

2025



FACEBOOK BENCHMARK

REPORT

Q2 2025

Table of Contents

03

Executive Summary

04

Introduction

05

Impression
Campaign

07

Traffic
Campaigns

09

Link Click
Campaign

11

Top Performing Meta
Ad Placements for
Traffic Campaign

12

Strike Social Swipe
Science Series 1 –
Instagram Stories Ads

13

H1 2025 Ad
Placement
Performance and
Efficiency



Executive Summary

Impressions Campaigns

CPM YoY

0.4%

Impression costs held relatively flat year-over-year, with a brief April spike offset by stabilization in May and June.

Decline CTR YoY

- 26%

Click-through rates weakened, averaging between 0.12–0.34%, showing that scaled delivery did not translate into stronger engagement.

Clicks Campaign

Improved CPC YoY

- 18%

Click campaigns became more cost-efficient, with CPC declining steadily compared to 2024.

Improved CTR YoY

50%

CTR surged in early 2025, before resetting to lower but still improved levels in Q2.

Link Clicks Campaign

Improved CPLC YoY

- 40%

Cost per Link Click improved year-over-year, reflecting cheaper delivery across most placements.

Decline LCTR YoY

- 61%

Outbound link intent softened significantly, with LCTR falling by more than half compared to 2024, highlighting weaker conversion depth.

Introduction

The Strike Social Q2 2025 Benchmark Report was developed to provide performance marketers and media strategists with a practical, data-backed perspective on how Meta ads performed during the second quarter of this year. All data included reflects U.S.-based campaigns run between April 1 and June 30, 2025, across diverse industries and verticals.

To ensure findings reflect real-world campaign strategies, we limited our analysis to campaigns that ran across at least four placements, excluding single-placement or overly narrow executions that may skew delivery patterns.

Our analysis combines quantitative performance metrics (CPM, CTR, CPC, CPLC, and LCTR) with quadrant visualizations to benchmark both cost efficiency and conversion intent. This framework allows advertisers to move beyond surface-level engagement and better understand how placements perform when scaled, priced, and judged on their ability to drive meaningful outcomes.

Our goal is to help advertisers better understand:

- Which placements offer scalable and sustainable traffic performance.
- Where Meta's automation favors volume over value and how to manage it.
- How creative adaptation and placement strategy can improve ROI in the second half of 2025.

Whether you are leaning into Advantage+ automation or managing layered media plans with manual segmentation, this benchmark equips you with insights to make smarter, data-informed decisions and manage volatility with confidence.

Impression campaigns

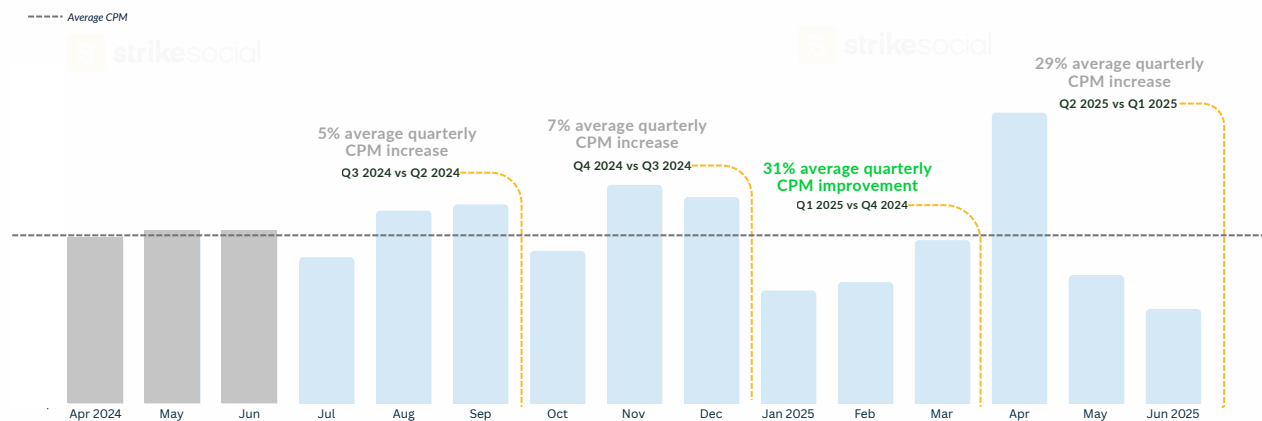
Overview

- CPM YoY: increased slightly by +0.4% versus Q2 2024, showing stability after last year's steep declines.
- Quarterly shift: CPM rose +29% QoQ, reversing efficiencies from Q1 2025.
- Monthly trend: April CPM spiked CPM in the dataset, before easing in May and June.
- Key factor: Meta's expansion of automated placements and Reels Overlay ads on Facebook likely contributed to the surge in impressions.

CPM trends, Facebook Awareness Campaigns

Comparing 2024 - 2025 US Campaigns, Facebook ads leveraging on driving more impressions

Source: Strike Social, Campaign Lab



From Q2 2024 through the end of the year, CPMs remained relatively stable, with expected seasonal peaks in Q3 and Q4 driven by holiday demand. Entering Q1 2025, costs dipped to their lowest levels over a year, creating a more efficient environment for impression-focused campaigns. This trend largely carried into Q2 2025, except April, when CPMs surged to the highest point before normalizing in May and June.

The April spike coincided with widespread reports of performance crashes across Meta ads, particularly within mobile Feed placements. Advertisers described sudden CPM increases, CTR declines, and delivery volatility starting in late March and early April 2025. These changes can be linked to broader systemic shifts in Meta's ad infrastructure and delivery logic:

- Meta's removal of detailed targeting exclusions in Q1 may have affected the following quarter, broadening audience pools and reducing precision. This update can lead to increased auction competition and CPM pressure. ([Meta Business Help](#))

- Advantage+ became the default setup for most Meta campaigns, pushing more delivery into scaled, video-heavy surfaces like Reels and in-stream, which typically command higher CPMs.
- Meta rolled out its Andromeda retrieval engine in late 2024 and continued refining it in early 2025, prioritizing ad relevance and intent signals. While boosting long-term efficiency, these systemic updates contributed to short-term volatility in CPM and performance metrics. ([Meta Engineering Blog](#))

April's CPM surge was the result of auction resets, automation-driven placement shifts, and systemic infrastructure changes, amplified by seasonal advertiser activity at the start of Q2.

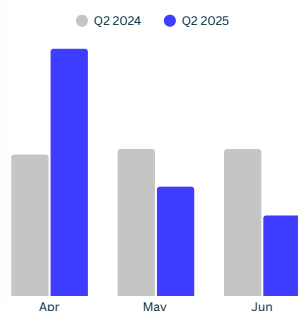
Q2 YoY Trends, CPM and CTR Facebook Awareness Campaigns

Comparing 2024 - 2025 US Campaigns, Facebook ads leveraging on driving more impressions

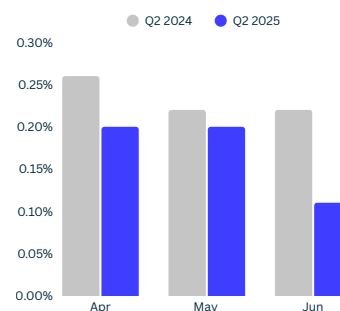
Source: Strike Social, Campaign Lab



Quarterly Comparison
0.4% CPM increase



Quarterly Comparison
26% CTR decrease



Why Work With a Meta-Certified Partner?

This success story shows how Strike Social partnered with a leading brand to drive guaranteed reach while keeping costs lean and outcomes strategic.

By pairing authentic influencer content with Meta's advanced audience targeting and automated placement tools, the campaign achieved a 43% margin on guaranteed impressions across Facebook and Instagram.



Media
CERTIFIED COMPANY

[Learn more](#)

Traffic Campaigns

Campaigns leveraging on Clicks and Link Clicks

Overview on Clicks Campaign

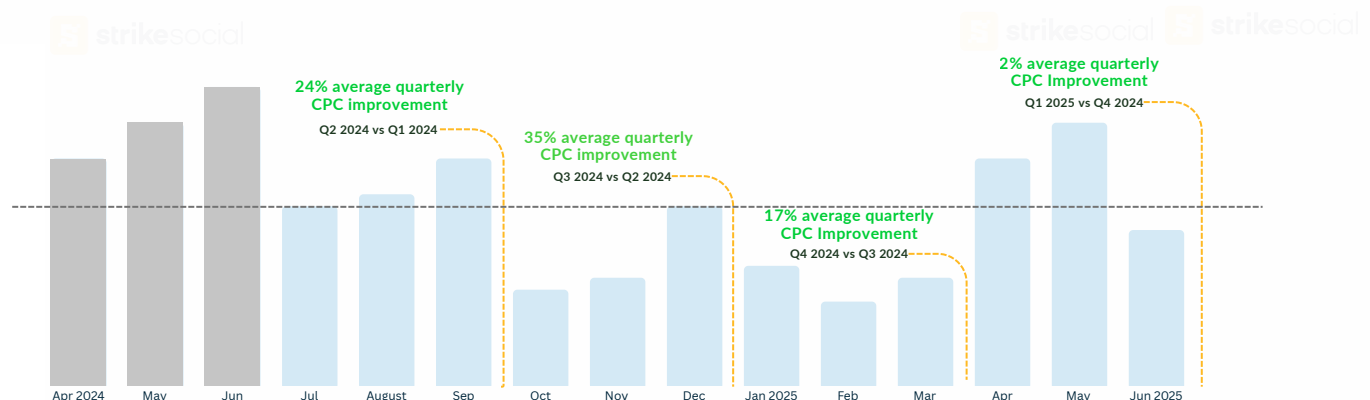
- CPC YoY: Improved by -18%, signaling stronger cost efficiency compared to Q2 2024.
- Quarterly shift: CPC trended higher in April before recovering by June with nearly 40% efficiency gains.
- CTR YoY: Improved by +50%, driven by early Q1 peaks but resetting to lower levels in Q2.
- Key factor: Expanded 9:16 vertical video formats in Feed and more placement variety shaped performance volatility.

CPC trends, Facebook Awareness Campaigns

Comparing 2024 - 2025 US Campaigns, Facebook ads leveraging on driving more clicks

Source: Strike Social, Campaign Lab

----- Average CPC



Click outcomes proved more volatile than impressions-focused campaigns. From Q2 2024 through Q1 2025, average quarterly CPC consistently improved, showing steady efficiency gains. This trend reversed sharply in April 2025, when CPC spiked while CTR dropped to just 1.9%, the lowest engagement point over a year.

Performance rebounded as the quarter progressed. In May, CTR recovered to 4.6%, followed by further improvement in June with CTR climbing to 8.9% and CPC improving by nearly 40% compared to April. Despite these gains, CTRs in Q2 remained well below the February 2025 peak of 14.4%, highlighting that Q2 functioned as a reset period after Q1's record-breaking click engagement.

Earlier this quarter, Meta expanded the 1080 x 1920 vertical video (9:16) format into Facebook Feed, transforming what was once a mixed-format placement into a more immersive, full-screen experience. ([Meta at IAB Upfront](#))

Our H1 2025 data highlights how central Facebook Feed remains within traffic campaigns, even as placements evolve:

- Spend allocation: Facebook Feed accounted for the largest share of spend, confirming its role as the core traffic driver.
- Efficiency: CPC in Feed was 37% lower than the overall campaign average, making it the most cost-efficient placement for clicks.
- Click volume: Feed generated 44% of all total clicks, far outpacing other placements.
- Engagement quality: With a CTR of 4.03%, Facebook Feed consistently outperformed Reels, Stories, and Overlay environments.

Feed ads are considered the most reliable source for driving click outcomes on Meta, even as automation extends into newer, video-first platforms like Reels and Stories. However, Meta Feed ads aren't exempt from the volatility caused by auction shifts and the need for creative placement adaptations.

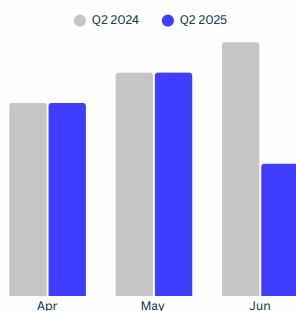
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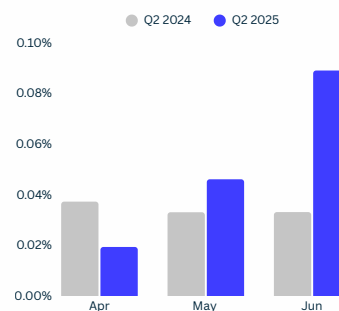
Source: Strike Social, Campaign Lab



Quarterly Comparison
0.4% CPM increase



Quarterly Comparison
26% CTR decrease



Put Insights to Work

Every successful Meta campaign involves more than just creativity and targeting, it requires daily optimization and hands-on management. Budgets can change, ad placements may compete for delivery, and automation may not always align with your business objectives

At Strike Social, we manage campaigns with precision and accountability.

Luxury Brand Accessories Carousel Facebook Ads
2023-05-16 - 2023-06-16

Platform Report	CTR	LCTR	CPM
Facebook	1.53%	1.94%	USD 7.35
Instagram	1.84%	1.65%	USD 11.45
Unknown	5.58%	5.58%	USD 20.25

Placement Report	CTR	LCTR	CPM
Facebook Feed	1.51%	1.90%	USD 8.38
Instagram Feed	2.01%	1.78%	USD 12.20
Instagram Stories	1.69%	1.53%	USD 11.11

[Request for a Demo](#)

Overview on Link Clicks Campaign

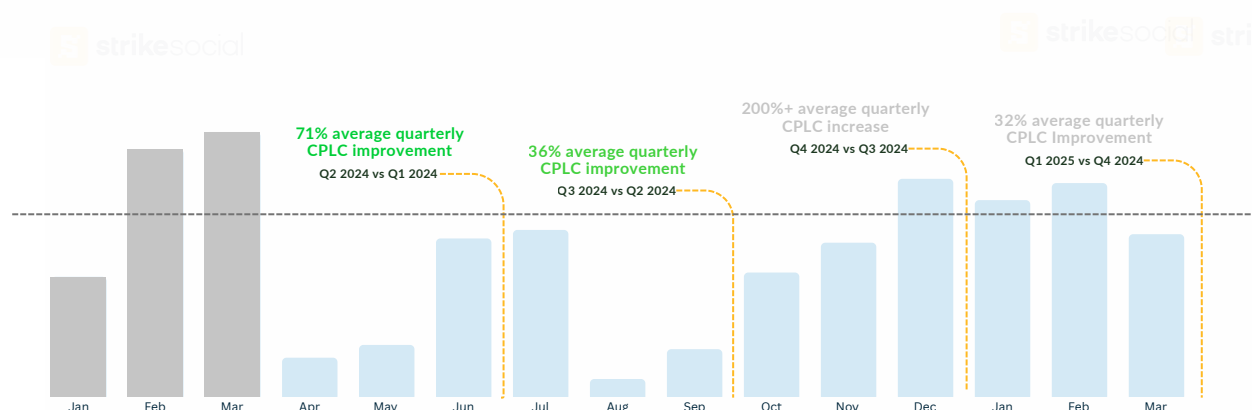
- CPLC YoY: Improved by -40%, reflecting cheaper costs per link click compared to Q2 2024.
- Quarterly shift: CPLC improved slightly from Q1, but LCR fell another 25%, continuing the downward trend.
- LCTR YoY: Declined by -61%, showing a significant drop in outbound intent despite more Reels inventory available.
- Key factor: Advantage+ automation and Reels Overlay skewed delivery toward scale placements, driving impressions but diluting link quality.

CPLC Trends, Facebook Awareness Campaigns

Comparing 2024 - 2025 US Campaigns, Facebook ads leveraging on driving more link clicks

Source: Strike Social, Campaign Lab

----- Average CPLC



Q2 2025 showed stable costs but weak deeper intent. April began with a deep by 15% CPLC and LCR at 0.33%, the lowest monthly engagement in the 15-month series. May and June tracked consistently, with CPLC holding at leveling out and LCR hovering between 0.35–0.36%. Despite efficiency gains compared to 2024, link click performance remained flat throughout Q2, failing to show the recovery pattern observed in Click campaigns.

Compared to Q2 2024, CPLC improved from an average by 40% in Q2 2025. However, LCR dropped from ~0.90% to ~0.35%, showing that while advertisers paid less for each link click, the share of impressions converting into link clicks was cut by more than half.

While QoQ CPLC continued to improve, LCTR declined at the same time. Several campaign-level factors may have influenced this outcome, but one clear driver is the default use of Advantage+. Meta's AI-centric ad solution is designed to maximize cost efficiency, which means advertisers pay less for each link click. However, the trade-off is that the share of impressions converting into link clicks was cut by more than half, showing more emphasis on the gap between low-level clicks and meaningful traffic.

Advantage+ also prioritizes placement expansion across more than 20 surfaces. In practice, delivery often tilts toward low-cost, high-volume inventory such as Reels Overlay, which can dilute link intent when left automated.

Examining Reels Overlay performance in Q2 2025 highlights this imbalance:

- 26% of ad spend was allocated to Reels Overlay, making it the second-highest placement by spend after Feed.
- It accounted for 28% of all link clicks, but also absorbed the largest share of impressions at 64%, showing disproportionate delivery weight.
- CPLC was 9% lower than the campaign average, creating an illusion of efficiency.
- Yet LCR was 56% lower than the average, confirming that Reels Overlay is highly effective for volume but weak at driving qualified outbound traffic.

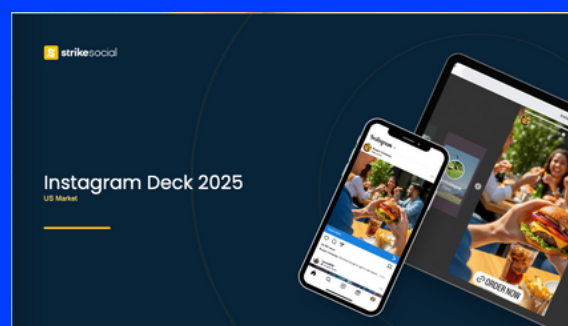
In short, Reels Overlay functions as a reach and scale placement rather than a traffic driver. While it keeps costs low on link click campaigns, its reliance on passive consumption environments makes it ill-suited for conversion and consideration campaigns without highly engaging assets or manual placement controls.

Instagram Advertising Guide 2025

For brands aiming to reach Gen Z and Millennials, Instagram is where discovery and commerce converge.

To help advertisers make the most of Instagram placements, Strike Social created the Instagram Advertising Guide 2025, a resource that covers:

- Ad objectives and formats mapped directly to performance goals, from traffic to sales.
- Detailed placement specs for Feed, Reels, Stories, Explore, and more.
- A breakdown of Meta Advantage+ automation on Instagram and how to balance its pros and cons with manual controls.



[Check out the guide](#)

Top Performing Meta Ad Placements for Clicks & Link Clicks

Consolidated Data for Meta Traffic Campaign

To prevent isolated performance results from limited-placement campaigns and to reflect a broader trend, we consolidated US-based campaigns that ran between January and June 2025. These campaigns included at least four active placements each. This approach helps eliminate bias towards feed-only or reels-only strategies. It helps represent data accuracy performance in mixed-placement environments, which aligns with how Meta's automation effectively scales delivery in Advantage+ campaigns.

Across this dataset, we tracked performance across various placements, including shared network: Audience Network Classic, Business Discovery Feed, and Rewarded Video. Here is the breakdown of Facebook and Instagram placements:

Campaigns leveraging on Clicks

Facebook Placements	Cost distribution %	Clicks distribution %
Feed	44.23%	65.43%
Facebook Reels Overlay	27.32%	16.98%
Instream Video	15.09%	8.50%
Instagram Stories	4.49%	2.18%
Facebook Reels	2.51%	2.66%

Campaigns leveraging on Link Clicks

Facebook Placements	Cost distribution %	Link Clicks Distribution %
Feed	28.54%	29.24%
Facebook Reels Overlay	25.73%	28.20%
Instagram Stories	20.75%	20.96%
Instream Video	12.17%	10.83%
Instagram Reels	6.97%	6.14%

Strike Social Swipe Science Series 1 – Instagram Stories Ads

At Strike Social, we've built our own lab to test the evolving variables of paid social: placements, objectives, targeting, and everything in between. As quickly as these social platforms transform to improve their ecosystem, our team runs sample testing to uncover data-backed insights and actionable recommendations you can apply directly to your campaigns.

For our first installment in the Swipe Science Series, we focus on Instagram Stories Ads, one of Meta's most immersive placements, delivering full-screen vertical experiences, interactive add-ons, and sound-on engagement.

Here's what our testing revealed:

- **Ad Load Reality:** Stories carry an ad load of up to 45%, directly impacting how often and where your campaigns appear.
- **Multi-Ad Packs:** Ads often run in pods, placing your brand side-by-side with competitors.
- **CTA & Landing Page Pairings:** Certain combinations reduce friction and significantly improve traffic efficiency.
- **Creative Fundamentals:** Thumb-stopping visuals, native-feeling executions, and clear CTAs perform best in swipe-heavy environments.

Whether you're a performance marketer focused on efficiency or a strategist gearing up for Q4, this resource provides a tactical edge in navigating one of Meta's most ad-dense placements.

[Download the report](#)



From Market Fluctuations to Focused Outcomes

At Strike Social, our benchmark reports and lab testing unravel opportunities that automation alone cannot, where cost efficiency is masking weak outcomes, and which placements actually deliver traffic at scale. By combining daily placement-level optimization with guaranteed outcome strategies, advertisers have a better compass when going through volatility while staying anchored to metrics that matter.

For performance advertisers, it's important to remember that automation favors scale, not always intent. Advantage+ defaults often overweight Reels Overlay and Stories, placements that generate volume but frequently dilute traffic quality. For media buyers seeking stability, Feed placements on Facebook and Instagram remain the anchor across clicks and link click campaigns, offering efficiency, reliability, and consistent outbound traffic.

In addition, Meta's recent update expanding 9:16 vertical video assets into Facebook Feed opens new opportunities to scale performance across multiple placements while keeping costs under tighter control. This shift makes creative adaptation even more critical: thumb-stopping vertical assets with clear CTAs are now the currency of efficiency.

As we move into the second half of 2025, advertisers should anticipate upward pressure on ad costs during the holiday season. The best approach is to balance automation scale with manual placement guardrails, and pair creative built for immersive environments suitable to the campaign objective.

2025



Book a meeting with us for a personalized analysis and custom plan to elevate your Meta advertising strategy.

[Request a demo](#)