



**PATTERN89**

# THE 2018 NO B.S. - ALL A.I. - GUIDE TO SOCIAL ADVERTISING STATS

(So You Can Plan Better for Next Year)

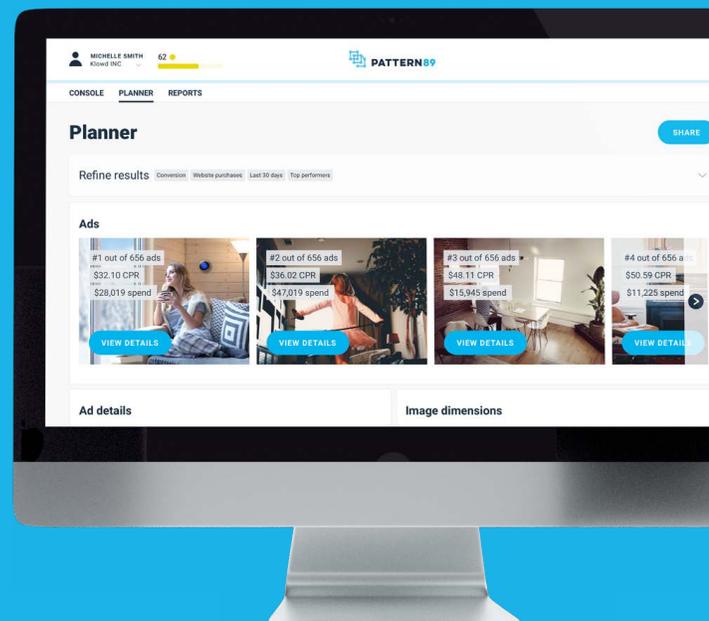
A look back at the best performing ad dimensions on Facebook and Instagram

# ABOUT THIS REPORT

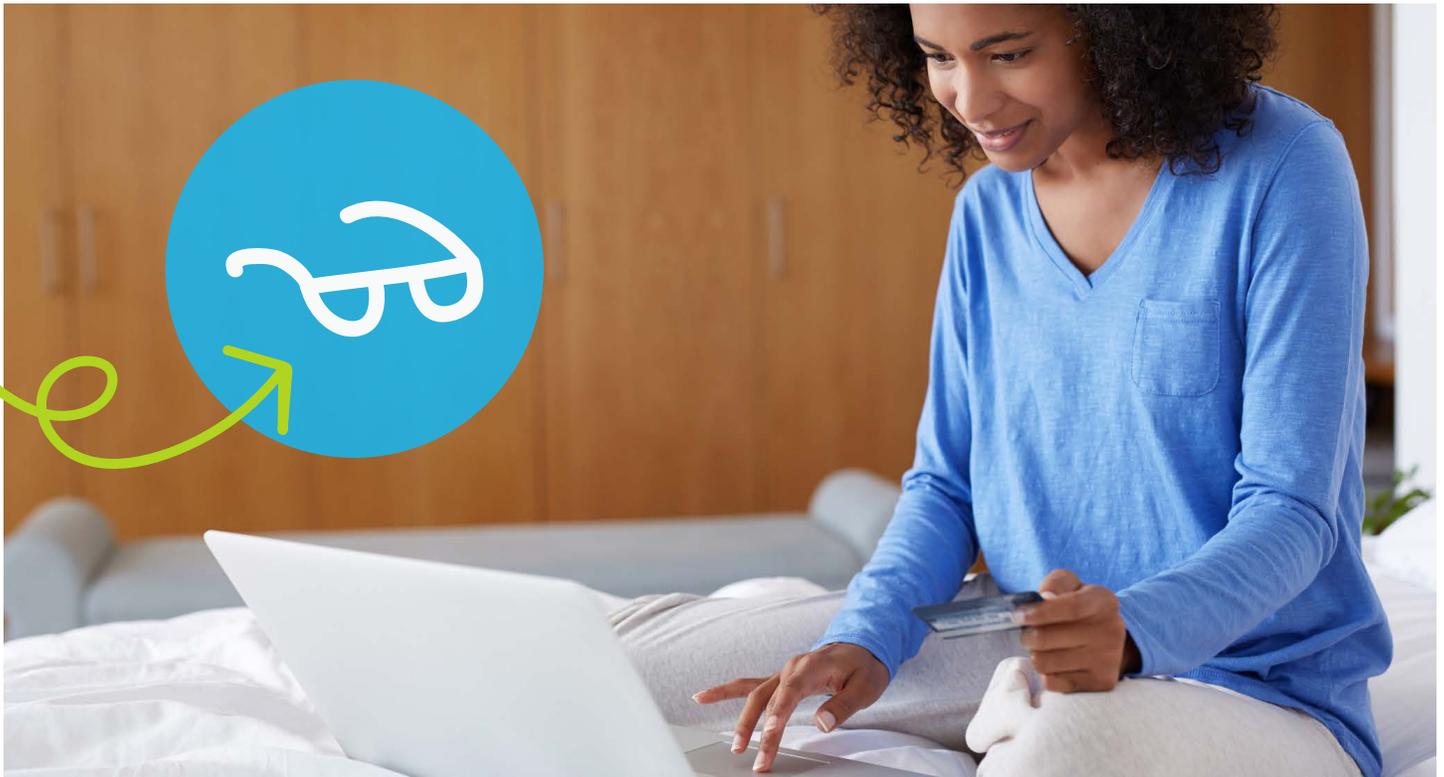
This report includes findings from Pattern89's expansive advertiser data. Pattern89's AI was able to reveal social ad trends by analyzing millions of data points, and hundreds of millions of dollars in ad spend on Facebook and Instagram.

## About Pattern89

Pattern89 is an AI platform for Facebook and Instagram ads. With actionable account alerts and an interactive creative planner to find hidden trends, you can take action while campaigns are in flight and guide future ads toward optimal performance. No pivot tables and no guessing required.



Learn more at [www.pattern89.com](http://www.pattern89.com)



## LOOKING BACK ON 2018

Marketers are increasingly spending more money on digital marketing, year over year, and 2018 stuck with that trend.

On average, marketers spend **43.62%** of their ad spend budget on digital marketing alone, and research shows that percentage is increasing. (Source: AppNexus, The Digital Advertising Stats You Need for 2018 Report)

With the wealth of consumer data marketers have access to, and the platforms that allow the opportunity for personalized advertising experiences, paid advertising on Facebook and Instagram is essential to today's digital marketing strategy. Consumers have begun to expect personalized content, and marketers are faced with the challenges of connecting with them through highly relevant ads on their social media feeds.

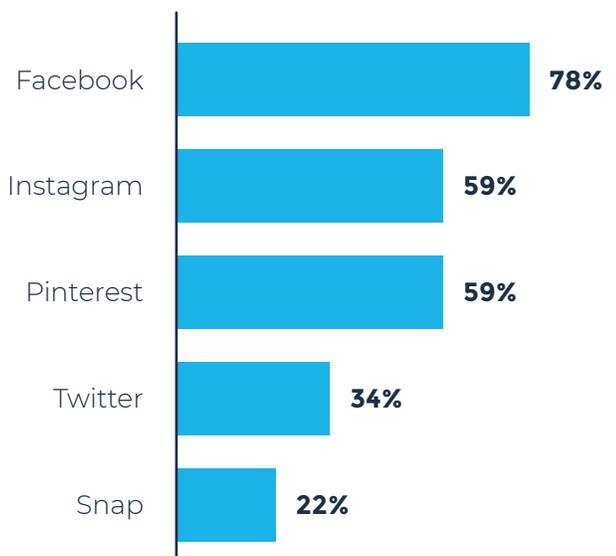
## A Quick Look at the State of Social Ads

Paid social advertising is a big part of the digital marketer's strategy, and it's getting bigger as time goes on. Here's a quick look at how paid social advertising is increasing in relevance.

- **55%** of consumers say they've purchased a product after discovering it through social advertising.
- **6%** of all referral traffic to e-commerce sites came from paid social ads in 2018, and that number is steadily increasing.
- Advertising on Facebook is driving the largest amount of product discovery... but advertising on Instagram is growing more quickly, and it might surpass it.

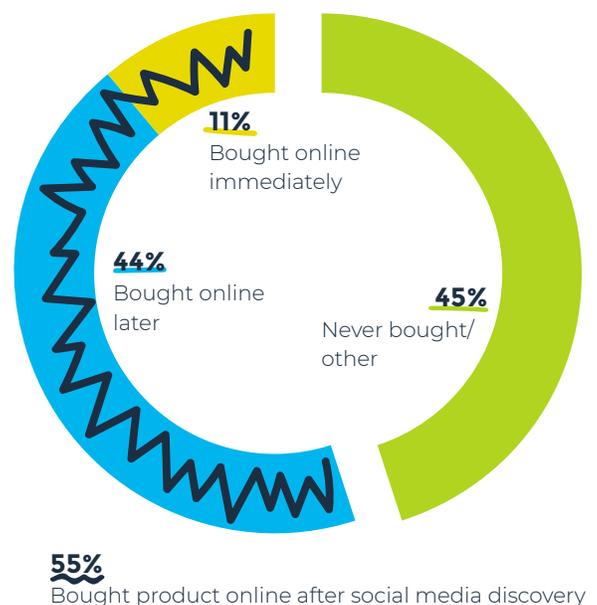
### Social media driving product discovery...

*% of respondents that have discovered products on platform, USA (18-34 years old)*



### ...Social media discovery driving purchases

*% of respondents, USA (18-65 years old)*



# PAID SOCIAL STATS: WHAT EVERYONE'S BEEN DOING

We've collected data across industries on how brands are advertising on Facebook and Instagram. Looking at spend, volume of ads, timeliness and more, here's how paid social advertising shook out in 2018.

## Ad spend averages in 2018:

**\$1M**

15% of brands spend > **\$1 million**

**\$100K**

The average spend was **\$100k**

## Number of ads per customer per year:

**40K**

Top advertisers have over **40K** ads

**150-1650**

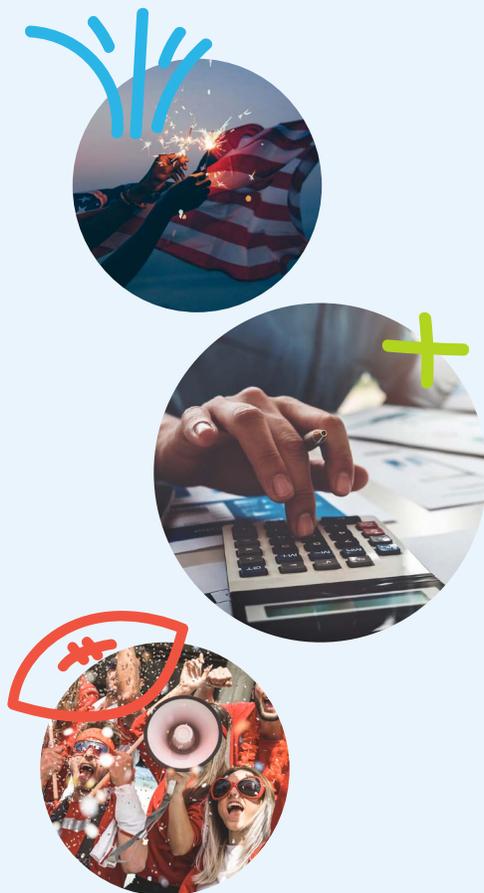
The middle 50% have between **150 and 1650** ads

**470**

The average is **470** ads

Online retailers are serving up an average of **120 different ads** per customer per week.

	Facebook	Instagram
Average ad run length	13 days	12 days
Return on ad spend	4.75	3.32
CPM	\$3.46	\$4.01
CPC	\$0.17	\$0.91



### Timeliness is Key!

Of course, the holiday season is the biggest time of year for paid social advertising, but here are a the other top-performing holidays from 2018:

- Independence Day
- Tax Day
- St. Patrick's Day
- Memorial Day
- Super Bowl Sunday

And the date that delivered the HIGHEST ENGAGEMENT FOR PAID SOCIAL ADS was July 11, with a 6.98 ROAS. (For reference: An average day's ROAS is 3.59.)



# 2018 GAVE US A LOT TO LOOK AT. LET'S DIVE IN TO WHAT CREATIVE WORKED BEST.

## Most Successful Imagery of the Year

We dug into our data to see what image tags had the highest return on ad spend this year. These are 5 top-performing image tags and their ROAS:



## Ads Got Us Catching Feelings.

Not only is AI able to determine what imagery leads to the highest returns, but it was also able to detect what emotional sentiments were most engaging. We felt excited when we learned about this, and hope you do too!



Surprised  
2.5 ROAS



Confused  
2.4 ROAS



Calm  
2.4 ROAS



Happy  
2.3 ROAS



Sad  
2.2 ROAS



Angry  
2.1 ROAS



Disgusted  
1.7 ROAS

## Video Killed the Return on Ad Spend

Video ads are highly engaging, and using them can help you crush your paid social goals!

Interestingly, it turns out that people on Facebook and Instagram were pretty hungry this year. While a variety of videos were well-received, video ads including food reigned supreme.



## What's the best ad format?

Facebook has 5 different ad formats to choose from. Depending on your goals, audience, and product, some could be more valuable than others.

- **Video ads** were the **most popular format** of ad to run.
- **Collection-format ads** had the **highest ROAS** though.
- **Single-image ads** were the **least popular** to run, and they also had the **lowest ROAS**.

## Emojis are so 🔥 right now.

Visually appealing and highly effective, emojis are another thing advertisers can use appeal to customers and make their ads stand out. The emojis that packed the biggest 🍊 in 2018 were...



Previous Pattern89 studies show that including emojis in your ads can boost engagement up to 50%, so be sure to include them when you can!



## THAT'S A WRAP ON 2018. DON'T DROP THE BALL ON 2019'S PAID SOCIAL.

Thank you for taking a look at our annual findings for Facebook and Instagram ads.

These insights offer a small look into what AI can learn and help you do with your advertising. If you're interested in having Pattern89 help you reach paid social success, go to [www.pattern89.com](http://www.pattern89.com) to sign up for a free trial.