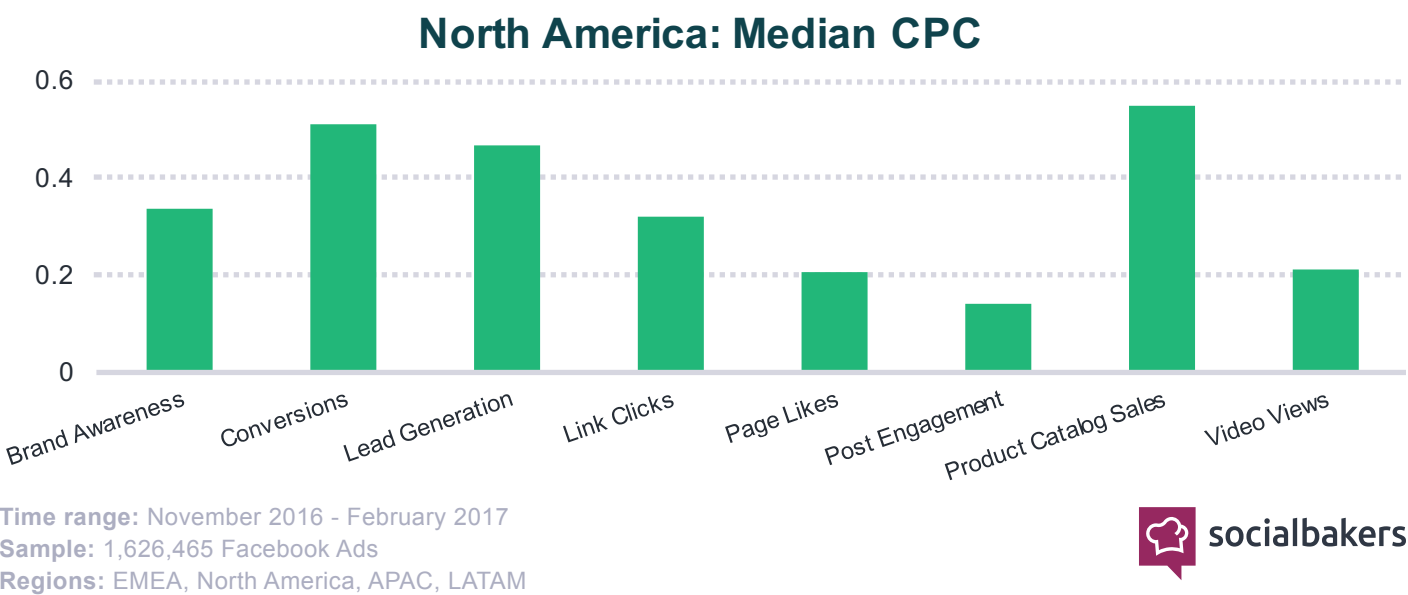
Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



Campaign Type Performance (CPC & Total Distribution)

Looking at overall stats for your industry and region is great, but for individual ad campaigns, it's helpful to see what ad campaigns are the most expensive and which are being used most by other marketers in your region.

In North America, advertisers have to spend the most for clicks on the ads that link directly to product pages, website conversions, and leads. This makes sense, because these ad campaigns are further down the funnel than ad campaigns with objectives like Facebook Page likes or post engagements.



Objective	Median CPC (in \$)	Median CTR (in %)	Median CPM (in \$)
Brand Awareness	0.34	1.00	3.16
Conversions	0.51	1.37	6.76
Lead Generation	0.47	2.23	12.66
Link Clicks	0.32	1.56	5.09
Page Likes	0.21	2.81	5.98
Post Engagement	0.14	3.81	4.70
Product Catalog Sales	0.55	2.04	11.33
Video Views	0.21	1.40	2.84

North America (NAM)

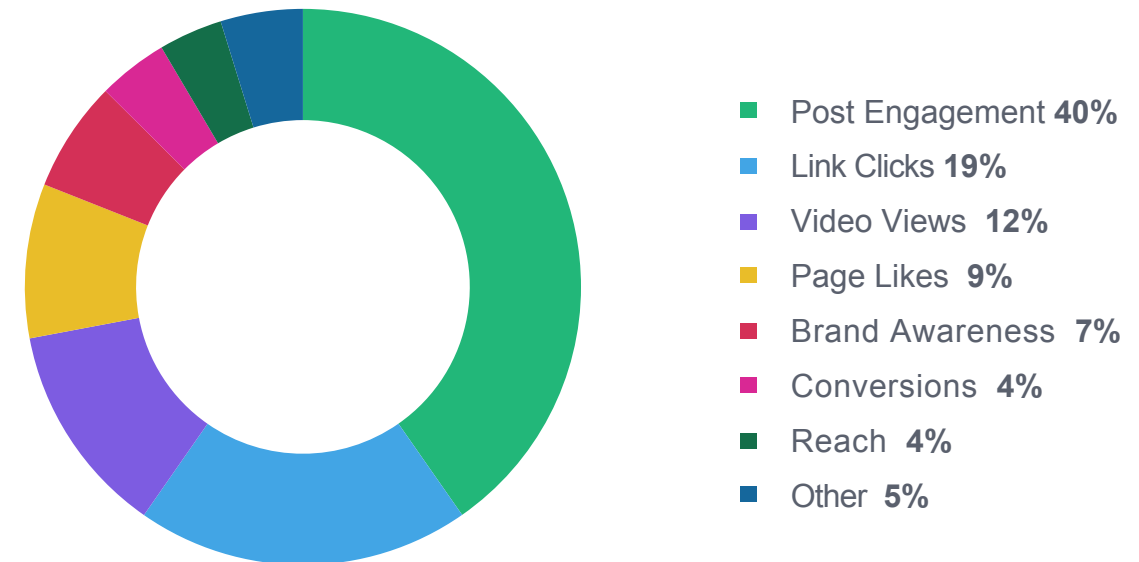
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Additionally, most marketers in NAM are running campaigns goaled with post engagement (promoted Facebook posts) or clicks to website. These campaigns are essential for businesses to meet their brand awareness goals and to further nurture their leads; they reach larger audience sizes and being higher in the funnel they tend to return lower CPC.

What does this mean for marketers?

Match your ad campaigns with the rest of your efforts at each stage of the marketing funnel. Ads that are goaled at the middle and bottom of the funnel have a higher CPC, so make sure to save those campaigns for very specific target audiences or retargeting. For the top of the funnel, expand your audience by running campaigns with a lower CPC, like post engagements or website clicks.

North America: AVG Account Distribution (in %)



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM

Latin America (LATAM)



Latin America (LATAM)

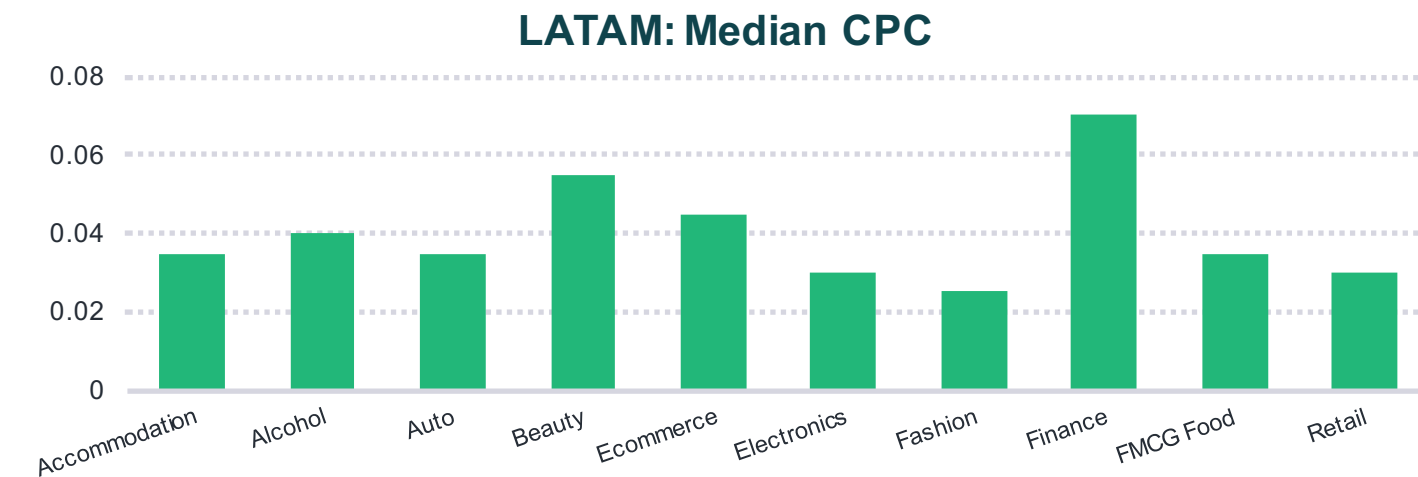
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Compared to other regions, LATAM advertisers have much lower CPC rates and relatively stable clickthrough rates. These stats are good news for LATAM advertisers, who benefit from a less saturated ads market than NAM or EMEA.

Median CPC

Like in other regions, finance industries struggle the most to keep their advertising costs low, while fashion, retail, and electronics have the lowest CPC rates.

*Remember, all rates below are in terms of USD.



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



Industry	Median CPC (in \$)	Median CTR (in %)	Median CPM (in \$)
Accommodation	0.04	3.24	1.62
Alcohol	0.04	2.19	0.66
Auto	0.03	2.48	0.86
Beauty	0.06	1.42	0.67
Ecommerce	0.05	2.33	0.94
Electronics	0.03	2.11	0.66
Fashion	0.02	2.80	0.56
Finance	0.07	1.39	1.11
FMCG Food	0.03	2.28	0.76
Retail	0.03	2.64	0.88

Latin America (LATAM)

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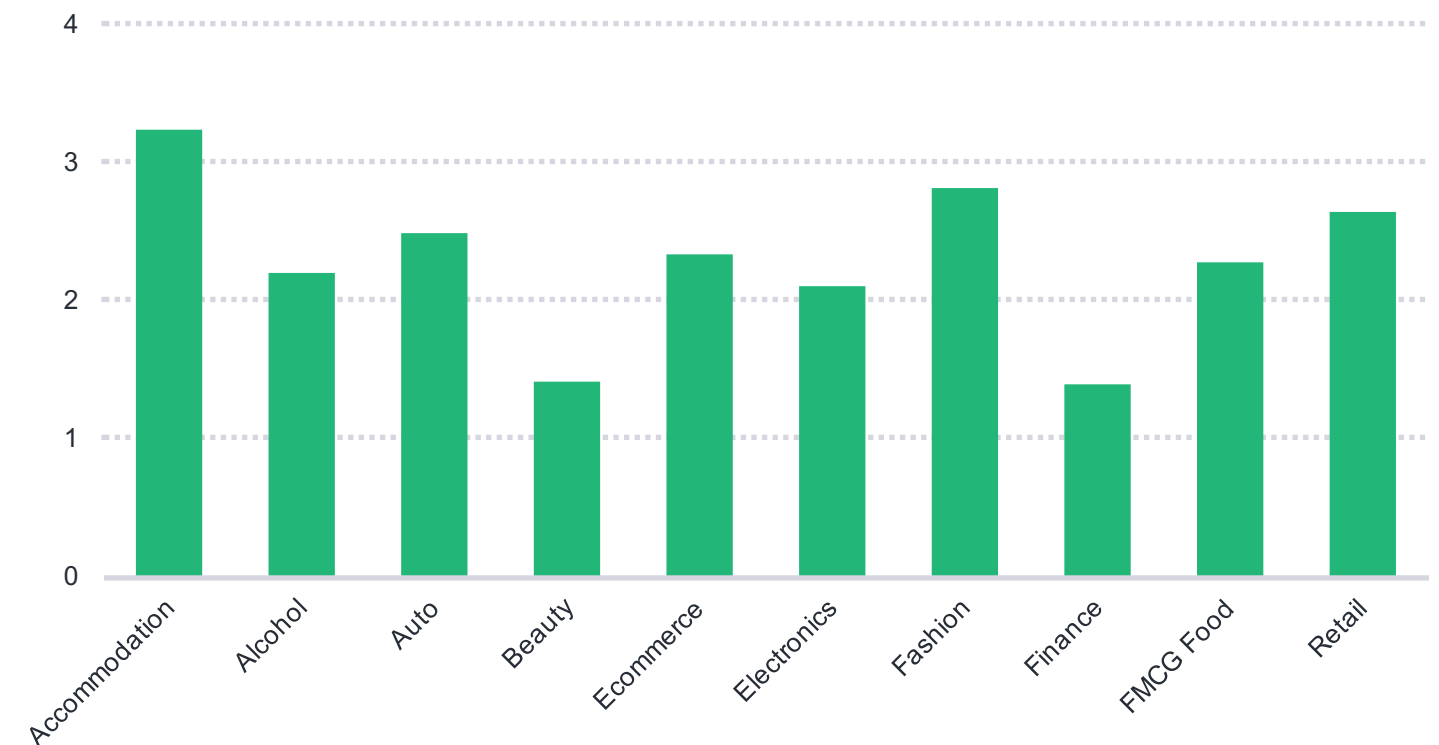
Median CTR

Below you can see the median click through rates for all ad groups by region. When comparing the following graph to it's CPC counterpart, you can see that the regions with higher costs per click also have lower clickthrough rates, meaning that the more difficult it is to have users engage with your advertising the higher your costs will be.

What does this mean for marketers?

If your industry has higher CPC and lowers CTR rates than others, pay special attention to the benchmark data on ad campaign types to look for opportunities to avoid replicating the same ad strategies as your competitors. If you're industry benefits from lower CPC rates and higher CTR rates, now is the time to invest in Facebook Ads!

LATAM: Median CTR



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



Campaign Type Performance (CPC & Total Distribution)

Industry benchmark data is important to consider, but when it comes to comparing the results for specific ad campaigns, make sure to also look at median data by campaign type.

Objective	Median CPC (in \$)	Median CTR (in %)	Median CPM (in \$)
Brand Awareness	0.06	0.80	0.45
Conversions	0.10	1.37	1.25
Lead Generation	0.08	1.90	2.00
Link Clicks	0.05	1.47	0.66
Page Likes	0.06	1.63	1.08
Post Engagement	0.03	3.50	0.87
Product Catalog Sales	0.18	2.72	3.01
Video Views	0.06	1.18	0.58

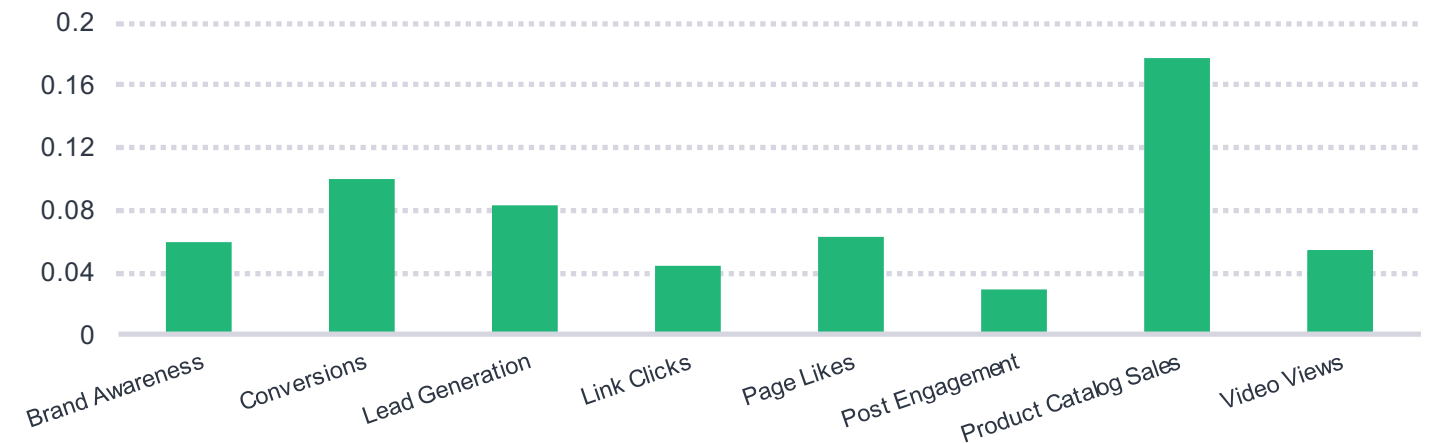
Latin America (LATAM)

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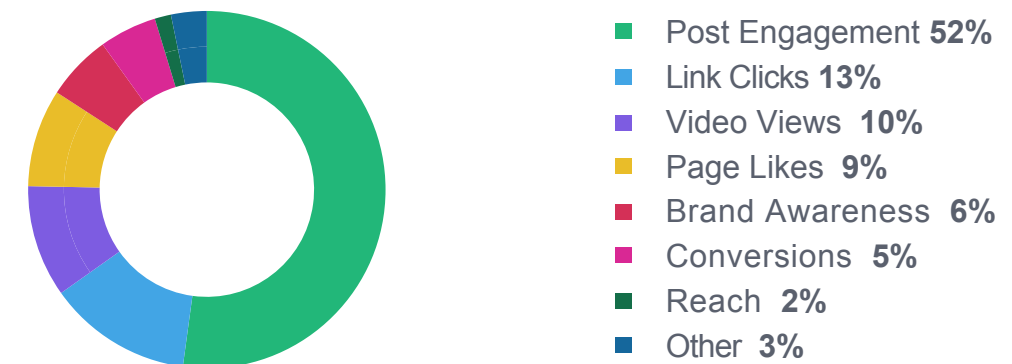
In LATAM, the highest CPC of all ad campaign types is product catalogue ads. These ads showcase specific product pages and are the most bottom-of-the-funnel type of those research. This makes sense: advertisers pay more for ads that are goaled directly with revenue.

Based on the distribution graph, advertisers are predominantly running campaigns that don't have high CPC rates, like post-engagements (sponsored Facebook posts) and website clicks.

LATAM: Median CPC



LATAM: AVG Account Distribution (in %)



What does this mean for marketers?

Match your ad campaigns with the rest of your efforts at each stage of the marketing funnel. Ads that are goaled at the middle and bottom of the funnel have a higher CPC, so make sure to save those campaigns for very specific target audiences or retargeting. For the top of the funnel, expand your audience by running campaigns with a lower CPC, like post engagements or website clicks.

Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM

Asia Pacific (APAC)



Asia Pacific (APAC)

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While finance has the highest CPC rates in all other regions, the alcohol industry has the highest rates in APAC, followed by finance with a close second.

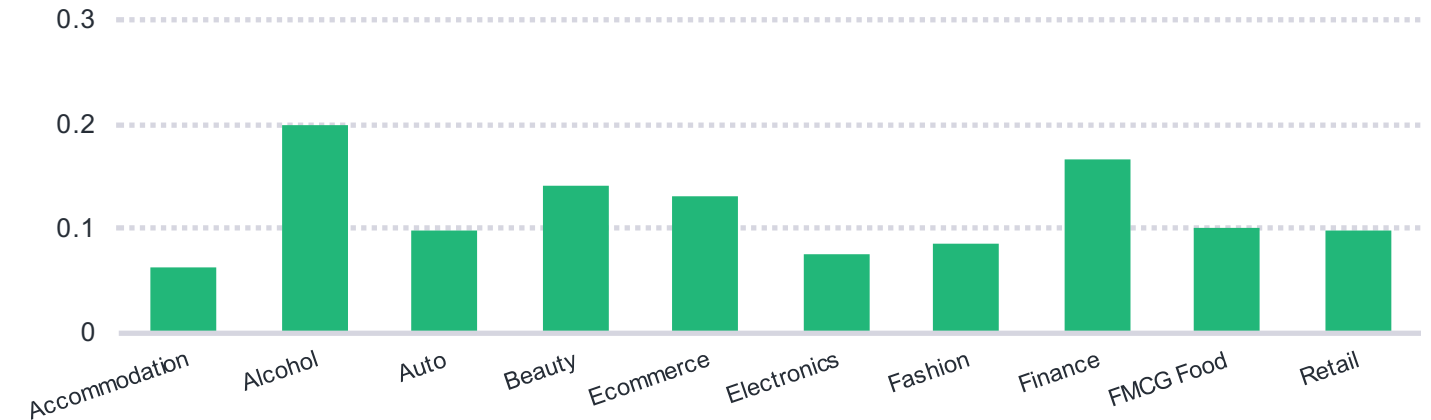
Median CTR

Like in all other regions, the industries with the highest CPC rates have the lowest CTR rates (and vice versa). Lower CTR rates typically mean a more saturated ads market, so pay special attention to the ad campaign data if that applies to your brand.

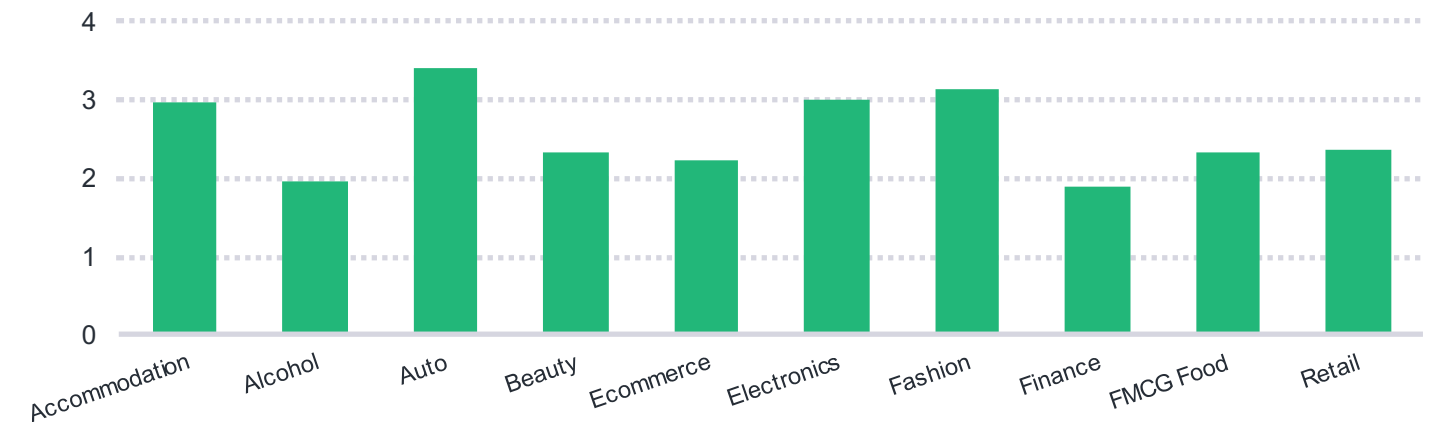
What does this mean for marketers?

If your industry has higher CPC and CTR rates than others, pay special attention to differentiating your brand from competition. Make sure your content strategy stands out and employs the full spectrum of ads objectives Facebook offers so that you don't replicate the same ad strategies as your competitors. Learn from those industries with low CPC and high CTR rates - their content is engaging their users and their best practices could be applied in your industry as well.

APAC: Median CPC



APAC: Median CTR



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



Asia Pacific (APAC)

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Campaign Type Performance (CPC & Total Distribution)

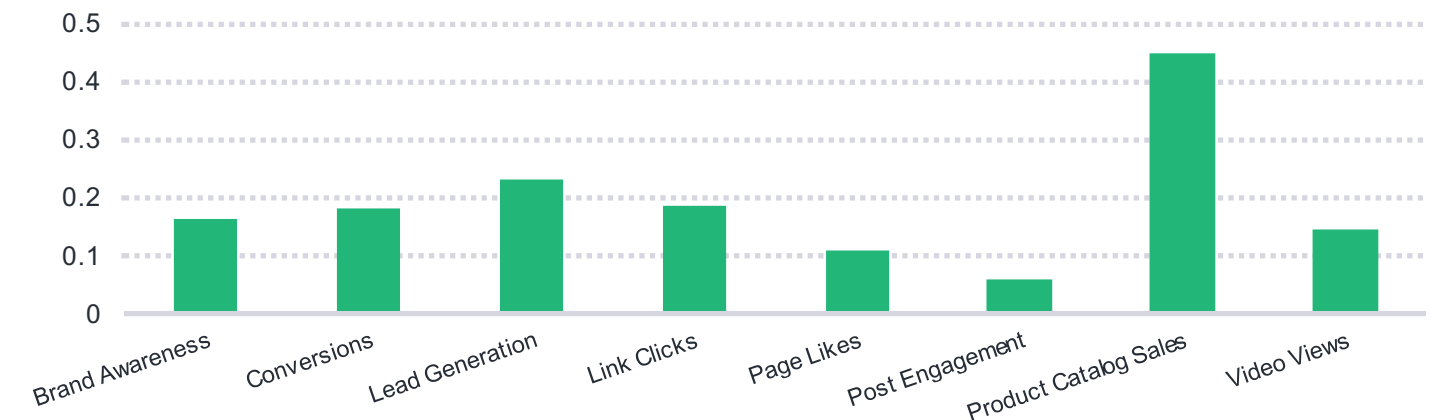
In APAC, the most expensive ad campaign types fall in the middle and bottom of the funnel: product catalogue ads and lead generation ads. As a general trend across all regions, this suggest that Facebook is a less expensive TOFU channel and more expensive BOFU channel.

Marketing spend more time running top-of-the-funnel ads, like post-engagement and link clicks ad, on Facebook, and less time running ads that drive MOFU and BOFU conversions.

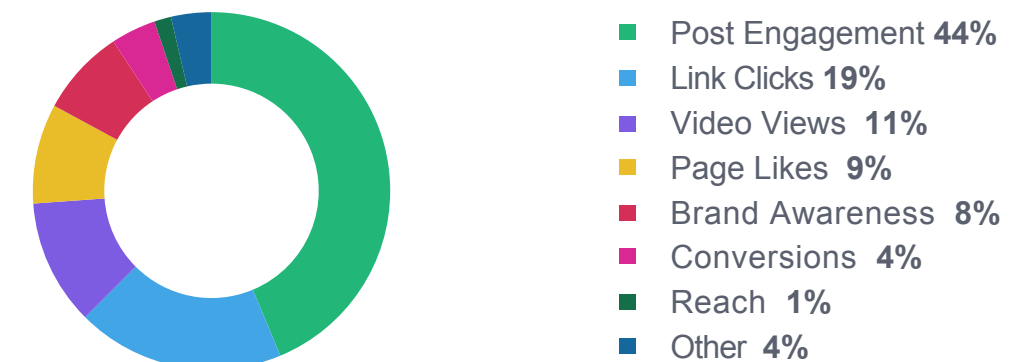
What does this mean for marketers?

Match your ad campaigns with the rest of your efforts at each stage of the marketing funnel. Ads that are goaled at the middle and bottom of the funnel have a higher CPC, so make sure to save those campaigns for very specific target audiences or retargeting. For the top of the funnel, expand your audience by running campaigns with a lower CPC, like post engagements or website clicks.

APAC: Median CPC



APAC: AVG Account Distribution (in %)



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM

Europe, the Middle East, and Africa (EMEA)



Europe, the Middle East, and Africa (EMEA)

Hubspot & Socialbakers

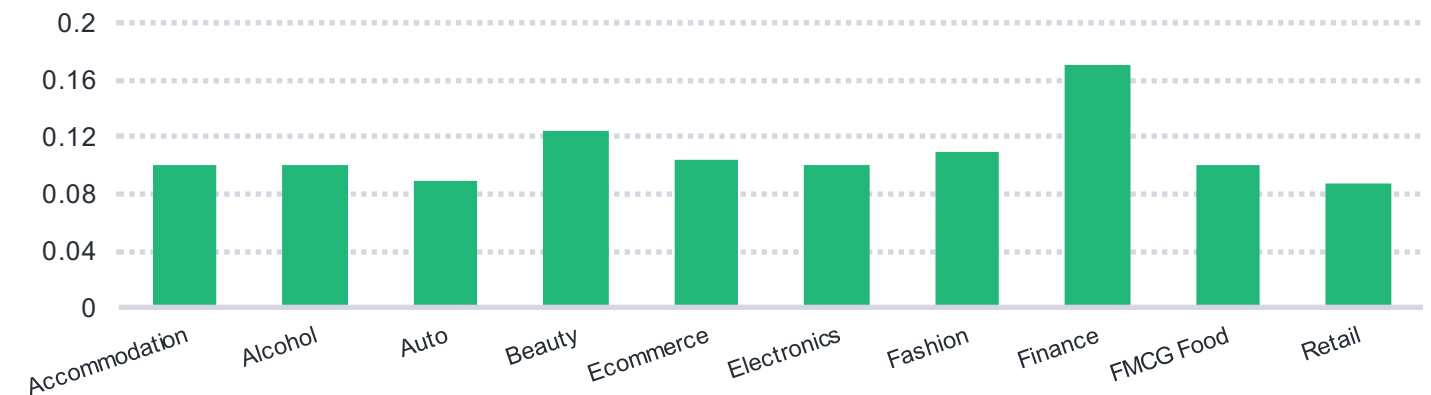
As a region, EMEA has the second lowest CPC rates across the board. The finance industry sees the highest CPC rates, followed by beauty and fashion industries. Overall, EMEA sees median CPC rates that fall below 20 cents USD.

Like all other regions, the industries with the highest CPC rates have the lowest CTR rates; the correlation suggests that the less users are likely to engage with your content, the more it will cost you to advertise. In EMEA, most markets have relatively similar CTR rates, falling between 1.5-2%.

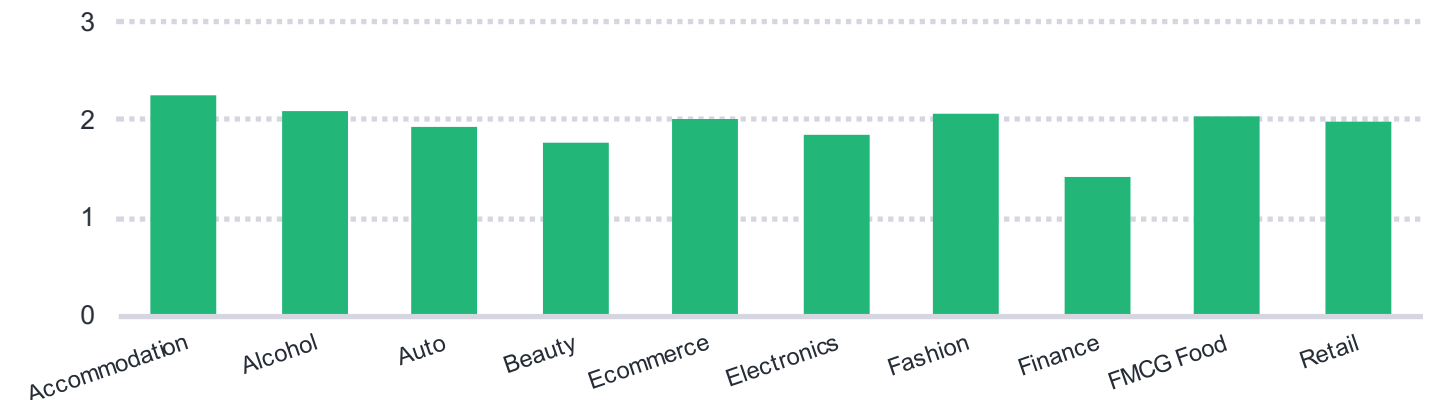
What does this mean for marketers?

If your industry has higher CPC and CTR rates than others, it will be more difficult for you to achieve desirable return on your advertising investment. Find ways to separate yourself from your competitors on the news feed. Pay attention to the benchmark data on ad campaign types for opportunities to invest in advertising your competitors haven't utilized yet. If your industry benefits from lower CPC rates and higher CTR rates, you know users are more inclined to interact on the content from your industry, but be aware that to beat your competitors you'll need to maximise your ad spend ROI.

EMEA: Median CPC



EMEA: Median CTR



Time range: November 2016 - February 2017
Sample: 1,626,465 Facebook Ads
Regions: EMEA, North America, APAC, LATAM



Europe, the Middle East, and Africa (EMEA)

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Campaign Type Performance (CPC & Total Distribution)

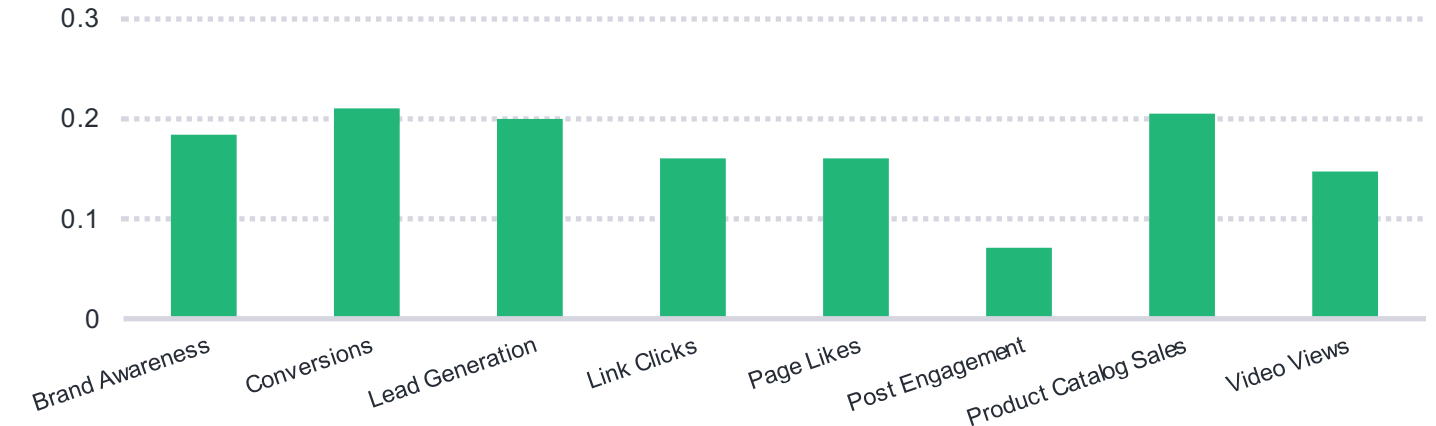
Always pay attention to the CPC and CTR rates across ad objectives they will help you benchmark the success of your individual campaigns and help you measure if your ad spend ROI is really enough to compete. In EMEA, the bottom of the funnel product catalog ads and conversions ads have the highest CPC rates, while top of the funnel post engagement objective costs the least.

Similarly, most advertisers are running post engagement and link click campaigns, allowing them to run more campaigns at a lower cost per click.

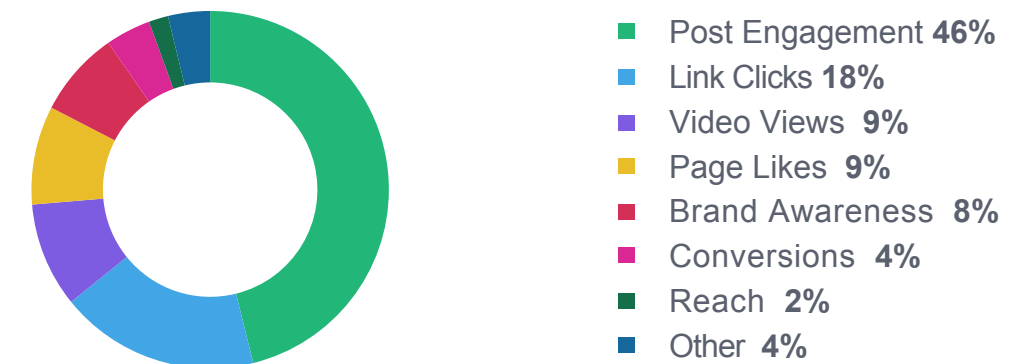
What does this mean for marketers?

Match your ad campaigns with the rest of your efforts at each stage of the marketing funnel. Ads that are goaled at the middle and bottom of the funnel have a higher CPC, so make sure to save those campaigns for very specific target audiences or retargeting. For the top of the funnel, expand your audience by running campaigns with a lower CPC, like post engagements or website clicks.

EMEA: Median CPC



EMEA: AVG Account Distribution (in %)



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What to Do With This Data

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Based on the data presented in the previous section, you should now have some benchmark for what a good CPC and CTR rates are for your region and chosen ad type. Now, **use the data to compare your brand's ad performance to your competitors** in your industry and region.

However, don't just use this data for after-the-fact analysis. Instead, plan your ad goals around the data presented.

Let's say your boss gives you an ad spend budget of \$1000 and tells you to estimate how many clicks your ad will generate. If you know that the median CPC for your industry in your region is \$.20, you can estimate the number of clicks your ad will generate and goal your campaign with a metric accordingly. In this case, you can estimate that you'll generate 5000 clicks (assuming all of your budget was spent on that one ad).

Once your ad campaigns are over, you can analyze your own results to lower your CPC and strength your CTR for various ad campaigns over time.



Conclusion



We've packed a ton of information into this guide. From choosing an ad campaign type to setting your targeting strategy to benchmarking the ROI of your ads, you should be ready to plan some truly high-performing Facebook ad campaigns.

As a last thought, don't forget to keep these pro tips in mind when you're running your ad campaigns:

➤ Always start with a campaign goal and tie your campaigns to a performance metric

- Don't slack on your targeting strategy. Aim to reach the audience who will benefit most for your ads by setting the right demographic, interest, and behavior targeting settings.
- Don't forget to be relevant. The best ads include relevant copy and imagery to the offer and content you're promoting. Need some examples of great Facebook Ads? **We've got you covered.**

Wish you could effectively integrate your Facebook ads into the rest of your marketing funnel? With the **HubSpot Ads Add-On**, you can set up Facebook ads within your HubSpot portal and get full funnel reporting.

C O N C L U S I O N



Want to know what your money will buy you on Facebook? Try the industry's first **Facebook Ads Performance Prediction Tool** developed by Socialbakers. Learn what you can expect from your advertising money across regions based on the quality of your content - your Facebook Relevance Score.

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