

Study: **FACEBOOK** **ADS 2024**

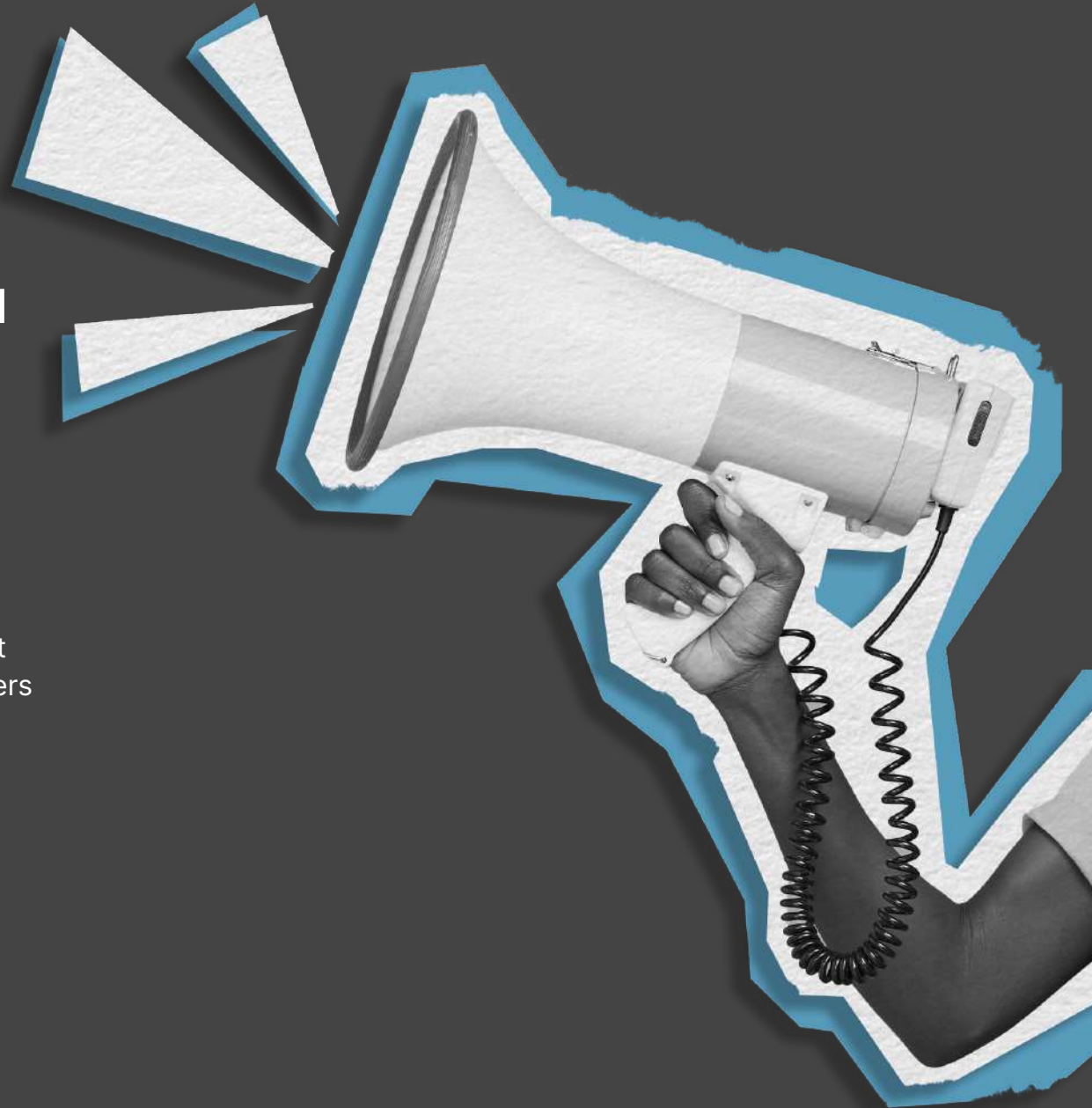
trends report, data, and conclusions









We analyzed 26,223 accounts and 211,929 campaigns to understand how professional accounts use Facebook, Instagram, WhatsApp, and Messenger advertisements.

The 2024 Facebook Study provides the answers to the most commonly asked questions brands and social media managers ask regarding advertising on Meta.









- Which campaign types do advertisers invest in most?
- Which campaigns see a higher CPC?
- What is the average CPC per campaign type?

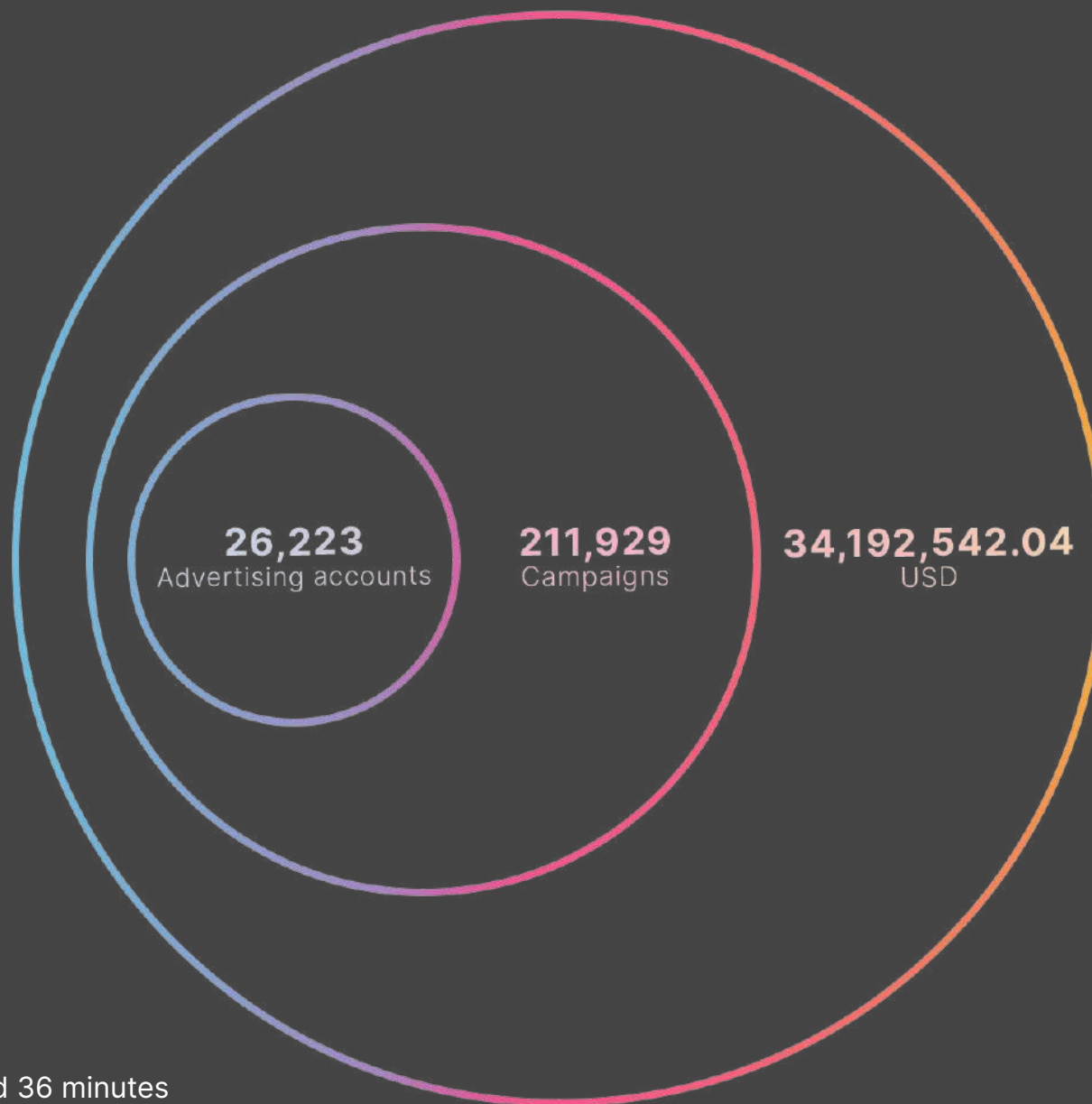


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The Study Sample

In the study, we analyzed 26,223 advertising accounts and a total of 211,929 ad campaigns. The sample was taken from January 1 through February 29, 2024, for 60 days.

-  **Accounts:** 26,223
-  **Campaigns:** 211,929
-  **Total investment budget:** \$34,192,542.045
-  **Total impressions:** 30,328,403,637
-  **Total clicks:** 452,001,463
-  **Average CPC per campaign:** \$0.075
-  **Average CPM per campaign:** \$1.12
-  **Average campaign length:** 11 days, 5 hours and 36 minutes



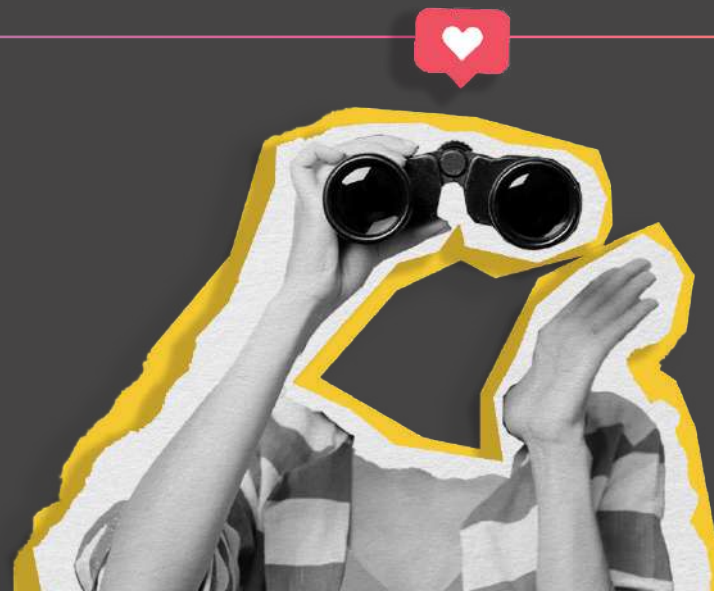


Analyzed data



The analyzed campaigns include all of Meta's ad formats including placements across Facebook, Instagram, Messenger, and WhatsApp.

Since currencies across regions differ, we have converted all currencies to US dollars to facilitate the comparison.



Types of Objectives on Facebook Ads

To delve deeper into the analysis of Facebook Ads campaigns, it's important to understand what each objective aims to achieve.

This information is the key to knowing which objective is best for your strategy:



Lead Generation/Potential Clients

The objective here is to generate potential clients and bring them to the end of the buying process through forms, calls, messages, or registrations.



Brand Awareness

Put yourself in your client's shoes as the first choice. Let your brand resonate with your audience or boost video views for retention.



App Promotion

As the name indicates, this objective aims to increase the number of app downloads or app events.



Traffic

Link clicks or landing page visits are the goals of this objective. Drive a user to your website or landing page to act.



Interactions

Receive more video views, likes on your content, or participation in your events. Recommended for gaining more post interactions, video views, and engagement.



Sales

This objective is aimed at finding new customers and increasing sales on the advertiser's website through conversions, messaging, or product sales. Facebook, Instagram, and Messenger.

Key Learnings from the 2024 Facebook Ads Study

Brands and social media managers favor campaigns with engagement objectives

While engagement campaigns were the most used with 89,831 campaigns, Brand Awareness campaigns received the highest percentage of impressions at 37.7%, and Traffic campaigns with the most clicks at 38.0%.



42.4%

of analyzed accounts used an Interaction objective

37.7%

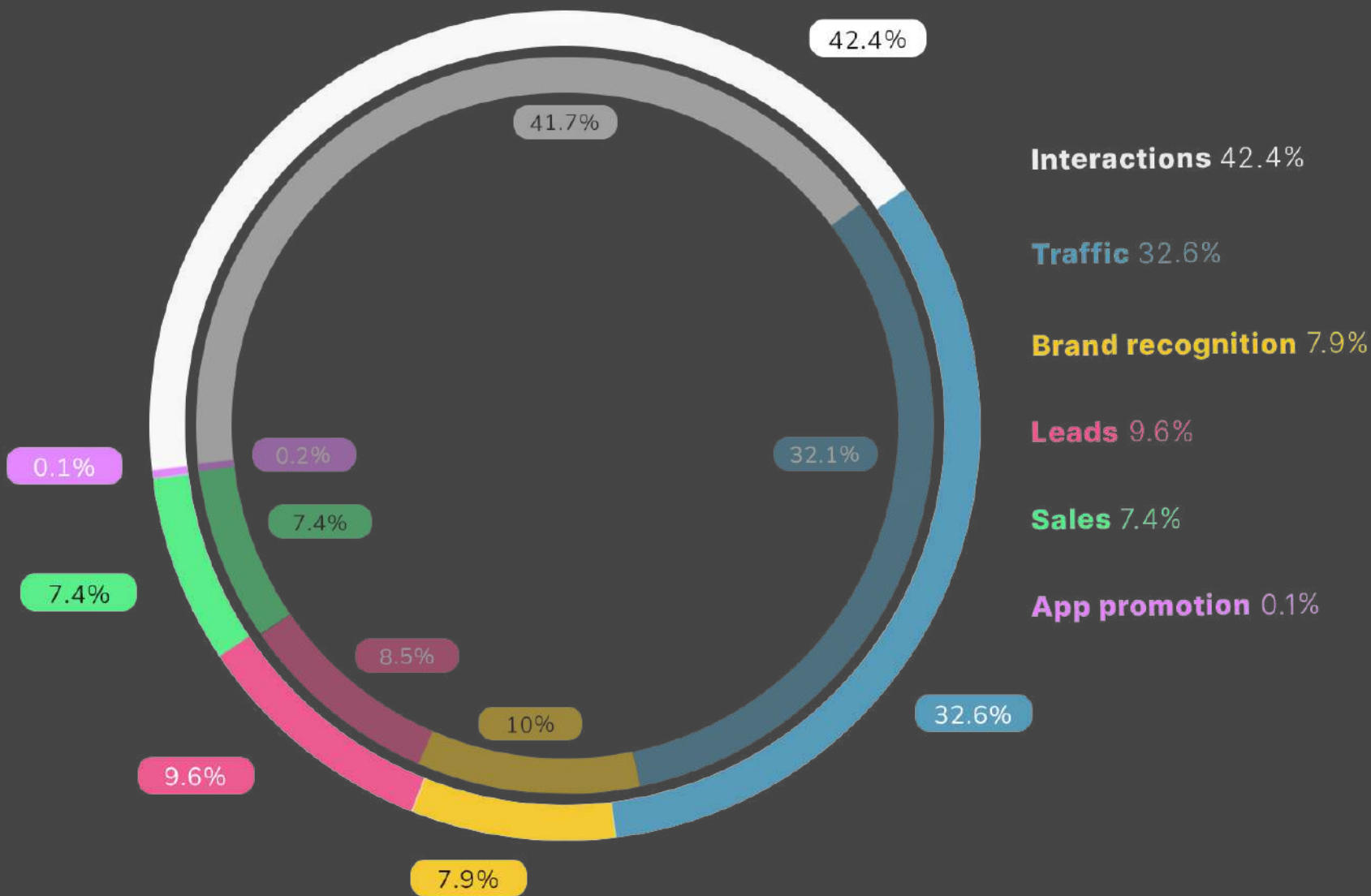
Brand Awareness campaigns receive the best impressions.

38%

Traffic campaigns generate the highest click percentage.

MOST-USED CAMPAIGN OBJECTIVES

2023 vs 2024

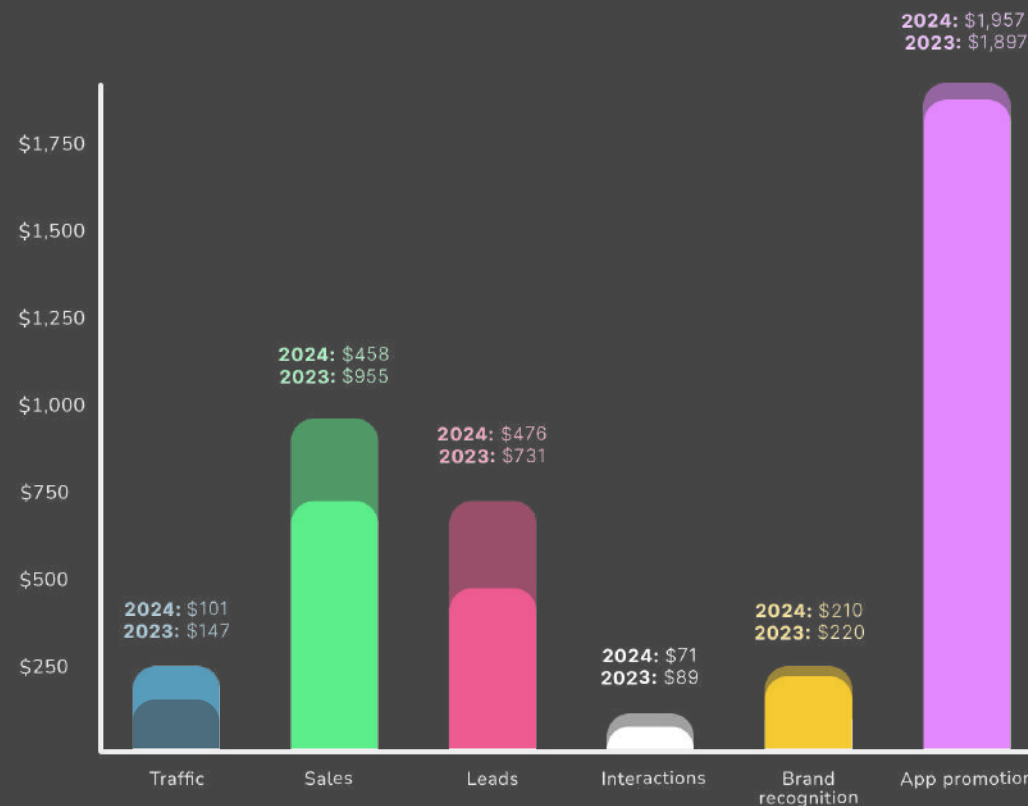


The campaigns with the highest average investment are App Promotion campaigns.

With an average of \$ 1856.64 per campaign, investments are highest in application promotion ads.

This is followed by Leads (\$476.35) and Sales (\$457.99) and well above Engagement campaigns, where we see the smallest investments with an average of \$70.79 per campaign.

BUDGET PER FACEBOOK ADS CAMPAIGN OBJECTIVE 2023 VS 2024



\$1,856.64 average investment per App Promotion campaign

\$476.35 average investment per Lead Generation campaign

\$70.79 per Engagement campaign, the lowest average investment ratio

What is the Cost per Click (CPC) of each campaign per objective and country?

The highest CPC occurs in App Promotion campaigns (\$0.32), followed closely by Lead Generation (\$0.23). The lowest CPC is found in Traffic campaigns with a \$0.04 average click per campaign.

Great Britain and Germany have the highest CPC ratio, 0.38 and 0.35 respectively, and Italy with the lowest at 0.09.

\$0.38

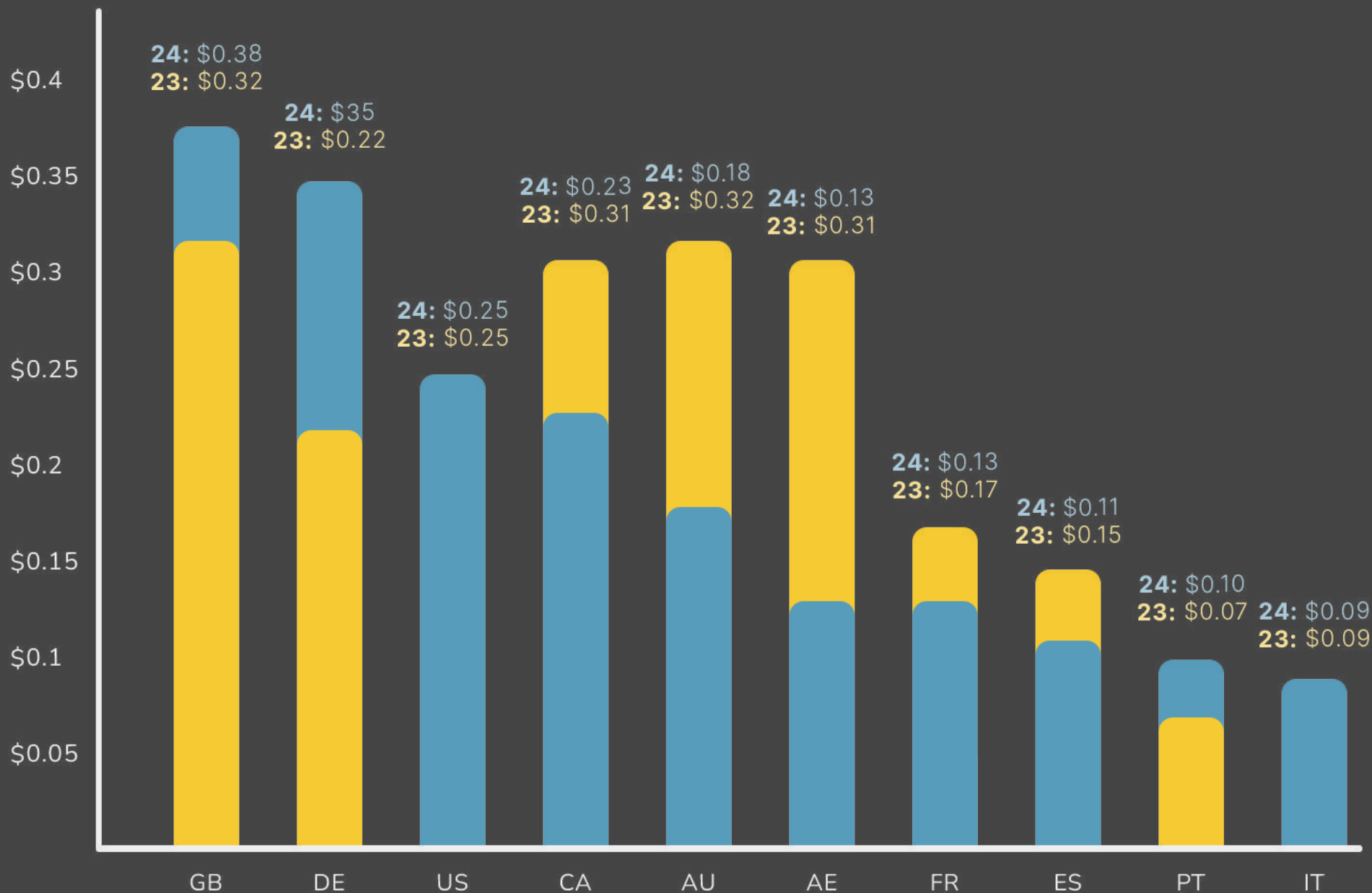
Great Britain has the highest CPC per country.

\$0.32

App Promotion campaigns have the highest CPC.



AVERAGE CPC PER COUNTRY 2023 vs 2024



Analysis of Facebook Advertising Data

MOST-USED CAMPAIGN OBJECTIVES 2023 VS 2024

We analyzed the obtained data in detail during the analysis of the sample.

Most used campaigns

These are the most-used Facebook Ads campaigns in order of objective out of the 211,929 total campaigns analyzed:

Interactions 42.4%

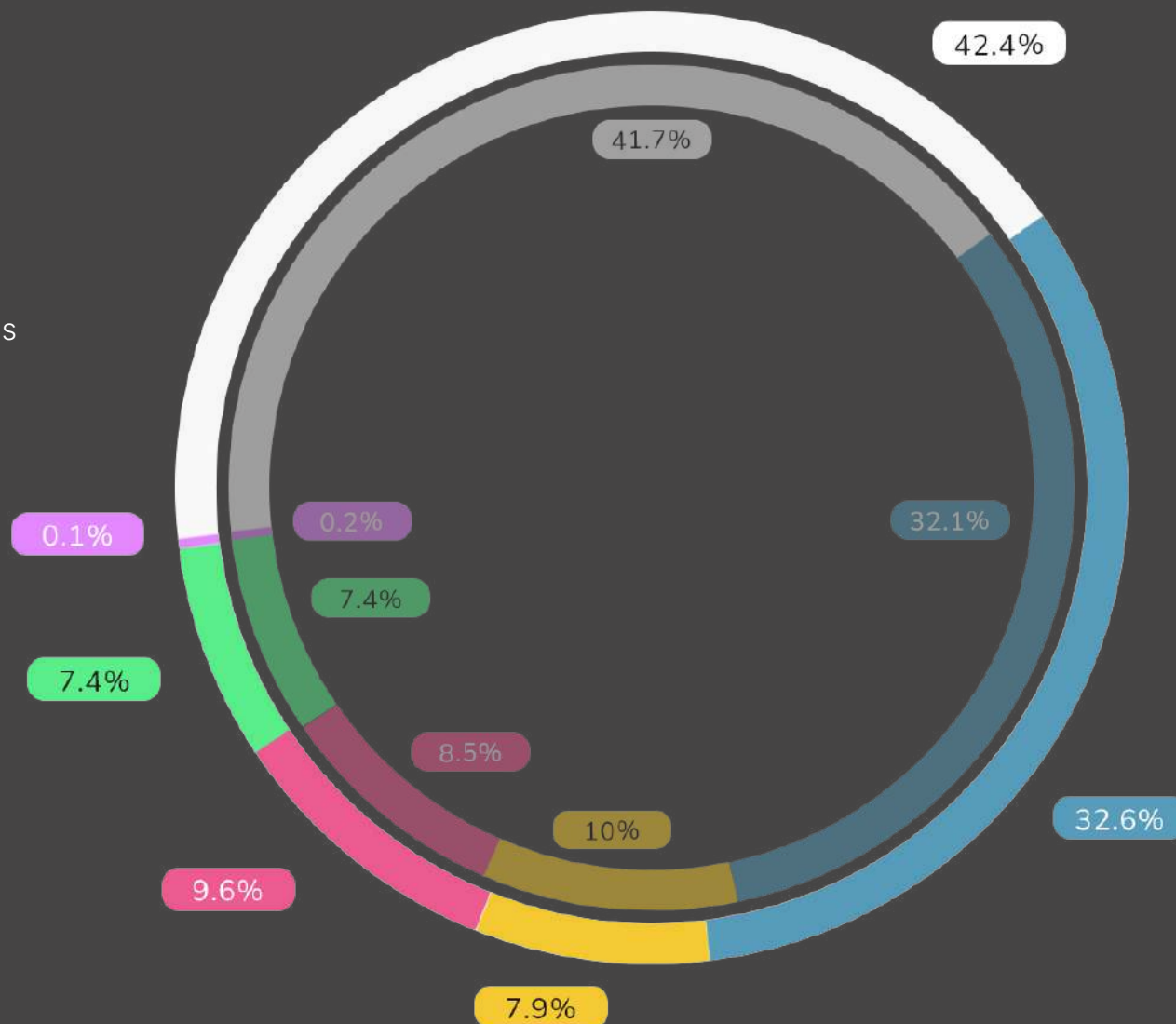
Traffic 32.6%

Brand recognition 7.9%

Leads 9.6%

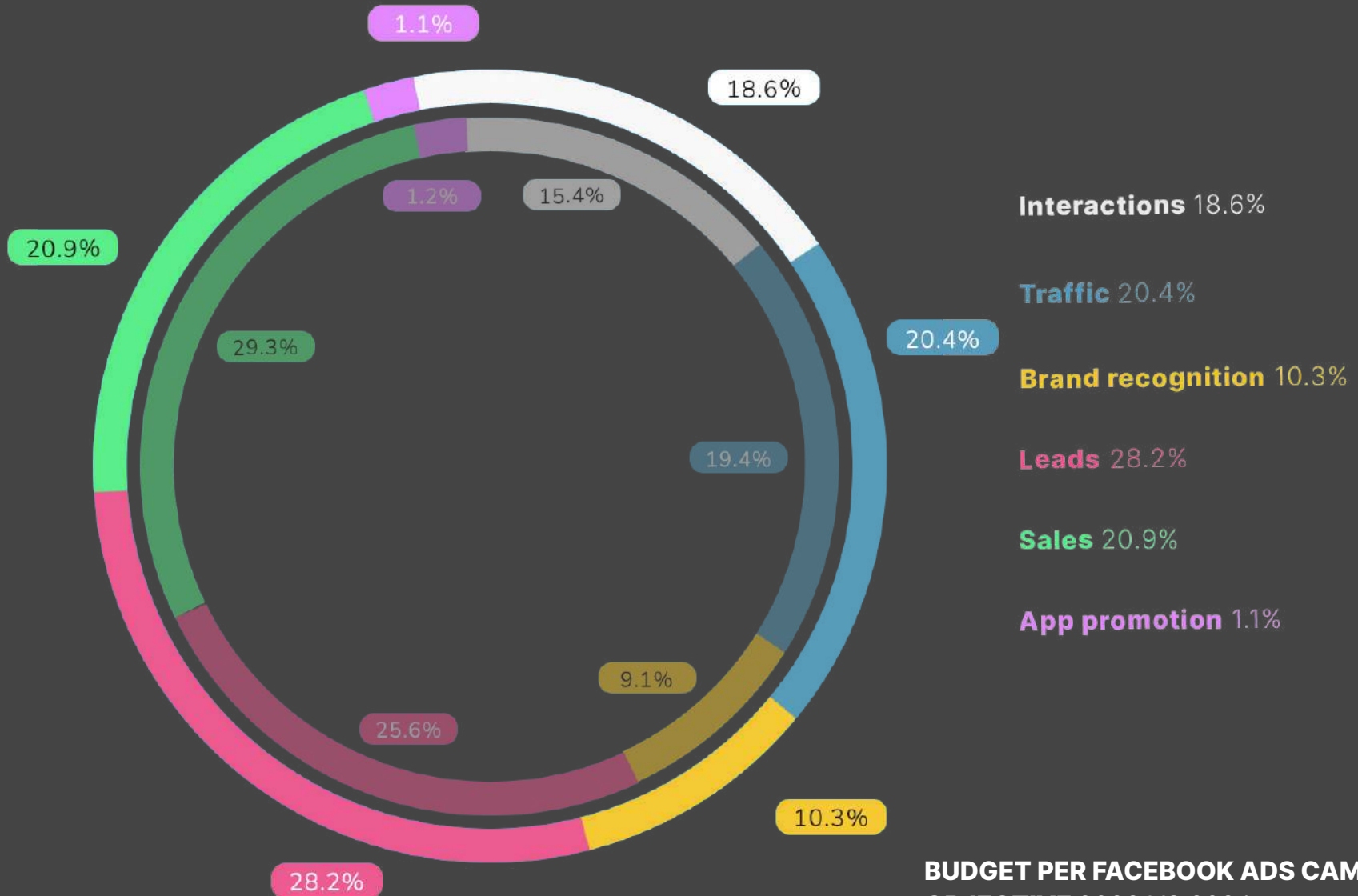
Sales 7.4%

App promotion 0.1%



Budget invested per campaign

What is the type of campaign that brands and social media managers spend the most budget on? The answer is:



BUDGET PER FACEBOOK ADS CAMPAIGN OBJECTIVE 2023 VS 2024

 **Leads:** \$9,636,995.58

 **Sales:** \$7,148,338.52

 **Traffic:** \$6,982,708.61

 **Engagement:** \$6,359,522.66

 **Brand Awareness:** \$3,515,018.38

 **App Promotion:** \$505,005.6

Of the total budget invested, **Leads, Sales, and Traffic campaigns are those with the highest investments**

What conclusions can we make from this? Objectives of attracting new users, selling, and generating traffic are more important than connecting with the audience.

\$9,636,995.58

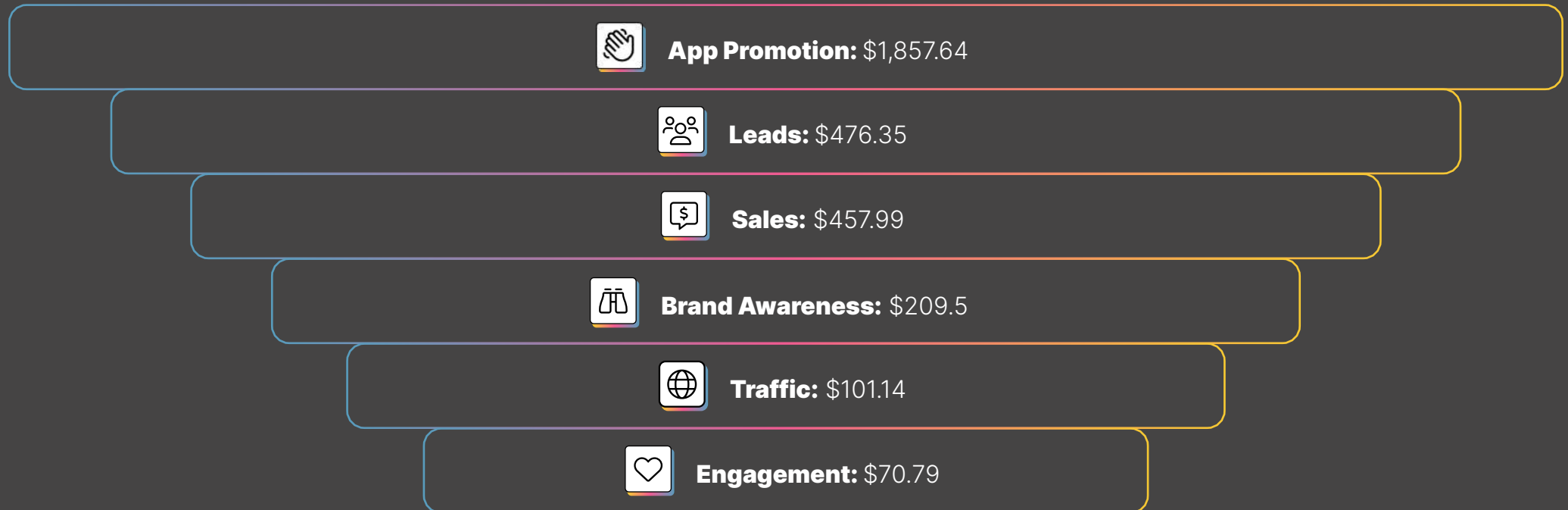
is the total investment that brands and social media managers spent on Lead Generation campaigns.



Highest average investment per campaign type

Which campaign types see the highest average investment?

In this section, we will analyze the average investments per campaign, from highest to lowest:



Why is the campaign with the highest average investment also the one with the lowest total budget?

The average investment in App Promotion spikes because, although there are fewer campaigns, more is invested per single campaign.

Which campaign types work best in terms of Impressions?

The total impressions amounted to 30,328,403.637, however, how is this number distributed per campaign?

 **Brand Awareness:** 37.7 %

 **Traffic:** 24.6%

 **Engagement:** 18.6%

 **Leads:** 9.5%

 **Sales:** 8.7%

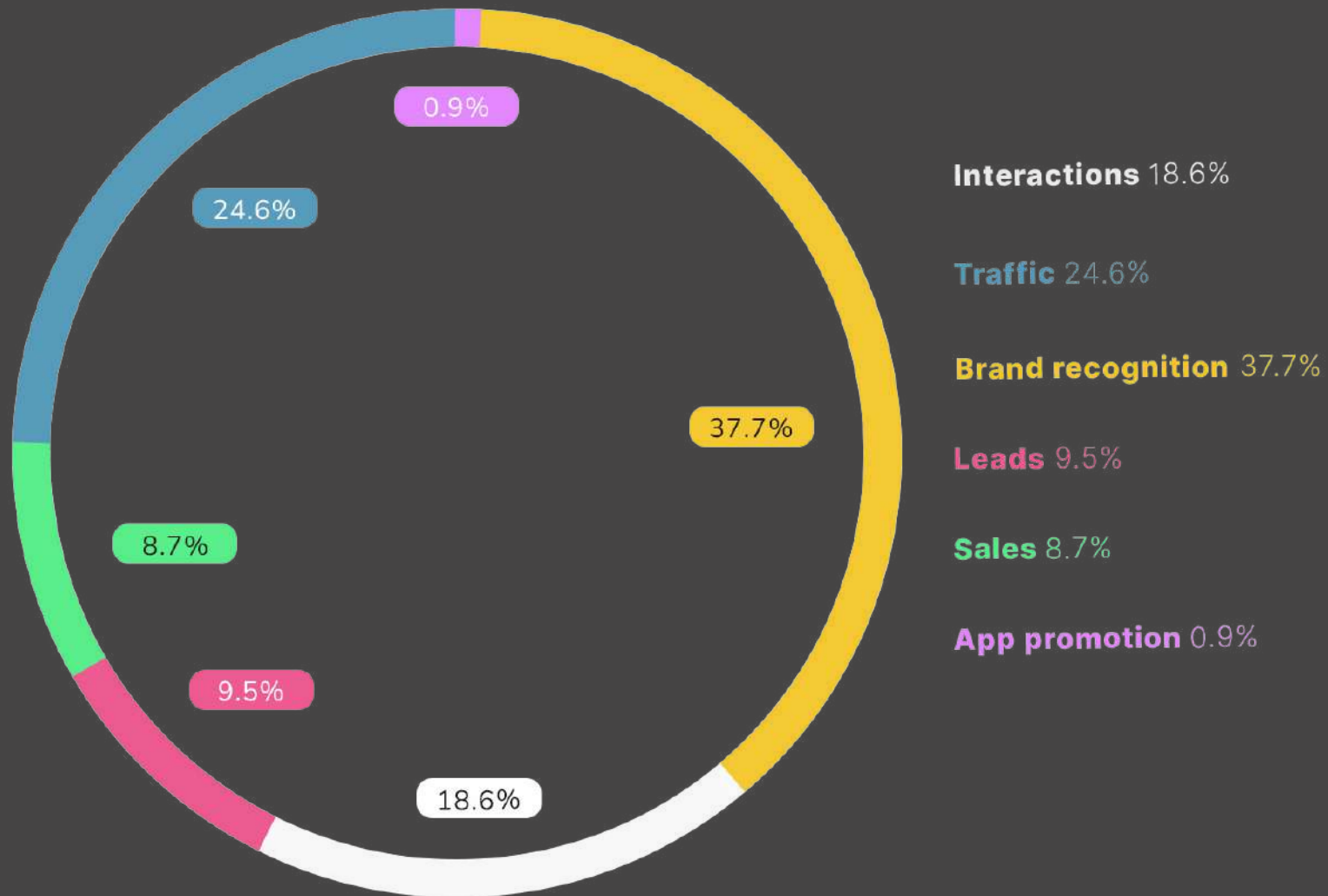
 **App Promotion:** 0.9%

Brand Awareness campaigns lead this ranking by a mile, as this is the campaign type that allows you to display your ad to the largest possible number of members in your audience.

It also has a lower CPM in comparison to other campaigns, making it a great investment for brands and social media managers.



IMPRESSIONS PER CAMPAIGN OBJECTIVE



¿Qué tipo de campaña obtiene un mayor porcentaje de clics?

Durante la muestra hemos contabilizado 452.001.463 clics totales en todas las campañas.

Ahora bien, ¿cómo se ha distribuido este total en cada una de las campañas?

Interactions 32% (144,426,930)

Traffic 38% (171,724,099)

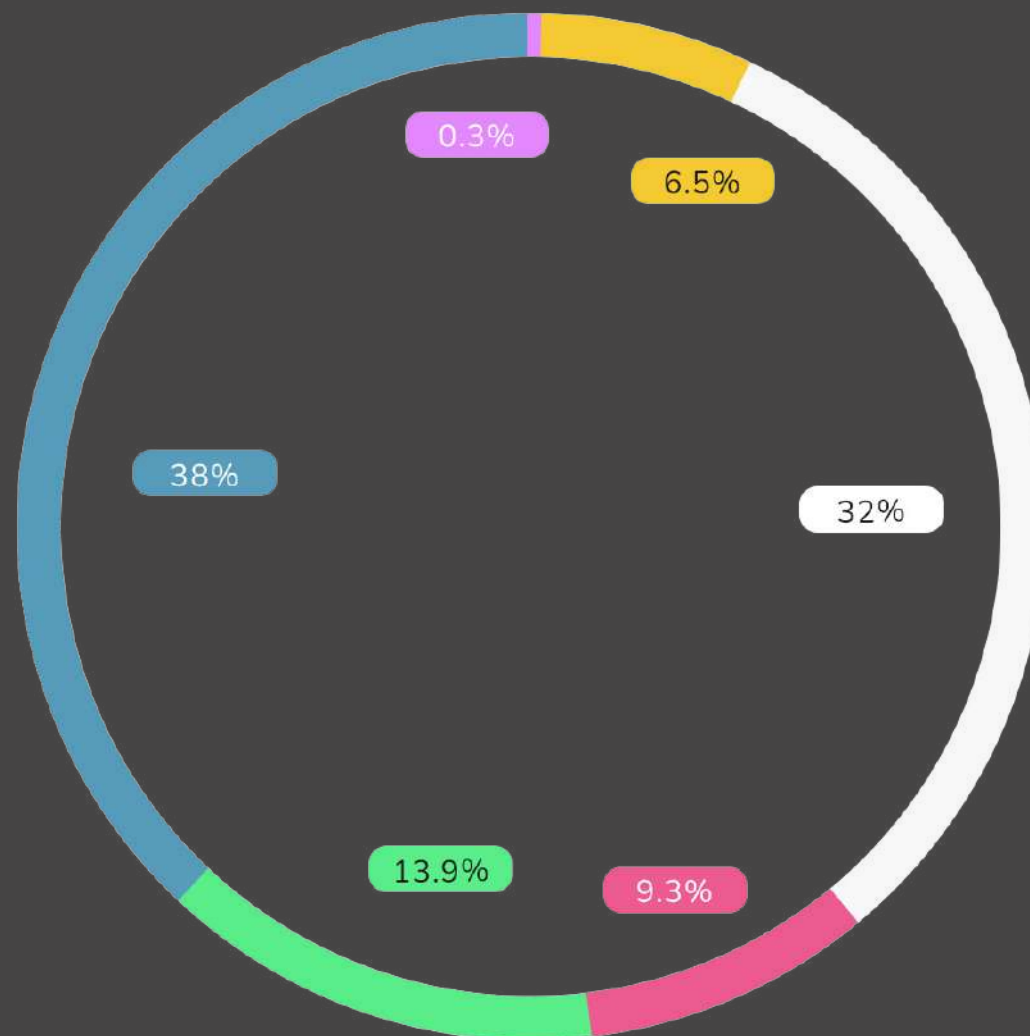
Brand recognition 6.5% (29,179,825)

Leads 9.3% (41,963,141)

Sales 13.9% (62,803,543)

App promotion 0.3% (1,575,349)

CLICS POR OBJETIVO DE CAMPAÑA



Which campaign type has the highest and lowest cost per click?

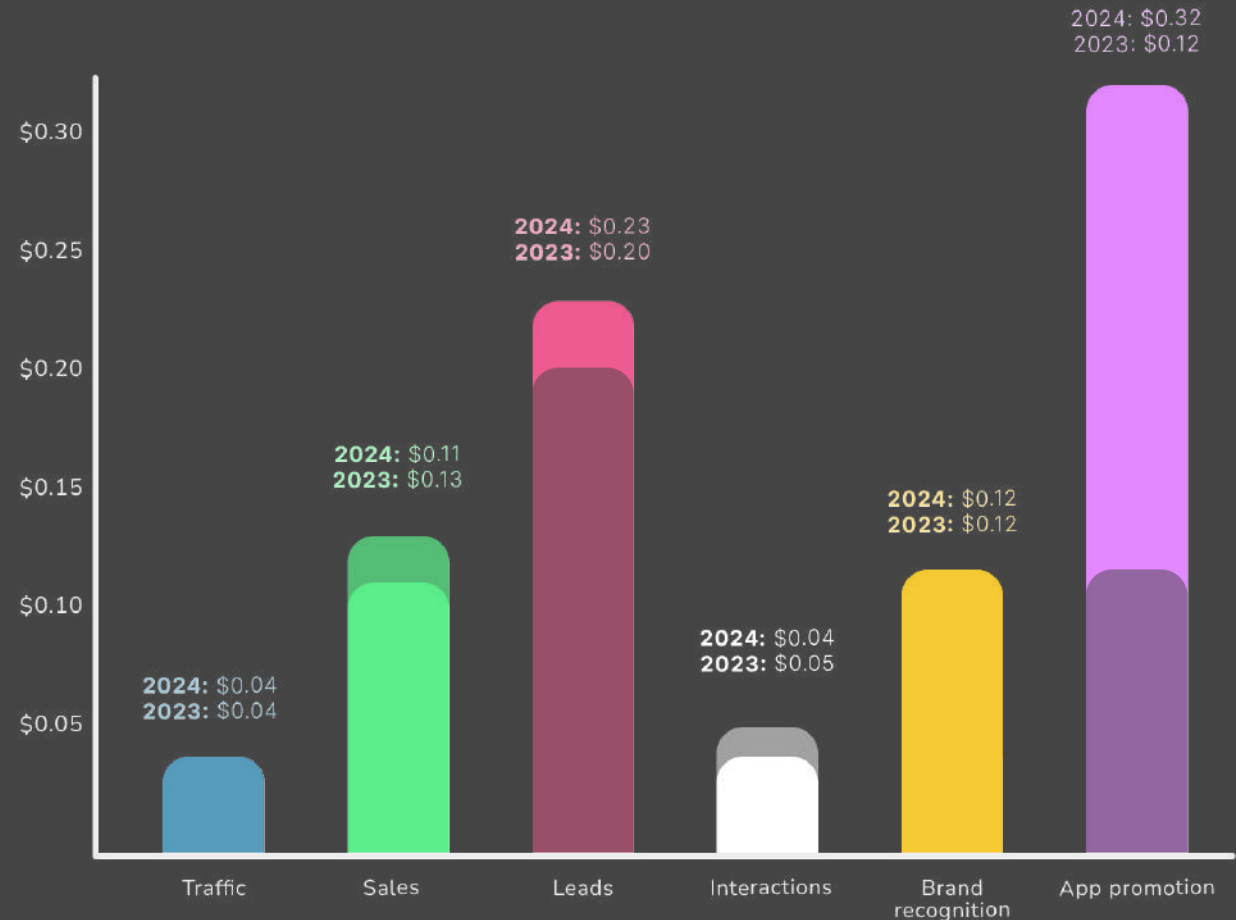
Average CPC per campaign

The average Cost per Click (CPC) per campaign is 0.075647 US\$.

This information is interesting when considering what ads will be most profitable for your brand.

App Promotion campaigns are those that have the highest cost per click. If you don't have a large advertising budget, perhaps creating a landing page and running a Traffic campaign could be up your alley.

AVERAGE CPC PER CAMPAIGN OBJECTIVE
2023 VS 2024



Average CPC per country

If you work in different countries and languages, seeing a global landscape of CPC per country can help you understand the differences per region and audience.

However, note that each market's economy differs, and for example, it may be more expensive to obtain a customer in the United States than in other countries.

It is best to optimize your campaigns based on your customers, although this information is still valuable for your ad strategy.



GB: \$0.38

DE: \$0.35

US: \$0.25

CA: \$0.23

AU: \$0.18

AE: \$0.13

FR: \$0.13

ES: \$0.11

PT: \$0.10

IT: \$0.09

GR: \$0.08

BR: \$0.08

CR: \$0.07

UY: \$0.06

CL: \$0.06

DO: \$0.06

PA: \$0.06

PY: \$0.05

EC: \$0.05

ID: \$0.05

HN: \$0.05

GT: \$0.04

MX: \$0.04

PE: \$0.04

CO: \$0.04

SV: \$0.04

ZA: \$0.03

IN: \$0.03

BO: \$0.03

AR: \$0.03

VE: \$0.02

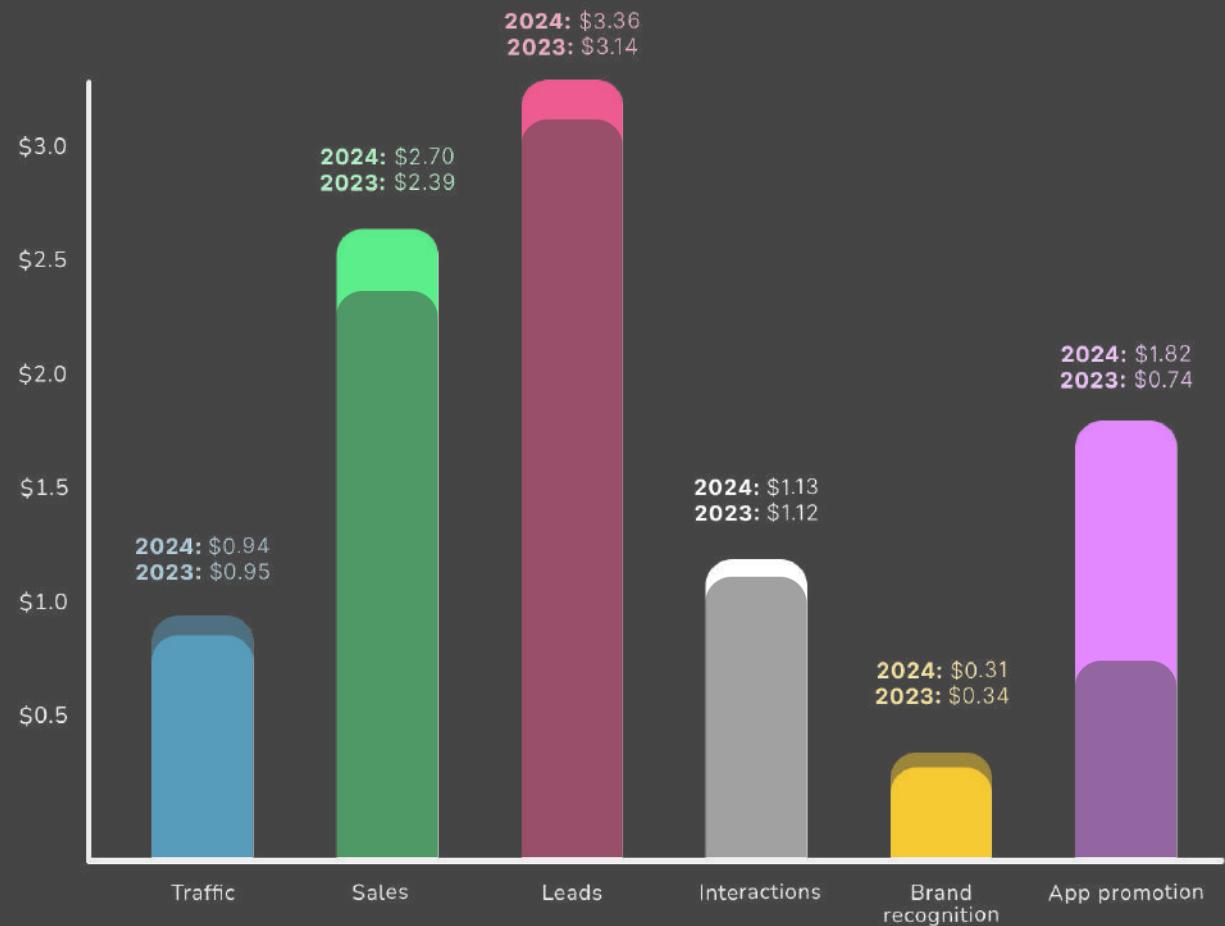
Average CPM per campaign

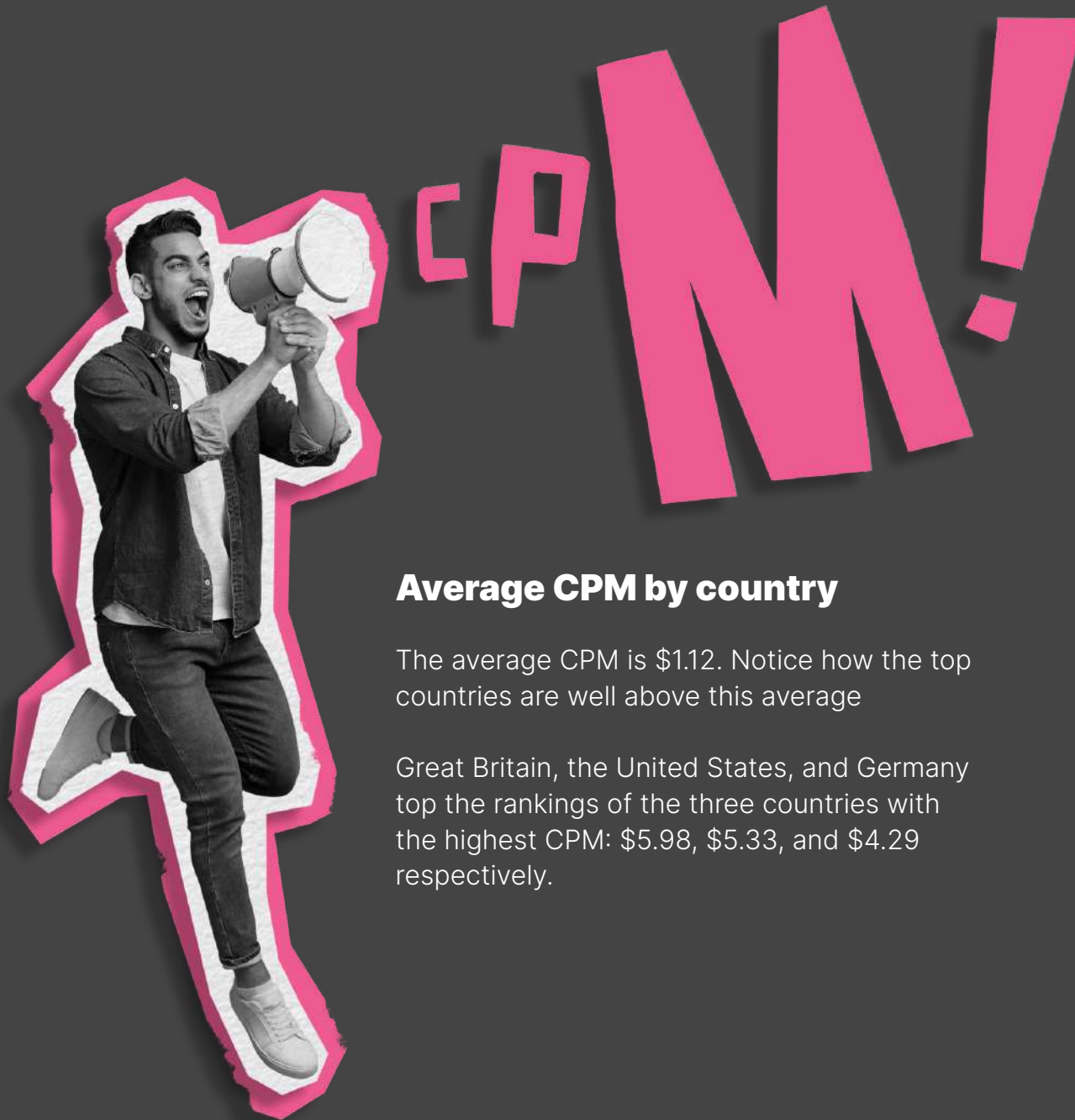
In this case, the average CPM of the analyzed accounts is \$1.12.

Keep in mind that the performance per campaign is different, depending on the campaign type. The goal of Facebook Ads is to show your ad to as many people as possible.

Looking at the data obtained, lead campaigns will be more expensive than if for example, you create a traffic campaign in which users click to a landing page and register. This is similar to what we have commented before about CPC.

AVERAGE CPM PER CAMPAIGN OBJECTIVE 2023 VS 2024





Average CPM by country

The average CPM is \$1.12. Notice how the top countries are well above this average

Great Britain, the United States, and Germany top the rankings of the three countries with the highest CPM: \$5.98, \$5.33, and \$4.29 respectively.

GB: \$5.98

DE: \$5.33

US: \$4.29

CA: \$3.97

AU: \$2.81

ES: \$1.69

FR: \$1.67

IT: \$1.58

PT: \$1.52

AE: \$1.50

GR: \$1.49

PE: \$0.82

MX: \$0.80

CL: \$0.75

CR: \$0.70

GT: \$0.69

ID: \$0.68

EC: \$0.67

PA: \$0.67

DO: \$0.67

BR: \$0.66

CO: \$0.64

ZA: \$0.63

UY: \$0.57

SV: \$0.57

PY: \$0.54

HN: \$0.44

BO: \$0.34

AR: \$0.28

IN: \$0.27

VE: \$0.21

Evolution of Facebook Ads and Learnings

We are only a few months into 2024 but in these 60 days, we have drawn key conclusions about how brands and social media managers are using **Facebook ads compared to 2023**.

Engagement campaigns continue as the most-used campaigns

Something that hasn't changed in the year is that **brands and social media managers have a favorite type of campaign: interaction campaigns**. Engagement shows the commitment users have to a brand, so it is an attractive metric for advertisers.

Compared to the previous year, its use has increased by 0.7%. Traffic remains in second place, at 32.6%, with only a slight difference of 0.5% compared to 2023.

Once again, the App Promotion campaigns come in last place with 0.1%. Even its use has decreased compared to 2023, when it was only 0.2% of the total.





App Promotion maintains a high average spend per campaign

App promotion campaigns lead the average spending per campaign with \$1,856.64 per campaign. Although, it has decreased compared to the previous year falling by \$41.31

Where we do find a difference is in Leads campaigns. While in 2023 they were in third place with an average of \$731.06, in 2024, they were invested in less with an average of \$476.35. However, they maintain second place only behind Apps Promotion.

CPC, CPM, and impressions are declining

Both CPC and CPM have seen a decline compared to 2023. While last year's average CPC was \$0.085, 2024 (so far) has seen a slight decrease to \$0.075.

The same is the case for the average CPM per campaign, which has gone from \$1.25 to \$1.12.

But the metric that has suffered the biggest drop has been average impressions. From 206,546.29 impressions per campaign in 2023 to 143,106.43 in 2024, a difference of 63,439.86 impressions per campaign.

TikTok Ads vs Facebook Ads

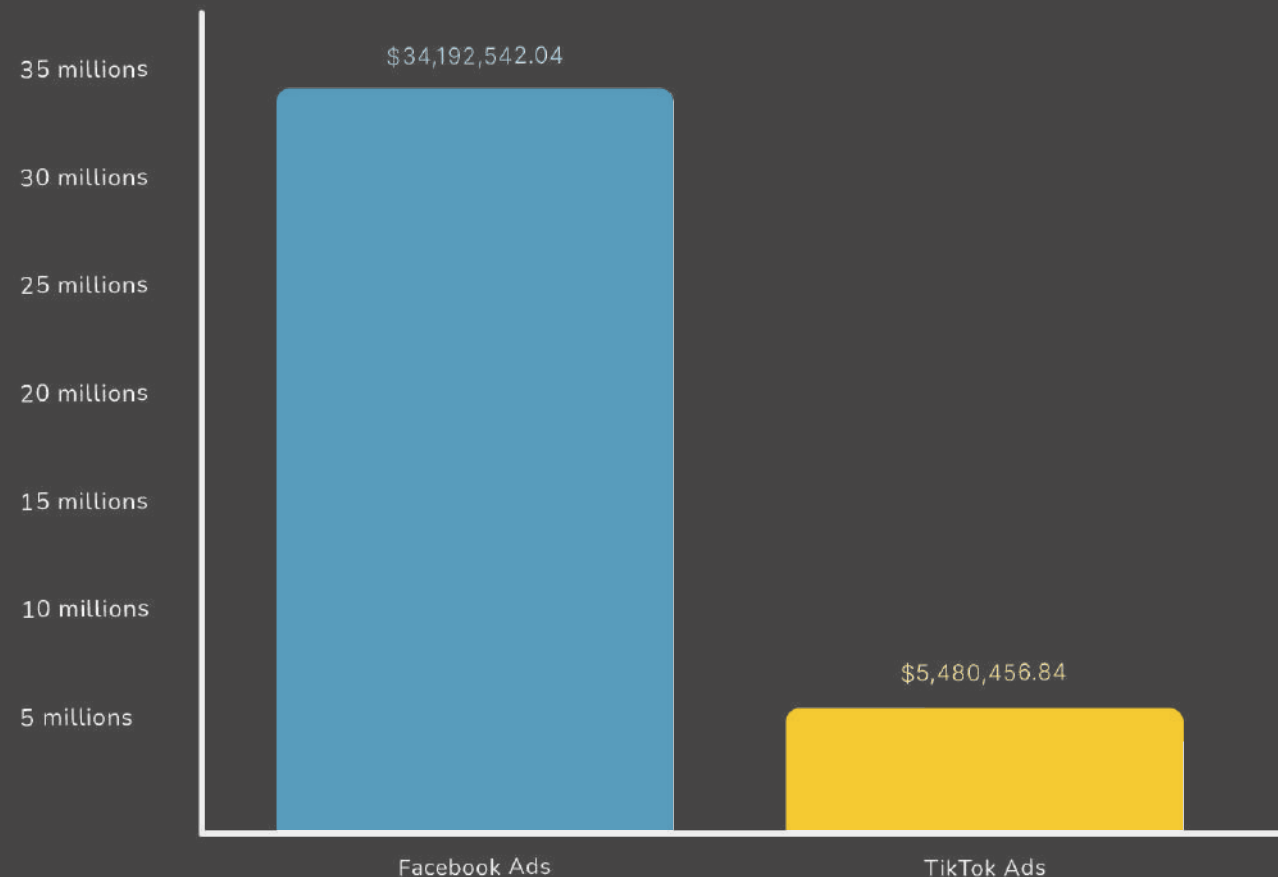
Which social network sees more ad investment?

Despite TikTok's popularity, brands, agencies, and social media managers invest a larger budget in Facebook Ads than in TikTok Ads, with a large discrepancy: \$34,192,542.04 in Facebook Ads to TikTok's \$5,480,456.84.

It should be noted that the sample size for our Facebook Ads study included more campaigns, 211,929, than TikTok's sample of 5,037 campaigns. It should also be noted that the length in which we conducted this TikTok Ads study was longer than the Facebook Ads study, 90 days compared to 60.

What are the differences between TikTok Ads and Facebook Ads campaigns?

After conducting our **2024 TikTok Ads Study**, we contrasted the most relevant data between the two advertising platforms.



Which campaign type is favored on each platform?

Here we can see one of the biggest differences due, in part to the fact that the nature of TikTok content is videos. In **TikTok Ads, campaigns aimed to maximize video views are favored**, contributing to 1,291 campaigns of the total.

On the other hand, in **Facebook Ads, brands, agencies, and social media managers favor engagement campaigns**, with a total of 89,831 campaigns carried out during the sample.

Interestingly, engagement campaigns on TikTok are the second most used, for a total of 996 campaigns. This shows that engagement is still a key objective in advertising strategies.

Is the CPC more expensive in TikTok Ads or Facebook Ads?

We settle the debate on which platform has the highest Cost per click (CPC).

In the case of **Facebook Ads, we recorded that the average CPC per campaign is \$0.075, while in TikTok Ads, the data shows that it is more expensive with an average of \$0.22 per campaign.**

So, is the average CPC per campaign more expensive in TikTok Ads? Yes, but you also have to take into account the type of campaign you run, i.e. your target, and on which social network.

For example, the average CPC per App Promotion campaigns in Facebook Ads is \$0.32, higher than the average of \$ 0.075.

On the other hand, in TikTok Ads, all campaigns are above the average except for Web Conversions, Product Sales and Traffic. Even, the average CPC per campaign for Video Views has a big difference compared to the general one: \$6.08.

So, is it better to run ads on TikTok or Meta? With the data in hand, it's up to you to choose which platform to carry out your advertising strategy, always keeping your target audience in mind.

This brings us to the end of the Facebook Ads 2024 Study. We have analyzed more than 200,000 ad accounts. Now it's up to you to apply these findings, align your strategy, and measure your Facebook Ads campaigns in Metricool.

[Sign up for free here](#)

2024 Facebook Ads Study



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