

2024



# FACEBOOK BENCHMARK

# REPORT

with **2025 Q1 Forecast**

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## Executive Summary

### Impressions Campaigns

Improved CPM YoY

- **51%**

Q4 achieved most cost-efficient CPM for 2024, a 63.04% efficacy YoY. CPM ranges from USD 2.31 to 3.96.

Decline CTR YoY

- **54%**

Q4 CTR ranges from 0.14% to 0.22%, significantly lower than last year's holiday season.

### \*Views Campaign

Improved CPV YoY

- **21%**

Q4 CPV costs have decreased by 60% year-over-year, with prices ranging from USD 0.0020 to 0.0260.

Decline View Rate YoY

- **13%**

The volatility of monthly view rates for Q4 2024 ranges from 37% to 73%.

\*Combined US Views and Complete Views campaigns

### \*\*Traffic Campaigns – Clicks

Improved CPC YoY

- **55%**

CPC trends are more cost-effective in Q4, with costs between USD 0.063 and 0.633.

Decline CTR YoY

- **3%**

The monthly CTR for the fourth quarter of 2024 exhibit significant volatility, ranging from 0.51% to 18%.

\*Combined US Click and Link Click campaigns

## Introduction

**Strike Social 2024 Facebook Ads Benchmark Report offers a comprehensive, data-driven exploration of Facebook advertising evolution, drawing on insights from over 3.3 billion impressions, 22 million link clicks, and 31 million total clicks.**

This report meticulously examines key performance metrics—including CPM, CPC, CTR, CPV, and overall engagement—uncovering both significant achievements and emerging challenges.

Notably, 2024 saw ad cost improvement, largely driven by the expansion of ad placements and the adoption of advanced AI automation. However, this cost efficiency was accompanied by a 54% decline in CTR, highlighting a critical trade-off between reducing costs and sustaining meaningful engagement.

Furthermore, video campaigns have benefited from the rise of Reels and short-form content, achieving better CPV rates despite ongoing issues with audience retention. With AI-powered targeting expanding reach at lower costs yet attracting a broader, less intent-driven audience, the report sets the stage for Q1 2025 trends.

As we look ahead, our forecast anticipates intensified competition, seasonal CPM spikes, and continued reliance on AI optimizations—insights that provide a strategic roadmap for advertisers aiming to refine their Meta campaigns for sustained success.

# Impression campaigns

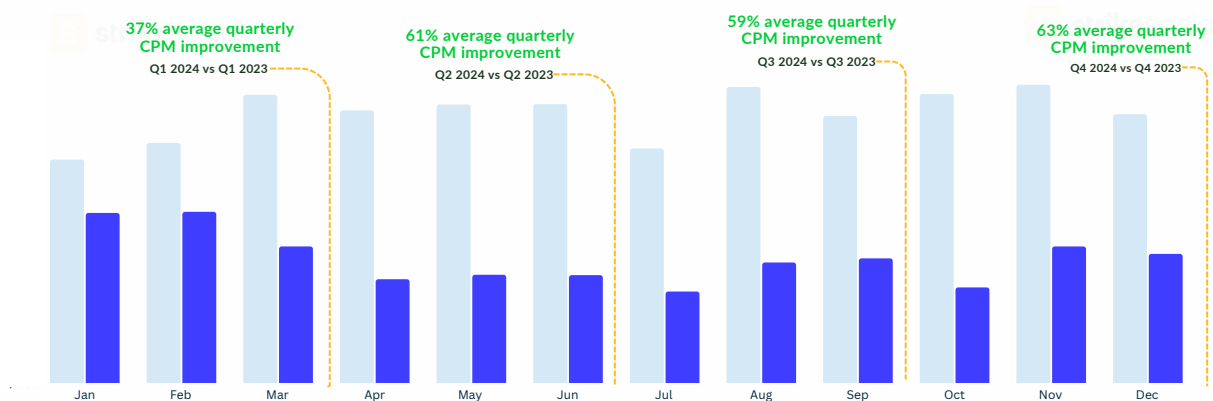
## Overview

- CPM's overall efficiency improved by 51% in 2024, primarily due to expanded ad placements and Meta's Advantage+ solutions, which helped reduce competition per impression.
- CTR fell by 54%, highlighting that lower ad costs did not translate into higher engagement.
- Facebook's growing ad placements and possible AI-driven campaign contributed to ad fatigue, audience saturation, and diluted engagement rate.

### CPM trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more impressions

Source: Strike Social, Campaign Lab



Q4 2024 was over 60% more cost-efficient than the same period in 2023, benefiting advertisers focused on maximizing reach at lower costs. However, this decline in CPM coincided with a sharp drop in CTR, indicating that ads were served more frequently and not necessarily driving user actions.

Several factors contributed to this decline in ad costs:

- **Inventory Expansion:** Meta new ad placements across Facebook, Instagram, Messenger, and Reels, increasing available inventory and reducing competition per impression.
- **AI-Driven Targeting:** Meta's Advantage+ AI optimization might have encouraged broader audience targeting, which may have reduced bidding competition in high-intent segments

While these factors enhanced cost efficiency, the simultaneous decline in CTR suggests a trade-off between maximizing impressions and maintaining engagement.

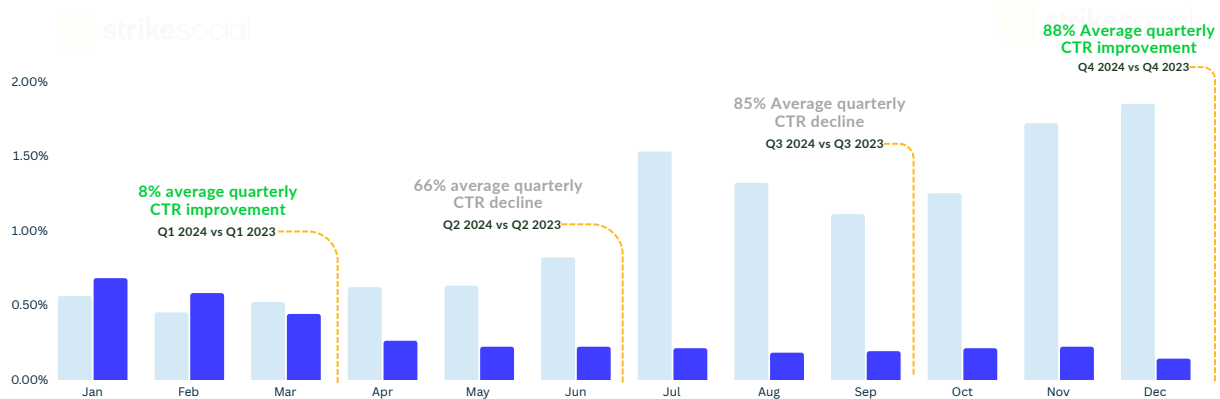
## Why CTR Matters for Impression-Based Campaigns

Advertisers looking to measure ad relevance and audience engagement should consider tracking CTR, which signals whether an ad is compelling enough to drive meaningful user actions rather than just being seen.

### CTR trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more impressions

Source: Strike Social, Campaign Lab



In 2024, the average CTR dropped to 0.29% from 0.81% in 2023, with Q4 recording the sharpest YoY CTR decline of 88%—a period when most brands opted for Advantage+ optimization. This trend suggests that while advertisers prioritized cost efficiency and reach, engagement suffered due to AI-led targeting expansion. While broader targeting and automated bidding lowered CPM, it also resulted in weaker user intent, diluted engagement, and possible higher ad fatigue as users encountered a higher volume of less relevant ads.

## Build Greater Control and Flexibility This 2025

Manual targeting gives advertisers complete control over audience selection, budget allocation, and creative optimization, allowing them to refine campaigns in real-time based on performance insights.

Unlike AI-driven tools that rely on broad automation, manual strategies can adjust for seasonality, shifting consumer behaviors, and niche audience preferences, making them ideal for any campaign with specific targeting needs. A fine-tuned audience segmentation based on behavior and demographics helped achieve a 56% reduction in cost and 300,000 digital sign-ups.



[Know the real story about this campaign](#)

# Video Performance Campaigns

## Consolidated data for View and Complete View Campaigns

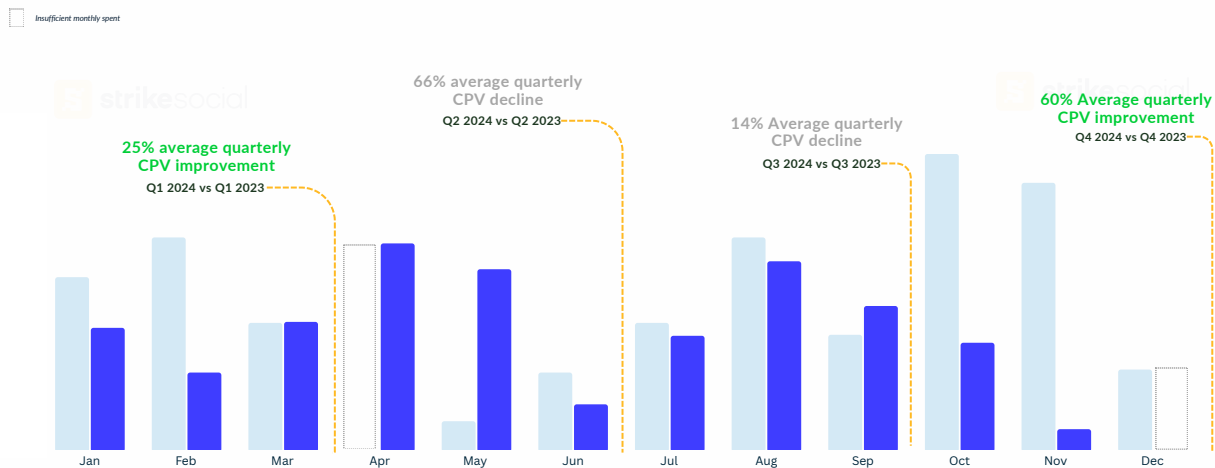
### Overview

- CPV is more efficient, as the overall 2024 CPV is lower by 20.87% YoY, driven by the growth of content behavior on Reels.
- However, users increasingly swipe past ads quickly, similar to the behavior seen on TikTok and YouTube Shorts, with CTR trending down in 2024.
- Meta advertisers are also experiencing the challenge of audience retention using video ads similar to other video platforms.

### CPV trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more video views

Source: Strike Social, Campaign Lab



Based on Strike Social's data, Facebook CPV became 20.87% more cost-efficient YoY, mainly due to the rapid expansion of video content on Reels. As UGC and short-form videos surged, Meta increased video ad inventory across Reels, Stories, and in-stream placements, which has increased together with users' time spent on these Meta video sections. Eventually, it will become more beneficial for advertisers, leading to favorable bidding competition and more cost-efficient CPV.

Factors that could have help improved ad cost leverage more video views.

- **Meta's aggressive push for short-form video:** According to a mobile report from 2024, users spent 30% of their time on Reels. This push equates to millions of additional engagement hours on Reels, reinforcing Meta's focus on prioritizing Reels placements in the ad auction.
- **Popularity of Stories:** With 65% of U.S. users engaging with Stories to stay connected with friends and community, the format remains a source of daily interactions. Advertisers benefit from this high-volume, user-preferred placement, as Stories can deliver more impressions at lower costs than other high-intent ad types.

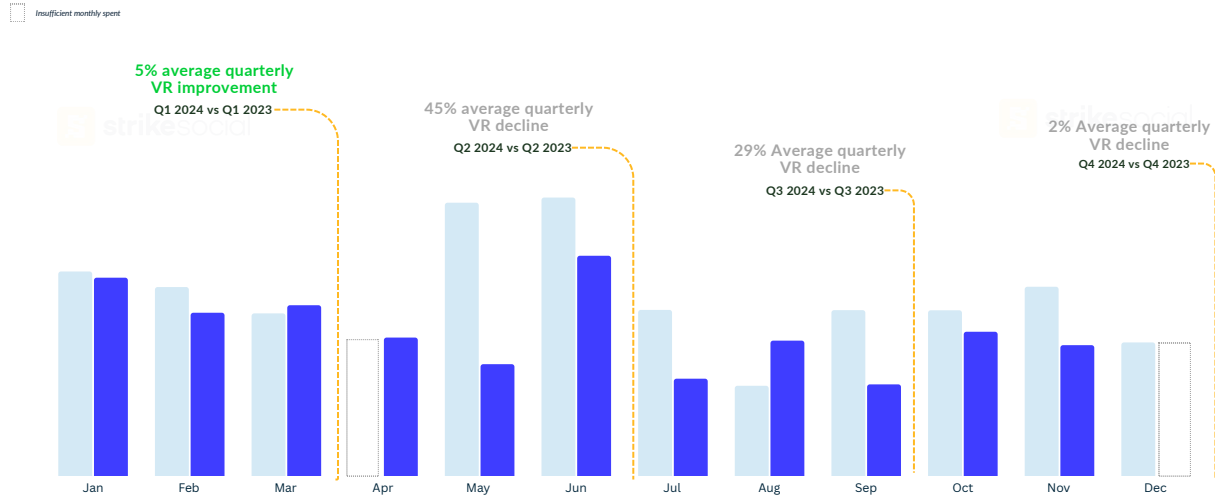
## The Challenge of Audience Retention

Despite lower CPV, VR declined by 13% YoY, reflecting the growing struggle to keep audiences engaged with video ads. Several key factors contributed to this trend:

### View Rate trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more video views

Source: Strike Social, Campaign Lab



With Reels, Stories, and short-form videos commanding more screen time, users have developed a habit of rapidly swiping past ads, similar to behaviors seen on TikTok and YouTube Shorts. This fast-paced content consumption favors quick, immersive storytelling, making longer ad formats significantly less effective. If ads fail to capture attention immediately, they risk being perceived as interruptions rather than edutainment content.

Moreover, misaligned audience targeting further diminishes ad effectiveness. When ads are delivered to the wrong audience or feel out of place, viewers are less likely to engage, leading to wasted views and lower View Rates. Meta users now gravitate toward ads that feel native to their content experience, with a strong preference for UGC-style creative that blends seamlessly into their feed.

## Adapting to Short-Form Consumption Trends

Do you need a Meta Reels case study?  
[Request for a personalize solution.](#)

- Shorter, visually compelling ads that mimic the organic content format of Reels and Stories are more likely to hold the audience's attention and drive meaningful engagement.
- Diversifying creative across multiple placements helps prevent and reduce ad fatigue and improve retention.
- Advertisers can maintain audience interest by rotating ad variations and tailoring creatives for different placements while maximizing view efficiency across Meta's expanding video ecosystem.



# Traffic Campaigns

## Campaigns leveraging on Clicks and Link Clicks

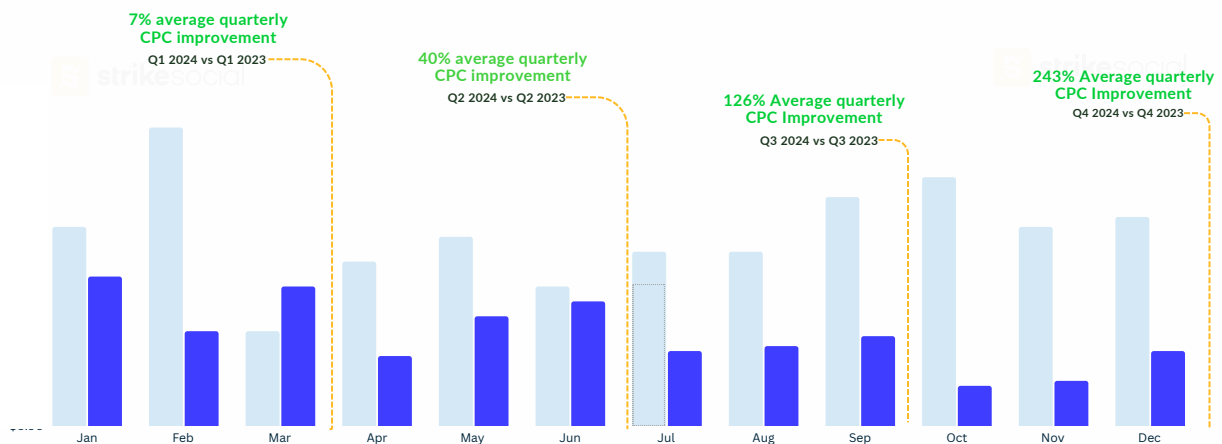
### Overview

- CPC improved by 42.28% YoY, driven by Meta's simplified ad objectives, which enhanced efficiency through better alignment of campaign messaging, media production, and strategy execution.
- CTR surged by 52.11% YoY, reflecting higher user engagement than in 2023. Meta's AI-centric ad solutions continue to empower advertisers by enabling dynamic optimizations that adapt to real-time audience behavior.
- Link Click campaign became 42% more cost-efficient YoY, thanks to AI-driven automation, including Advantage Detailed Targeting, which expanded audience reach and improved click rates.
- Link Click Rate followed the uptick trend through the 10% growth compared to last year.

### CPC trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more clicks

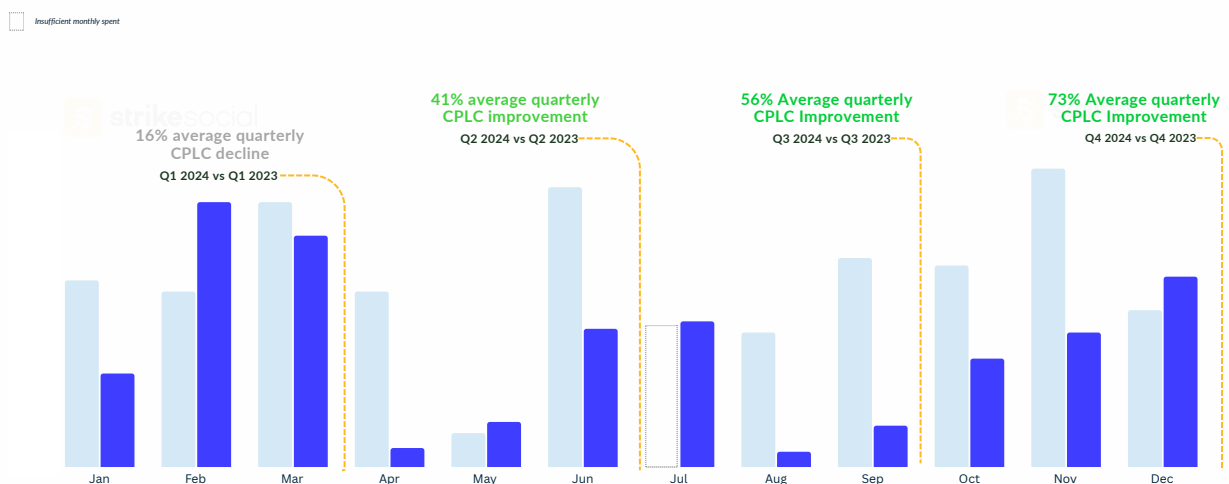
Source: Strike Social, Campaign Lab



### CPLC trends, Facebook Awareness Campaigns

Comparing 2023 - 2024 US Campaigns, Facebook ads leveraging on driving more link clicks

Source: Strike Social, Campaign Lab



CPC dropped by 42.28% YoY, a cost improvement for brands and advertisers implementing click campaigns on Meta last year. The cost reduction can be attributed to these factors:

- **Alignment of ad messaging to the objective:** With fewer objectives, advertisers running click (Traffic) campaigns could more readily select the objective that best matched their goal—driving website visits or app clicks. This clarity reduced confusion for new advertisers, sped up the campaign creation process, and focused on the true campaign objective.
- **Algorithmic Optimization:** Because the platform now groups similar objectives together, Meta's algorithms can more effectively allocate budget and optimize delivery. For click campaigns, the system could better interpret user signals and adjust bidding strategies to maximize clicks.
- **Advantage Detailed Targeting Expanding Audience Reach:** Meta AI-drive audience expansion was automatically applied for all campaigns leveraging for ad actions, including Link clicks or landing pages.

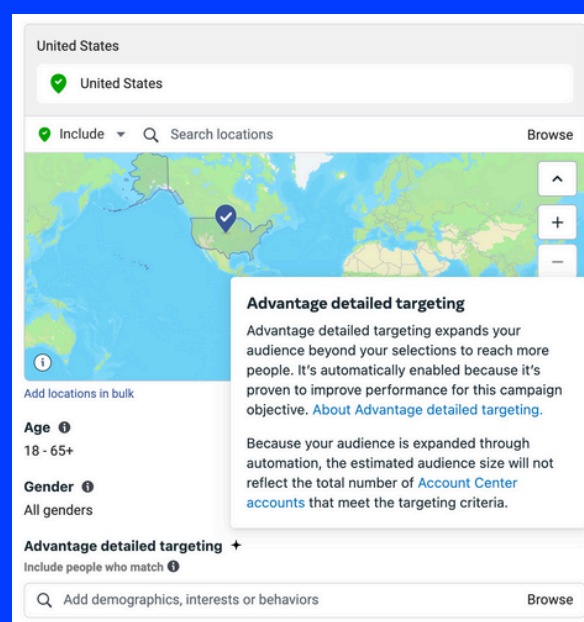
In Q2 2024, the factors mentioned all contributed to a pivotal shift in ad performance—while Q1 showed a modest 5.57% decline in CPLC, Q2 delivered 67.07% reduction in CPLC alongside a 19.26% decrease in CPC; these gains further improved in Q3 (CPLC down 81.07%, CPC down 32.57%) and were sustained in Q4 (CPLC down 41.76%, CPC down 18.47%), highlighting progressively refined cost efficiency across the year.

Overall, all Traffic campaign objectives, Clicks, and Link Clicks have seen noticeable cost efficiencies compared to the previous year.

## Learn more about Advantage Detailed Targeting

Meta Ads' machine-learning-driven feature that automatically refines audience targeting by analyzing user signals and optimizing ad delivery. It enhances detailed targeting capabilities by identifying additional, high-intent audience segments that advertisers might otherwise miss, thereby improving campaign performance and efficiency.

Advantage Detailed Targeting is automatically applied for campaigns optimized for link clicks or landing page views, with no option to opt-out. Meta expects these campaigns to consistently benefit from enhanced targeting to drive higher-quality traffic to your website or landing page.



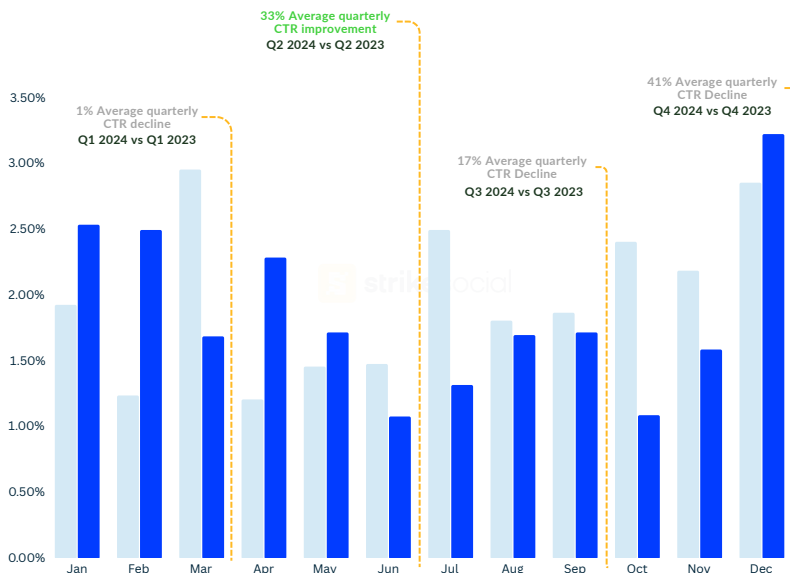
## AI's Role in Meta Ads' Clicks Fluctuations

The introduction of AI-driven tools such as Advantage+ and Advantage Detailed Targeting has reshaped Facebook advertising, particularly impacting ad costs and performance. While these tools aim to automate ad optimization, their effectiveness varies based on multiple factors, leading to mixed results among advertisers.

### CTR trends, Facebook Traffic Campaigns

Comparing 2023 - 2024 US Campaigns, Combined Facebook ad campaigns leveraging to clicks and link clicks

Source: Strike Social, Campaign Lab



The Click-Through Rate (CTR) for Facebook traffic campaigns has declined by 3.42% in 2024 compared to 2023. One possible major factor contributing to this decline is Meta's increasing reliance on Advantage+ and Advantage Detailed Targeting, which broadens audience reach beyond predefined targeting parameters.

While this can expand campaign visibility, it often lowers the relevance of ads to the users seeing them, resulting in fewer clicks. Additionally, the algorithm's automated placements and audience expansion may not always align with an advertiser's ideal audience, leading to a lower engagement rate.

## Leveraging Meta AI

To fully embrace Meta's AI-powered solutions, advertisers should prepare diverse creative variations, allowing Meta's advanced dynamic creative tools to identify and prioritize the highest-performing combinations across different placements automatically. This approach streamlines the testing process and ensures that ad copy, visuals, and calls-to-action are continuously refined based on real-time engagement data.

In addition, creating platform-specific ad creatives tailored to the ad specifications of Feed, Stories, and Reels is critical to resonate with users in each unique environment. While the benefits of automation are significant, it is equally important to balance these tools with regular strategic oversight—constant monitoring and iterative optimization based on performance metrics will ensure long-term success in lowering CPC costs and boosting CTR.

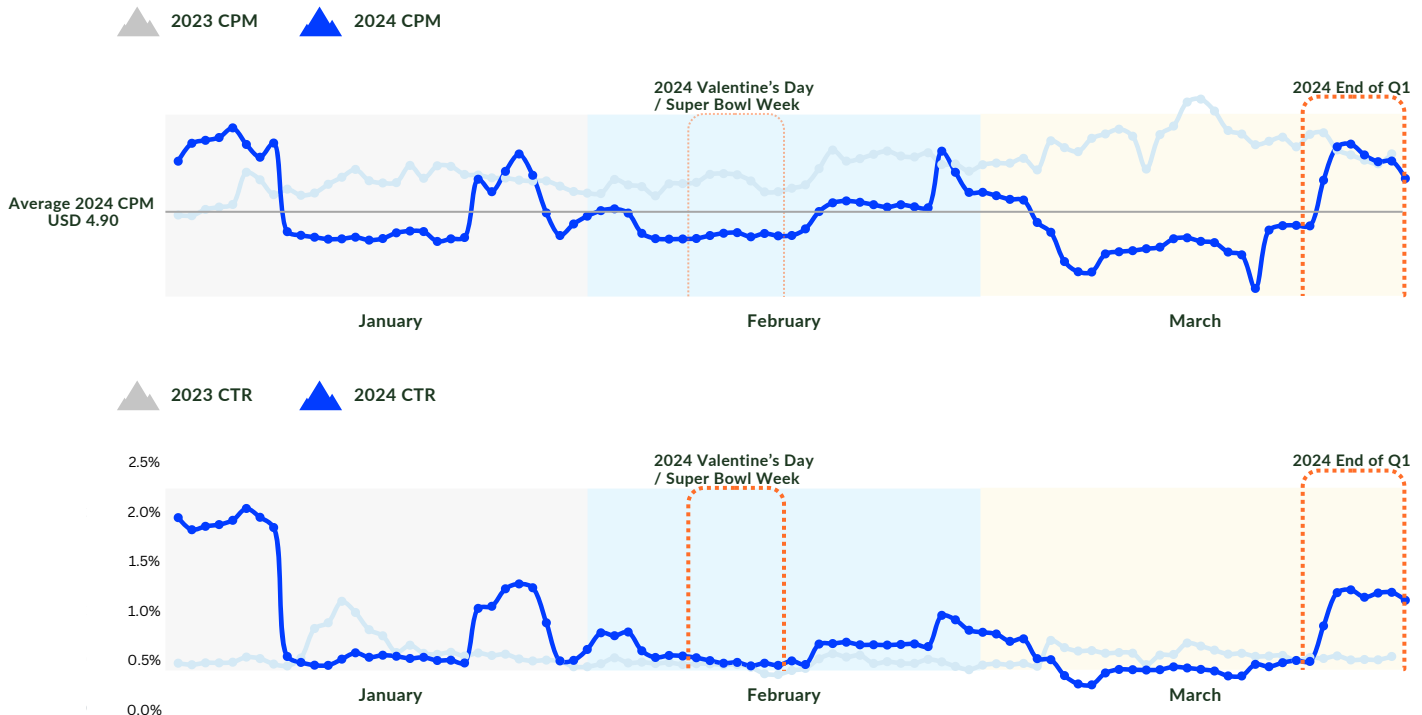
Unlock the full potential of your Meta ad campaigns in 2025 by partnering with a Meta-certified company to efficiently leverage AI-powered creative optimization and targeting strategies.

**Meet Our Meta Experts**

# Q1 2025 Forecast - Impressions Campaigns

## CPM and CTR Trend, Facebook Impressions Campaign

2024 vs 2023 Q1, US Campaigns, Facebook ads leveraging on reaching more awareness



### January

### February

### March

#### 2025 Forecast

January may continue to be more cost-efficient based on the CPM trend movement after a busy holiday ad auction. The team expects at least 20% lower than last year as a substantial decline is expected due to the improvement of the AI-driven Meta Ads solution. However, the corresponding steep drop in CTR implies that this efficiency comes at the expense of engagement, potentially due to the algorithm's prioritization of cost efficiency over audience interaction.

As the market adjusts and competition among advertisers increases, February's CPM is anticipated to rise by approximately 20–30% compared to January levels. Likewise, the CTR is expected to see a similar improvement of around 20–30%. Despite this rebound, both metrics are projected to remain well below historical averages.

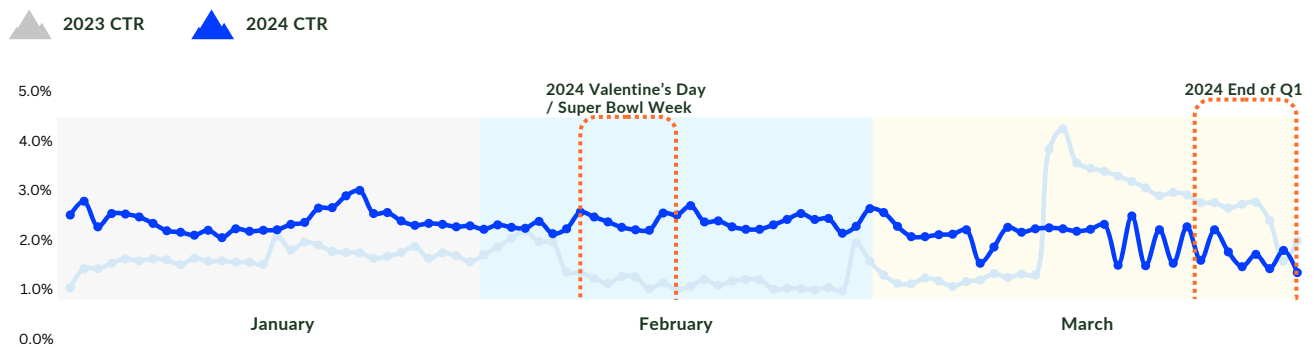
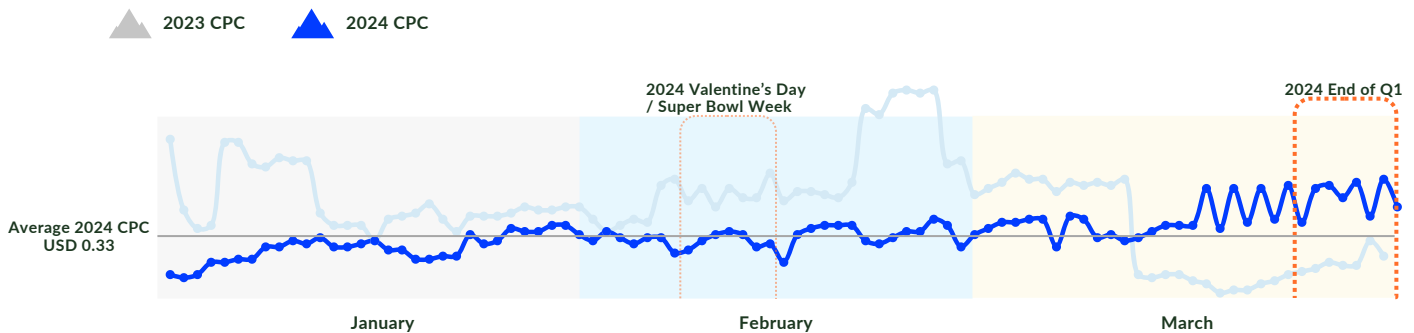
Preparing for the upcoming quarter, CPM is expected to rise by an additional 10–20% compared to February. This moderate increase reflects a competitive auction trend where heightened competition and renewed budget allocations are driving costs upwards. Meanwhile, the CTR is anticipated to recover modestly, improving by about 10–15% relative to February.

# Q1 2025 Forecast - Traffic Campaigns

## Campaigns leveraging on Clicks and Link Clicks

### CPC and Click Rate Trend, Facebook Traffic Campaign

2024 vs 2023 Q1, US Campaigns, Consolidated data Facebook ads leveraging on clicks and link clicks



## January

## February

## March

### 2025 Forecast

January's traffic campaigns are focusing on clicks to achieve better performance. Compared to previous years, the average CPC expects to dropped significantly while the CTR will increased. AI-driven Meta Ads solutions continue to improve, which optimize creative placements to drive clicks at a lower cost. Despite the lingering effects of a busy post-holiday advertising auction, advertisers are finding that the new system aligns costs with audience engagement, resulting in a much more efficient environment for clicks.

In February, market dynamics start to change as competition among advertisers intensifies. CPC is expected to rise by about 20–30% compared to January, reflecting the momentum of advertisers and a slight increase in competitive bidding. At the same time, CTR is projected to improve by a similar margin, driven by ongoing creative optimizations and better-targeted audiences that enhance ad relevance.

Finalizing their Q1 strategies and gearing up for Q2 initiatives. CPC is anticipated to increase by an additional 10–20% compared to February as budget for Q1 should fill the ad auction. Concurrently, CTR is expected to recover modestly—improving by about 10–15% relative to February—as further creative adjustments and audience fine-tuning begin to deliver stronger engagement.

**In conclusion, our 2024 Facebook Ads Benchmark Report reveals a transformative year in which cost efficiencies have dramatically improved—evidenced by a 51% reduction in CPM and lower CPCs—while engagement metrics, such as CTR, have experienced notable declines. These opposite trends in costs and performance highlight the complex impact of AI-driven innovations like Advantage+ automation and expanded ad placements, which have reshaped the advertising ecosystem by prioritizing cost optimization over high-intent audience engagement.**

As we transition into Q1 2025, advertisers will face a competitive environment characterized by seasonal CPM fluctuations and evolving audience behaviors. To succeed, brands must hone their creative strategies, diversify their ad placements, and balance automated targeting with more precise, intent-driven engagement tactics. Continuous performance monitoring and agile strategy adjustments will be vital in leveraging cost efficiencies while addressing engagement challenges, ultimately ensuring that advertisers remain resilient and effective in Meta's dynamic advertising ecosystem.

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