



Paid Social Trends

iPROSPECT QUARTERLY REPORT | 2017 Q4



By Brittany Richter, VP, Head of Social Media and Katherine Patton, Director, Paid Social



Reviewing Overarching Q4 2017 Trends

While the cost of inventory continues to rise, so does the value that brands see in paid social advertising. The brands that saw the strongest Q4 business performance were the ones that leveraged the Facebook pixel, optimized toward site engagement (Retail) or Reach (CPG, branding), took advantage of Dynamic Broad Audiences (DABA), and planned content designed for the feed. Based on iProspect client data, paid social continues to drive performance in its own right while also fueling our clients' first-party data, which can be leveraged to drive cross-channel performance.

The following trends and insights are based on analysis of the data from more than 210 brands managed by iProspect U.S. (though the spend is not confined to U.S. markets). The spend data is representative of Facebook, Instagram, Pinterest, Snap, Inc., and Twitter, while performance data is specific to Facebook and Instagram only.

SPEND

Overall, iProspect's paid social clients' total Q4 social spend was up 72% quarter over quarter (QoQ) compared to Q3 2017, and 86% year over year (YoY) when compared to Q4 of 2016. Q4 is consistently the busiest time of the year for many of our clients, so it's not unusual to see an increase spend as they strive to hit annual goals and capitalize on the holiday time period. For this reason, it is unsurprising to see such a substantial spend increase over Q3.

The Q4 2017 YoY spend increase is not out of line with the 113% Q4 spend increase we saw from 2016 to 2017. While a portion of this increase is due to the addition of new brands to the iProspect client portfolio, even if we restrict the data to clients who have been with us for more than twelve months, we still see an average Q4 QoQ increase of 42%. This increase is driven by advancements in the paid social space, which continue



to improve performance in the areas of direct-response, awareness and brand lift, as well as prospecting and new customer acquisition. Our clients continue to see strong results against their true business objectives from their paid social efforts, including but not limited to being able to drive new customers to their sites and to build their first-party data to fuel performance across all channels.

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Facebook, Inc. (Facebook, Instagram, and the Facebook Audience Network) investment was up 90% QoQ, an increase which was not surprising given the addition of a few new clients to the portfolio, the holiday time period, and the fact that many of our clients spend a majority of their budget in Q4 (and the lion's share of that budget with Facebook, Inc.). More notably, Q4 Facebook, Inc. spend is up 108% YoY. This increase is due primarily to more of our existing clients seeing success on the platform—not just in legacy direct-response tactics, but also with the addition of Facebook Dynamic Broad Audiences (also known as DABA or Dynamic Ads for Broad Audiences). DABA is a feed-based prospecting tactic similar to DPA (Dynamic Product Ads) that has been tremendously successful for many of our clients. It helps them to not only drive highly qualified, efficient site traffic, but also to deliver a very strong (sometimes even rivaling DPA performance) return on ad spend (ROAS). Because of its proven ability to drive immediate ROI while simultaneously fueling other ROI-driving tactics, DABA has become one of the most widely adopted tactics this quarter, and we anticipate for 2018 as a whole.

Twitter spend is on the decline again, down 56% YoY but only 44% QoQ. Year-over-year spend is down because of Twitter's dwindling focus on direct-response tactics. However, with the advent of the [Twitter Video Website Card](#), iProspect is launching new tests to gauge the platform's ability to drive website traffic. Furthermore, 29% of the Q4 Twitter spend was allocated to driving website clicks, and 22% was allocated to their successful [premium in-stream video ad capabilities](#). These two pieces of spend data indicate that we can anticipate an increase in Twitter investment over the course of 2018.

Pinterest spend is up 132% YoY and 56% QoQ. These substantial increases were driven in part by the strategic advancements Pinterest made to their ad capabilities in 2017. The increase both in overall annual spend and Q4 QoQ investment was largely due to CPG (consumer packaged goods) clients continuing to spend and to focus on the holiday time period, particularly around entertaining. Retailers also continue to invest, but struggle with measurement since—due to the nature of the platform and typical consumer behavior—Pinterest's lookback window is longer than that of most other platforms. To capitalize on [Pinterest's unique capabilities particularly around visual search](#), we recommend that advertisers rethink their traditional measurement frameworks and consider longer lookback windows and alternative methods of approaching attribution.

Snap, Inc. spend is down 31% YoY but up 40% QoQ. This continues the trend that we first saw in Q3 of 2017 when Snap, Inc. buying went self-serve, and spend is beginning to increase again, as we predicted. Despite the Q4 QoQ increase, we're still seeing that average flight spend by brand is down from where it was before self-serve. The QoQ increase is largely the result of an increase in the number of brands now investing in advertising on the platform. When brands partner with iProspect and Snap, Inc. early in the media planning process so there is ample time to carefully plan out cre-

ative, performance is much stronger than if creative is managed separately from the media planning and lacks coordination with Snap, Inc. This allows our clients to invest in multiple platforms in a way that drives scale and business performance.

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PERFORMANCE

Despite CPM being up both QoQ (34%) and YoY (32%), all other business objective-focused metrics are on the rise. Overall, the Facebook family of apps and services continues to be a strong driver of qualified impressions, each of which represents an opportunity to drive more specific desired user behaviors that have great impact our clients' businesses. iProspect has seen steady and reliable performance for several years now. Most notable in Q4 was the performance of Facebook's Dynamic Broad Audiences (DABA). The right combination of targeting and ad units allowed this tactic to reach new, highly qualified customers and drive immediate action against online and offline sales. DABA is further evidence that shows how paid social is a powerful driver of new customer acquisition via prospecting efforts.

UPDATES

In 2016 we recorded more than 300 platform updates in the social advertising space, in 2017 that number grew to more than 400. While 2016 was focused primarily on

direct-response performance and many operational updates to hands-on management, 2017 was truly a banner year. Last year's updates spanned all phases of the consumer journey and ultimately helped to show the true value of full-funnel paid social by driving performance against objectives from awareness and brand lift to consideration, intent, and purchase, not to mention new customer acquisition.

In addition, Facebook, Twitter, and Snap, Inc. entered into the exclusive content space, partnering with content creators and releasing mid- and pre-roll advertising capabilities to align with that content. At the same time, Pinterest launched Lens, search ads, promoted app ads, and the Taste Graph. Not to be outdone, Instagram added polls to organic content, introduced ads to Stories, and expanded Canvas and Collections. [Facebook's Messenger](#) also received a lot of press attention, especially around the introduction of ads into the experience; and Snap, Inc. added deep-linking, office sales targeting, and true self-serve capability through their own interface.



Key Performance Insights for Facebook, Inc.

FACEBOOK, INSTAGRAM, FACEBOOK AUDIENCE NETWORK (FAN)

Reach

In Q3 2017, CPM continued to rise, up 15.7% QoQ and 4.14% YoY. In Q4 2017, we saw increases of 38% QoQ and 37% YoY. Despite the large percentage increases, CPM is still incredibly efficient across Facebook, Inc. with differences of less than \$2.00 and a Q4 CPM less than \$7.00.

A significant QoQ CPM increase from Q3 to Q4 was expected due to greater competition in the auction during the holiday season, however 32% is higher than expected. Looking at the trend line, we would have predicted an increase closer to 20%. Based on our experience with our clients and our assessment of recent trends in the space, the delta is largely due to consistent increases in adoption of the ad capabilities across the Facebook family of apps and services. Additionally, as most campaigns and spend are allocated to non-reach driving objectives, the CPM will naturally be higher when reach or impressions is not what we're optimizing toward specifically.

Campaigns with reach objectives averaged a \$4.07 CPM, which reflects strong performance when compared to the costs of reach-driving tactics on other platforms and publishers.

The CPM of ROAS-driving campaigns with link clicks or website conversion objectives held an average CPM of \$11.79, up from \$9.80 in Q3 2017. This CPM increase, similar to the overall CPM increase, is due to the seasonal increase in competitiveness as well as a heightened focus on direct-response objectives during the holiday time period.

For the second quarter in a row, the highest CPM in Q4 was associated with page-like campaigns and came in at \$34.00, up from \$16.85 QoQ. iProspect still does not recommend running these types of campaigns due to the low organic reach on the platform (now exacerbated by [Facebook's latest News Feed update](#)). The next-highest CPM figures were for lead generation campaigns (\$34.00) and app install campaigns (\$14.00). Again, a higher CPM is expected for these types of campaigns since the actions advertisers are bidding on and optimizing toward are more difficult to obtain than impressions (associated with optimizing on reach) or even website clicks or conversions.

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Each impression is an opportunity to drive the desired action. CPM should only be a primary KPI when reach is the objective, but it is something we monitor for all campaigns since it reflects the state of the auction and overall cost of inventory on the platform. In all, the Facebook family of apps and services continues to drive highly qualified audiences and efficient results.

Video

In Q4, video investment made up 44% of total spend across Facebook, Inc. Video investment figures were up 67% QoQ and 19% YoY. These increases were due in part to the addition of new CPG brands to iProspect's client portfolio and also to overall increases in video investment across a majority of clients.

View rate is up to 9.6% from 8.6% the previous quarter, but down from 15% in Q4 of 2016. This drop is due in part to increases in cost per views (\$0.05 Q4 2017 versus \$0.04 in Q3 2017 and \$0.03 in Q4 2016). iProspect believes it is also due to the increase in adoption of Facebook, Inc. as a video amplification platform, but the lack of creative designed for the feed to drive views. When content is adapted to be led by data and designed for the feed, we see increase in performance across all metrics.

At iProspect we often speak about the importance of “Motion” when it comes to social, rather than just “Video.” We have seen that adding motion—sometimes video, sometimes a GIF or a cinemagraph—helps create thumb-stopping content that grabs the consumer’s attention. When followed up appropriately, whether with compelling value propositions, product information, lifestyle imagery, or other elements, it delivers a positive consumer experience that leads to results.

Traffic

The cost of driving traffic across Facebook, Inc. is on the rise, but is offset by continued increases in click-through rate and conversion rate. Average CPC increased to \$0.75, up from \$0.70 in Q3 and \$0.69 in Q4 of 2016. The QoQ increase was as expected, given the holiday time period and increased auction competitiveness. The year-over-year increase was also expected due not only to the overall increase in the cost of inventory, but also to greater adoption of click-driving campaigns by CPG advertisers. However, despite the increases, we’re still seeing that Facebook, Inc. drives incredibly qualified and efficient site traffic, both for direct-response goals and for prospecting to help build retargeting pools that can be leveraged by all channels.

News Feed desktop CPC was up to \$1.49 from \$0.99 QoQ. However, News Feed mobile CPC remained flat at \$0.67 in the same time period. For retail specifically, efficient traffic is incredibly important in all campaigns, if not as a primary KPI, then

as a secondary. iProspect's average CPC for retail clients was a \$0.59 CPC compared to the CPG vertical at \$4.26, driving up the average. This is due to the CPG vertical having a broader audience, less spend toward driving clicks, and less incentive for the consumer to click through.

CTR is up to 1.55% from 1.11% in Q3 2017 and from .87% in Q4 of 2016. The increase is attributed primarily to advertisers leveraging the Facebook pixel and optimizing for view-content. Improvements to ad units offered by the family of apps and services have also played a role. Lastly, the increase is also due to advertisers paying more attention to creative collaboration, using data and performance to inform creative designed specifically for the feed. Experience has shown that when all parties—brand, creative, and media—are aligned on KPIs, ad units and creative elements perform significantly better.

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Conversion

Paid social has become an integral part of the media plan for all of our clients, supporting objectives from awareness all the way to conversion. Over the past twelve months, iProspect has continued to leverage platform best practices, design client-specific best practices, and work with Facebook, Inc. to identify new ways of operating. As a result, we're seeing incredibly strong conversion rates. In Q4 we reported a 9.1% conversion rate, up from 4.71% in Q3, and from 8.4% in Q4 of 2016. In addition, average cost per conversion in Q4 2017 was \$0.10, down from \$0.15 in Q3 2017 and slightly up

from \$0.08 in Q4 of 2016. The retail specific conversion rate was especially strong and averaged 23% in Q4.

The slight YoY increase in average conversion rate is in line with the overall rise in the cost of inventory. The QoQ improvement in conversion rate and the incredibly high retail conversion rate are both due primarily to the increased adoption of the Facebook pixel and our approach to leveraging the right mix of automated (powered by Facebook's Power Editor and ads algorithms) and regular, human-powered manual optimization.

Facebook's Latest News Feed Update

Although this update took place early in 2018, we felt it was appropriate to call it out in this report due to the attention in the press and implications on Organic Social. The short of it is that Facebook will be prioritizing content based on the level of meaningful social interaction surrounding that content and deprioritizing "public content like posts from businesses, brands and media." Updates like this typically cause quite a stir, but while there are significant implications for publishers, we're excited to report that there is minimal impact to brand advertisers leveraging Facebook.

The group that will be worst hit by the move will be publishers who rely on Facebook to drive traffic to their sites through organic posting and who, up until now, have been able to survive with minimal media investment. At iProspect, we recognized early on that the value of organic versus paid activity on Facebook was evolving; as a result, we have implemented a paid media-first approach that helps our clients consistently drive meaningful results at scale.

We expect the organic reach of brand content on Facebook will decline as a result of this update; but, on average, brands are only reaching 2-3% of their fans today. In

anticipation of this, we've already shifted the focus of our organic Facebook efforts to social SEO activity designed to boost search engine results page (SERP) ranking and social customer service. Brands will likely continue to prioritize user-generated content, a valuable asset on which brands already depend to drive both awareness and purchase intent.

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There is the potential that this update may drive an increase in the value placed on influencer and user-generated content since those kinds of content will be prioritized over brand content in the Feed. However, we are cautioning brands to think through this strategy carefully before diving in. The influencer space is getting crowded and convoluted, making influencers more demanding and expensive. While there is still a lot of value in influencer marketing, we'll be working closely with our clients to ensure it is done in a strategic and effective way.

For brands, the value of Facebook lies primarily in paid advertising capabilities. This has been the case since the last major News Feed update that included the introduction of EdgeRank. This latest change reinforces the emphasis on paid media, but it doesn't diminish Facebook's value. Their paid advertising capabilities don't just add reach; they allow for incredibly qualified and advanced ad units that drive specific desired user behaviors on platforms with tremendous scale, all of which delivers incredibly strong performance against true business objectives. Ad ranking won't be affected, so the power of Facebook for brand advertisers remain intact.



Earnings Reports

FACEBOOK, INC.

Facebook, Inc. continues to see growth across the board in Monthly and Daily Active Users (MAU and DAU) and in ad revenue growth across global markets. However, the company reported its first ever decline in DAU in the U.S. and Canada, falling from 185 million to 184 million. Now, with over 2.1 billion users worldwide, DAU is up 2.18% across the board, totaling 1.4 billion compared to 3.8% in Q3 2017, which is the lowest QoQ percentage daily user growth ever reported by the company. Overall, Facebook was able to drive significant results by increasing their average revenue per user. The average revenue per user was up 35% YoY to \$26.76. Mobile monetization and the introduction of robust new products has been a signification driver in this growth. We continue to see an increase in mobile investment across Facebook/Instagram. In Q4 2017, mobile revenue accounts for 89% of total revenue (up 4% YoY), and we anticipate that this trend will continue as mobile consumption increases YoY. Since the worldwide expansion of Instagram, the user base has expanded to 1 billion users, which offers tremendous growth opportunities to advertisers and publishers. Instagram Stories continues to evolve its offerings and now boasts 250 million DAU.

Zuckerberg addressed his company's slowing DAU growth, stating that the 700,000 daily user decline in the U.S. and Canada can likely be attributed to the algorithm changes that reduced viral video visibility causing time spent on the platform to reduce by 50 million hours a day. Facebook reiterated that their focus is to provide their 2 billion users with "meaningful" connections by removing fake news and misinformation.

SNAP, INC.

Q4 marks the first quarter where Snap, Inc. beat Wall Street expectations seeing an 18% DAU growth YoY compared to 14% YoY growth for Facebook/Instagram. One major factor facilitating this growth is the app redesign, which launched in beta starting in November 2017. The goal of the redesign is to provide a more seamless consumer experience in hopes of attracting older consumers. In response to this redesign, Evan Spiegel, CEO of Snap, Inc., says Publisher Stories on Discover grew 40% compared to the old design, and core metrics are up disproportionately for users older than 35, showing that the simplified navigation may be a success. Spiegel explained that improvements to Snapchat's Android app performance boosted retention by nearly 20% compared to a year ago, showing a solid increase after the company neglected Android in its first few years.

TWITTER

Most notable to brands and advertisers, ad revenue and DAU were both up YoY and QoQ. Higher investment was expected due to the holiday time period. The continued increase in DAU was, once again, attributed primarily to activity in markets outside of the U.S. and may also have been influenced by the political landscape and Twitter activity that has followed, as well as app redesigns.

Advertising revenue (owned-and-operated) increased 7% YoY, reflecting better than expected growth across all major products and markets. For the first time, Twitter achieved GAAP profitability and delivered their highest GAAP net income of \$91 million with adjusted EBITDA of \$308 million.

Daily active usage (DAU) grew 12% YoY, in the fifth consecutive quarter of double-digit YoY growth. This is due in part to the launch of new features to help people

discover and talk about what's happening on Twitter, including making it easier to thread Tweets and expanding the character limit to 280 characters.

Twitter is beginning to deliver more value to advertisers with a larger audience; lower price with alternative bidding models; better performing, differentiated products (especially around video); and improved measurement opportunities.



Predicting What's Next

iProspect is predicting that spend will continue to rise as social continues to deliver improved performance in consistent and emerging ways and as brands who have not been leveraging social for full-funnel get on board. In particular, the success of Facebook's Dynamic Broad Audiences provides a tangible opportunity and drives advertisers to pay greater attention to paid social as a powerful way to drive prospecting and new customer acquisition.

We also predict an increase in attention to partnerships—to create content from users (user-generated content or "UGC"), influencers, and publishers. As each consumer continues to seek guidance and reinforcement from his or her friends and family members—people who play the role of opinion leaders and social media influencers within a personal network—and as organic reach for brands continues to decline, intentional partnerships between brands and external brand advocates become increasingly important.

As a result, we predict that paid amplification of these existing partnerships, an increase in curation of UGC, and smart influencer programs will continue. This will come in the form of paid amplification across Facebook and Instagram in addition to content partnerships and premium pre-roll instream ad opportunities on Twitter and Snap, Inc.

ADDITIONAL READING ON IPROSPECT.COM

- >> **POV: 2017 Q4 Paid Search Trends Report**
- >> **Whitepaper: The Camera is the New Keyboard**
- >> **Facebook's News Feed Update Has Surprisingly Minimal Impact for Brand Advertisers**
- >> **Facebook Launches Highly Anticipated Ads in Messenger**



About the Authors

BRITTANY RICHTER | VP, HEAD OF SOCIAL MEDIA

Brittany oversees the vision and strategic activation of paid and organic social media across iProspect's U.S. offices. A passionate digital native, Brittany began her journey as a food blogger, immersing herself in social media and SEO, and then parlayed that experience into a career as an account manager on integrated accounts covering social media, SEO, and paid search. In 2013, she joined iProspect as a Social Account Lead and helped launch the company's U.S. paid social product offering, serving a variety of verticals including automotive, hospitality, B2B, retail, and CPG. She now leads Social Media across the U.S., the fastest growing offering and team at iProspect for the past three years due to its ability to help clients reach their performance goals and achieve business objectives through advanced targeting and unique customer experiences.



KATHERINE PATTON | DIRECTOR, PAID SOCIAL

Katherine oversees the strategic activation of paid social media across key accounts in iProspect's New York office. She consistently finds new opportunities to drive innovation and deliver breakthrough ideas for her clients. In her previous role, she specialized in driving digital performance in the field of programmatic video. Since joining iProspect in 2016, she has provided leadership and account support to clients in a variety of verticals including finance, B2B, retail, and CPG. She now leads social media strategy for Diageo and Prudential.





About iProspect

At iProspect, we transform our clients' businesses by connecting brands with people. Leveraging our suite of services, smart technology, extensive global footprint, and the industry's best specialists, we provide best-in-class performance strategies to get you the results your business needs.

iProspect is the first truly global digital marketing agency, with 4,200+ employees in 91 offices across 55 countries. A trusted partner with an in-depth understanding of consumer behavior, iProspect reshapes brand strategies to meet the fast-paced demands of the convergent world with a focus on exceeding the client's business objectives.

Our global reach, in-depth knowledge of diverse local markets, and expertise produce award-winning, performance-based marketing strategies for leading brands such as General Motors, adidas, T-Mobile, Hilton, Procter & Gamble, Microsoft, and many others. iProspect has been named the "Best Agency for Performance Marketing" by iMedia for 3 years in a row, the 2015 MediaPost Search Agency of the Year and iMedia's Best Agency for Search.

For more information, visit www.iProspect.com or follow us on Twitter [@iProspect](https://twitter.com/iProspect).





Appendix: Major Platform Updates

PINTEREST INTRODUCES TASTE GRAPH

With the advanced personalization technology behind the Taste Graph, Pinterest's collection of interests has expanded from 500 to 5,000, allowing for much greater definition of target audience and substantially increased relevancy.

What This Means for Marketers

The Taste Graph evolves constantly based on user behavior on the platform, so marketers who leverage these enhanced targeting capabilities are better able to align creative so that it appeals to a greater number of more, highly qualified users. In addition, Taste Graph gives marketers the ability to unlock key insights into adjacent interests of their core audience, allowing for better prospecting opportunities. Ultimately, all of this allows marketers and agencies to be more strategic in their audience recommendations, which will result in elevated performance metrics overall.

Availability

Available now

Additional Information

>> **Pinterest Blog: "Introducing the Pinterest Taste Graph and enhanced targeting"**



PINTEREST INTRODUCES THIRD-PARTY TRACKING

Currently, click tracking can be implemented by any advertiser, enabling them to send click data to third parties like Google DoubleClick Campaign Manager (DCM), and other third-party ad serving tags for campaign reporting and verification of campaign delivery. Impression tracking is still in Beta.

What This Means for Marketers

For marketers that rely on third-party verification to measure impact and success, this update strengthens and expands advertisers ability to identify valuable learnings from Pinterest campaigns. It's important to note, however, that conversion/purchase data will *not* be passed back through the Pinterest pixel, so advertisers focusing on conversions/purchases may choose to hold off on adding third-party verification to their campaigns.

Availability

Available now

Additional Information

>> [Pinterest Help Articles: "3rd Party Click Tracking"](#)



SNAPCHAT LAUNCHES APP REDESIGN

Snapchat announced in December 2017 that a redesign to their app will separate the “social” from the “media.” The social side will include content from friends—people you know/message frequently and brands/people *who follow you back*. The media side will include Discover content from publishers, creators, and brands curated based on your activity and interests.

What This Means for Marketers

The segregation of “social” and “media” content sets up a pay-to-play marketplace in which marketers will have to participate to reach their audience. As part of this redesign, Snapchat announced that verified influencers and celebrities would be included in the Discover section, thereby providing incentive for influencers to create content on the platform by receiving extra reach and engagements. Both the “friends” and “Discover” sections will be governed by an algorithm similar to Facebook’s in that it will customize stories and shows based on the way in-app browsing behavior defines a user’s interests. Although the Discover tab removes Friends as competition, it still features many other rivals (brands, influencers, celebrities), creating a more crowded tab. In addition, the vertical tiles display fewer stories or shows at one time, pushing several advertisers’ content “below the fold,” which could potentially limit reach and negatively impact viewership.

Availability

Available now

Additional Information

>> **Snap Blog: “Introducing the New Snapchat”**



SNAPCHAT INTRODUCES PIXEL TRACKING

Snapchat recently announced the introduction of a conversion-tracking pixel that enables advertisers to measure the traffic being driven to their sites via Snapchat ads.

What This Means for Marketers

With this update, marketers no longer have to rely on third-party tracking partners to measure conversions. Instead, they can now leverage Snapchat's Ads Manager for increased visibility into how their ads are influencing purchase behavior. Until now, direct response-focused advertisers have shied away from Snapchat given the lack of lower-funnel optimization opportunities. This update is the first step Snapchat has taken toward providing marketers with a full-funnel solution, however they still have a long way to go. We anticipate this will lead to more advanced pixel updates that are already available at Facebook/Instagram, such as retargeting and lookalike audiences as well as a revenue focused conversion objective.

Availability

Available Now

Additional Information

>> **Social Media Today: "Snapchat Adds 'Snap Pixel' to Track Ad Response, Showcases New Lens Option"**



PINTEREST LAUNCHES SELF-SERVE SEARCH ADS

More than 2 billion search queries occur on Pinterest every month. Earlier this year, Pinterest introduced search ads on their platform, allowing brands to target Pinterest users based on the keywords they use in their search queries. Previously, search ad management required brands to use a third-party partner. Now, however, the platform is making it easier for any business to capitalize on Pinterest's search feature by granting advertisers direct access within Pinterest's Ad Manager. This move allows advertisers to integrate their search ads with an auto-targeting tool called Taste Graph, which works in conjunction with a brand's keyword strategy by automatically targeting relevant searches.

What This Means for Marketers

By side-stepping technology partners (who charge a tech fee based on % spend), marketers will ultimately save money by accessing search directly through the Pinterest Ads Manager. Another benefit is that marketers will have access to more precise targeting tools via negative, broad, phrase, and exact match keywords. This increased granularity allows for more cross-channel convergence between a brand's search and social efforts.

Availability

Available Now

Additional Information

>> [Pinterest Blog: "Search on Pinterest, now open for self-serve business"](#)

