



ADSTAGE

A TapClicks Company

Paid Media

Q1 2020

Benchmark Report



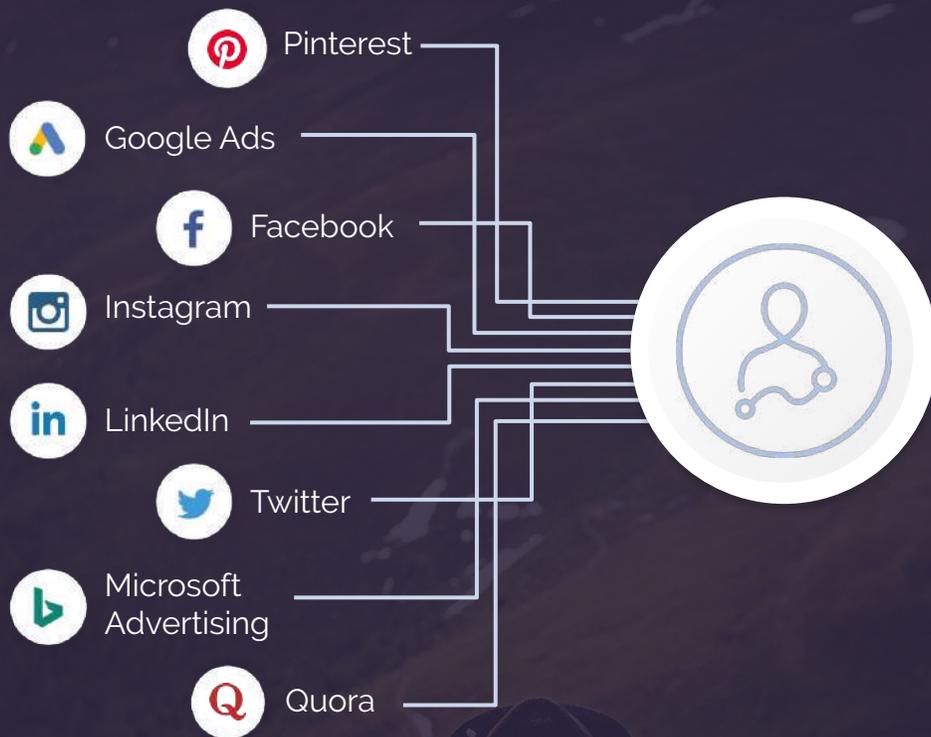
Q1 2020

Introduction

Are you paying too much for a click on a Facebook ad? What's a good conversion rate on LinkedIn?

These questions are top-of-mind for marketers tasked with generating leads in any industry. At AdStage, we believe data should be used to drive decisions that will grow your business. To help you set the benchmarks for success, we've aggregated data from 7.3 billion impressions and almost 80 million clicks powered by the AdStage platform.

We used this data to find network-specific benchmarks for paid search and paid social. Our benchmark report includes AdStage data from the following ad networks:



Keep in Touch with AdStage

To stay current on the most recent trends in paid marketing and to receive the latest news about major digital ad networks, follow us on Twitter [@adstage](#) and subscribe to our popular [newsletter](#).

If you are interested in learning more about how AdStage technology can help your organization drive higher results for your paid marketing efforts, contact us at questions@adstage.io.



Q1 2020

Contents

INTRODUCTION	3
ABOUT ADSTAGE	4
METHODOLOGY	5
FACEBOOK	6
News Feed	7
Right Hand Placement	10
Marketplace	13
Audience Network	16
Stories	19
INSTAGRAM	22
News Feed	23
Stories	26
LINKEDIN	29
TWITTER	33
GOOGLE ADS	37
Search	38
Display Network	41
YOUTUBE	44
MICROSOFT ADVERTISING	48
QUORA	52
PINTEREST	56
COVID-19 IMPACT INSIGHTS	60

CROSS-CHANNEL PAID MEDIA ANALYTICS & OPTIMIZATION

AUTOMATICALLY CONNECT AD DATA TO WEB ANALYTICS AND SALES DATA

ADSTAGE PRODUCTS



REPORT

Measure, analyze, and report on your advertising campaigns



AUTOMATE

Always-on campaign monitoring & optimization rules



DATA API

Ship your ad data anywhere



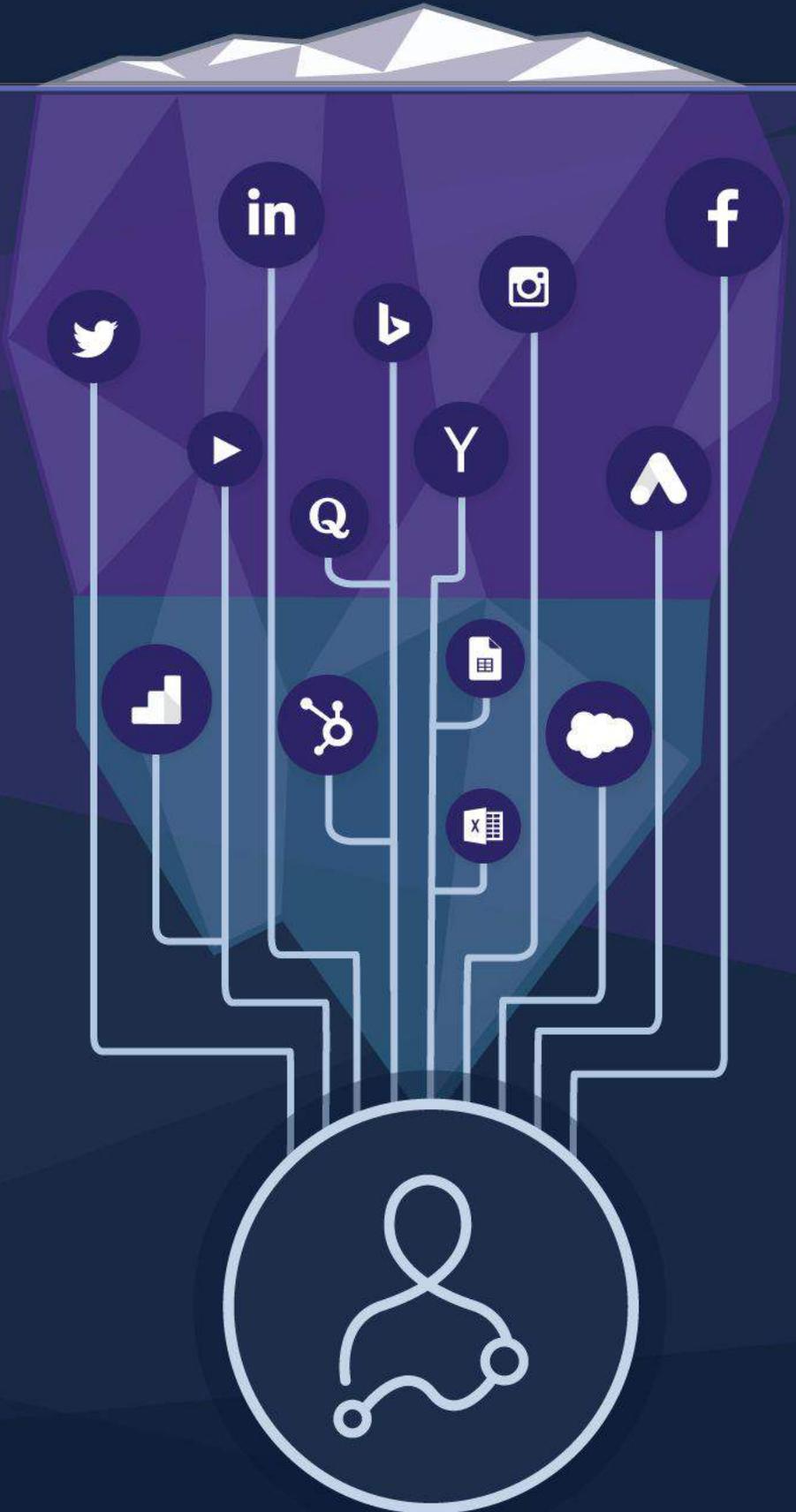
JOIN

Optimize campaigns based on actual sales data



ADSTAGE FOR GOOGLE SHEETS

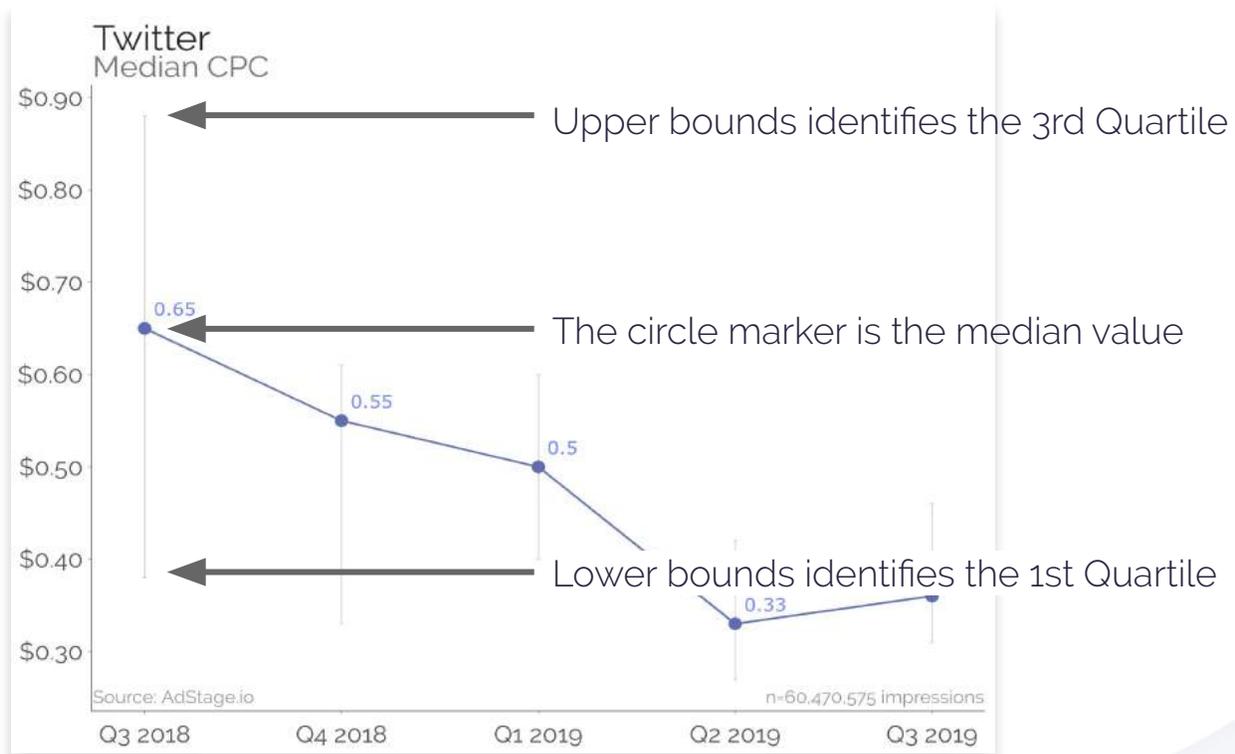
All your ad data into Google Sheets for \$29/month



Methodology

Benchmark metrics are representative of AdStage clients who utilize our products to manage and report on advertising accounts in the North American region. We make no claims that our benchmark metrics are indicators of a network's performance at large. Customers' ad accounts that meet certain spend and activity thresholds are aggregated and summarized to produce median values across our client population. AdStage will revise prior reported metrics based on ad account corrections after the end of the period.

Reading the charts



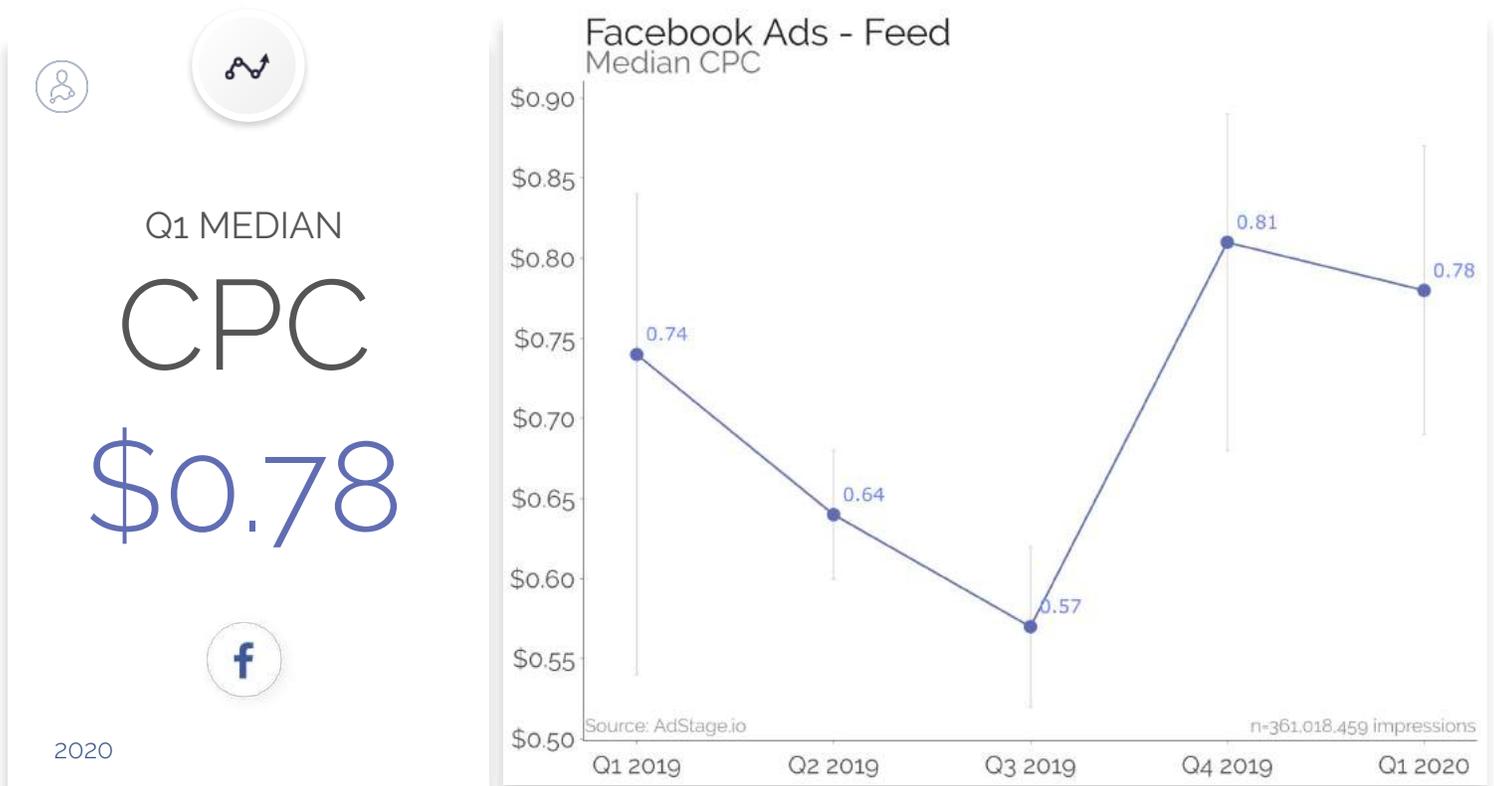
06



FACEBOOK

Q1 2020

Facebook News Feed Benchmarks



*Methodology information available on page 5 of this report.

** Clicks (all)

In Q1 2020, we analyzed over 360 million ad impressions and over 4 million clicks for ads in Facebook's News Feed Network.

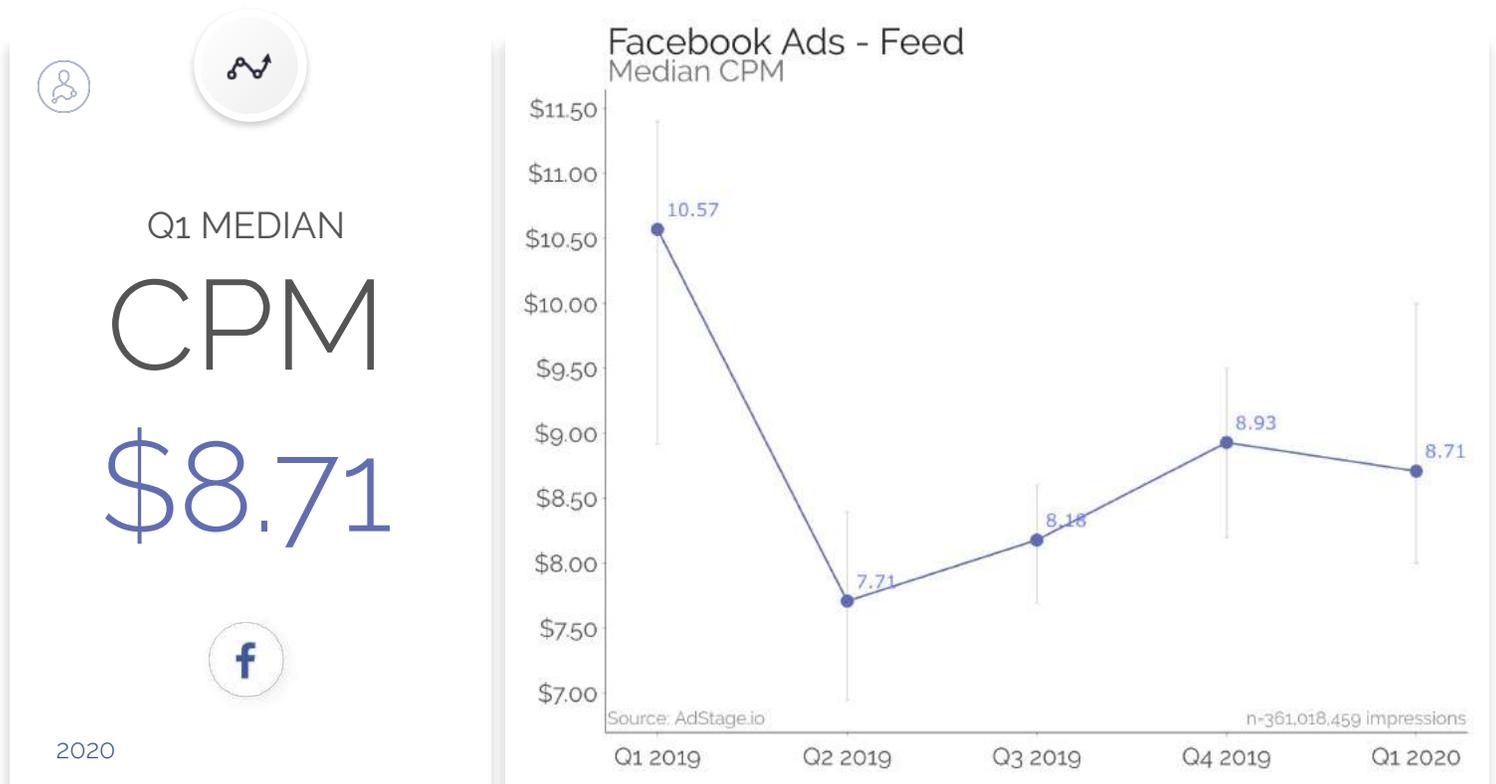
Median CPC lost some of its gain from Q4, sliding down \$0.03 to \$0.78, not far off than it was a year ago in Q1 2019.

Key Takeaways

- CPC decreased by 2.6% since Q4 2019
- CPC increased by 5% year over year since Q1 2019

Q1 2020

Facebook News Feed Benchmarks



* Clicks (all)

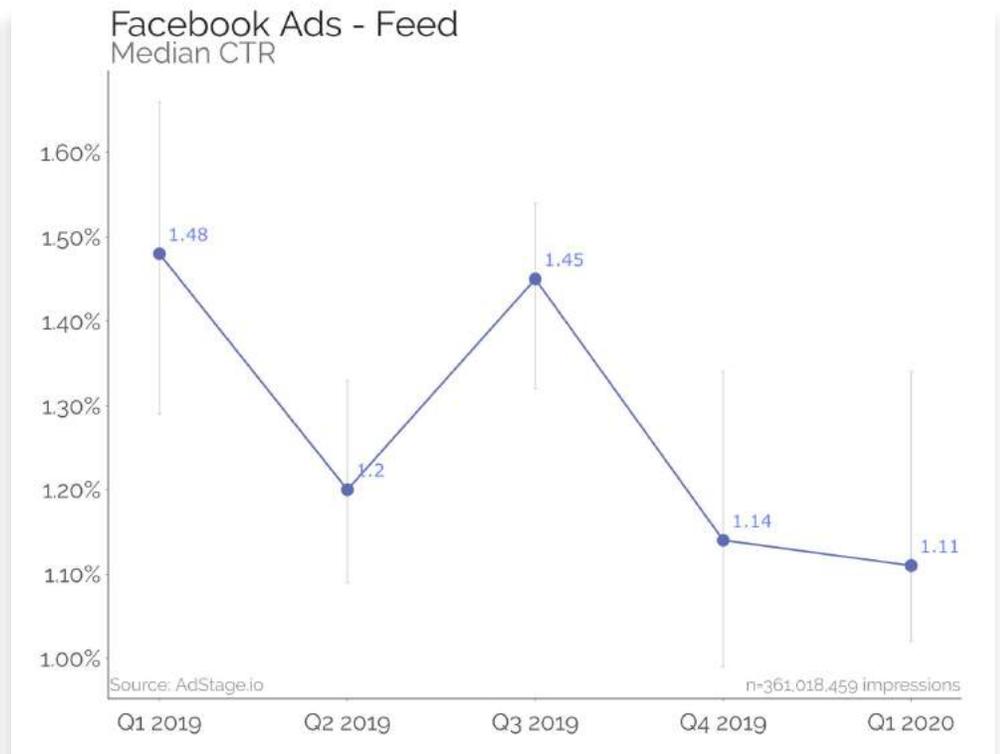
Median CPM reversed course in Q1 2020, decreasing \$0.23 to \$8.71 since last quarter, but remains lower than a year ago in Q1 2019. We observed higher variability between advertisers this quarter than the previous three, and nearly half of individual advertisers studied did see CPM increases this quarter.

Key Takeaways

- CPM decreased by 2.4% since Q4 2019
- CPM decreased by 17.6% year over year since Q1 2019

Q1 2020

Facebook News Feed Benchmarks



* Clicks (all)

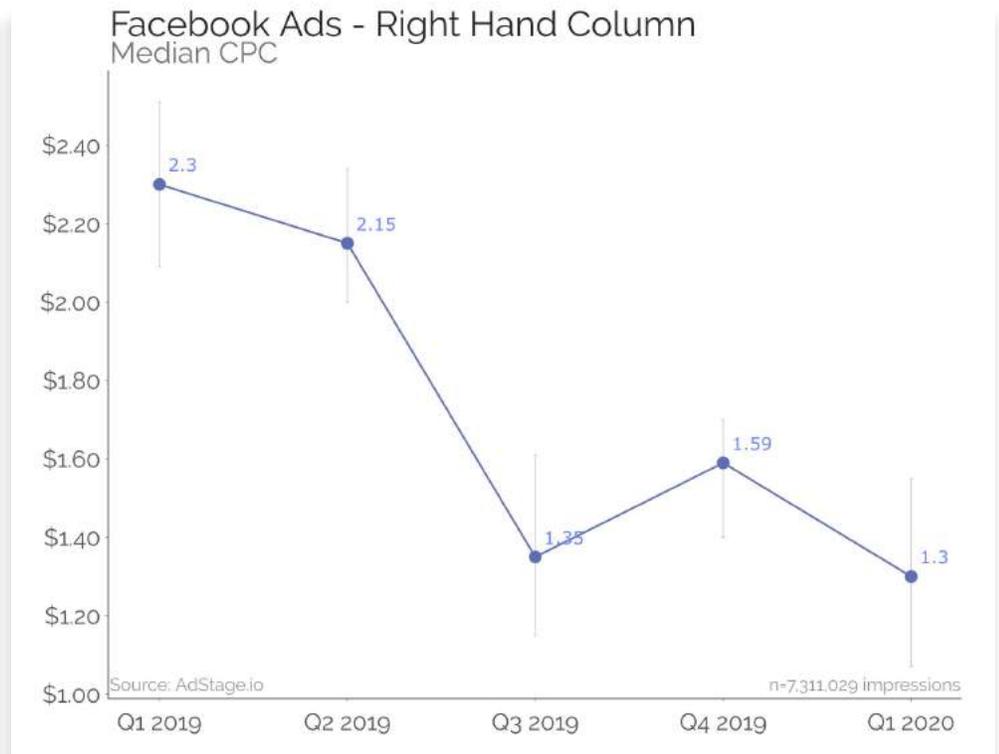
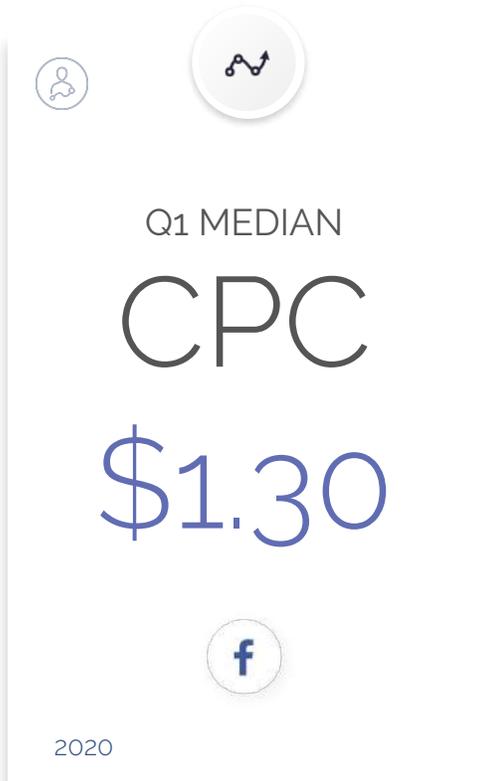
Median CTR for Facebook's News Feed ads decreased by 0.03% compared to the previous quarter and decreased by 0.37% compared to the previous year. Quarter to quarter variation has stabilized among the advertisers studied, but we expect that Q2 will show higher variability as we've previously seen.

Key Takeaways

- CTR decreased by 2.6% since Q4 2019
- CTR decreased by 25% year over year since Q1 2019

Q1 2020

Facebook Right Hand Column Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 7 million ad impressions and thousands of clicks for ads in Facebook's Right Hand Column.

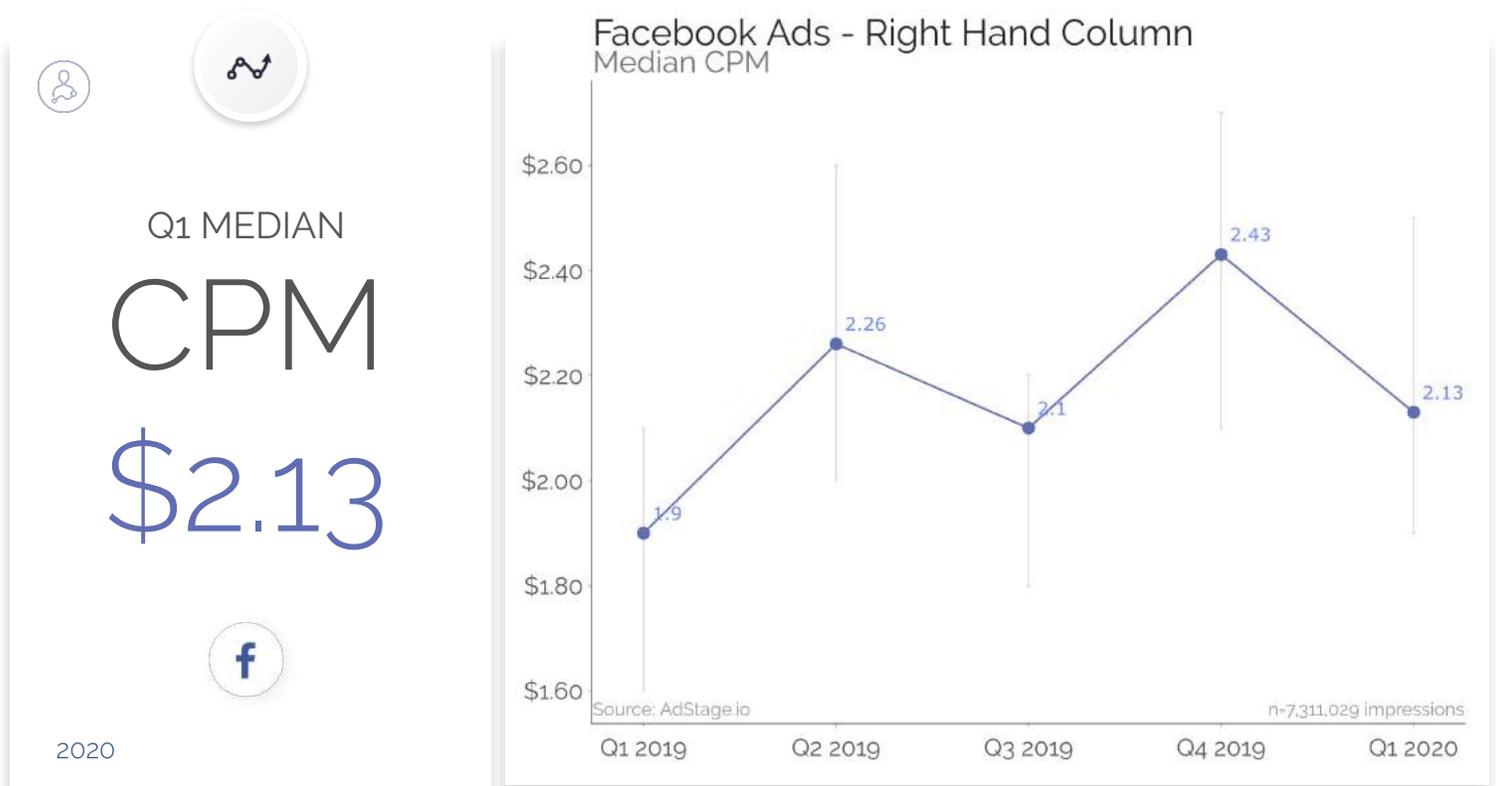
Median CPC fell to \$1.30 in Q1 after seeing an increase in Q4. Overall we've see a downward trend, with Q1 CPC \$1.00 lower than it was a year ago in 2019.

Key Takeaways

- CPC decreased by 18% since Q4 2019
- CPC decreased by 44% year over year since Q1 2019

Q1 2020

Facebook Right Hand Column Benchmarks



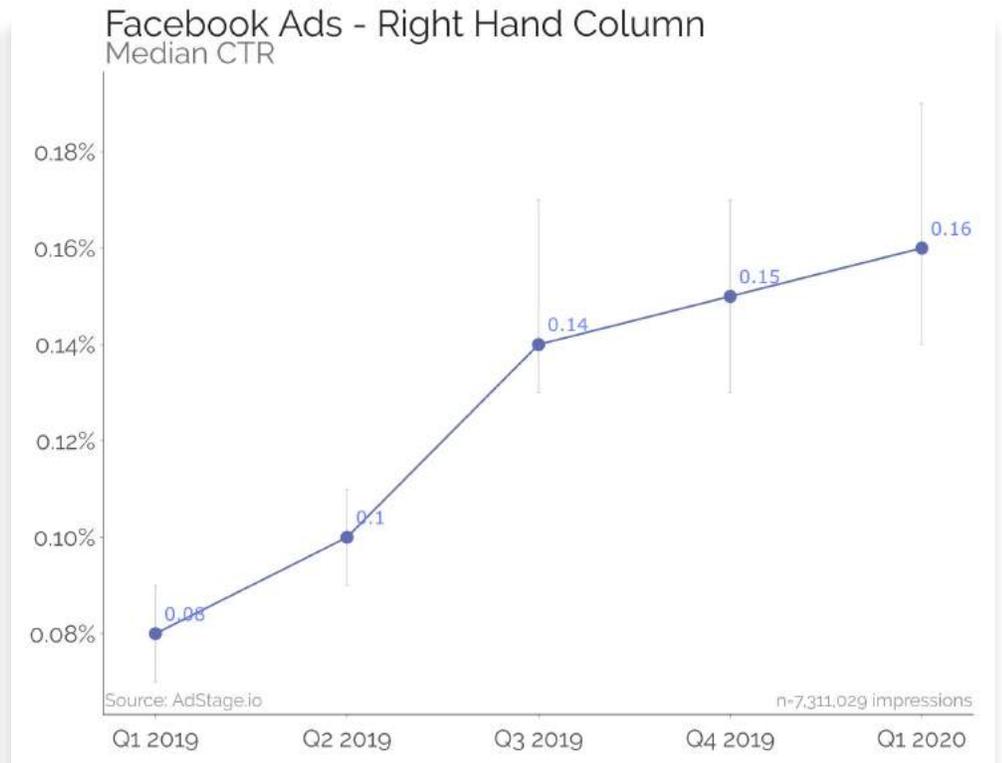
Median CPM fell \$0.30 ending at \$2.13 for the first quarter of 2020. We've seen an overall upward trend over the last 5 quarters with the median CPM \$0.23 higher than it was a year ago in Q1 2019.

Key Takeaways

- CPM decreased by 12% since Q4 2019
- CPM increased by 12% year over year since Q1 2019

Q1 2020

Facebook Right Hand Column Benchmarks



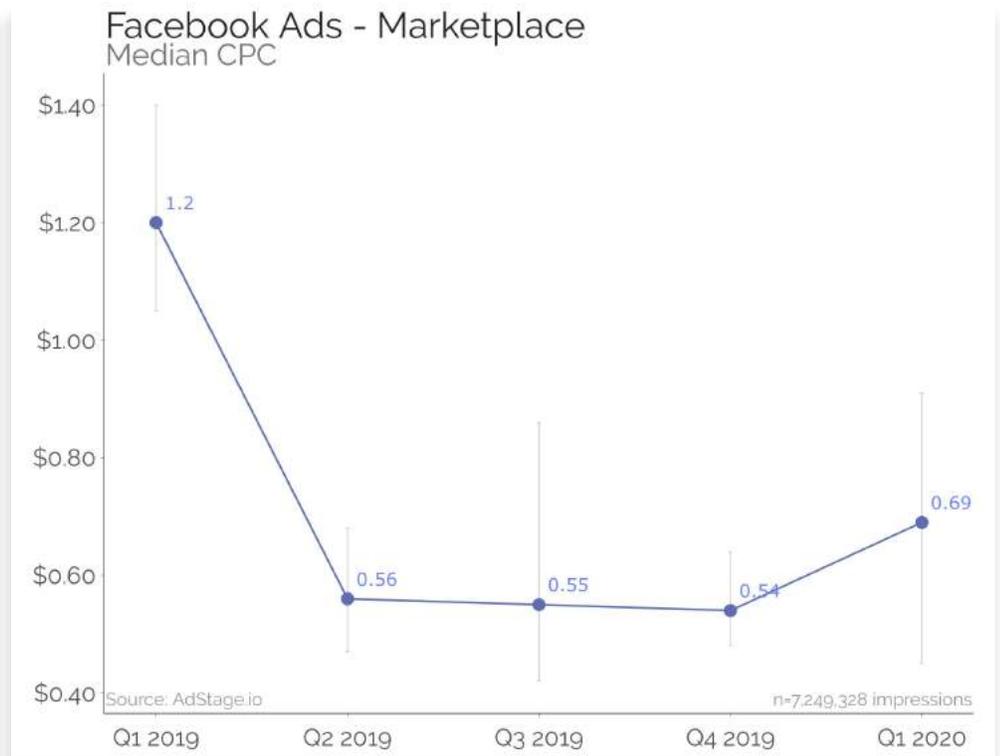
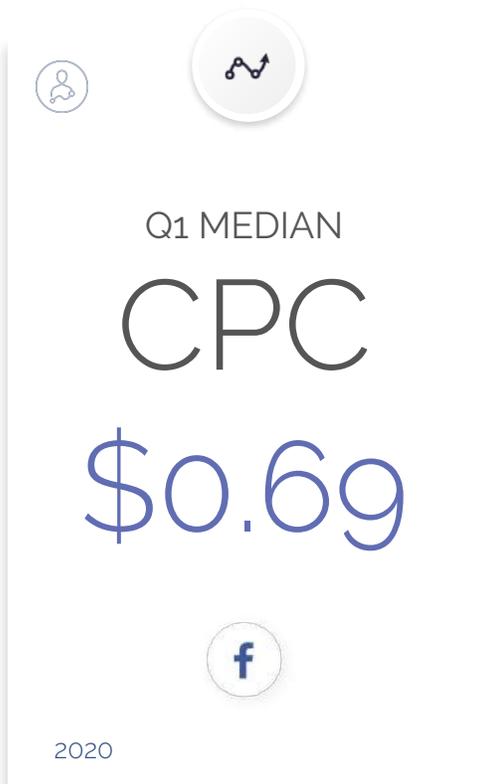
Our analysis continues to show an increasing trend for Right Hand Column median CTR. Q1 increased slightly to 0.16% over the previous quarter, and has doubled the reported CTR from a year ago in Q1 2019.

Key Takeaways

- CTR increased by 7% since Q4 2019
- CTR increased by 100% year over year since Q1 2019

Q1 2020

Facebook Marketplace Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 7 million ad impressions and tens of thousands of clicks for ads in Facebook's Marketplace. We've seen a stable CPC over the past few quarters, with a sizable increase in Q1 2020.

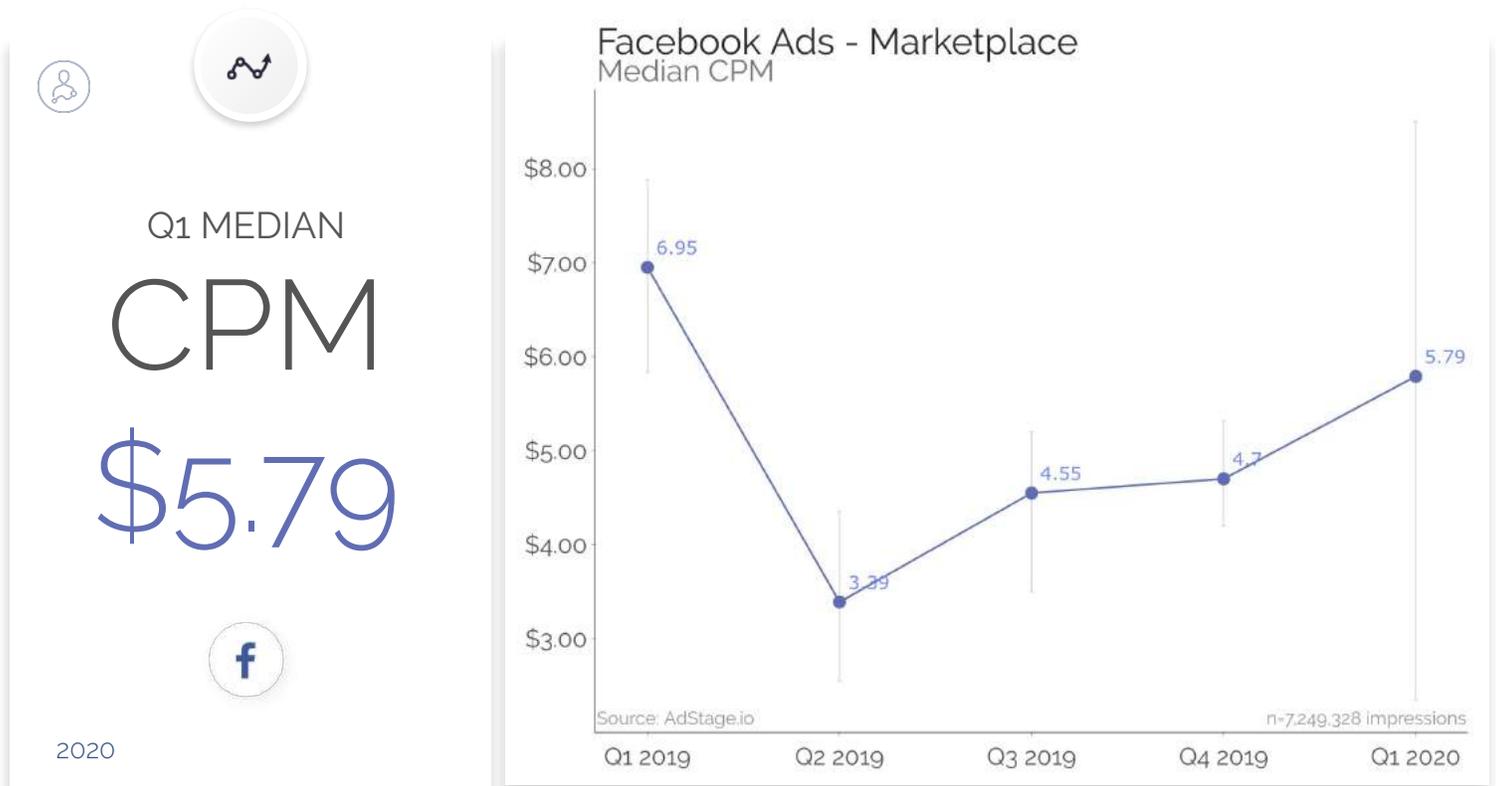
Median CPC is \$0.15 higher than Q4 2019, and significantly lower than it was a year ago in Q1 2019.

Key Takeaways

- CPC increased by 28% since Q4 2019
- CPC decreased by 43% year over year since Q1 2019

Q1 2020

Facebook Marketplace Benchmarks



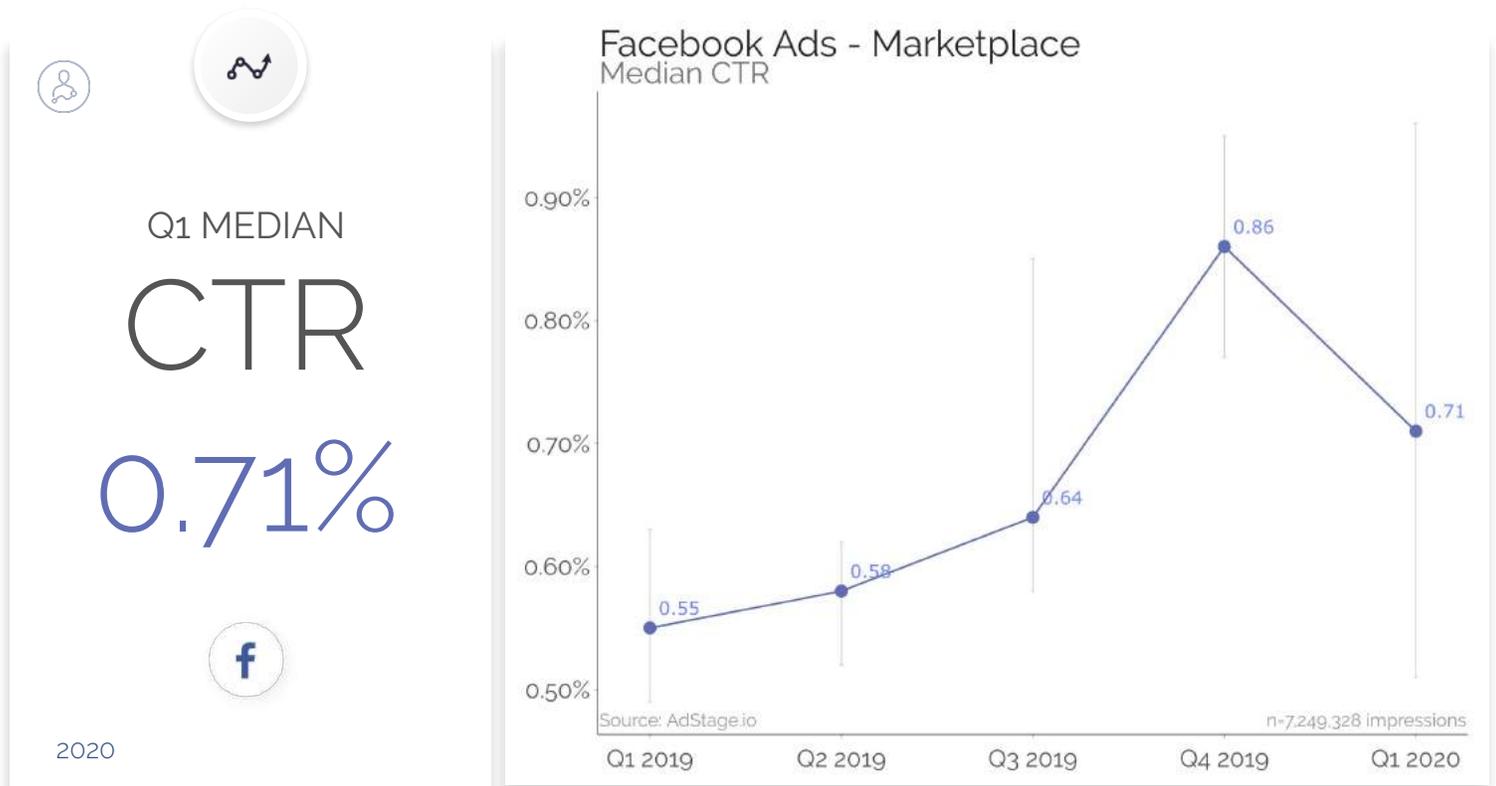
Median CPM rose to \$5.79 since last quarter, but remains significantly lower than it was a year ago in Q1 2019. Our data indicate a higher than usual variability in reported CPMs so advertisers results may vary widely than we've observed. Overall, CPM has been on an upward trend since Q2 2019.

Key Takeaways

- CPM increased by 23% since Q4 2019
- CPM decreased by 17% year over year since Q1 2019

Q1 2020

Facebook Marketplace Benchmarks



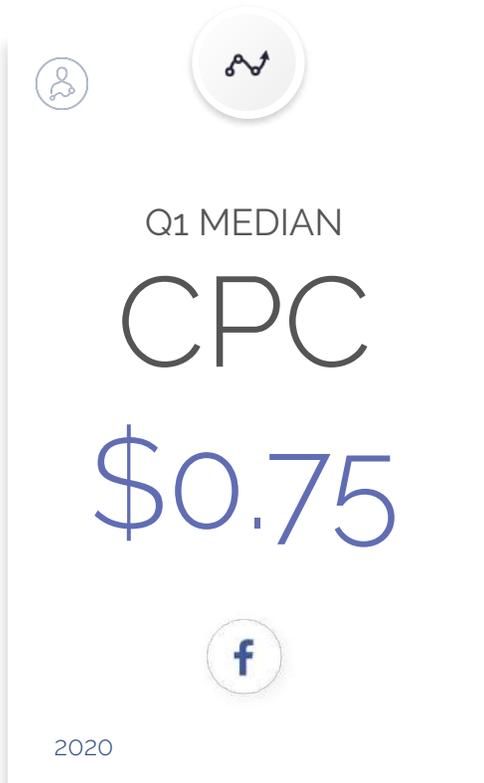
The Q1 2020 median CTR gave up it's gains from Q4, ending at 0.71%, a 0.15% decrease. We see a general upward trend over the past year but are unsure if that will continue in our current environment.

Key Takeaways

- CTR decreased by 17% since Q4 2019
- CTR increased by 29% year over year since Q1 2019

Q1 2020

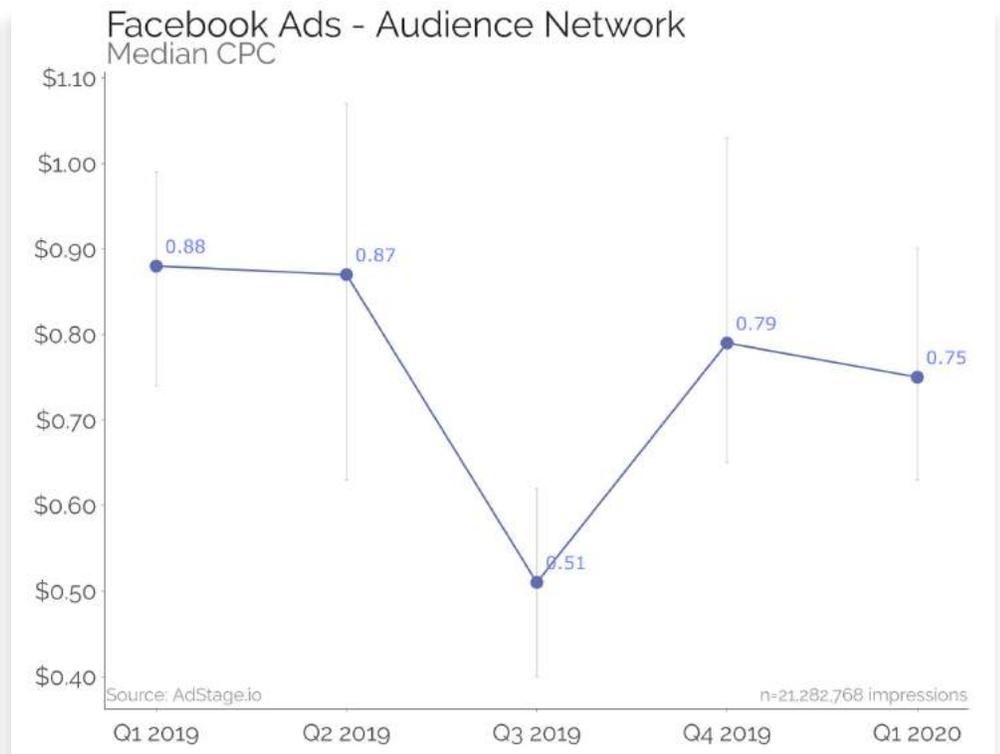
Facebook Audience Network Benchmarks



Q1 MEDIAN
CPC
\$0.75

2020

The infographic features a person icon, a line graph icon, and the Facebook logo. It displays the Q1 2020 median CPC for Facebook Audience Network as \$0.75.



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 21 million ad impressions and almost 150 thousand clicks for ads in Facebook's Audience Network.

Median CPC decreased slightly to \$0.75 since last quarter, and continues the downward trend over the last four quarters.

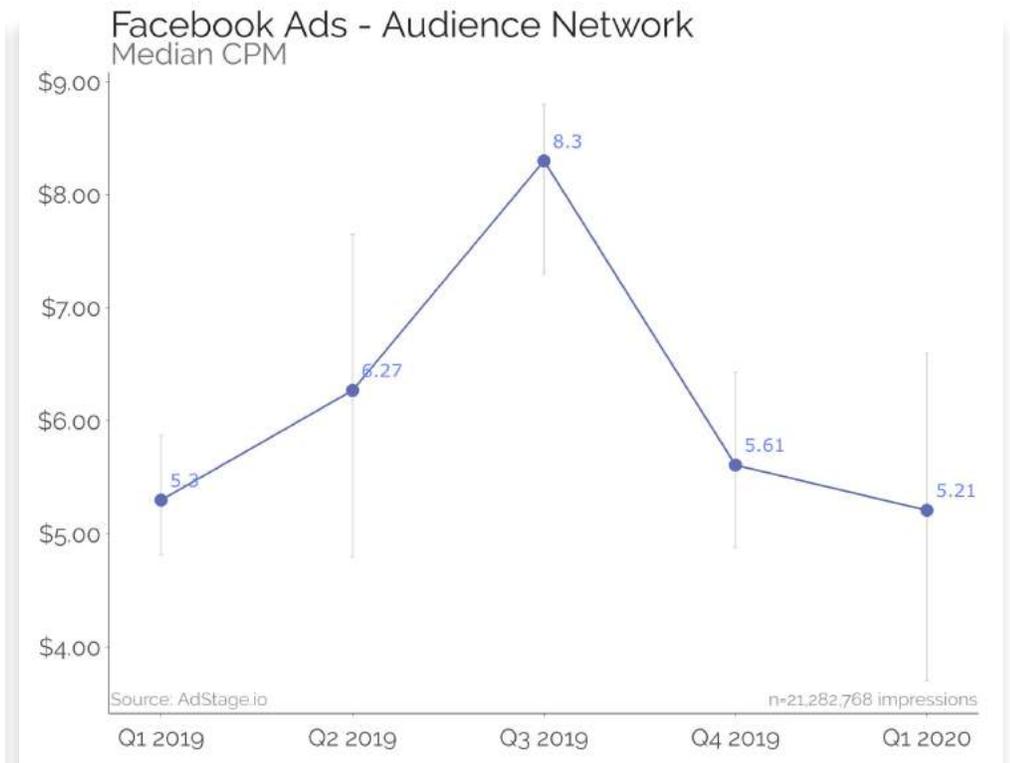
Key Takeaways

- CPC decreased by 5% since Q4 2019
- CPC decreased by 16% year over year since Q1 2019

Q1 2020

Facebook Audience Network Benchmarks

A summary card for Q1 2020. It features a person icon, a line graph icon, and a Facebook 'f' icon. The text reads: 'Q1 MEDIAN CPM \$5.21'. At the bottom left, it says '2020'.



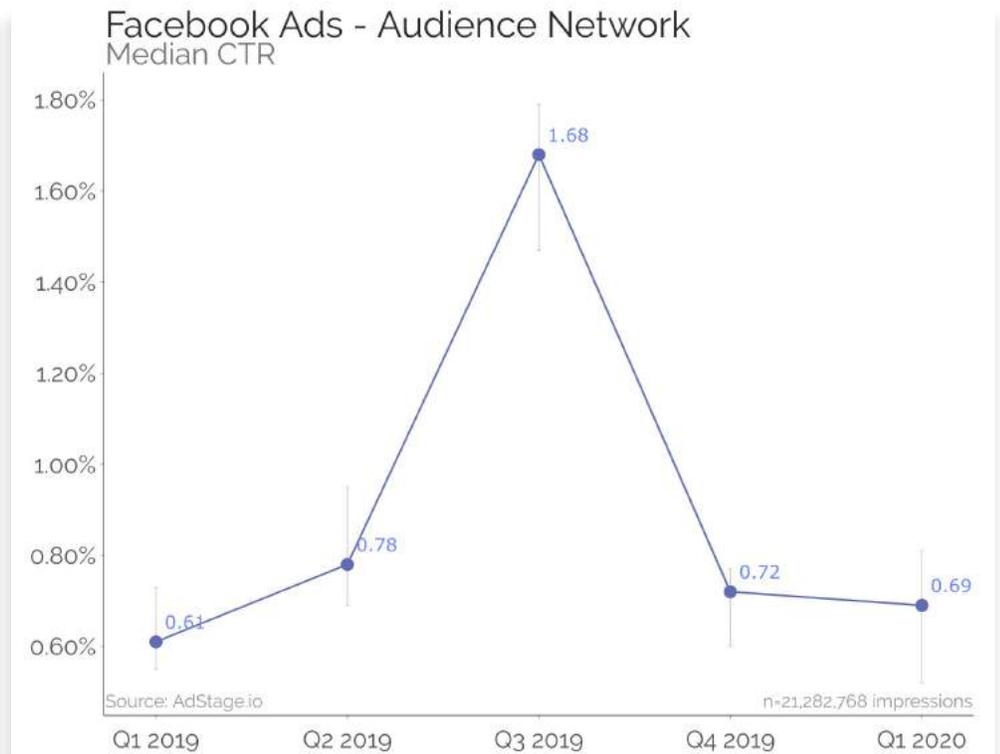
After three months of sizable increases, Q1 2020 marks the second quarter in a row of decreasing median CPM for Facebook Audience Network. Down \$0.40 since Q4 2019, median CPM is now down year over year.

Key Takeaways

- CPM decreased by 7% since Q4 2019
- CPM decreased by 1.7% year over year since Q1 2019

Q1 2020

Facebook Audience Network Benchmarks



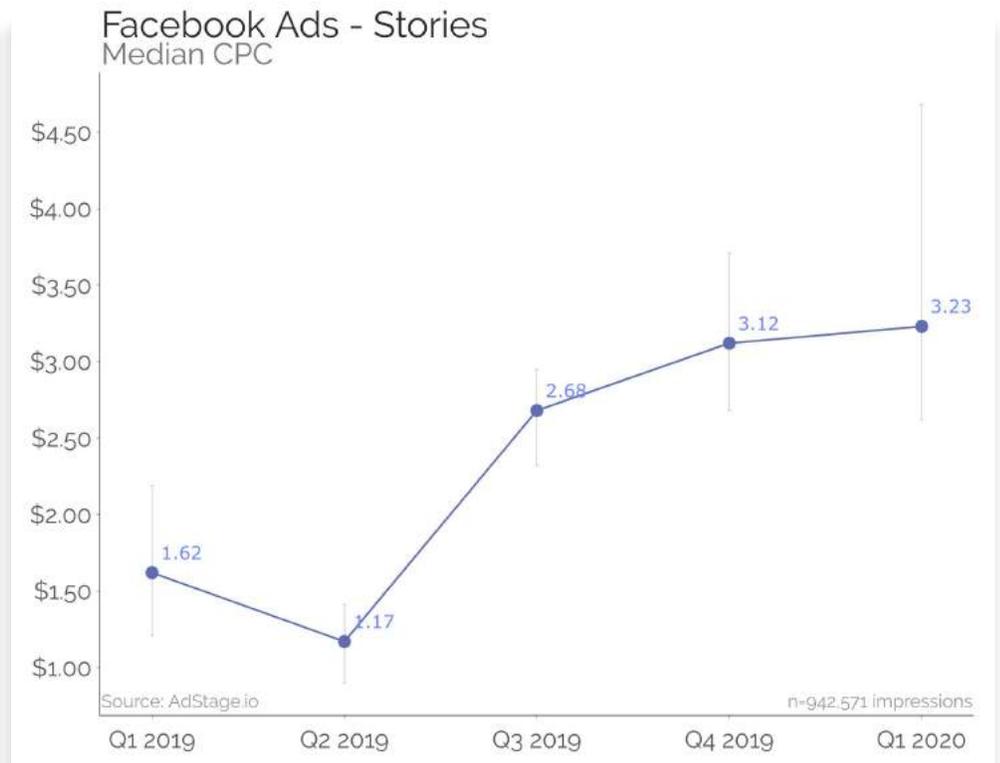
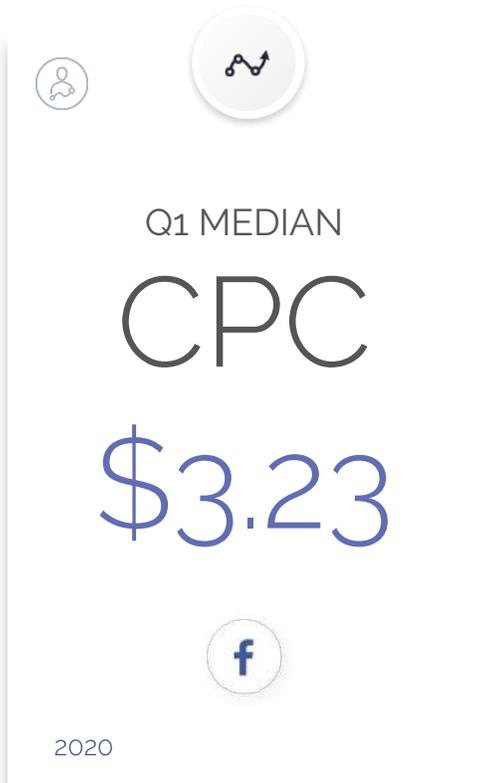
Median CTR dropped slightly in since last quarter, ending at 0.69%. With two quarters of reporting we have confidence that Q3 2019 was an anomaly and CTR has settled within the \$0.60 to \$0.80 range.

Key Takeaways

- CTR decreased by 4% since Q4 2019
- CTR increased 13% since Q1 2019

Q1 2020

Facebook Stories Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 900 thousand ad impressions and thousands of clicks for ads in Facebook Stories.

Median CPC rose slightly to \$3.23, an increase of 3.5%. While we do see higher variability than usual, there's an overall upward trend over the past three quarters.

Key Takeaways

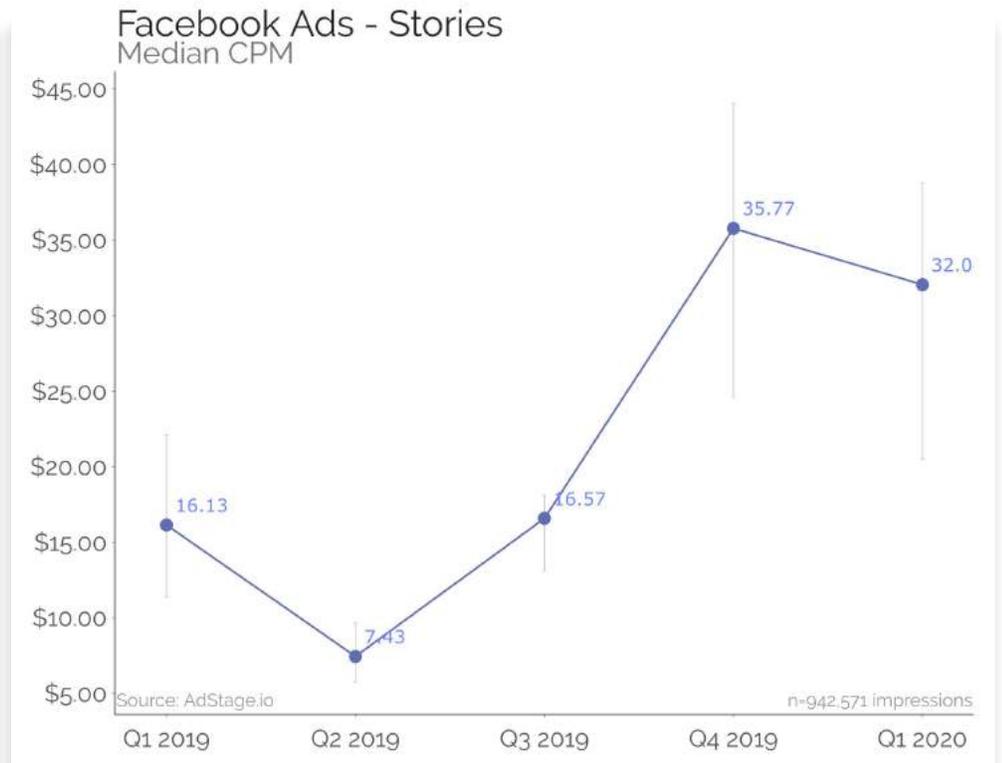
- CPC increased by 3.5% since Q4 2019
- CPC increased by 99% year over year since Q1 2019

Q1 2020

Facebook Stories Benchmarks

Q1 MEDIAN
CPM
\$32.00

2020



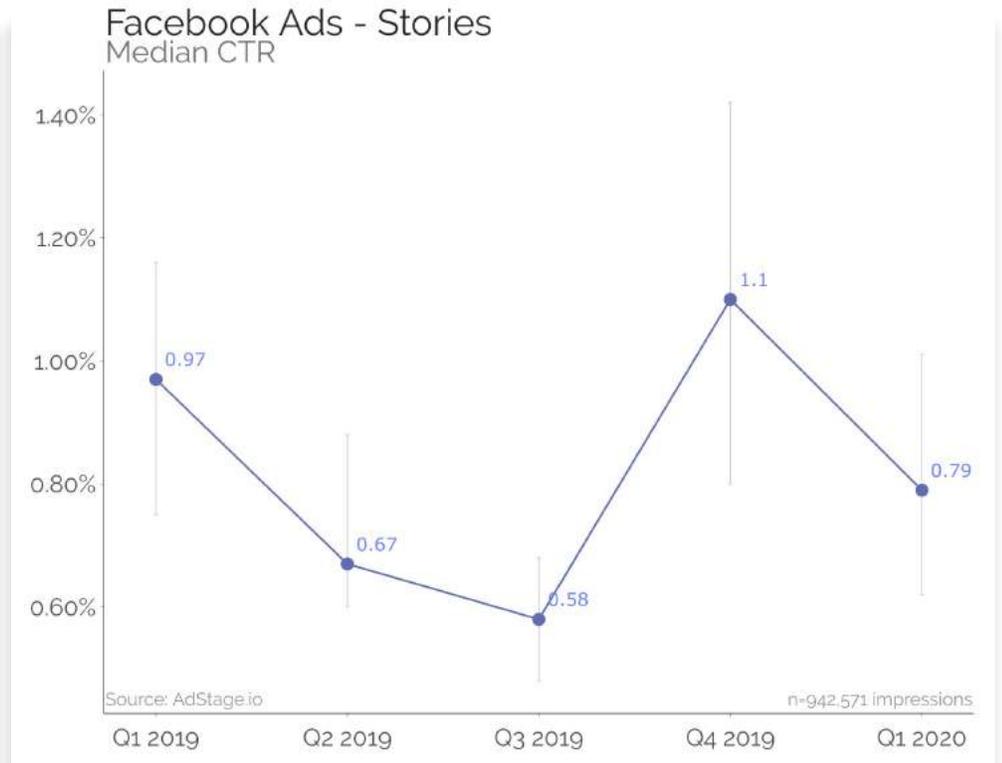
Median CPM dropped slightly to \$32.00 from the high we observed in Q4 2019, reversing the increases over the two previous quarters. Individual CPMs range anywhere from \$20 to over \$35.

Key Takeaways

- CPM decreased by 10% since Q4 2019
- CPM increased by 98% year over year since Q1 2019

Q1 2020

Facebook Stories Benchmarks



Median CTR dropped to 0.79%, a correction towards the trends we observed in Q2 and Q3 2019. Q1 2020 median CTR remains strong with most advertisers seeing CTRs between 0.6% and 1%.

Key Takeaways

- CTR decreased by 28% since Q4 2019
- CTR decreased by 19% year over year since Q1 2019

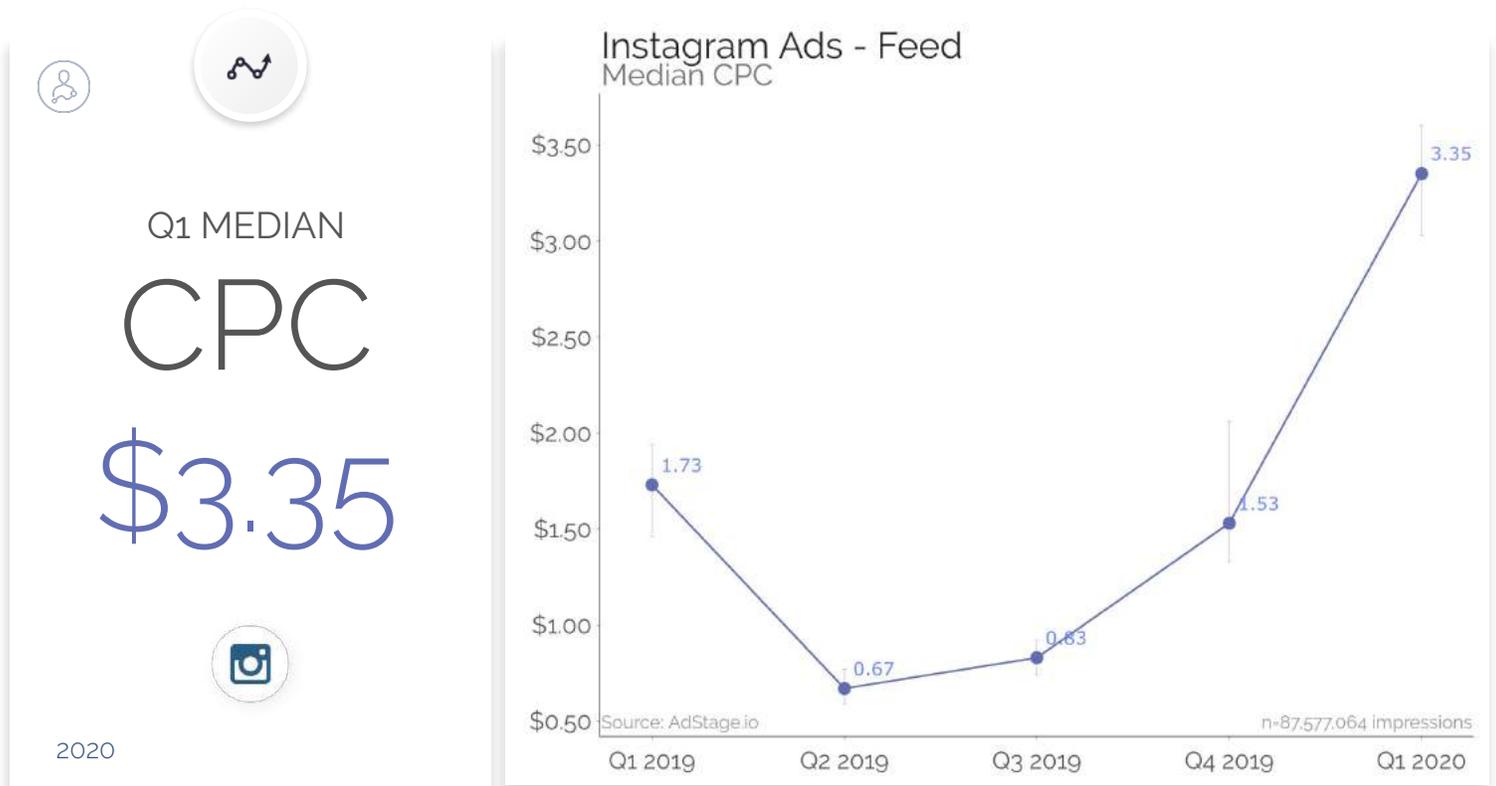
22



INSTAGRAM

Q1 2020

Instagram Feed Benchmarks



*Methodology information available on page 5 of this report.

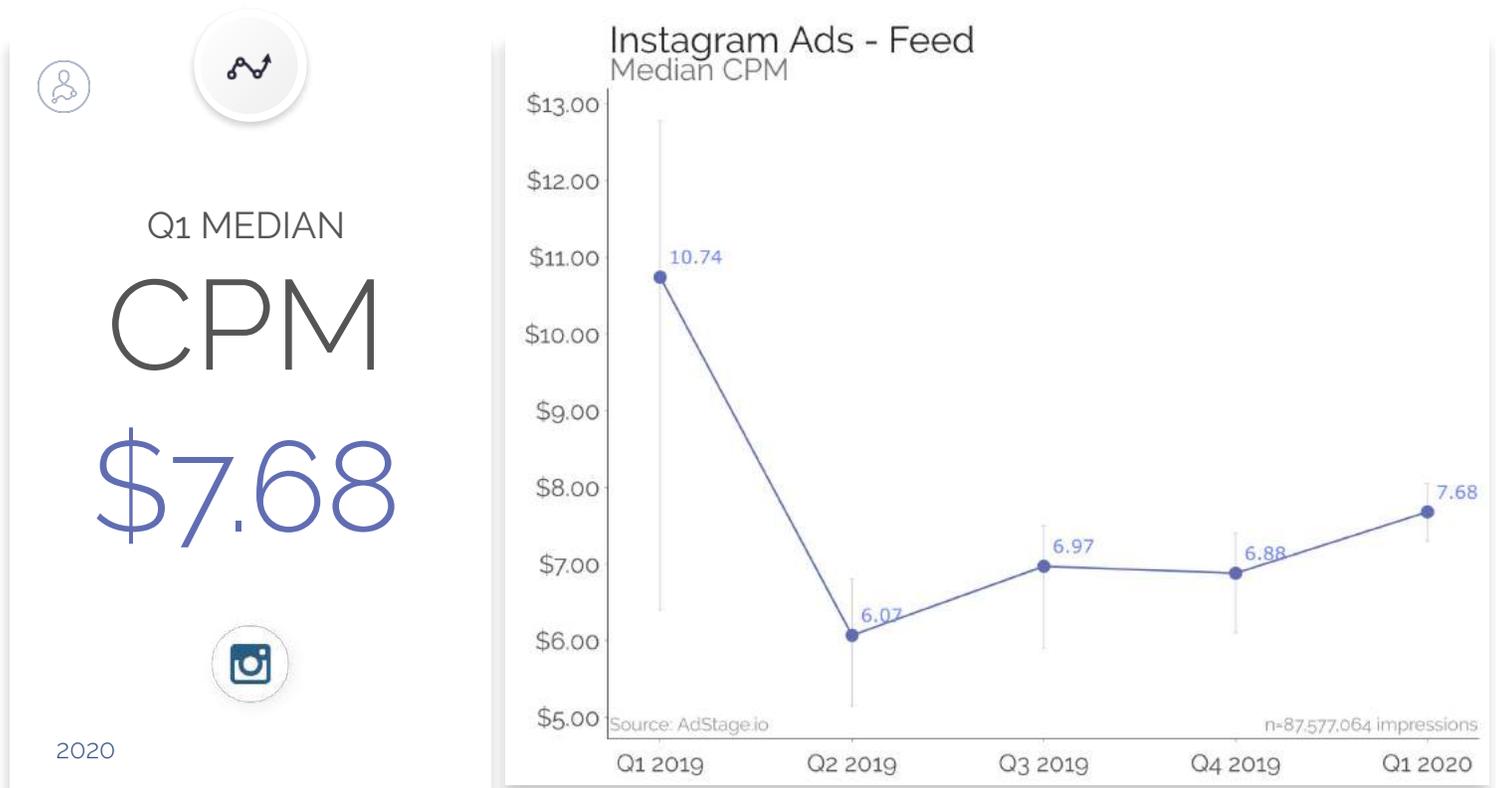
In Q1 2020, we analyzed over 87 million ad impressions for ads in Instagram Feed. Median CPC increased dramatically since last quarter, up \$1.82 to \$3.35. Overall we observed the majority of advertisers record median CPCs between \$3.00 and \$3.50.

Key Takeaways

- CPC increased by 118% since Q4 2019
- CPC decreased by 93% year over year since Q1 2019

Q1 2020

Instagram Feed Benchmarks



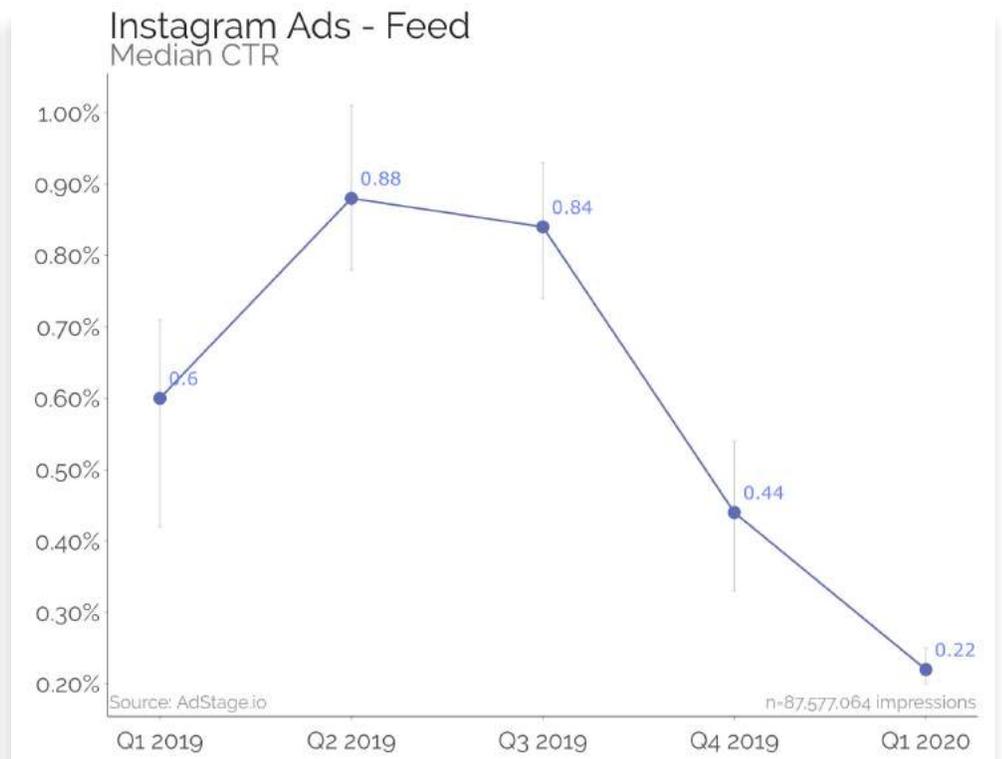
Median CPM increased \$0.80 from last quarter to \$7.68, an increase of 11.6%. We continue to observe an upward trend over the past 4 quarters.

Key Takeaways

- CPM increased by 12% since Q4 2019
- CPM decreased by 29% year over year since Q1 2019

Q1 2020

Instagram Feed Benchmarks



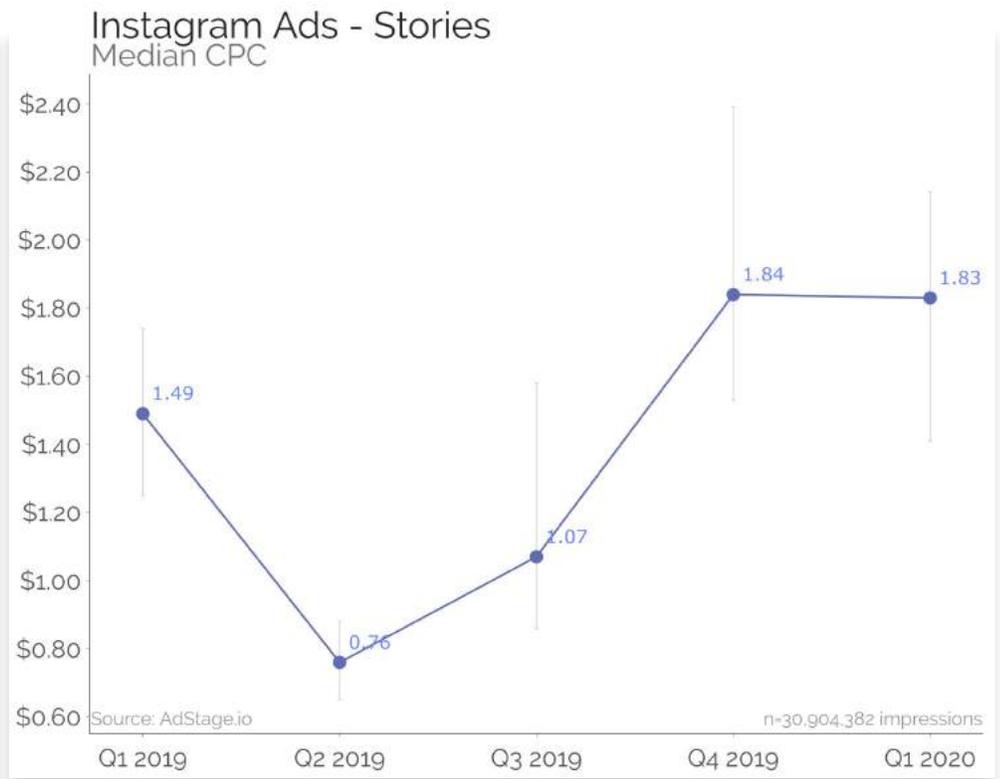
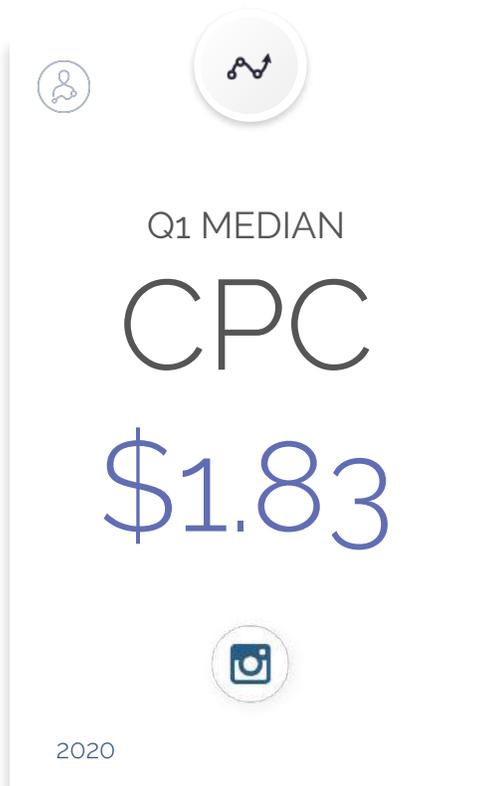
Median CTR for ads on Instagram Feed decreased to 0.22%, the second quarter of decreases since Q3 2019.

Key Takeaways

- CTR decreased by 50% since Q4 2019
- CTR decreased by 63% year over year since Q1 2019

Q1 2020

Instagram Stories Benchmarks



In Q1 2020, we analyzed over 30 million ad impressions and over 100,000 clicks for ads in Instagram Stories.

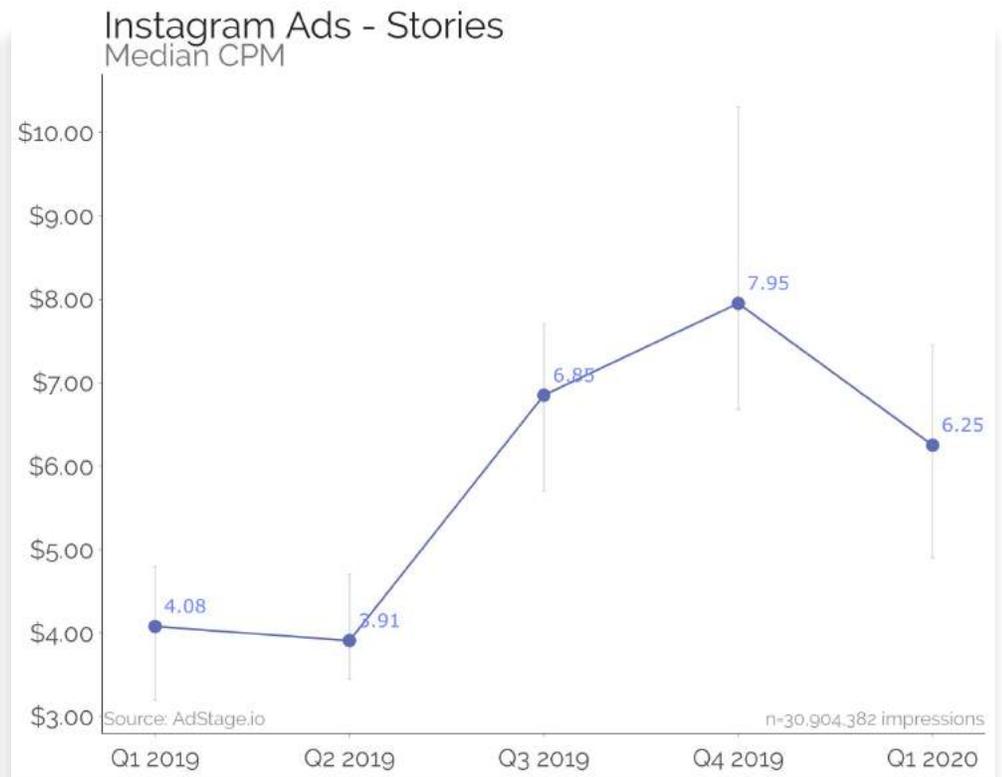
Median CPC remained flat, only dropping by \$0.01 since last quarter. With less variability than previous quarters, the majority of advertisers measured CPCs between \$1.40 and \$2.13.

Key Takeaways

- CPC decreased by 0.8% since Q4 2019
- CPC increased by 23% year over year since Q1 2019

Q1 2020

Instagram Stories Benchmarks



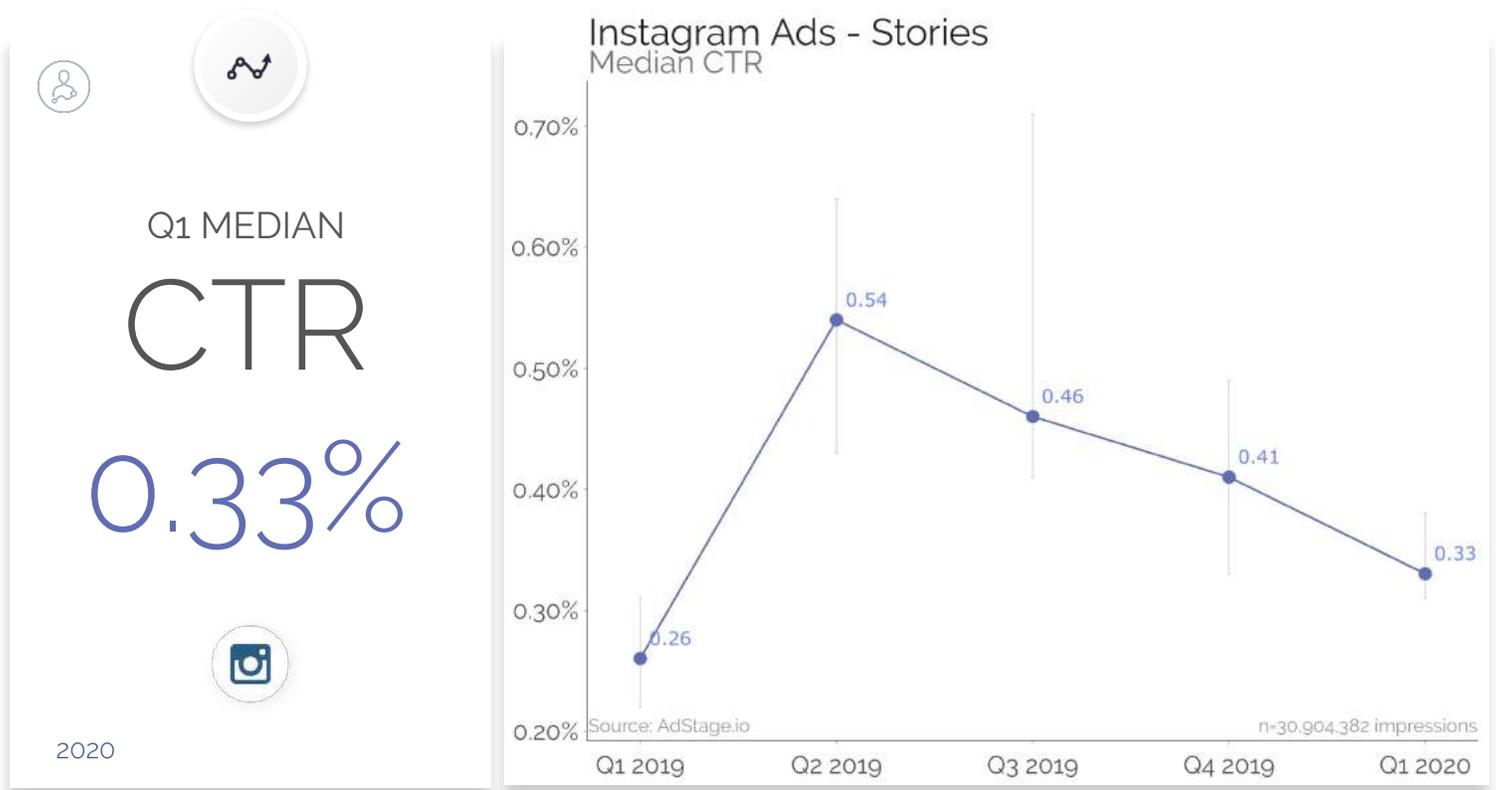
Median CPM decreased \$1.70 from last quarter, reversing the last two quarters of increasing prices. Q1 2020 median CPM remains more than \$2.00 higher than the same quarter previous year.

Key Takeaways

- CPM decreased by 21% since Q4 2019
- CPM increased by 53% year over year since Q1 2019

Q1 2020

Instagram Stories Benchmarks



Median CTR for ads on Instagram Stories decreased to 0.33%, continuing the downward trend from its high in Q2 2019.

Key Takeaways

- CTR decreased by 20% since Q4 2019
- CTR increased by 27% year over year since Q1 2019

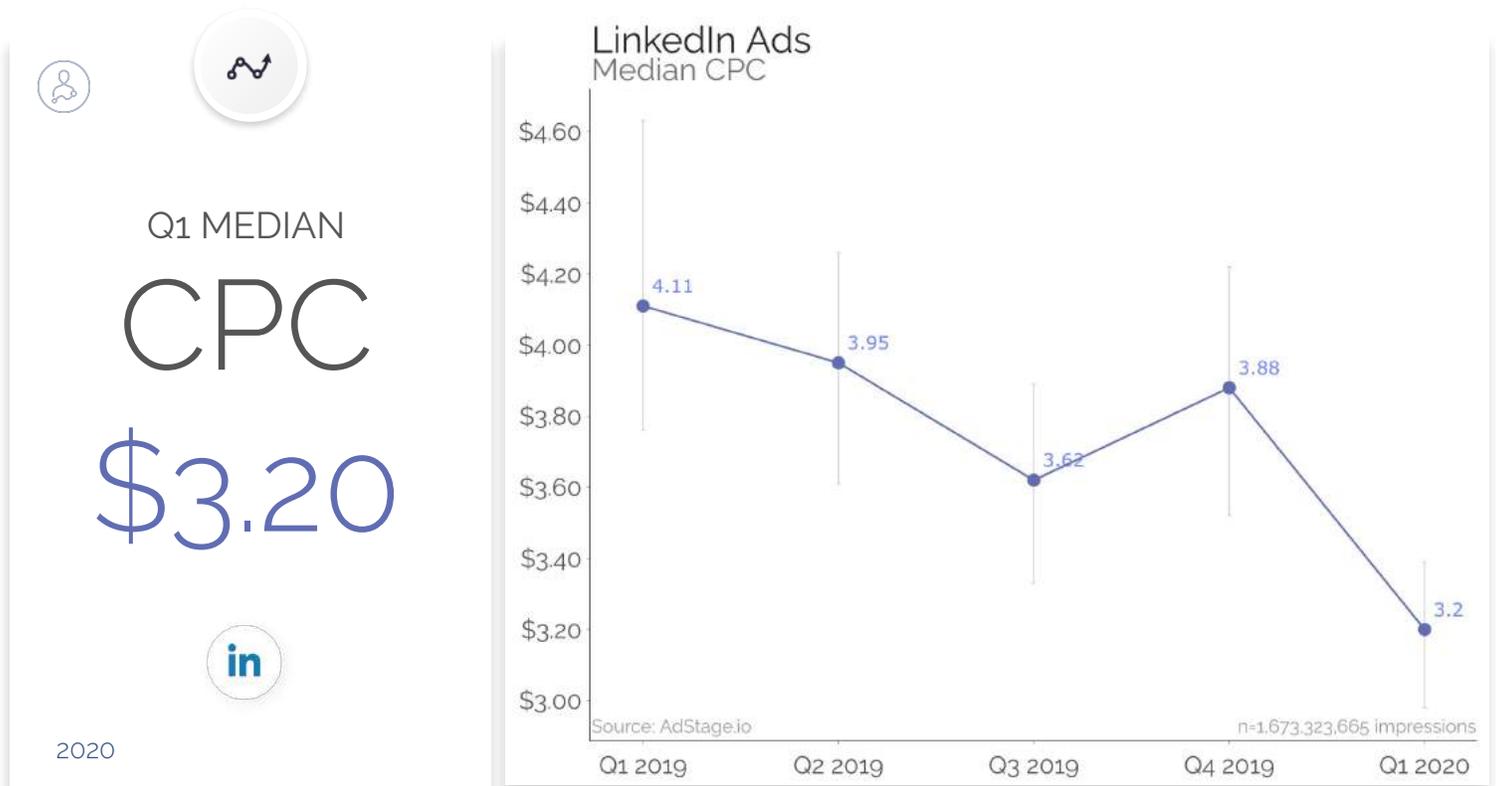
29



LINKEDIN

Q1 2020

LinkedIn Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 1.6 billion ad impressions and over 3 million clicks for ads on LinkedIn.

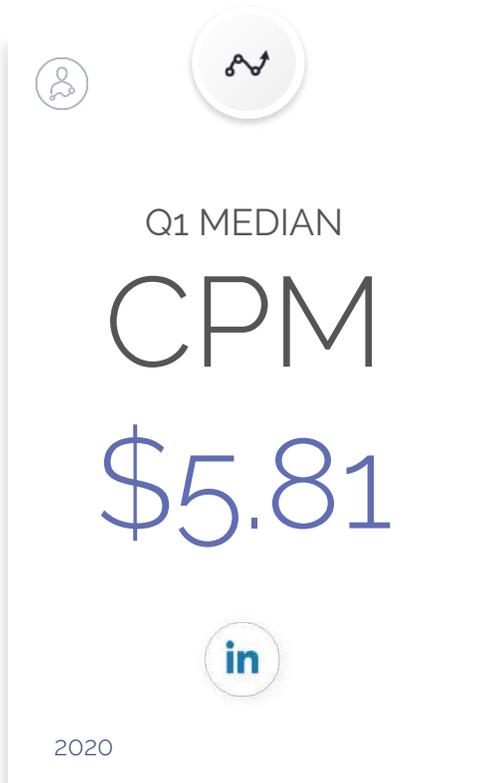
Median CPC reversed course once again, dropping \$0.68 to \$3.20 in Q1 2020. Overall CPCs for LinkedIn Ads have been steadily decreasing over the last 5 quarters.

Key Takeaways

- CPC decreased by 18% since Q4 2019
- CPC decreased by 22% year over year since Q1 2019

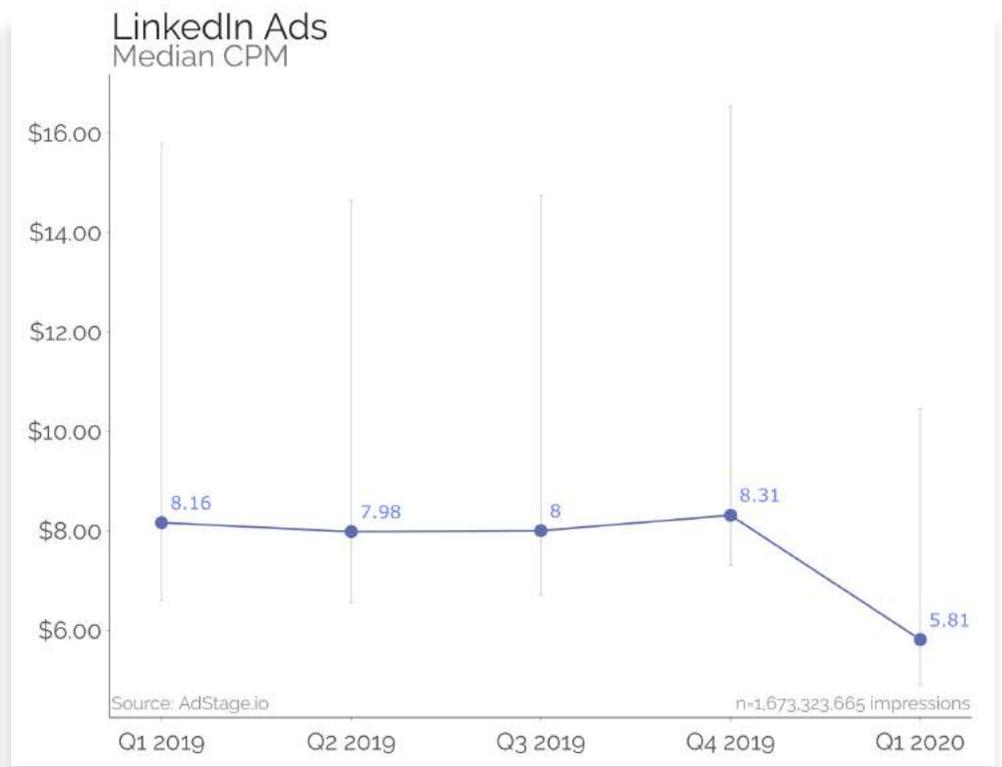
Q1 2020

LinkedIn Benchmarks



Q1 MEDIAN
CPM
\$5.81

2020



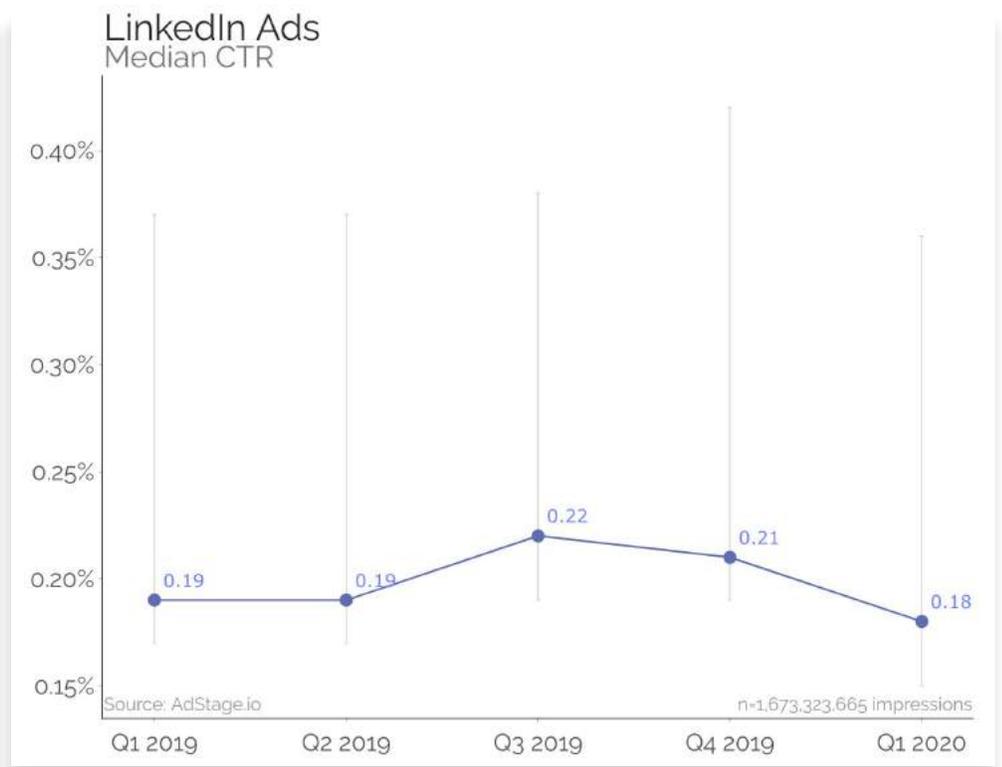
CPM decreased \$2.49 since Q4 2019 a drop of 30%. Q1 is the first quarter where we've have not seen extreme variation in the high CPMs across advertisers using AdStage.

Key Takeaways

- CPM decreased by 30% since Q4 2019
- CPM decreased by 29% year over year since Q1 2019

Q1 2020

LinkedIn Benchmarks



Median CTR for ads on LinkedIn dropped slightly steady since last quarter, but have remained very stable for the last 5 quarters. The majority of advertisers recorded CTRs between 0.15% and 0.36%.

Key Takeaways

- CTR decreased by 14% since Q4 2019
- CTR decreased by 5% year over year since Q1 2019

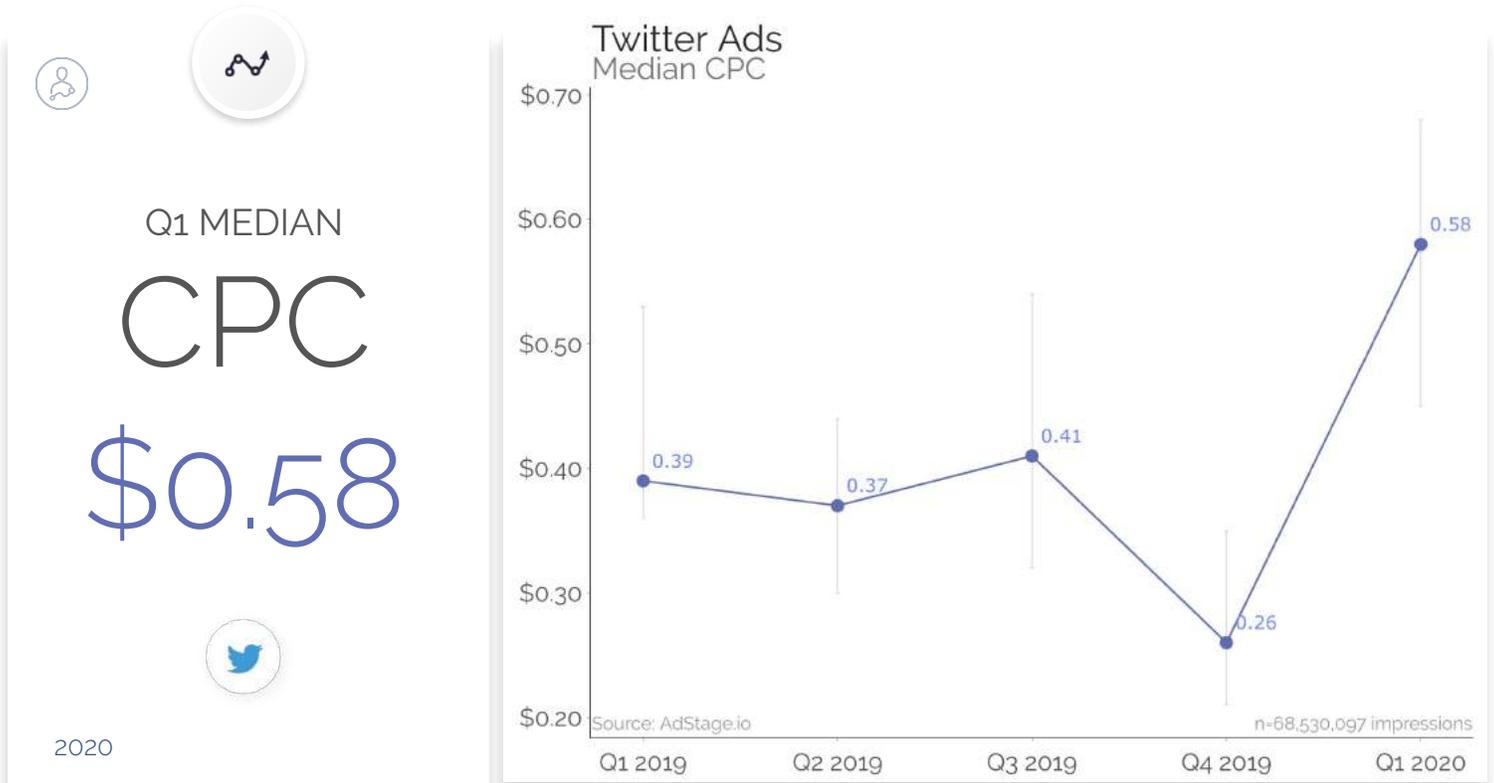
33



TWITTER

Q1 2020

Twitter Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 68 million ad impressions and nearly 1 million clicks for ads on Twitter.

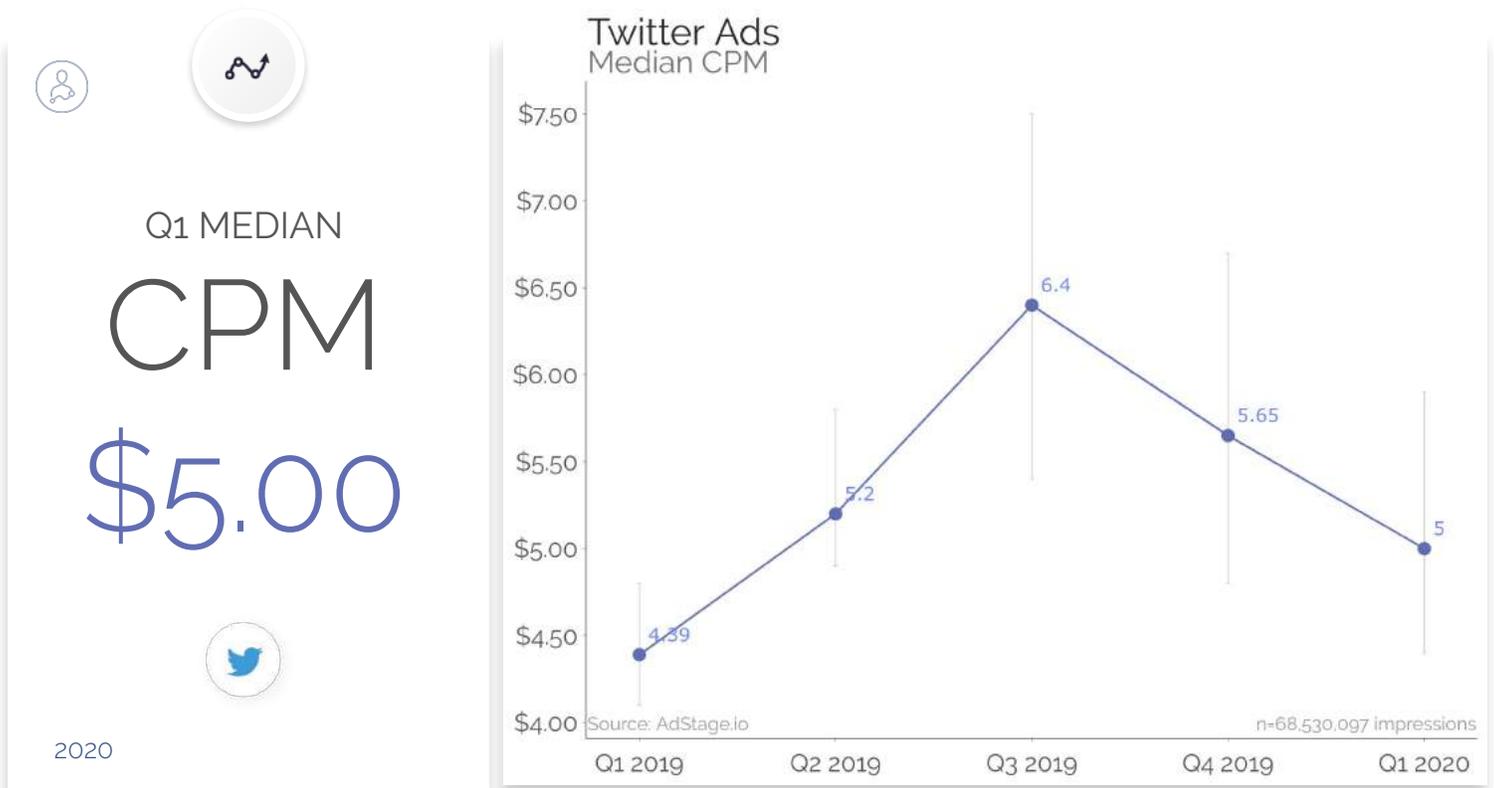
We found that median CPC increased 32 cents from last quarter and is up 19 cents from where it was same time last year. With the exception of Q4 2019, median CPC is on an upward trend.

Key Takeaways

- CPC increased by 122% since Q4 2019
- CPC increased by 47% year over year since Q1 2019

Q1 2020

Twitter Benchmarks



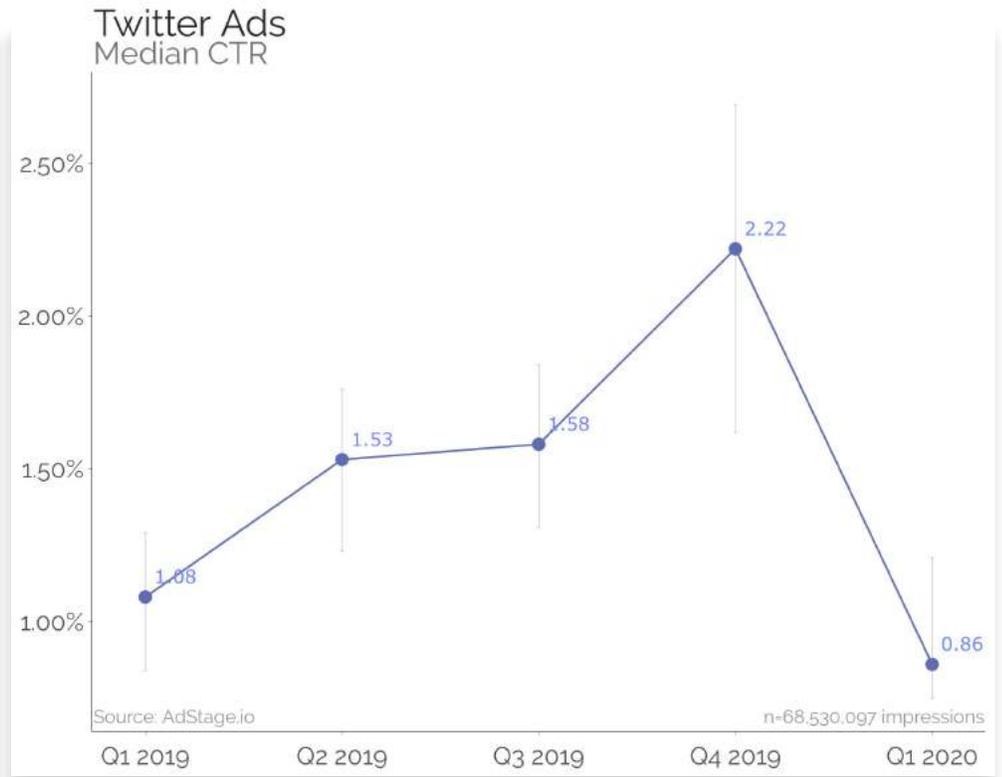
Median CPM continued its downward trend, decreasing \$0.65 since last quarter, off by \$1.40 from its peak in Q3 2019. The majority of advertisers that we observed recorded CPMs between \$4.40 and \$5.90 in Q1 2020.

Key Takeaways

- CPM decreased by 12% since Q4 2019
- CPM increased by 14% year over year since Q1 2019

Q1 2020

Twitter Benchmarks



In Q1 2020 we observed a dramatic reduction in CTR, with the median CTR dropping 61% over last quarter, and down 20% compared to the same time last year.

Key Takeaways

- CTR decreased by 61% since Q4 2019
- CTR decreased by 20% year over year since Q1 2019

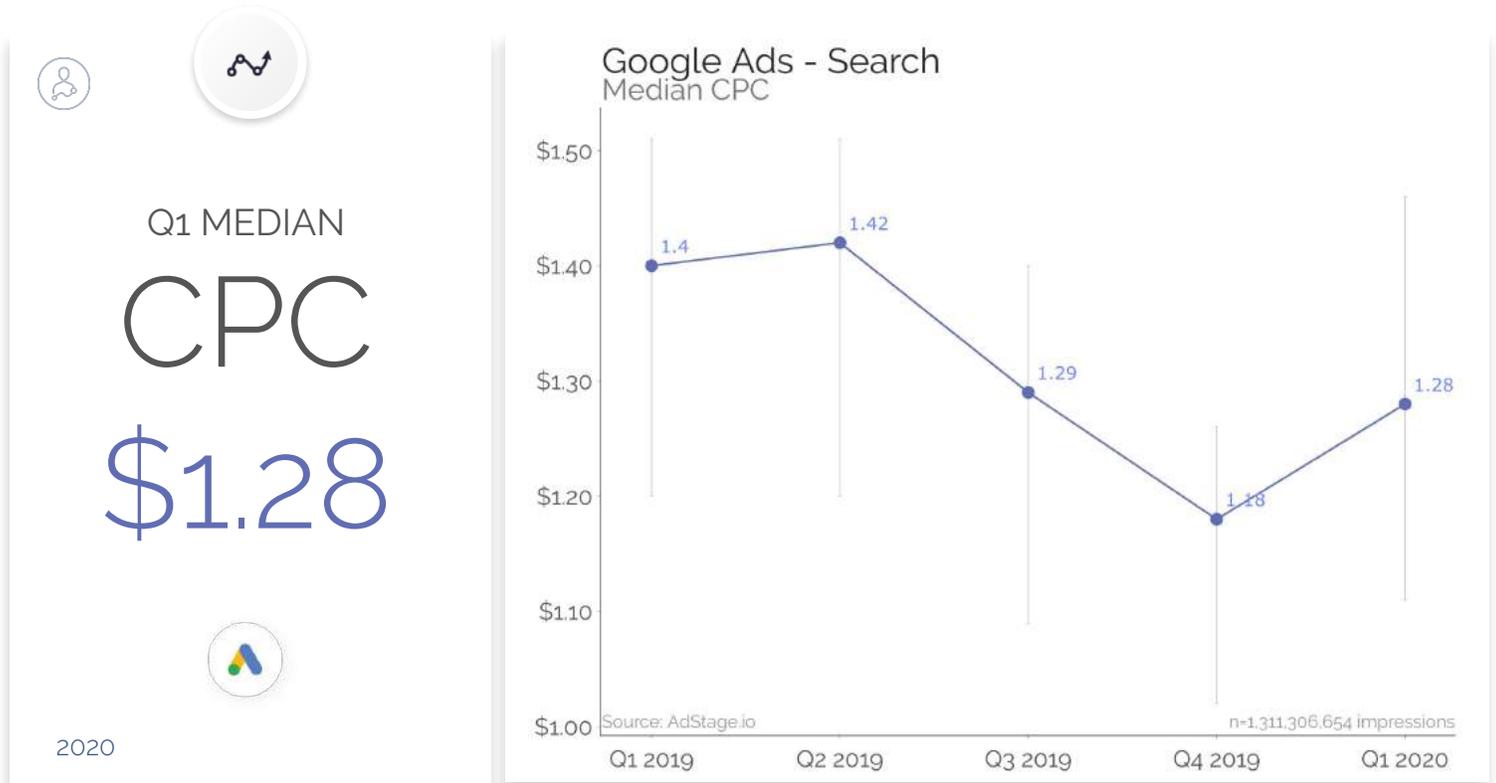
37



GOOGLE ADS

Q1 2020

Google Ads Search Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 1.3 billion ad impressions and over 21 million clicks for ads on Google Search. We observed median CPC increase by 8.5% from last quarter, but still remains lower than the same quarter last year, down 8.2%.

Key Takeaways

- CPC increased by 8.5% since Q4 2019
- CPC decreased by 8.2% year over year since Q1 2019

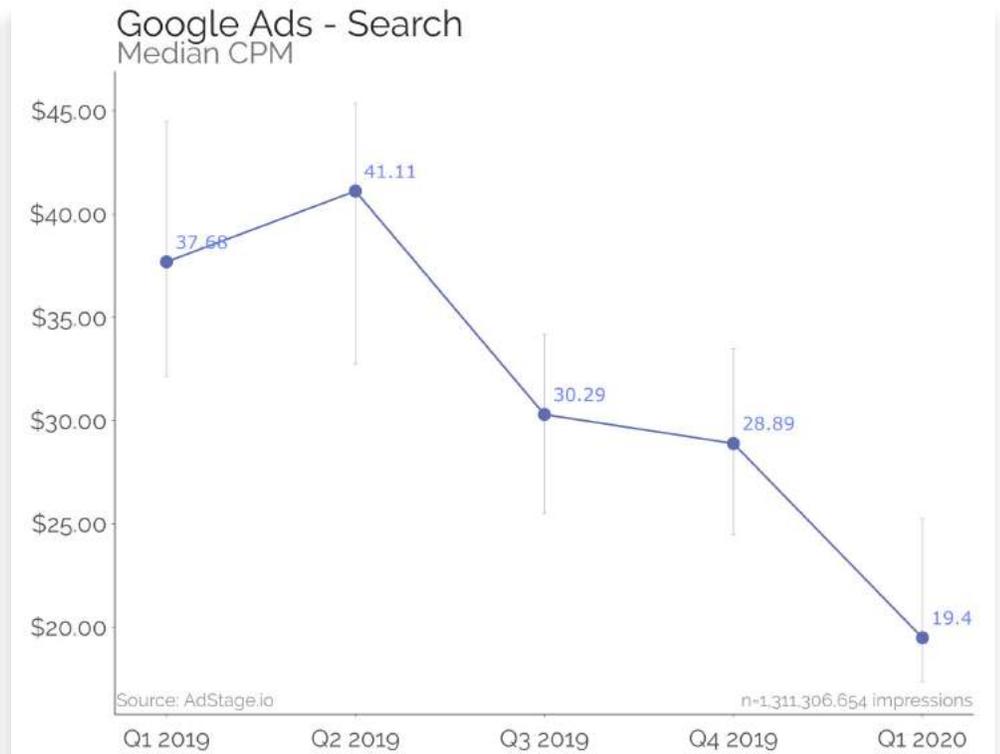
Q1 2020

Google Ads Search Benchmarks

Q1 MEDIAN
CPM
\$19.40

2020

This summary card features a person icon, a line graph icon, and the Google Ads logo. It displays the Q1 2020 median CPM as \$19.40.



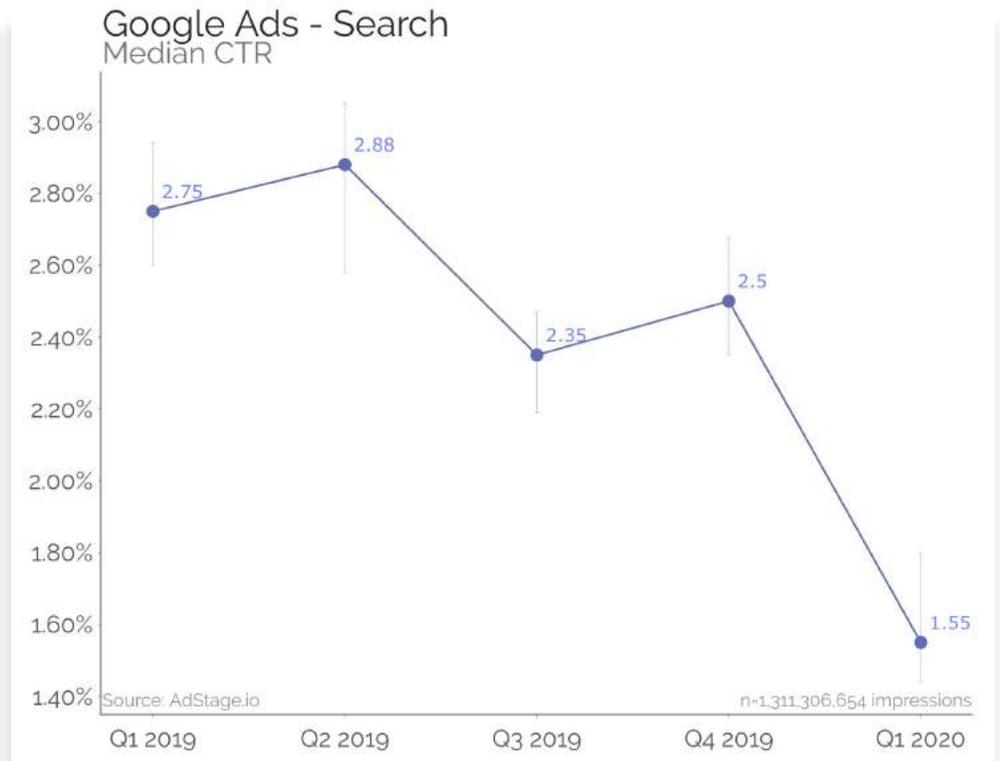
Median CPM decreased \$9.49 since last quarter, and is well below the same quarter last year, dropping 48%. We've seen CPMs decrease for 4 quarters in a row across advertisers using AdStage.

Key Takeaways

- CPM decreased by 33% since Q4 2019
- CPM decreased by 48% year over year since Q1 2019

Q1 2020

Google Ads Search Benchmarks



In Q1 2020, median CTR for ads on Google Search decreased from 2.5% to 1.55%. CTR remains lower than we observed in 2019, down 44% year over year.

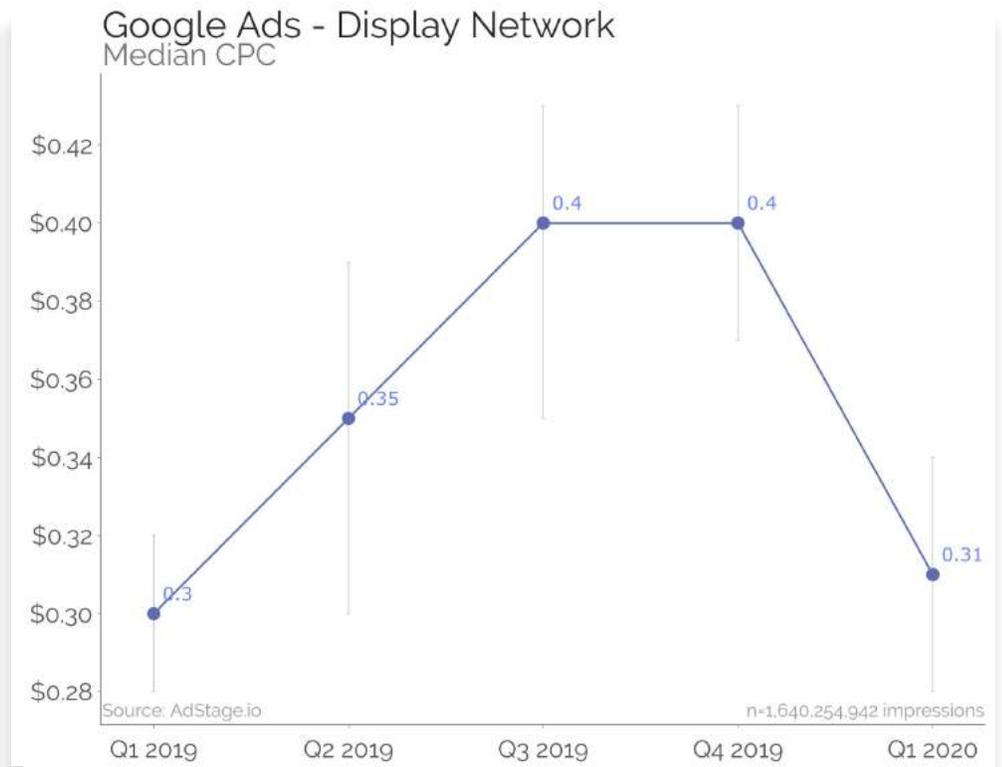
Key Takeaways

- CTR decreased by 38% since Q4 2019
- CTR decreased by 44% year over year since Q1 2019

Q1 2020

Google Ads Display Network Benchmarks

A summary card for Q1 2020 Median CPC. It features a person icon, a line graph icon, and the Google Ads logo. The text reads "Q1 MEDIAN CPC \$0.31". At the bottom left, it says "2020".



In Q1 2020, we analyzed over 1.6 billion ad impressions and nearly 8 million clicks for ads on Google Display Network. We observed median CPC drop \$0.09 from Q4 2019, reversing an upward trend over the past few quarters.

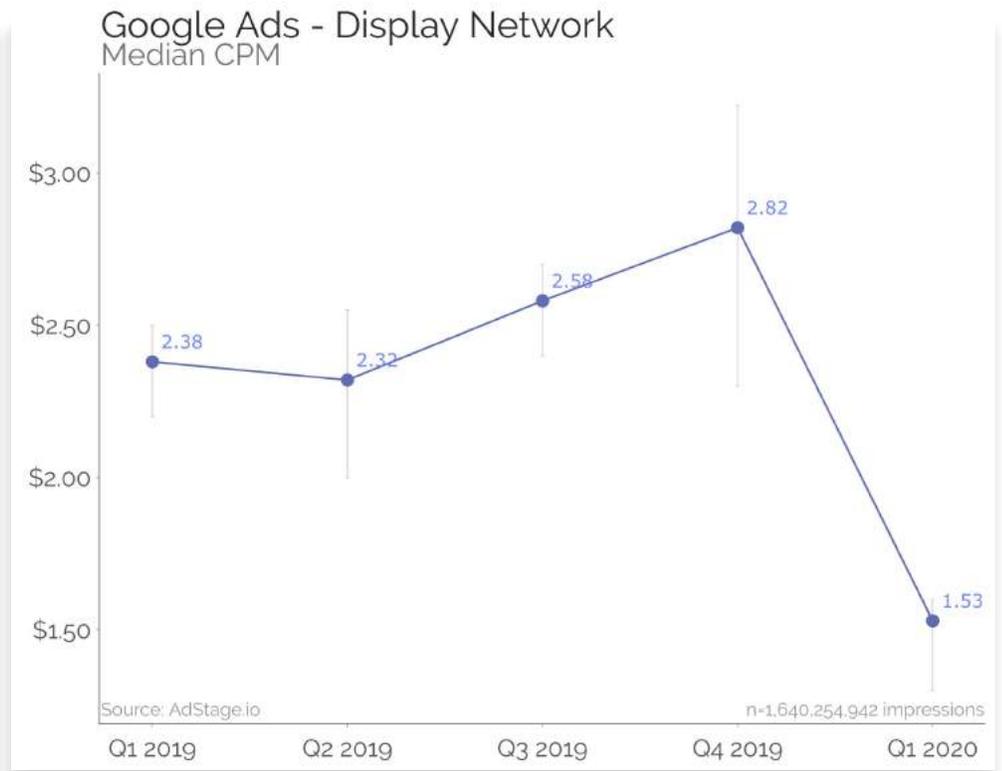
Key Takeaways

- CPC decreased 23% since Q4 2019
- CPC increased by 4% year over year since Q1 2019

Q1 2020

Google Ads Display Network Benchmarks

A summary card for Q1 2020. It features a person icon, a line graph icon, and the Google Ads logo. The text reads: "Q1 MEDIAN CPM \$1.53". At the bottom left, it says "2020".



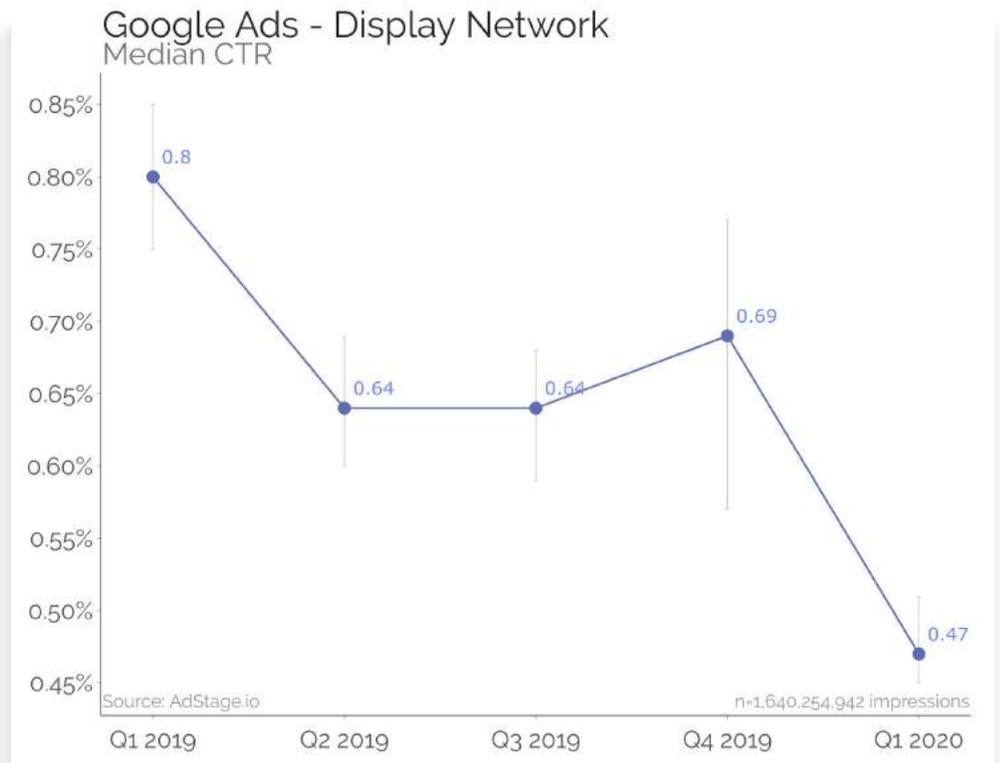
Median CPM decreased by \$1.29 since Q4 2019, the largest quarter over quarter change we've seen in the past year. Q1 2020 CPMs are down \$0.85 from the same quarter previous year.

Key Takeaways

- CPM decreased by 46% since Q4 2019
- CPM decreased by 36% year over year since Q1 2019

Q1 2020

Google Ads Display Network Benchmarks



Median CTR for ads on Google Display Network decreased by 32% since last quarter. CTR fell below last years performance, coming in 41% lower year over year.

Key Takeaways

- CTR decreased 32% since Q4 2019
- CTR decreased 41% year over year since Q1 2019

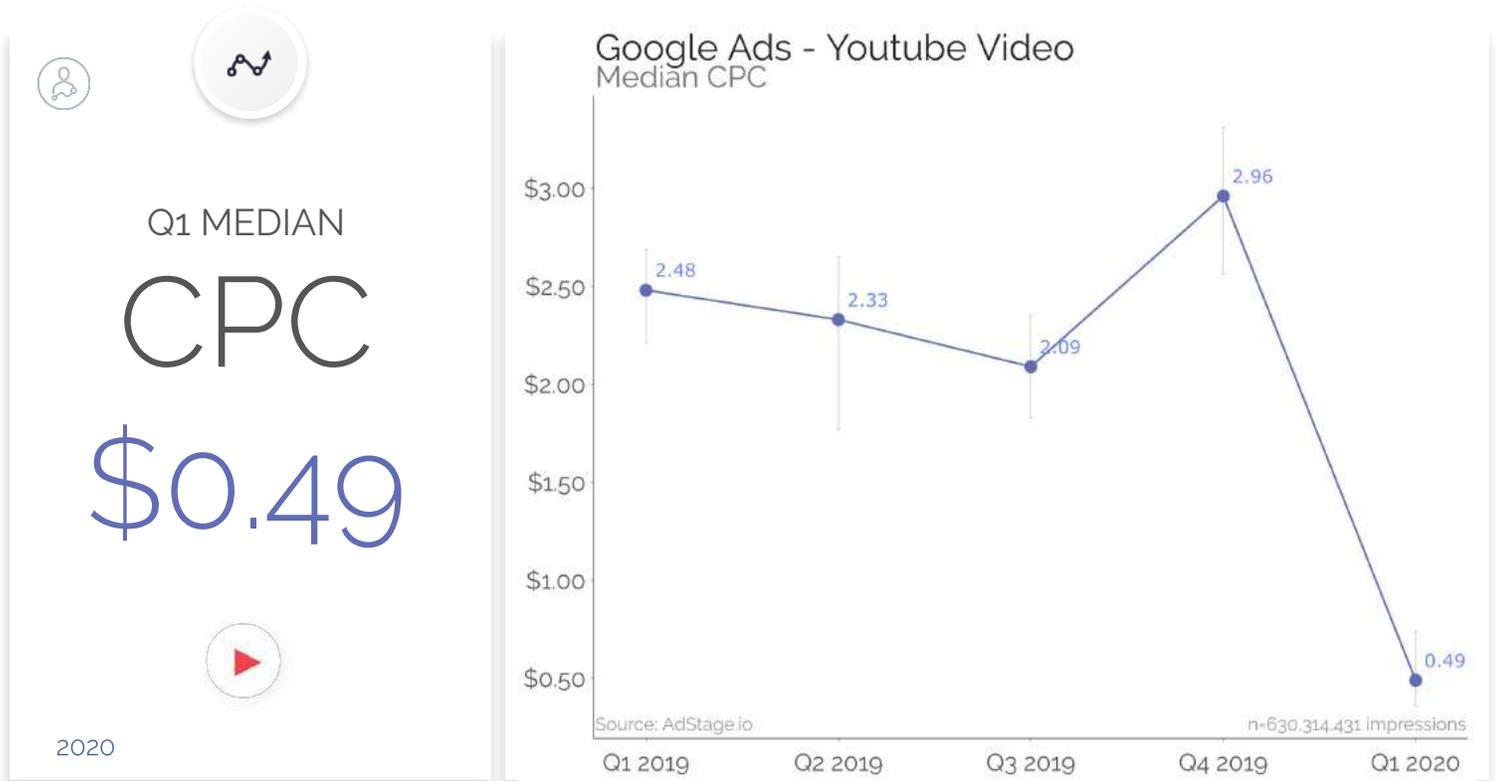
44



YOUTUBE

Q1 2020

Google YouTube Benchmarks



*Methodology information available on page 5 of this report.

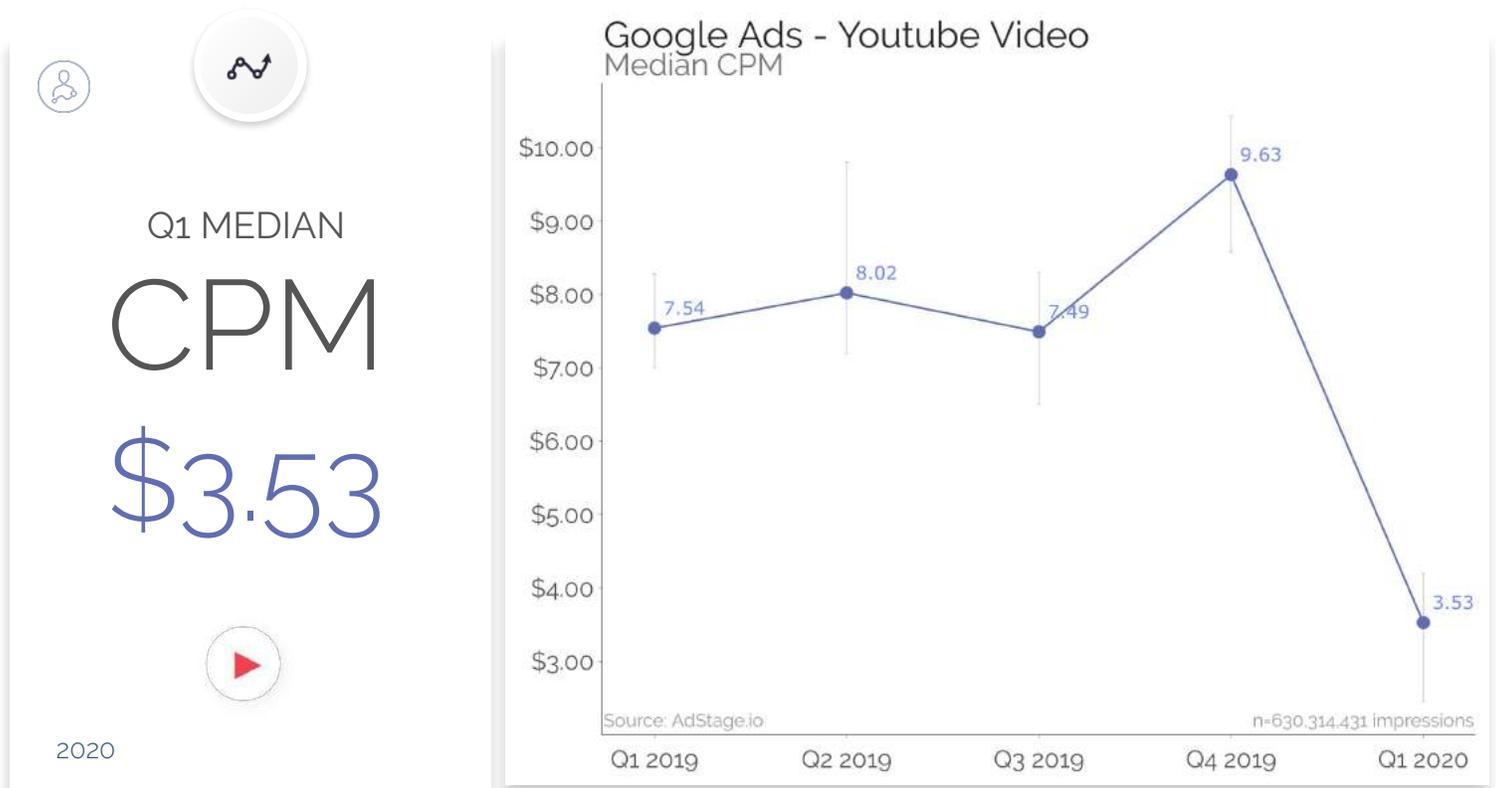
In Q1 2020, we analyzed over 630 million ad impressions and 4.4 million clicks for ads on YouTube. We observed an interesting change in performance in Q1 2020 among the advertisers we measured. Spend remained relatively flat, but advertisers saw a 3x increase in impressions and 5x increase in clicks. We found that median CPC decreased by \$2.47 from last quarter and is down \$1.99 year over year.

Key Takeaways

- CPC decreased by 83% since Q4 2019
- CPC decreased by 80% year over year since Q1 2019

Q1 2020

Google YouTube Benchmarks



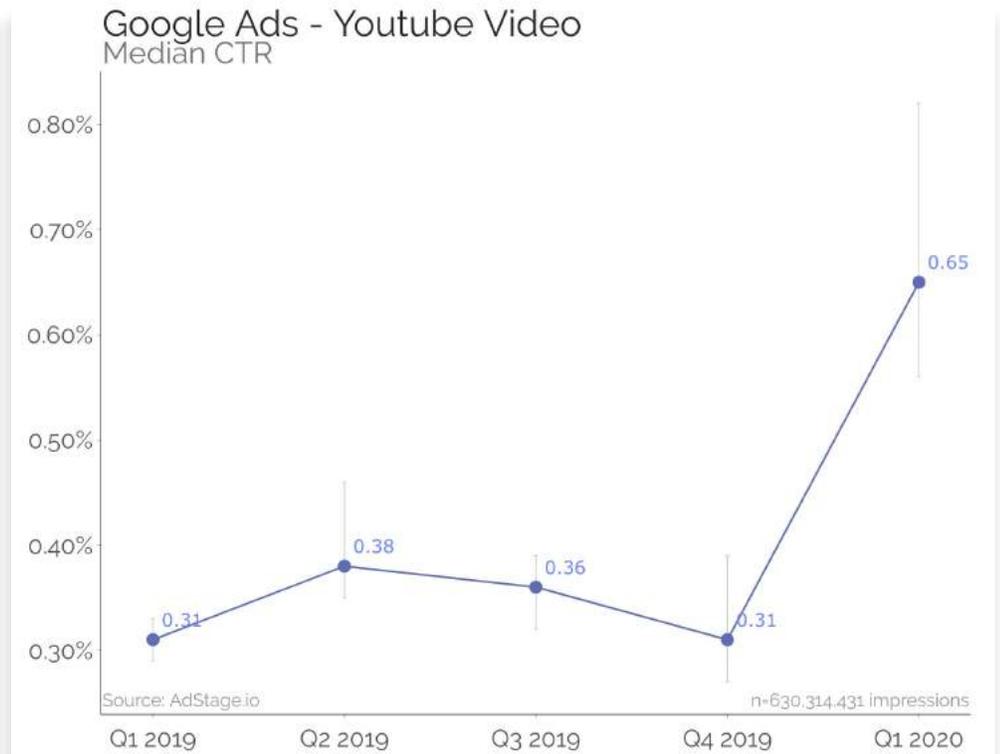
Median CPM decreased to \$3.53, and is 53% lower compared to the same time last year.

Key Takeaways

- CPM decreased by 63% since Q4 2019
- CPM decreased by 53% year over year since Q1 2019

Q1 2020

Google YouTube Benchmarks



Median CTR for ads on YouTube increased 110% in Q1 2020, mirror the dramatic changes that we've seen across all accounts advertising on Youtube Video.

Key Takeaways

- CTR increased by 110% since Q4 2019
- CTR increased by 110% year over year since Q1 2019

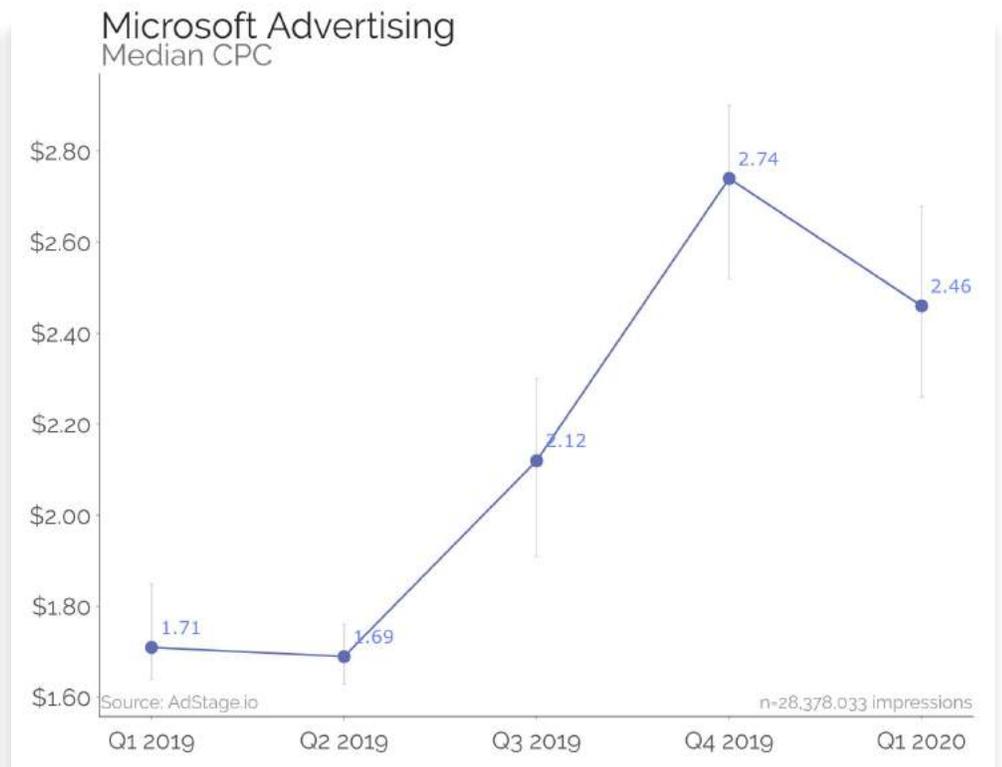
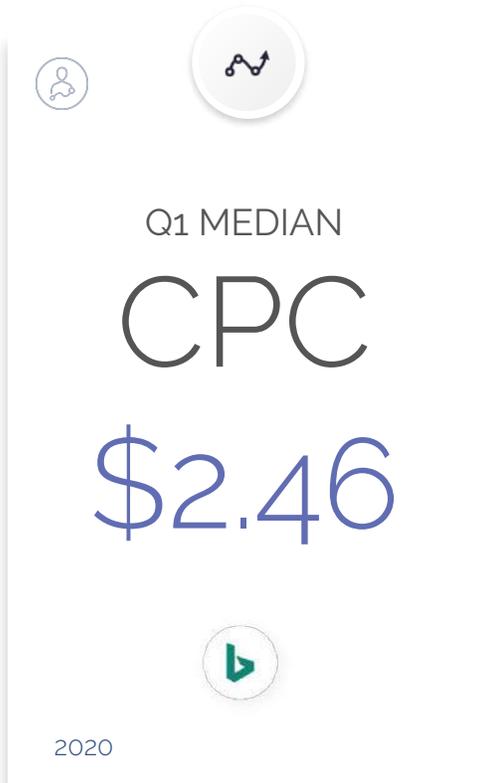
48



**MICROSOFT
ADVERTISING**

Q1 2020

Microsoft Advertising Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 28 million ad impressions and nearly 700 thousand clicks for ads for Microsoft Advertising.

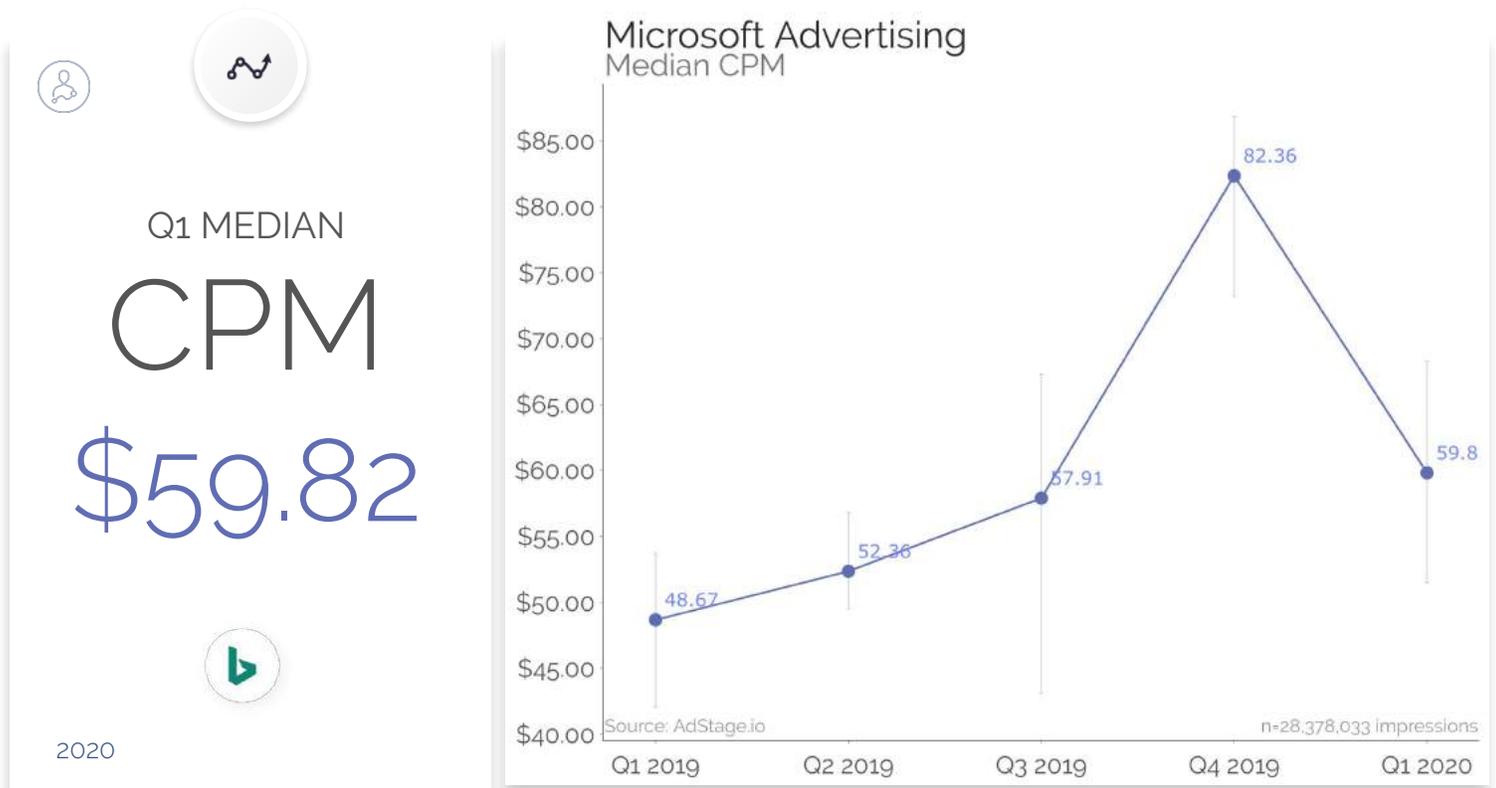
We found that median CPC decreased slightly in Q1, down by \$0.28 cents to \$2.46. Compared to the same time last year, median CPC for ads is up 44%.

Key Takeaways

- CPC decreased by 10% since Q4 2019
- CPC increased by 44% year over year since Q1 2019

Q1 2020

Microsoft Advertising Benchmarks



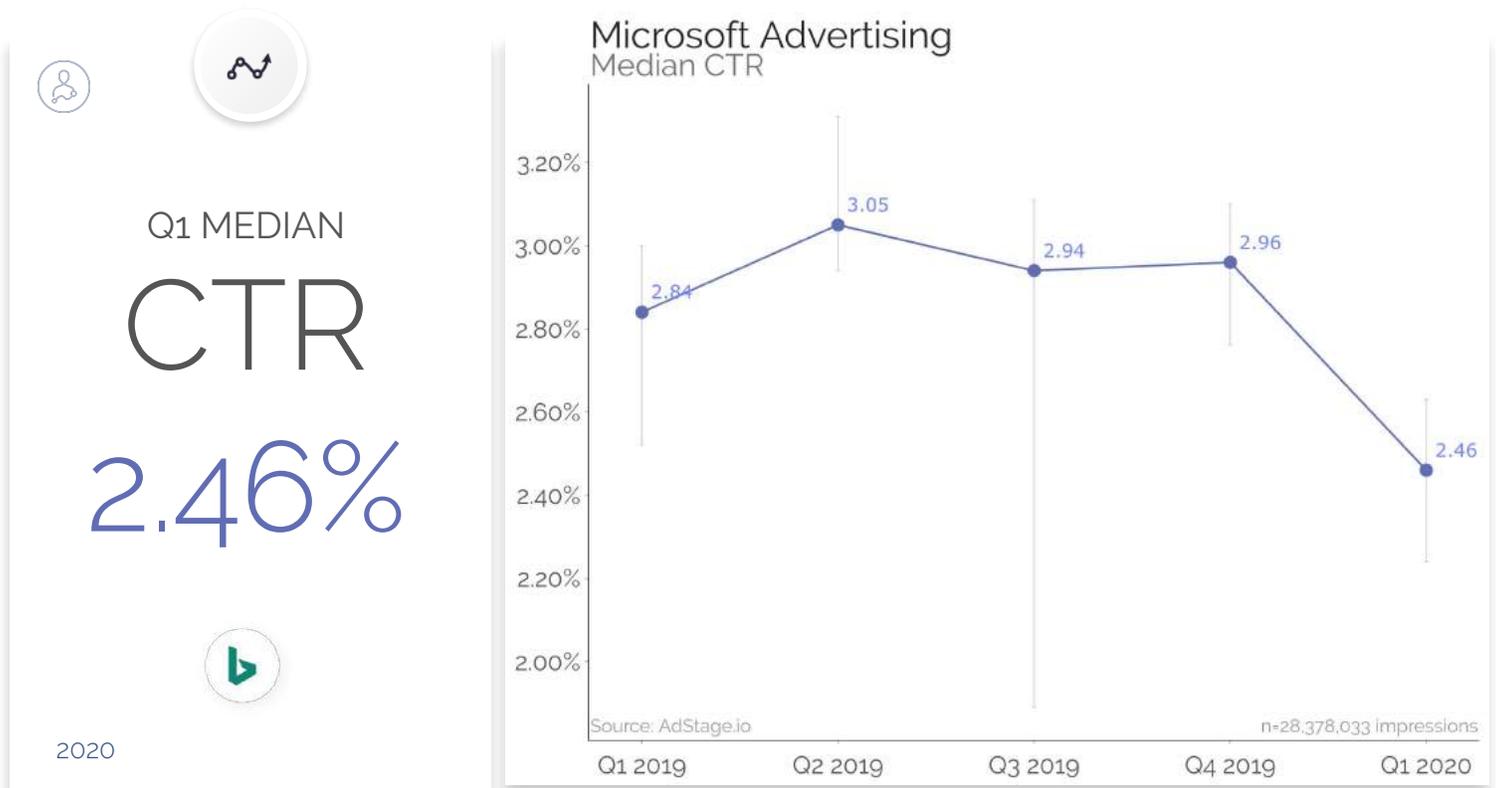
Median CPM decreased 27% since last quarter, and appears to be in line with the upward trend that we had seen between Q1 to Q3 2019. The majority of advertisers we studied had median CPMs between \$51.50 and \$68.30.

Key Takeaways

- CPM decreased by 27% since Q4 2019
- CPM increased by 23% year over year since Q1 2019

Q1 2020

Microsoft Advertising Benchmarks



Median CTRs for Microsoft Advertising decreased 17% in Q1 2020 over the previous quarter and is down 13% from a the same period a year earlier. The majority of advertisers we studied reported median CTRs between 2.24% and 2.63%.

Key Takeaways

- CTR decreased by 17% since Q4 2019
- CTR decreased by 13% year over year since Q1 2019

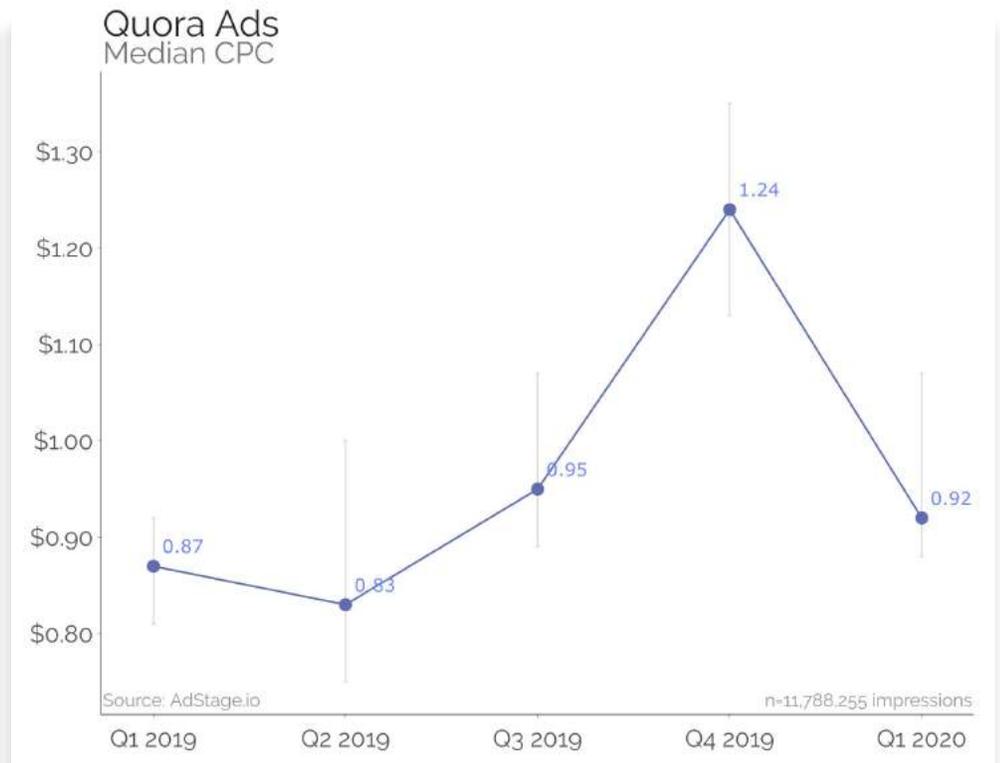
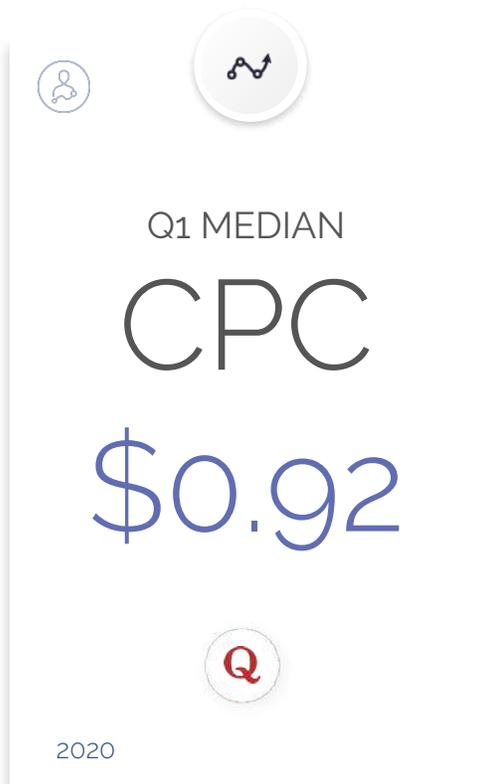
52



QUORA

Q1 2020

Quora Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 11 million ad impressions and over 122 thousand clicks for ads on Quora.

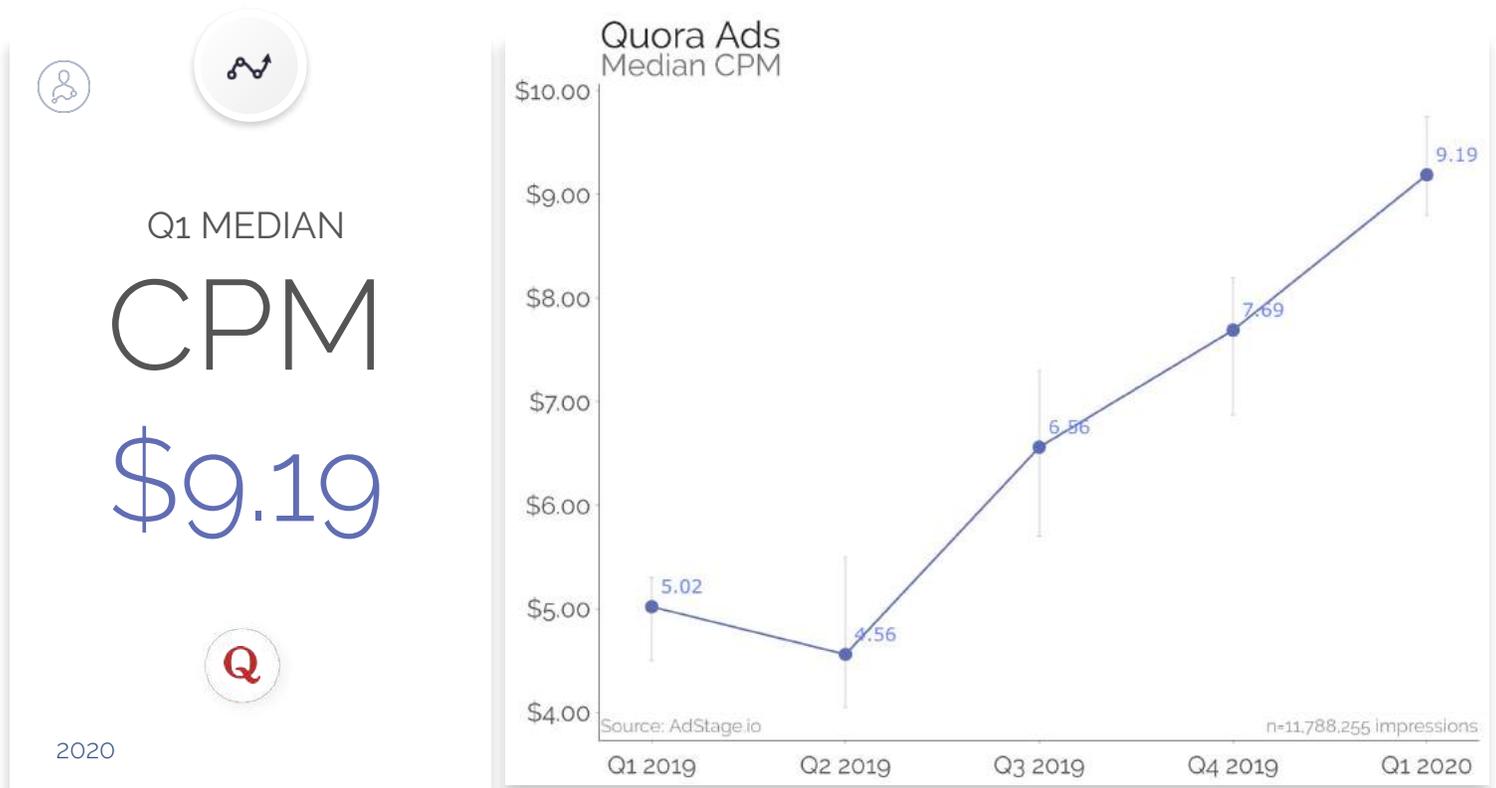
Median CPC reverse its upward trend and fell 26% to \$0.92, below where we reported median CPC for Q3 2019.

Key Takeaways

- CPC decreased by 26% since Q4 2019
- CPC increased by 6% year over year since Q1 2019

Q1 2020

Quora Benchmarks



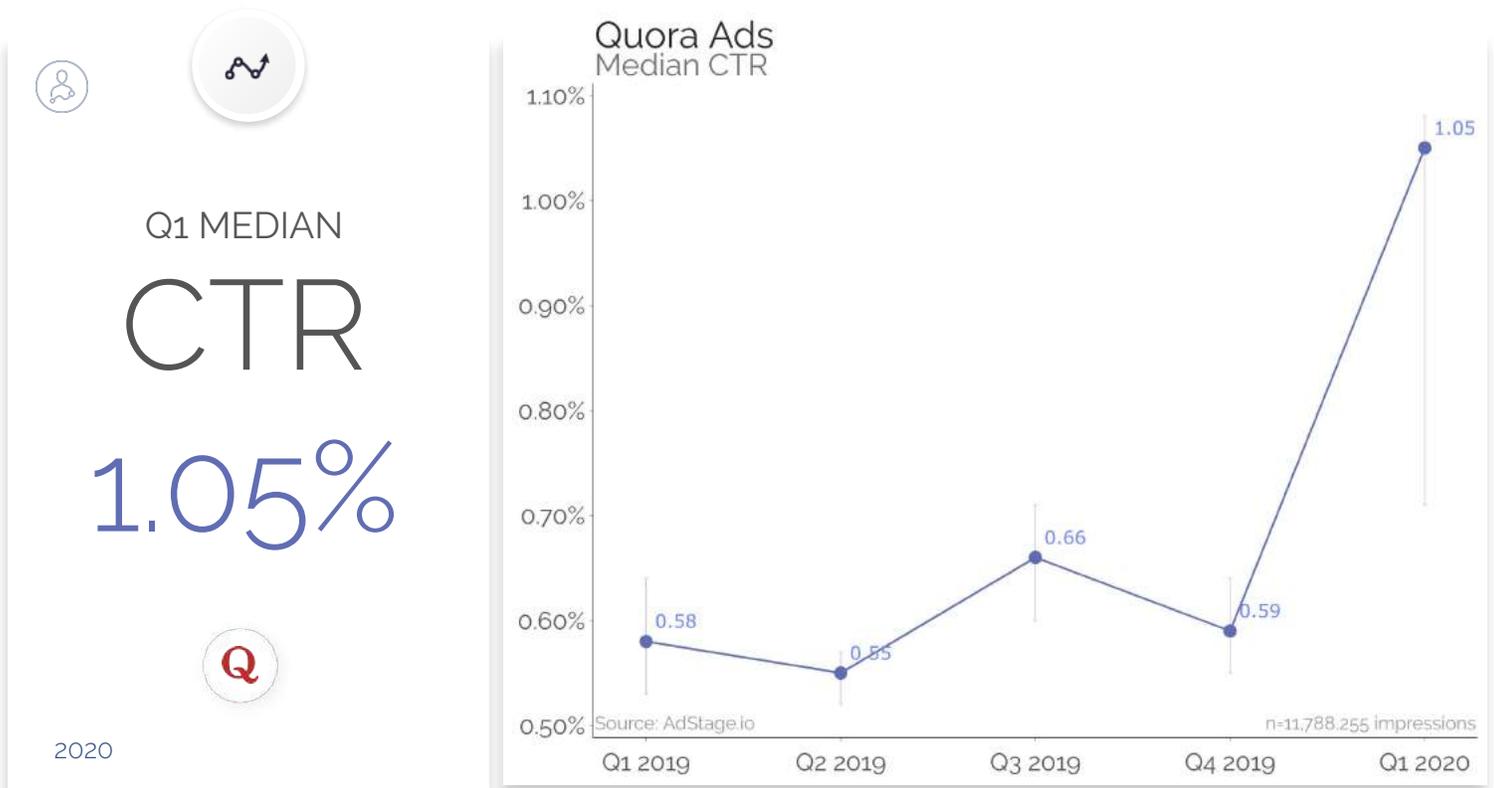
Median CPM continues to increase quarter over quarter, up 19.5% since Q4 2019. The majority of advertisers we studied measured a median CPM from \$8.80 to \$9.75.

Key Takeaways

- CPM increased by 19.5% since Q4 2019
- CPM increased by 83% year over year since Q1 2019

Q1 2020

Quora Benchmarks



Median CTR increased drastically in Q1 2020, up 78% since Q4 2019. We did see higher than usual variability in median CTR this quarter versus previous periods, with the majority of advertisers reporting anywhere from 0.71% to 1.08%.

Key Takeaways

- CTR decreased by 10.6% since Q4 2019
- CTR increased by 20.4% year over year since Q1 2019

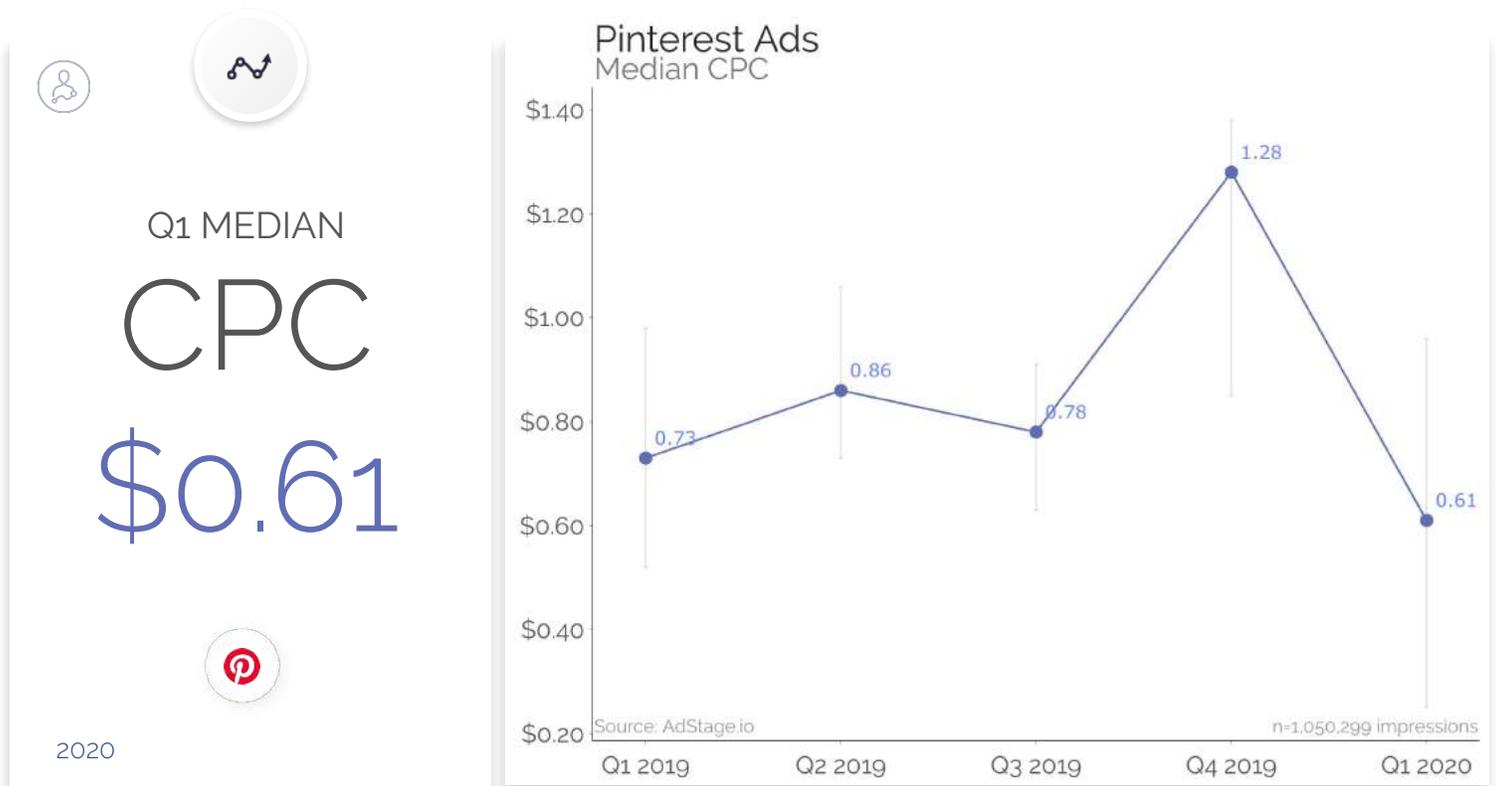
56



PINTEREST

Q1 2020

Pinterest Benchmarks



*Methodology information available on page 5 of this report.

In Q1 2020, we analyzed over 1 million ad impressions and almost 10 thousand clicks for ads on Pinterest.

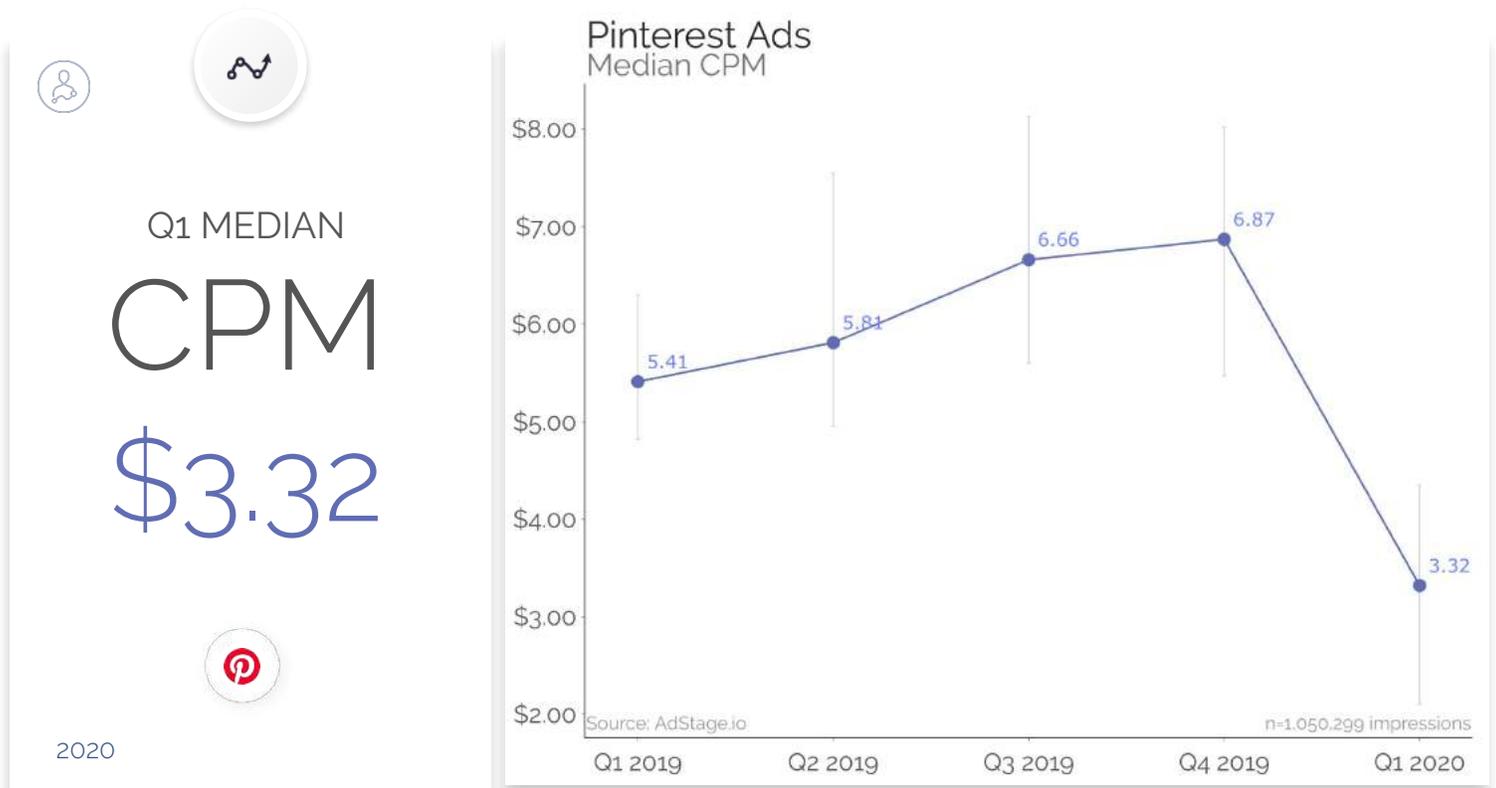
We found that median CPC dropped to the lowest levels in the last 5 quarters, down 52% to \$0.61. However, we are seeing a higher than usual variability between advertisers on AdStage, with median CPCs between \$0.24 and \$0.95.

Key Takeaways

- CPC decreased by 52% since Q4 2019
- CPC decreased by 17% year over year since Q1 2019

Q1 2020

Pinterest Benchmarks



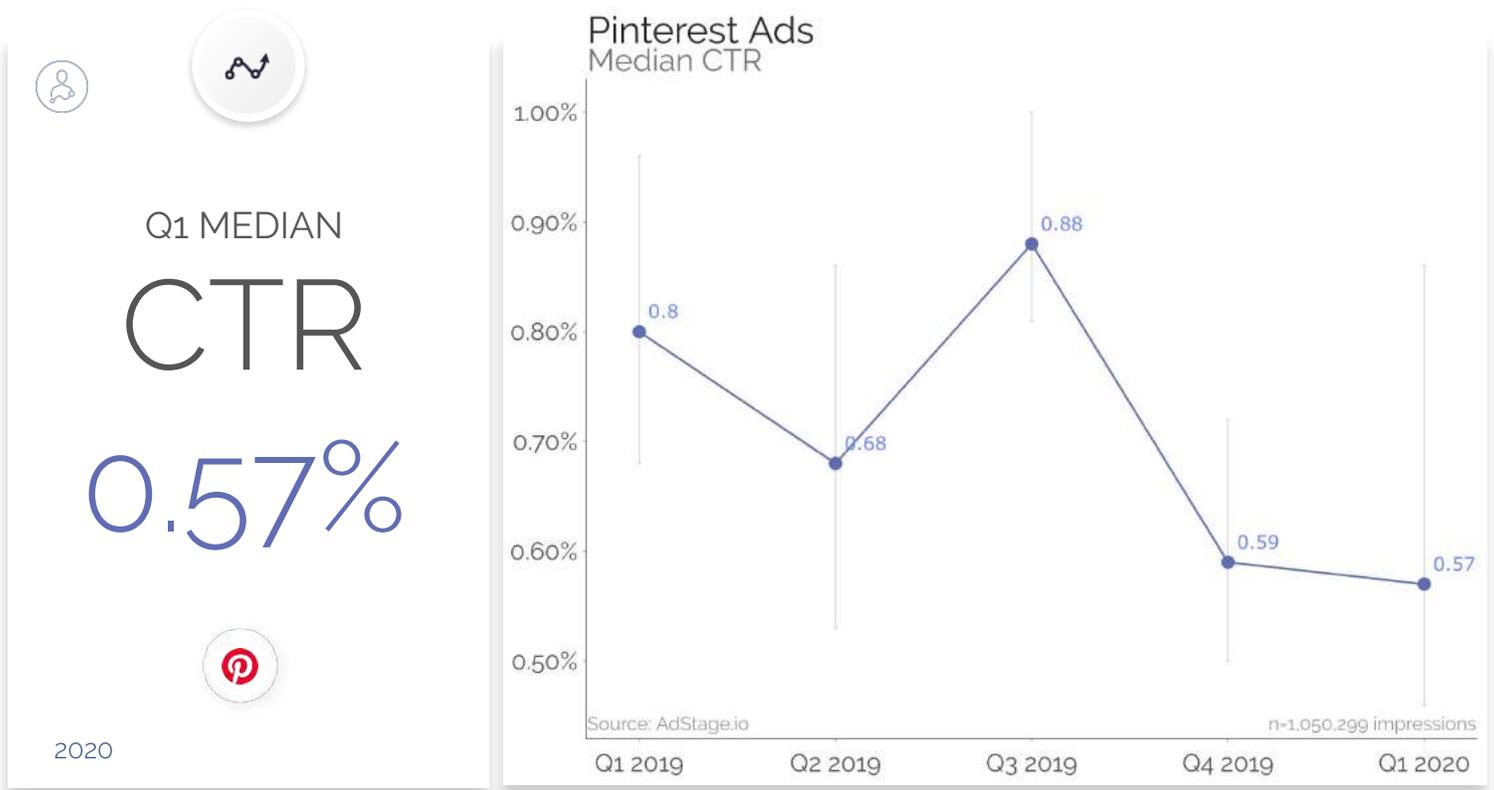
Median CPM decreased 52% to \$3.32 since the previous quarter. And has dropped 39% from the median CPM we reported for Q1 2019.

Key Takeaways

- CPM decreased by 52% since Q4 2019
- CPM decreased by 39% year over year since Q1 2019

Q1 2020

Pinterest Benchmarks



Median CTR decreased only slightly to 0.57% in Q1 2020. We did see higher than usual variability across advertisers with median CTRs from 0.46% to 0.86%.

Key Takeaways

- CTR decreased by 3.4% since Q4 2019
- CTR increased by 29% year over year since Q1 2019

60



INSIGHTS

FROM THE EXPERTS

Q1 2020

What tactic do you wish you did more of in Q1 2020?

Ryan Berry

Owner, Cornerhouse Media Ltd



Creative angle testing during "normal" conditions. It's very difficult to know if any new but underperforming creative is working poorly due to Covid or simply because the angle does not resonate with the consumer.

Q1 2020

How are you seeing or expecting your budgets to be affected by coronavirus?



Shelby Valentine

Digital Marketing Manager, Style Advertising

We've seen our restaurant client budgets shift majorly from PR initiatives to digital ones. With digital, it's crucial for their followers to see every post if we can help it. Whether it's a new to-go feature, cocktail kit and/or grocery list items, the need is bigger than ever for communication being pushed out digitally and in a hurry. Because of this, our digital budgets have drastically increased when it comes to number of posts and digital advertising budgets.



Ryan Berry

Owner, Cornerhouse Media Ltd

Some companies are pausing ad spend for two months while they create new infrastructure. Others are continuing to grow week on week - it all depends on the underlying business model and how it can adapt to a strategy with zero offline conversions.

Q1 2020

What's the best company pivot due to COVID-19 you've seen?

Shelby Valentine

Digital Marketing Manager, Style Advertising



A company pivot that has really stood out to me is the restaurant industry creating and selling grocery packs for their customers. It includes items such as milk, bread, eggs, produce, toilet paper and even high-quality meat cuts. We have also seen companies that specialize in mold remediation and waterproofing utilize their services to perform corporate disinfecting services for business owners.

AdStage joins the TapClicks family



Babak Hedayati,
CEO and founder,
TapClicks.

"We're thrilled to have AdStage, its team, and its customers as part of the TapClicks family and to be part of this research effort for the first time. The results in the Q1 2020 Paid Search and Paid Social Benchmark Report are a testament to the power of the AdStage platform and its ability to analyze data to deliver real intelligence so marketers can optimize every dollar spent for maximum impact. We look forward to supporting AdStage and its team in these research efforts as we work together to develop a truly unified, predictive platform for marketing analysis, intelligence, and operations that makes a truly positive impact on marketers' success."

Q1 2020

Look beyond the surface data

We hope our data on the median CPC, CPM, and CTR across advertising networks will be useful to benchmark your own campaigns. It's important to note that our benchmarks represent aggregated data from the accounts linked to our reporting platform, so the numbers may differ from other reports using different data sets, or larger industry trends. CPC, CPM, and CTR metrics also only show the tip of the iceberg of data that marketers need to improve new customer acquisition.

AdStage customers -- top lead generation marketers across different industries -- use our paid media analytics and optimization platform to connect campaign data with conversion data, see real customers and revenue behind the clicks, and take action on those insights to improve marketing ROI.

Learn more about AdStage

Visit us at [AdStage!](#)

If you're ready to dig deeper into the power of AdStage, set up a [demo](#) and one of our team-members will be happy to discuss your specific paid marketing goals.

You can also [start a free 14-day trial](#) to see how you can use our solutions to optimize your paid marketing campaigns at scale and drive business growth.