

2023



FACEBOOK BENCHMARK

REPORT

with **2024 Q4 Holiday Forecast**

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Introduction

For this benchmark report, we've analyzed more than 5.5 billion combined impressions, 40 million link clicks, and 53 million total clicks, allowing us to create comprehensive benchmarks and predictive insights for Facebook advertising in the upcoming holiday season.

Strike Social has established itself as an industry leader in social media advertising, with over a decade of experience and \$1 billion in investments managed on behalf of our clients. The team has been at the forefront of digital advertising, working with the biggest agencies and global brands. Central to our success is Campaign Lab, a proprietary analytics tool that processes billions of data points across multiple platforms, including Facebook, Instagram, and Meta in general.

Our robust dataset forms the foundation of our detailed analysis, helping advertisers and media buyers understand key trends and optimize their strategies to achieve better outcomes. Strike Social's Facebook benchmark report aims to empower clients with the tools and knowledge needed to stay ahead and win the ad auction.

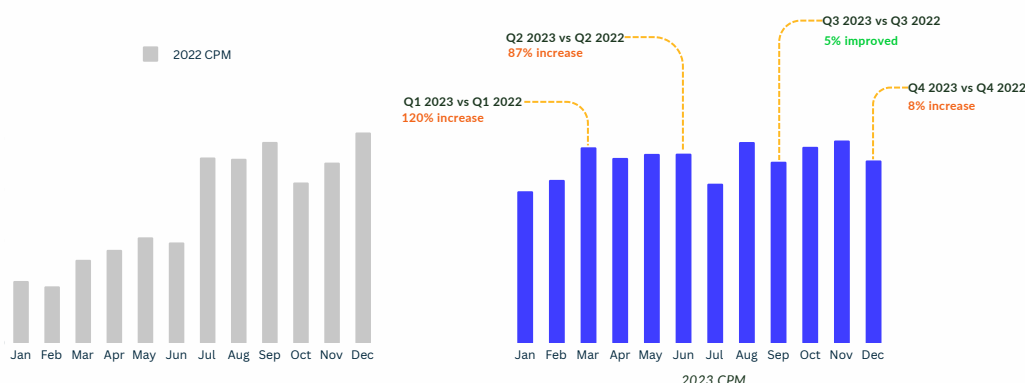
Facebook ads benchmark report – Awareness campaigns

The data includes a combination of Strike Social's 2023 Impressions and Reach Facebook ad campaigns designed to optimize campaign awareness to provide a comprehensive overview of performance over the year. This analysis compares quarterly and monthly fluctuations with 2022 trends while also considering the impact of new ad features and updates introduced by Facebook in 2023.

This report aims to provide valuable insights that advertisers can use to anticipate trends in 2024.

Cost per Impressions trends, Facebook Awareness Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more impressions



Source: Strike Social, Campaign Lab

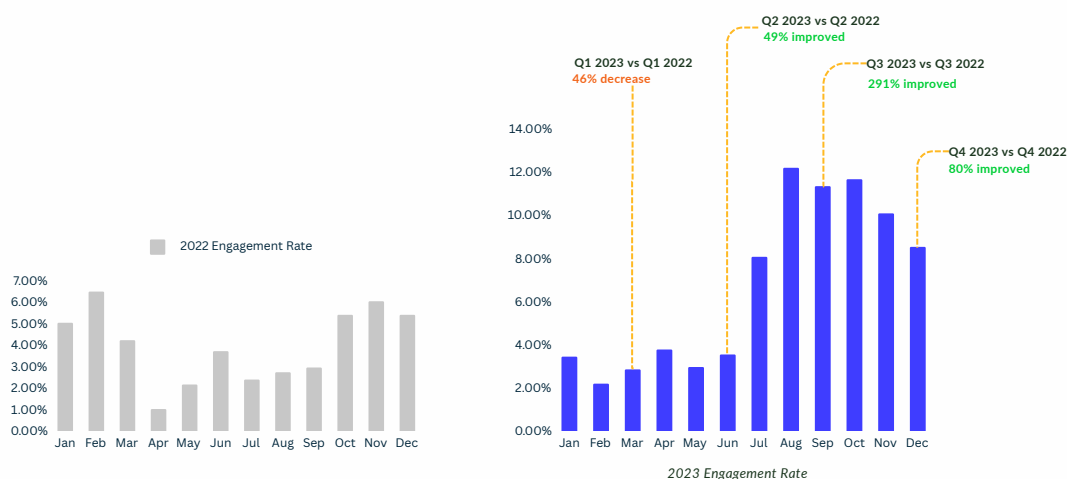
Our data shows that 2023 CPM trends are more stable than in 2022. Despite the fluctuations, here are the key CPM highlights that defined the year:

- CPMs surged in the first six months of 2023**, driven by social platforms' tough competition to capture users' attention. Emarketers' 2023 study shows that Facebook came 5th in the average time American users spent daily on a social app.
- Despite a slight 5% decrease in CPMs in Q3 2023 compared to Q3 2022, **CPMs remained high due to the growing adoption of Reels and short-form video formats**, maintaining advertiser interest and demand.
- CPMs increased by 8% in Q4 2023 compared to Q4 2022 as **advertisers intensified their campaigns during the holiday season**. Reel ad placement and carousel ads drive up auction competition.

Facebook ads benchmark report – Awareness campaigns

Engagement trends, Facebook Awareness Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more impressions



Source: Strike Social, Campaign Lab

Engagement rates in awareness campaigns displayed a different trend, with an overall growth of 61% in 2023 compared to 2022. In Q1 2023, engagement rates dropped to 2.83%, a 46% decline from Q1 2022 (5.24%). This initial dip suggests advertisers were still adapting to the new ad formats. However, Q2 2023 saw a 49% improvement, reaching 3.42%.

The most dramatic change occurred in Q3 2023, where engagement rates surged by 291%, rising to 10.52% from 2.69% in Q3 2022. This increase coincided with the widespread adoption of Reels and the Advantage+ creative suite, which made ads more engaging. In Q4 2023, engagement rates remained strong at 10.08%, a 79% increase from the 5.61% in Q4 2022.

The rise in CPMs did not deter engagement, as new ad formats like Reels proved highly effective in driving user interaction. For instance, the peak engagement rate of 10.52% in Q3 2023 aligns with the growing emphasis on Reels, which Facebook reported as delivering a 5.1% higher click-through rate and 2.9% higher conversion rate than other video types.

Facebook ads benchmark report – Traffic campaigns

Link Clicks

Facebook advertisements optimized for link clicks effectively generate direct traffic and achieve high-quality link clicks. The CPLC ad format is well-suited for sales-driven campaigns and immediately impacts marketing objectives that require site traffic volume.

Direct sales campaigns



CPLC campaigns are focused on driving direct traffic to e-commerce pages, making them ideal for pushing potential buyers to make quick purchasing decisions.

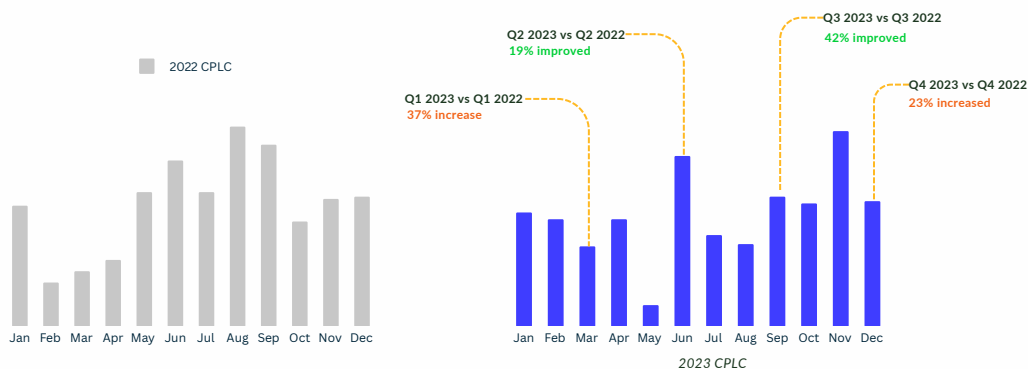
Offer-based campaigns



CPLC campaigns can efficiently drive traffic to dedicated landing pages with time-sensitive offers, maximizing the chances of users clicking through to take advantage of the deal.

Cost per Link Clicks trends, Facebook Traffic Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more link clicks



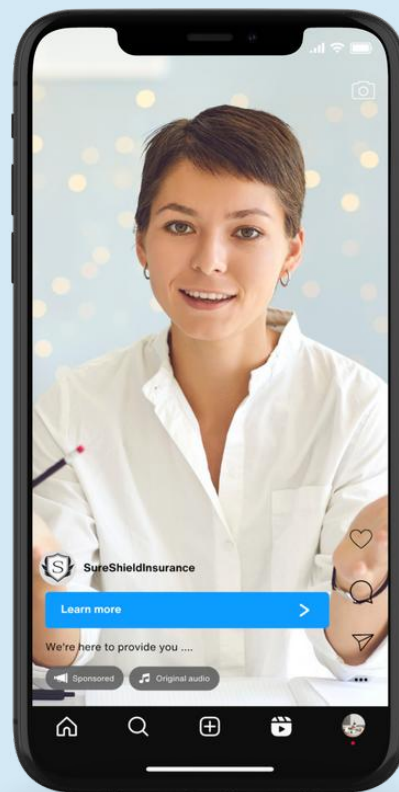
Source: Strike Social, Campaign Lab

Cost per Link Click 2023 trend

The average CPLC for US Facebook campaigns in 2023 showed significant fluctuations compared to 2022. While the overall CPLC decreased by 17.86%, certain months and quarters experienced notable increases.

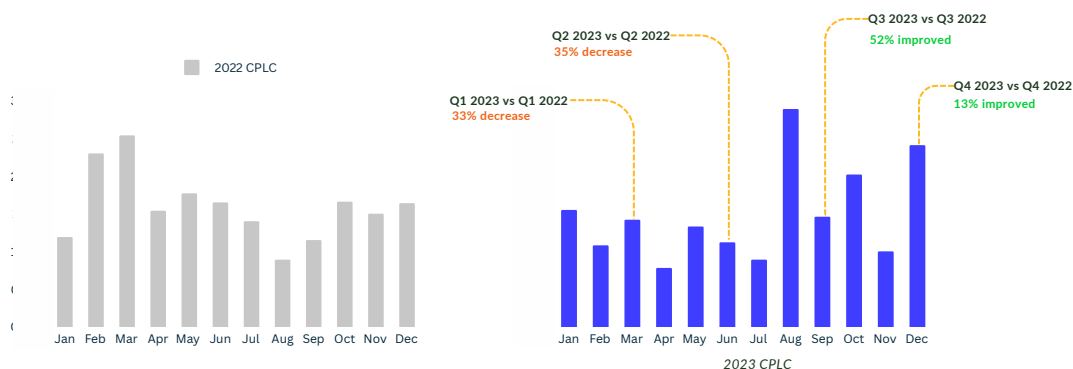
Compared to 2022, Q1 experienced a 36.75% increase, and February saw a significant rise in ad costs, possibly due to the increased adoption of new ad formats. Q2 and Q3 showed an impactful reduction in campaign costs, with changes of 18.55% and 41.65%, respectively, leading to almost 50% more link clicks than last year. However, Q4 reversed this trend with a 21.94% increase, peaking at 51.72% in November, likely due to heightened competition around Black Friday and holiday campaigns.

Advertisers should anticipate these fluctuations when planning future campaigns, optimizing ad spend, and capitalizing on lower-cost periods.



Link Clicks Rate trends, Facebook Awareness Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more link clicks



Source: Strike Social, Campaign Lab

The overall Click-Through Rate (CTR) for Facebook link click campaigns in 2023 averaged 1.33%, down by 12.5% compared to 2022. Despite this overall decline, certain periods showed significant growth, such as Q3 2023, where the CTR jumped by 51.94%, aligning with the increased emphasis on Reels and short-form video content, which drove higher user engagement. These shifts demonstrate that while Facebook’s algorithm changes and feature updates affected overall CTR, advertisers leveraging newer, more engaging ad formats experienced notable engagement spikes during 2023.

Facebook ads benchmark report – Traffic campaigns

Clicks

Facebook ads optimized for clicks are highly effective in driving overall engagement and increasing website traffic through a broad range of campaign objectives. Unlike CPLC campaigns focusing specifically on link clicks, click campaigns are versatile, catering to brand awareness, engagement, and lead generation efforts. These campaigns are well-suited for initiatives aiming to maximize audience interactions, ensuring that users visit the website and engage with various touchpoints within the ad content.

Event promotion campaign



Drive registrations for live events, such as webinars or workshops on external platform such as YouTube or Zoom. Advertisers can reach genuinely interested users.

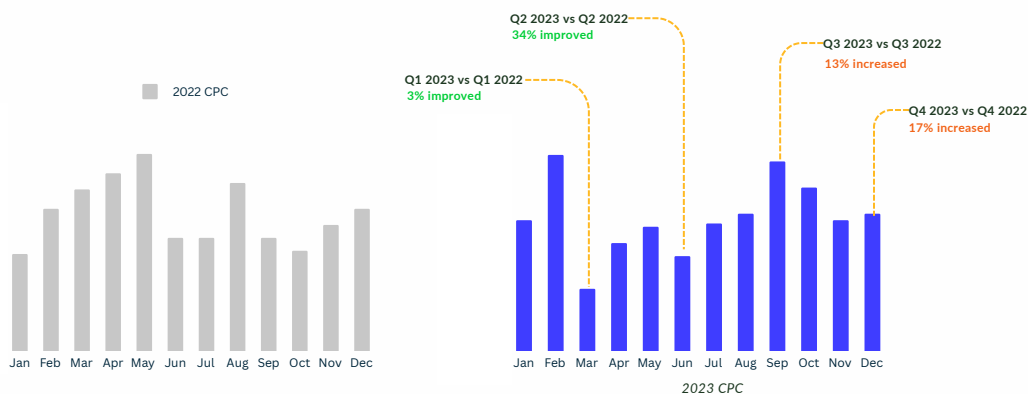
Retargeting Retail Cart Abandonment



Utilizing retargeting strategies to re-engage potential customers who have abandoned their shopping carts. This involves reigniting leads' interest through customized ad: countdowns, discounts, and other incentives.

Cost per Clicks trends, Facebook Traffic Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more clicks



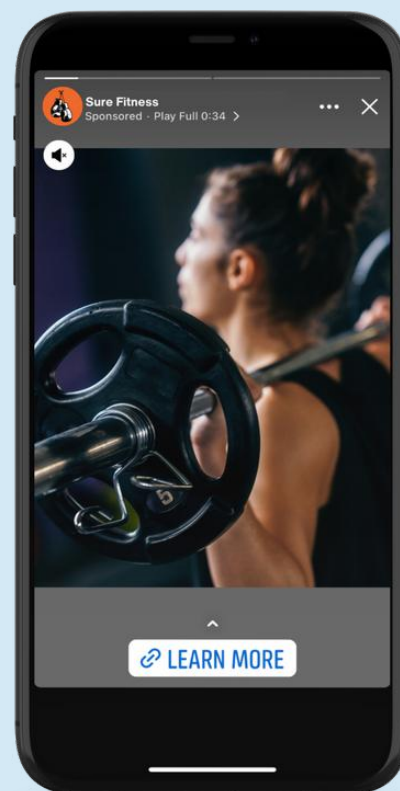
Source: Strike Social, Campaign Lab

Cost per Click 2023 trend

In 2023, Facebook's Cost Per Click (CPC) improved by 9.76% compared to 2022. However, despite this overall decrease, noticeable fluctuations are evident monthly and quarterly. Seasonality, competitive factors, and introducing new ad formats such as Reels and Advantage+ ad suite tools primarily influence these fluctuations.

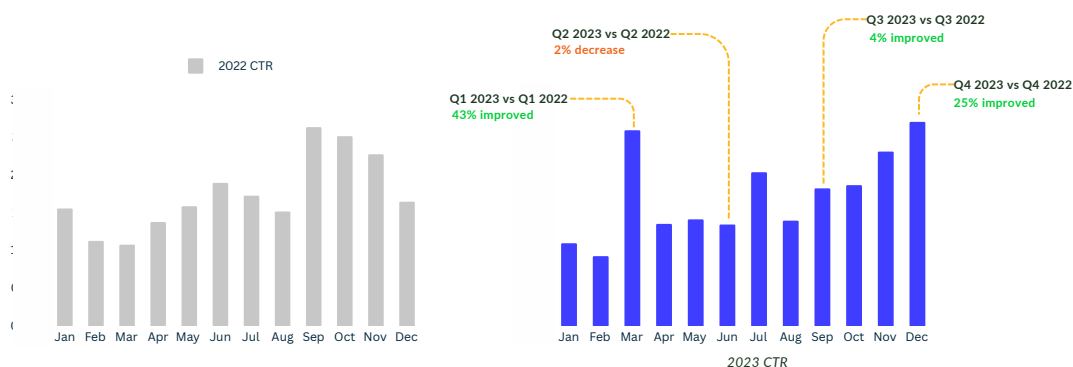
The Q2 2023 period was the most favorable for cost savings, with an impressive 34.42% reduction in CPC compared to Q2 2022. This quarter, we experienced decreases every month, with May standing out for its 37.66% reduction.

Although CPC rose by 16.50% compared to Q4 2022, this increase was offset by opportunities for better cost efficiencies earlier in the quarter. For instance, November saw a moderate 3.11% rise, and December experienced a slight 4.21% decline, offering pockets of opportunity amid the holiday season.



Clicks Rate trends, Facebook Awareness Campaigns

Comparing 2022 - 2023 US Campaigns, Facebook ads leveraging on driving more clicks



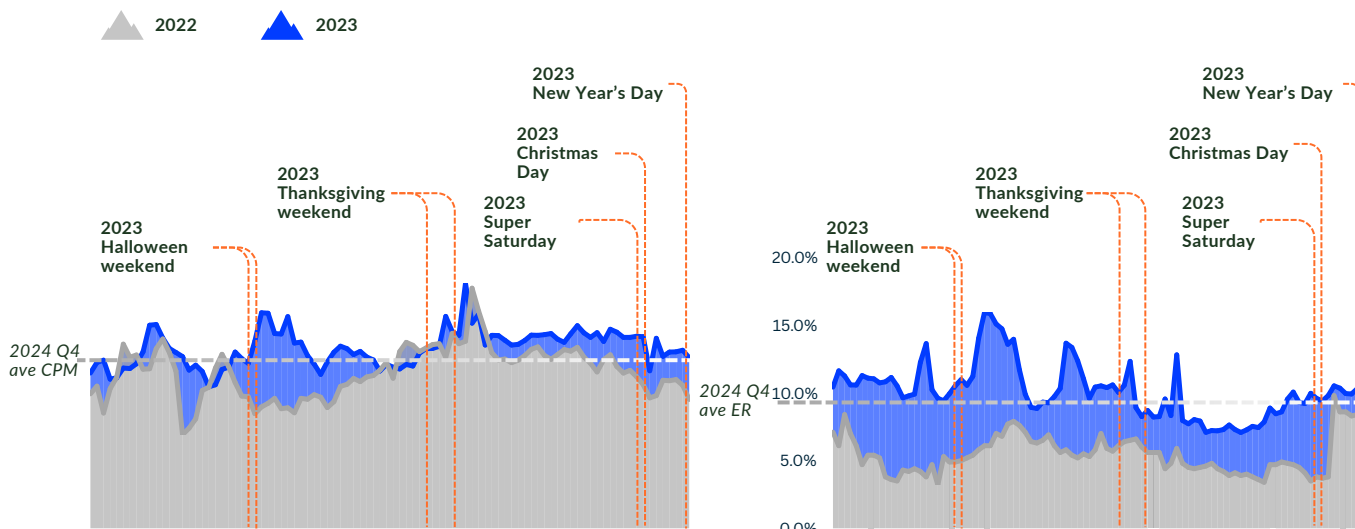
Source: Strike Social, Campaign Lab

Facebook click campaigns saw an overall CTR improvement, averaging 2.07%, up by 19.65% from 2022's 1.73%. Several months showed solid performance, starting with March 2023, when the CTR surged more than doubling from March 2022. This sharp rise aligns with Facebook users' behavior toward short-form content. Most of our clients and partners who optimized their creatives for short-form videos have benefited from higher engagement during this period.

Holiday 2024 Forecast - Impressions Campaigns

CPM and Engagement Rate Trend, Facebook Impressions Campaign

2022 vs 2023 October, US Campaigns, Facebook ads leveraging on reaching more awareness



Halloween Weekend

Throughout October, the CPM showed a steady increase, signaling the start of seasonal advertising spikes. CPM surged 20% higher compared to the same period in 2022, indicating heightened auction competition as the holiday season commences.

Thanksgiving Weekend

The impact of Thanksgiving on the auction was clear, with (MoM) 4% increase in CPM. This upward trend in CPM persisted on Cyber Monday, indicating intense competition in vying for viewer attention and ad placements.

Christmas and Q5 Build up

In December 2023, there was a significant improvement in costs despite the anticipated increase. The cost per thousand impressions (CPM) was 12% lower, and the engagement rate was 58% better at 8.52% compared to 2022.

2023 Trends

2024 Forecast

CPM rates are expected to increase significantly around Halloween, possibly reaching a peak similar to last year, over \$9.

Improved ad targeting may lead to higher engagement rates, exceeding 10%.

CPMs might stay below the peak from Black Friday 2023, due to improved ad efficiencies.

Engagement rates should remain strong, as advertisers further refine their shoppable ad experiences.

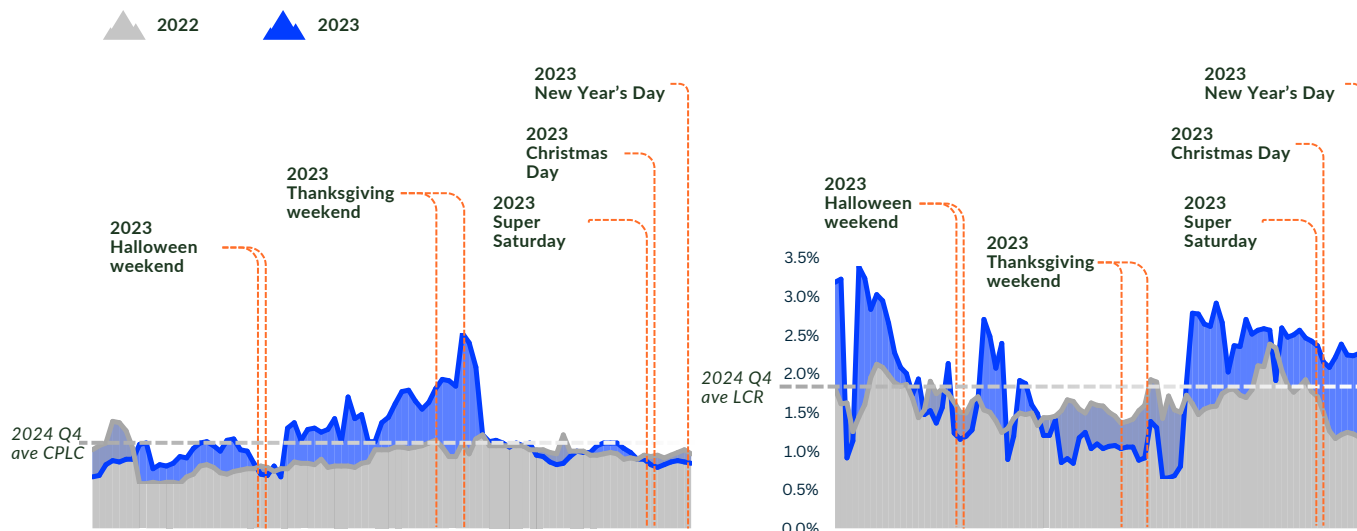
Advertisers should anticipate an increase in CPM in the last two weeks of 2024, as demand rises for last-minute shoppers and early Q5 awareness.

Engagement levels are projected to stay high during this period.

Holiday 2024 Forecast - Link Clicks Campaigns

CPLC and Link Click Rate Trend, Facebook Link Click Campaign

2022 vs 2023 October, US Campaigns, Facebook ads leveraging on reaching more link clicks



Halloween Weekend

Throughout Halloween weekend, CPLC costs were similar to 2022, but 2023 has seen an overall 20% dip. Conversely, the Link Click Rate has climbed by 22%, from 1.66% to 2.02%. Like CPLC, LCRate has been almost identical since 2022.

Thanksgiving Weekend

Last year, we observed a 30% increase in Cost Per Landing Page Click (CPLC) and a 30% decrease in Link Click Rate. These unexpected changes may indicate intense competition and potential oversaturation in the ad auction.

Christmas and Q5 Build up

During the Christmas period, CPLC remained stable, averaging throughout the month, but recorded slightly lower, 4%, than in 2022. While LCR improved significantly, reaching 2.41% in December, up from 1.64% in 2022.

2023 Trends

2024 Forecast

CPLC is expected to remain low around Halloween weekend in 2024, likely stabilizing around \$0.45 to \$0.60, similar to 2023. With improved targeting strategies, we anticipate LCR to continue increasing, potentially exceeding 3%.

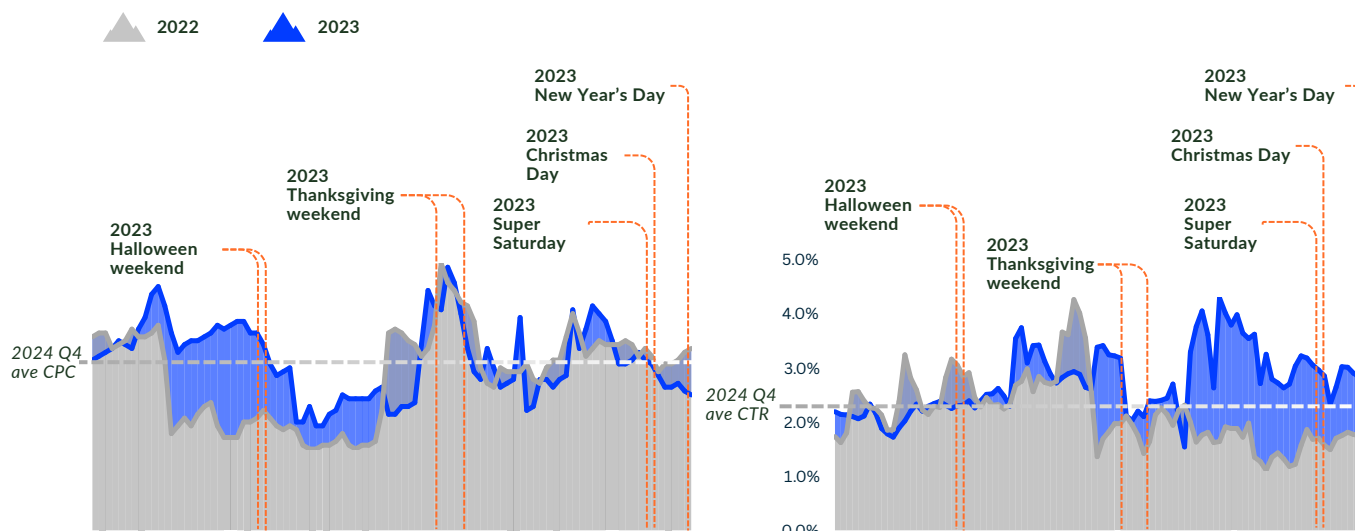
Based on 2023 trends, we see that CPLC for Black Friday and Cyber Monday in 2024 will likely stay elevated, possibly exceeding \$1.00 again. However, LCR is expected to rebound, surpassing 1.50%.

December CPLC is forecasted to remain stable, around the \$0.55 to \$0.65 range, similar to 2023. However, LCR is expected to rise surpassing 2.50%, as advertisers capitalize on the holiday season and Q5 with engaging creatives.

Holiday 2024 Forecast - Clicks Campaigns

CPC and Click Rate Trend, Facebook Click Campaign

2022 vs 2023 October, US Campaigns, Facebook ads leveraging on reaching more clicks



Halloween Weekend

Over the Halloween weekend, the cost per click (CPC) on Facebook increased by more than 20%. Despite the higher costs due to increased auction competition, engagement remained high, with a 2.17% click-through rate (CTR).

Thanksgiving Weekend

Thanksgiving weekend is one of the most anticipated times of the year, with numerous campaigns activated during this crucial period in the retail industry. Costs have remained stable throughout November, with only a 3% change compared to 2022.

Christmas and Q5 Build up

In December 2023, we observed a more stable cost structure and enhanced engagement, with a 5% decrease in cost per click (CPC) and a click-through rate (CTR) reaching 3.15%. This positive momentum has carried over into the Q5 period.

2023 Trends

2024 Forecast

Given the volatility of CPC during Halloween weekend 2023, costs are expected to remain volatile in 2024, \$0.55 - \$0.65 range. Engagement is forecasted to slightly improve, with CTR expected to surpass 2.30%,

Based on 2023 trends, we see that CPLC for Black Friday and Cyber Monday in 2024 will likely stay elevated, possibly exceeding \$1.00 again. However, LCR is expected to rebound, surpassing 1.50%.

Q4 peak costs will remain to be the Thanksgiving weekend where early Christmas shopping might occur. By leveraging ad formats that harness the potential of short-form videos, expect the CTR to surpass 2.70%.

2023 Key Metrics Snapshots

What can we anticipate for the 2024 Holiday season of Facebook ad costs and metrics? It's essential to consider historical price and performance trends to plan future campaigns.

Our metrics snapshot provides valuable insights for tracking impact and progress over time.

To maximize ad spend, it's crucial to refine targeting strategies and creative formats that resonate with our ideal audiences.

Additionally, we should expect new ad placements to emerge, aiming to keep viewers engaged and ultimately drive user interest while maintaining budget efficiency.

View Campaign

2023 CPV Range (monthly)

Min \$0.0035 - Max \$0.0298

2023 View Rate Range (monthly)

Min 44.81% - Max 91.69%

Impressions Campaign

2023 CPM Range (monthly)

Min \$7.50 - Max \$10.00

2023 Engagement Rate Range (monthly)

Min 2.19% - Max 12.18%

Engagement Campaign

2023 CPE Range (monthly)

Min \$0.012 - Max \$0.069

2023 Engagement Rate Range (monthly)

Min 12.82% - Max 46.71%

Traffic Campaign

2023 CPC Range (monthly)

Min \$0.24 - Max \$0.75

2023 Click Through Rate Range (monthly)

Min 1.07% - Max 3.15%

From shifts in CPM, CPC, CPLC, and other performance metrics, this report has highlighted the past year's critical moments and key takeaways. These insights are not just a reflection of where we've been—they're a roadmap for where we can go next.

At Strike Social, we're not just about analyzing data; we're about turning these insights into actionable strategies that drive actual results for your paid social campaigns. Our Campaign Lab platform, backed by proprietary machine learning technology and fueled by billions of data points, offers a unique advantage in optimizing social media campaigns. Whether you're looking to fine-tune your ad spend, increase engagement, or maximize returns during peak seasons, our expertise ensures you're always a step ahead.

Let's take your social advertising to the next level. Partner with Strike Social to unlock the full potential of your campaigns, and together, we'll achieve superior results in 2024 and beyond.

Reach out today to learn how we can customize a strategy that meets your specific goals and maximizes the impact of your ad spend across YouTube, Meta, and all social channels.

[Request a demo](#)

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