



Paid Media

Q3 2019

Benchmark Report





Q3 2019

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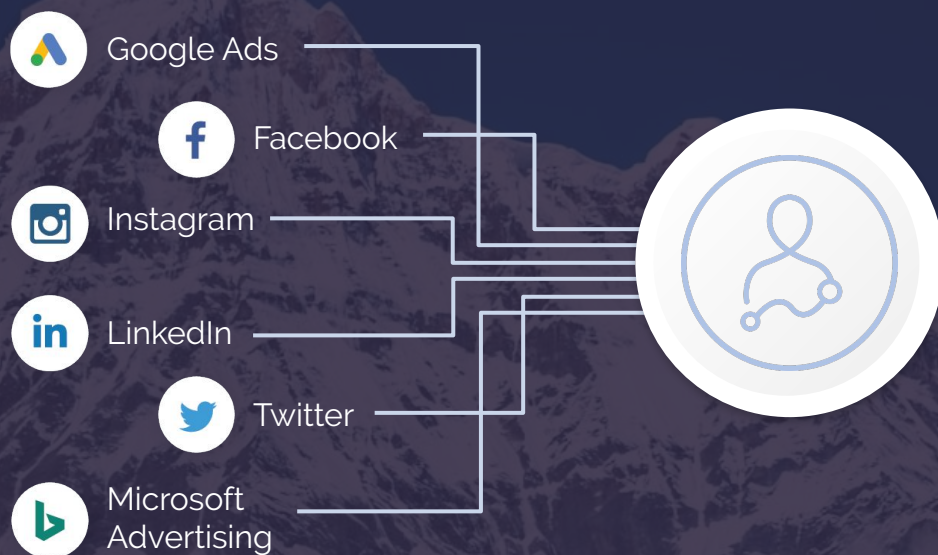
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Introduction

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:



In addition to benchmark data, you will also find trend analysis in this edition of the AdStage Benchmark Report.

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](https://twitter.com/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.

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



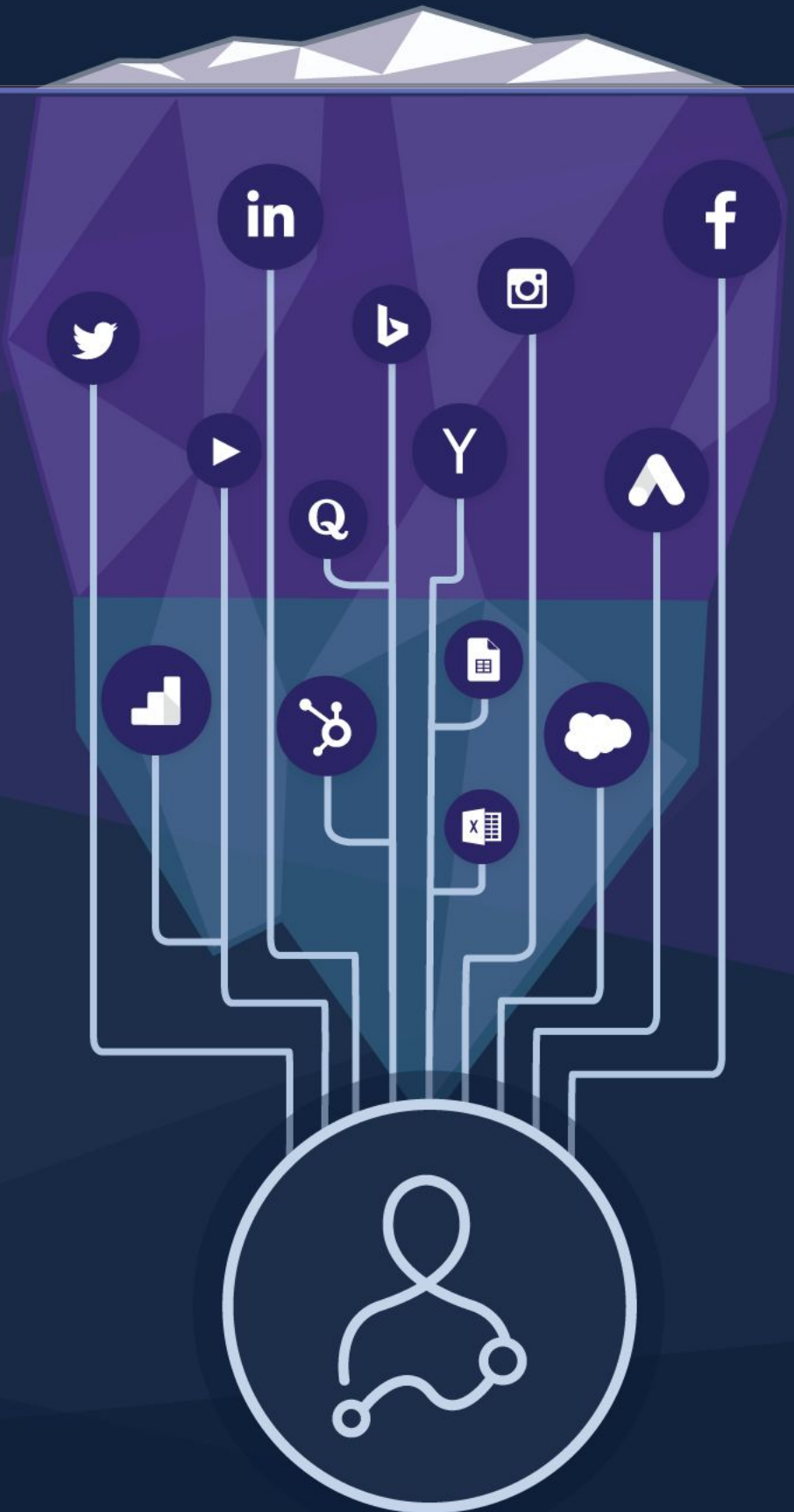
JOIN

Optimize campaigns based on actual sales data



ADSTAGE FOR GOOGLE SHEETS

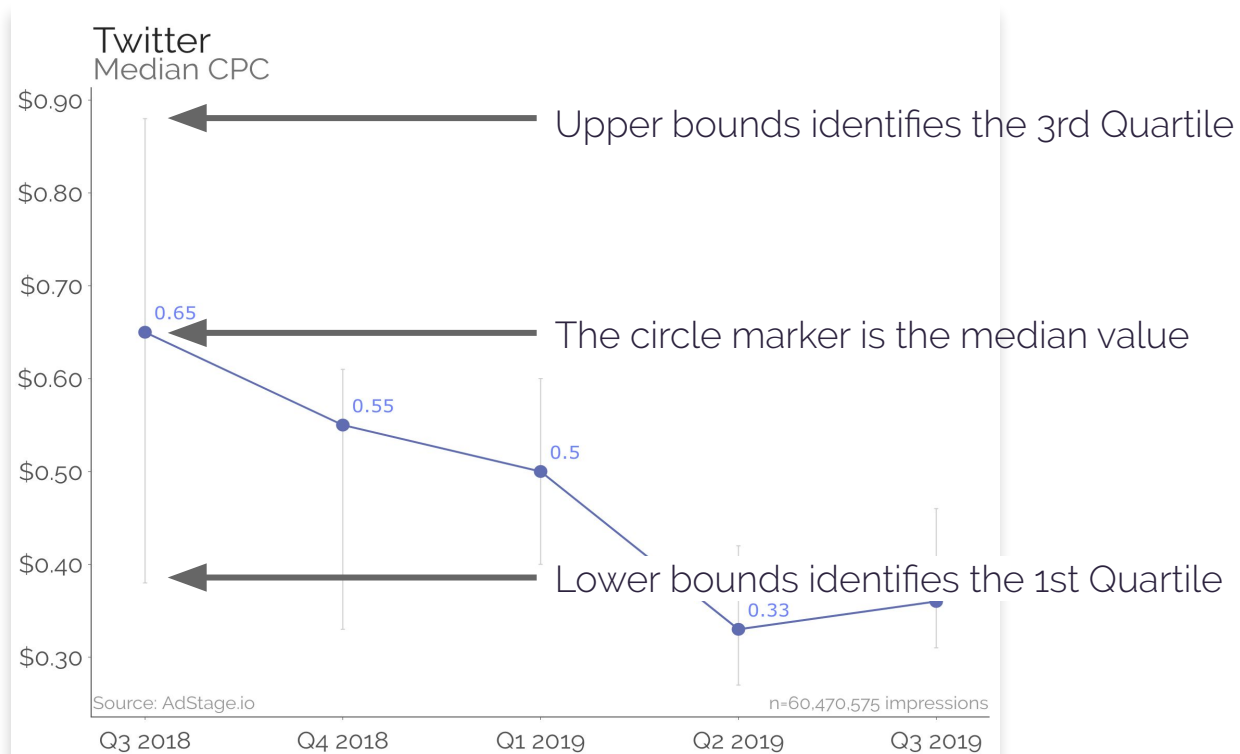
All your ad data into Google Sheets for \$29/month




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.

Reading the charts



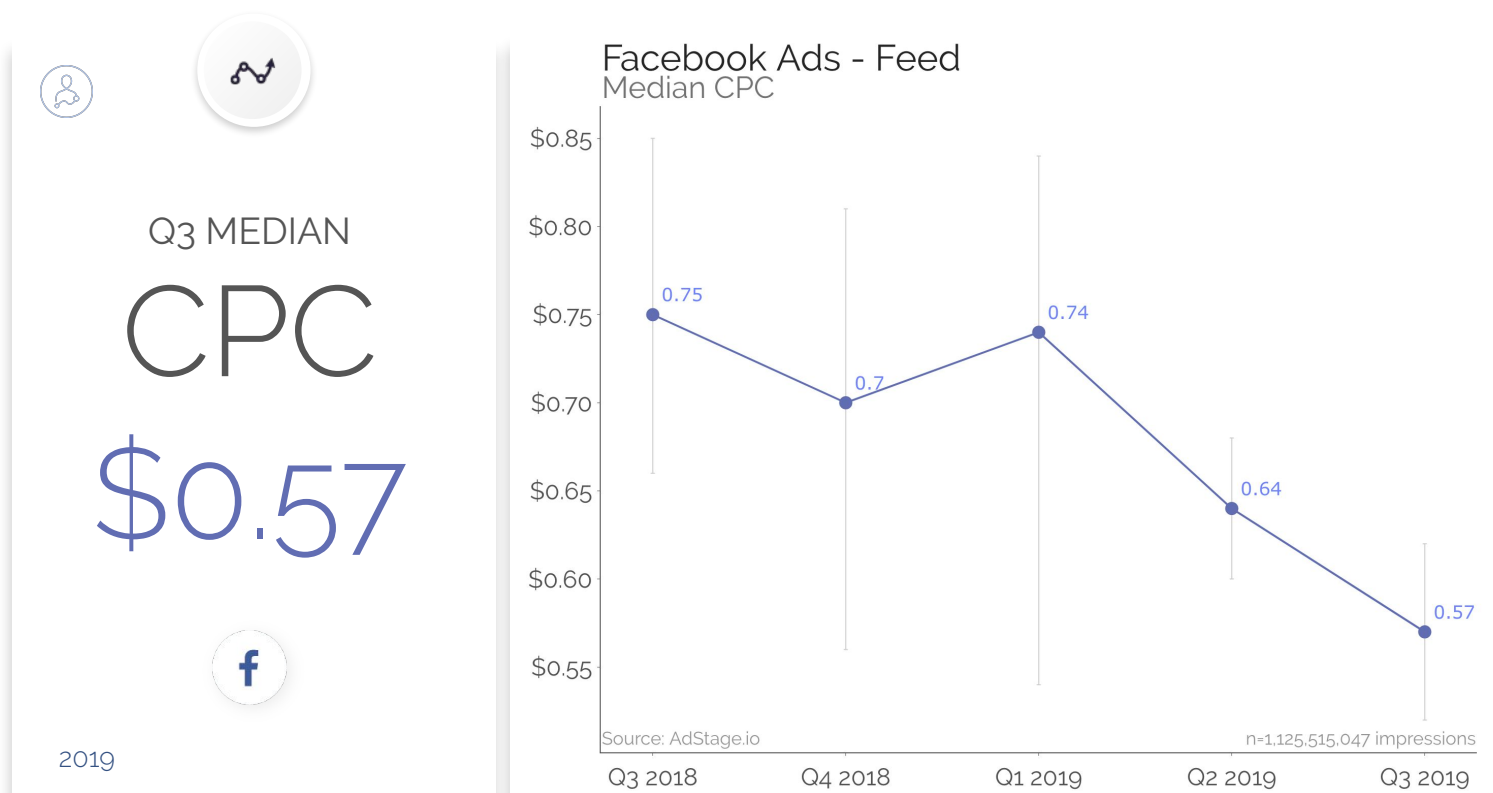
06



FACEBOOK

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Facebook News Feed Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed over 1.12 billion ad impressions and over 16 million clicks for ads in Facebook's News Feed Network.

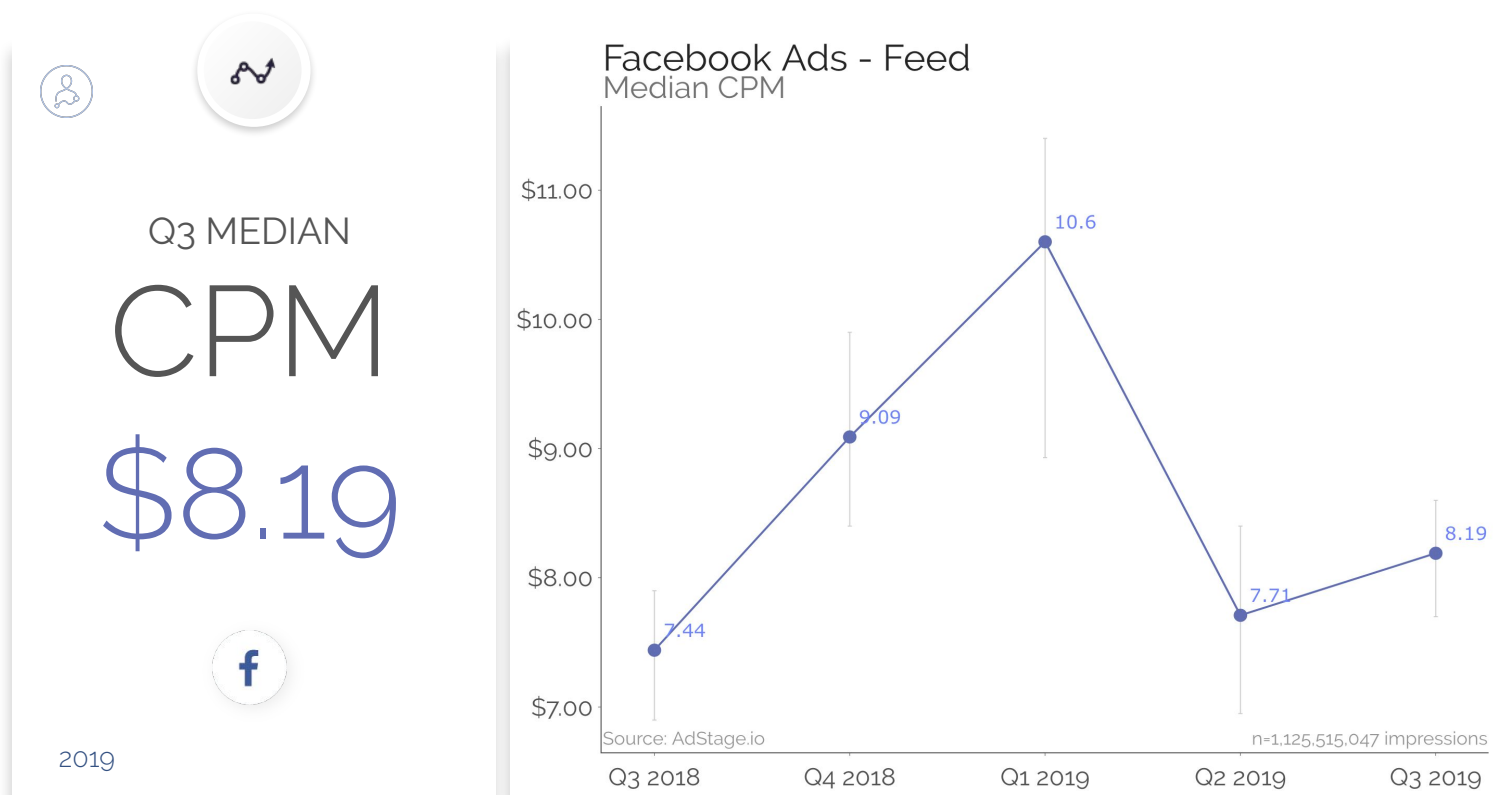
Median CPC is decreased slightly to \$0.57 since last quarter, while it significantly lower than it was a year ago in Q3 2018.

Key Takeaways

- CPC decreased by 11% since Q2 2019
- CPC decreased by 24% year over year since Q3 2018

Q3 2019

Facebook News Feed Benchmarks



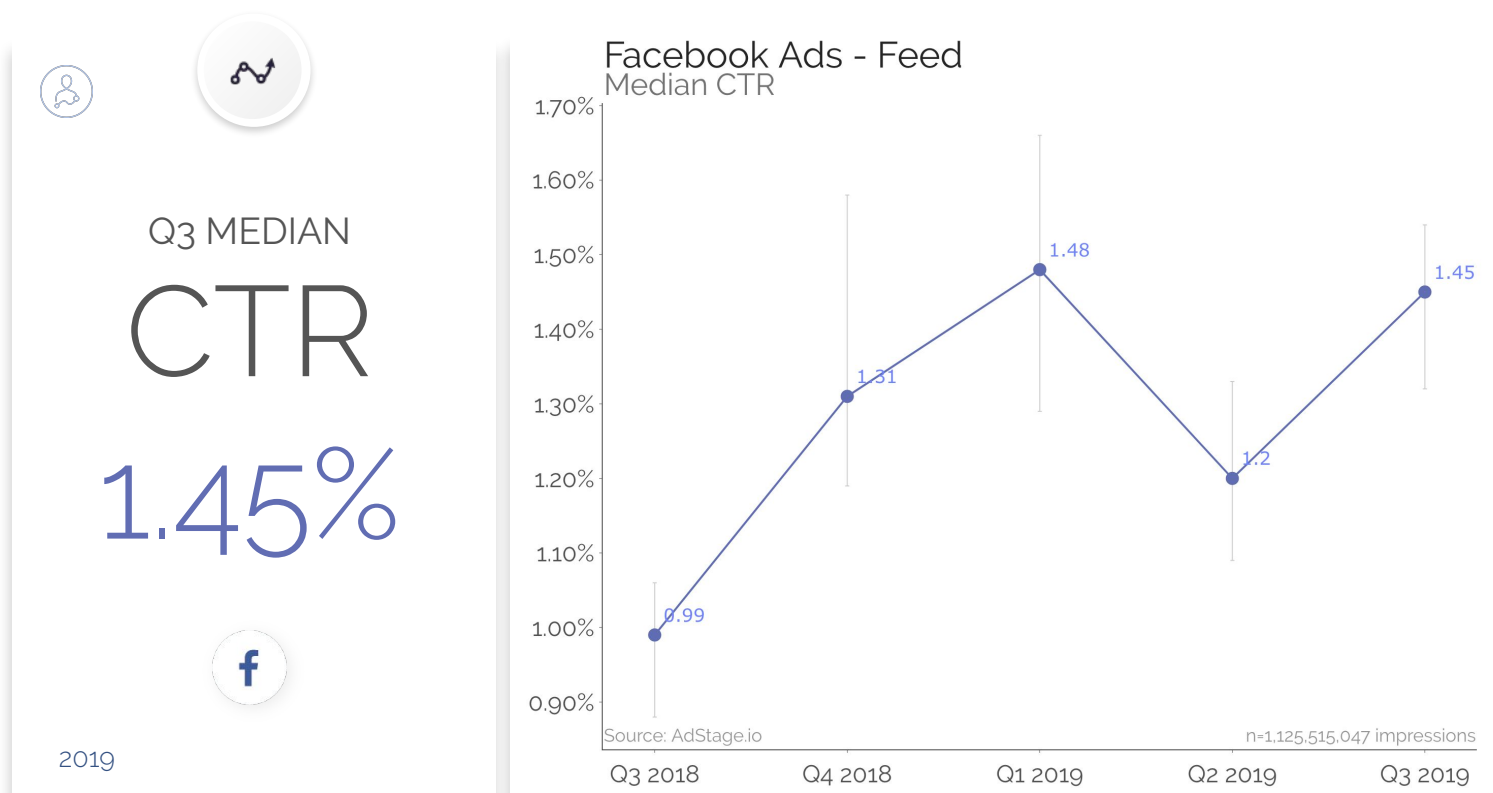
Median CPM reversed course and increased \$0.48 since last quarter, and \$0.75 higher Y/Y.

Key Takeaways

- CPM increased by 6.2% since Q2 2019
- CPM increased by 10.1% year over year since Q3 2018

Q3 2019

Facebook News Feed Benchmarks



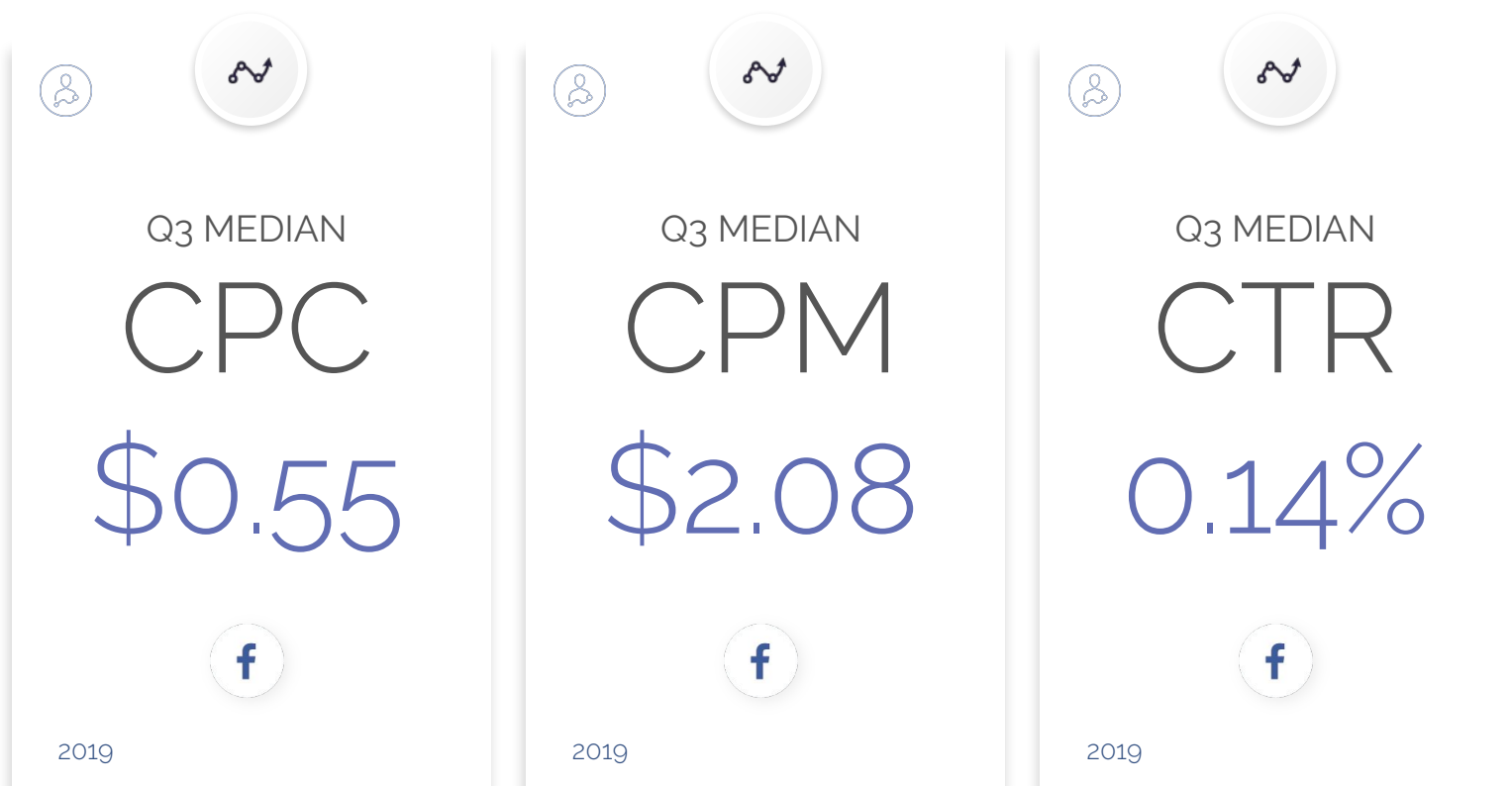
Median CTR for Facebook's News Feed ads increased by 0.25% and increased by 0.46% compared to previous year.

Key Takeaways

- CTR increased by 21% since Q2 2019
- CTR increased by 46.5% year over year since Q3 2018

Q3 2019

Facebook Right Hand Column Benchmarks



*Methodology information available on page 5 of this report.

Key Takeaways

- CPC for Right-Hand Placement is the same as Marketplace, but the CTR is .50% lower.
- Right-Hand Placement CPM was the cheapest of all placement options in Q3.

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Facebook Marketplace Benchmarks



*Methodology information available on page 5 of this report.

Key Takeaways

- CPM cost about the same for Messenger and Marketplace, but Marketplace CTR is nearly double.
- Compared to Audience Network, Marketplace CPC is similar, but Audience Network CTR over a whole percent better.

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Facebook Audience Network Benchmarks



*Methodology information available on page 5 of this report.

Key Takeaways

- Audience Network placement was the 2nd highest CPM, but offered the best CTR of all placements in Q3.
- Audience Network CPC in Q3 was the lowest of all placements.

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Facebook Messenger Benchmarks



*Methodology information available on page 5 of this report.

Key Takeaways

- In Q3, Messenger had the 2nd lowest CTR behind Right-Hand placement.
- Messenger was the most expensive placement for CPC in Q3.

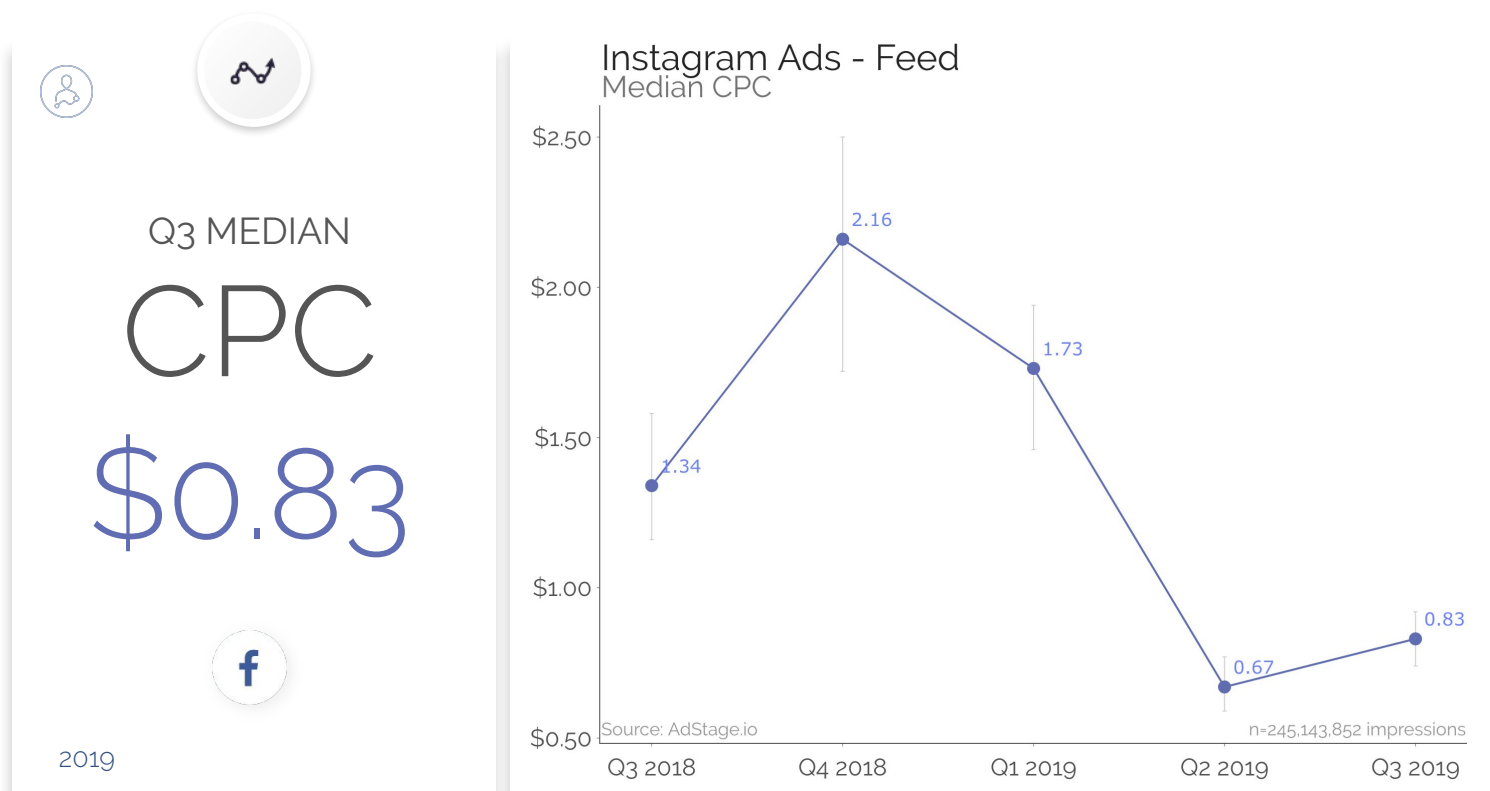
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INSTAGRAM

Q3 2019

Instagram Feed Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed 245 million ad impressions and over 1.8 million clicks for ads in Instagram Feed.

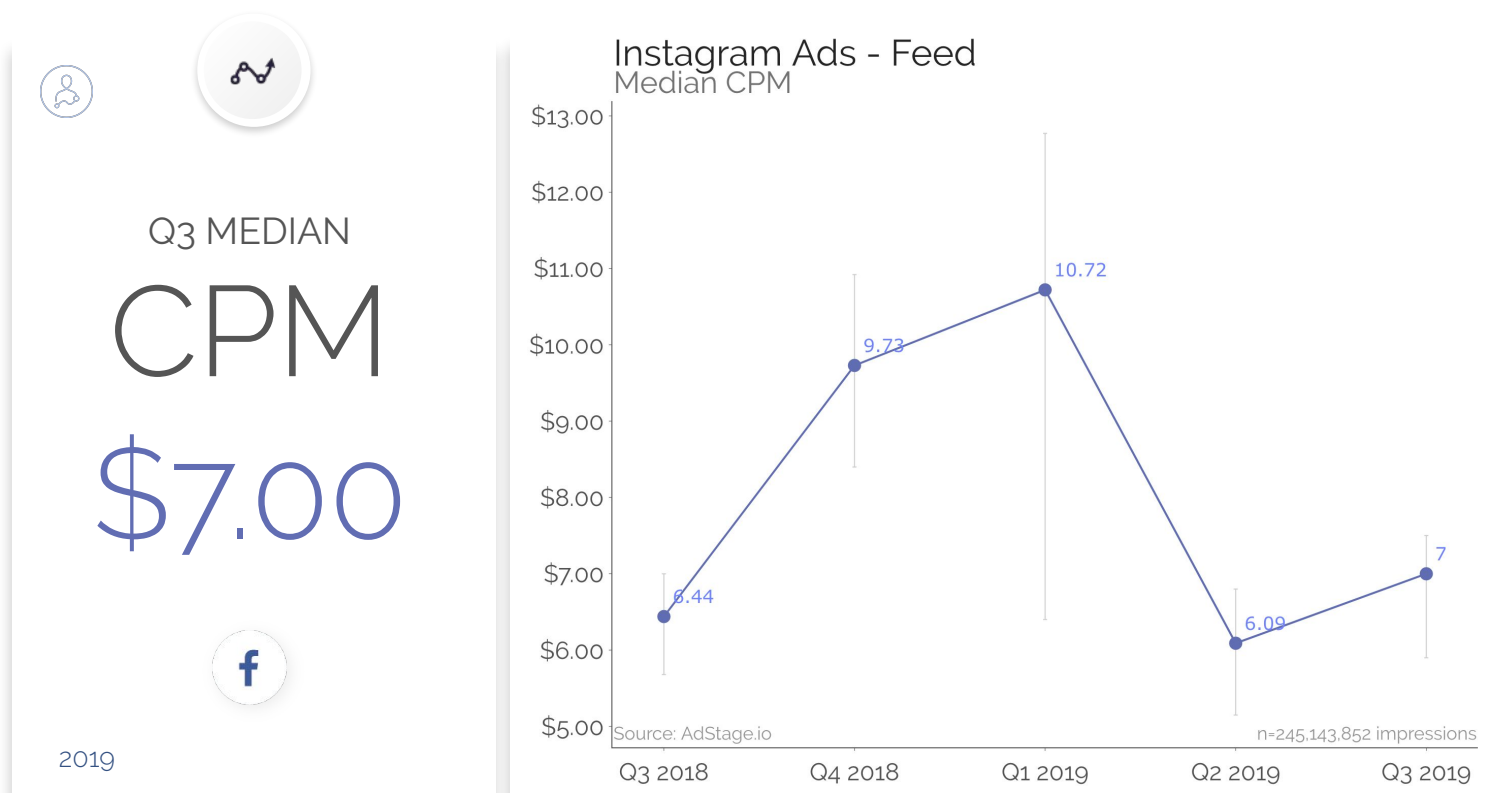
Median CPC rose 16 cents since last quarter, but is still down 51 cents from same time last year.

Key Takeaways

- CPC increased by 23.9% since Q2 2019
- CPC decreased by 38.1% year over year since Q3 2018

Q3 2019

Instagram Feed Benchmarks



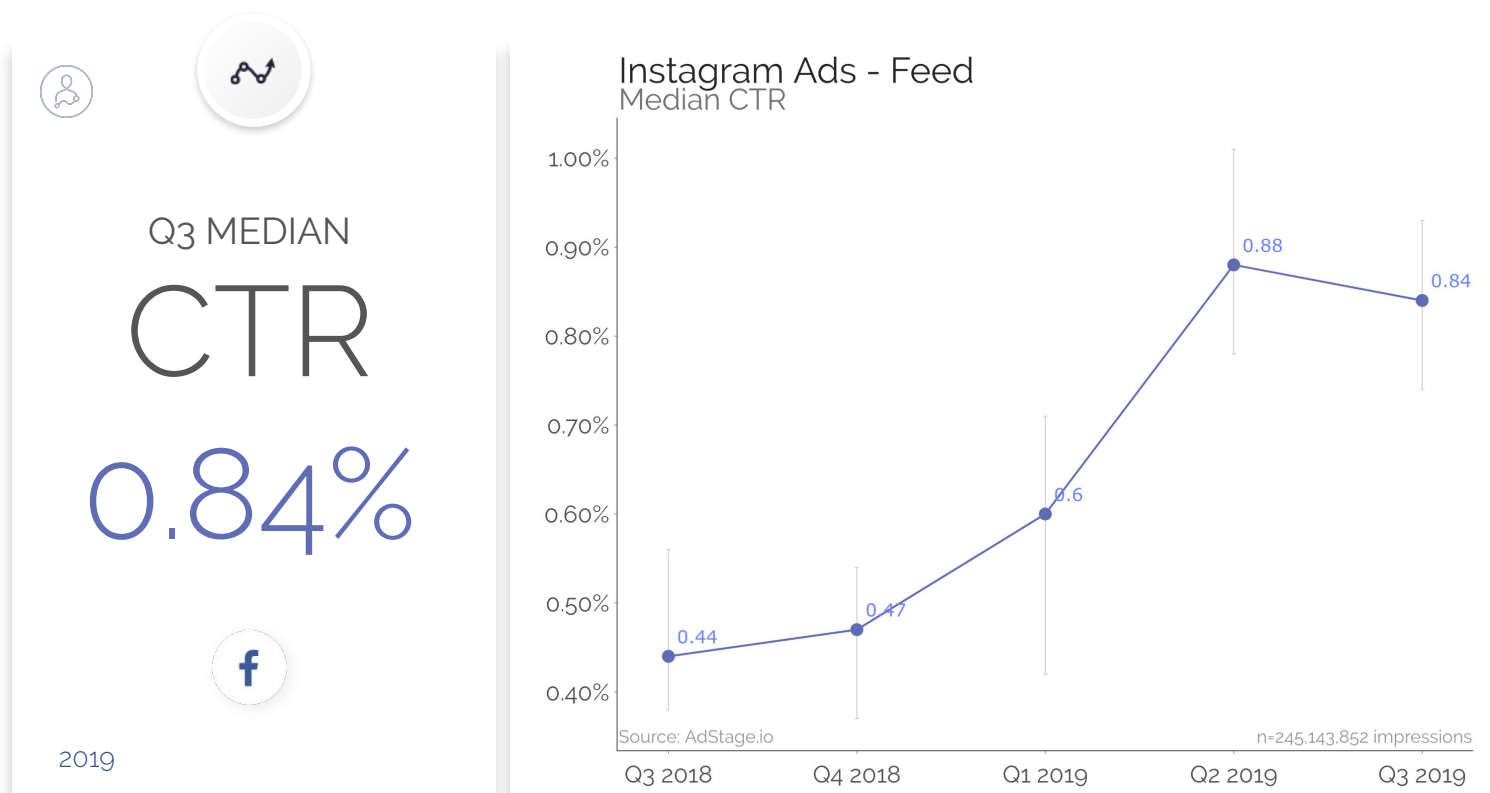
Median CPM increased \$0.91 from last quarter and is \$0.56 higher than it was a year ago in Q3 2018.

Key Takeaways

- CPM increased by 14.9% since Q2 2019
- CPM increased by 8.7% year over year since Q3 2018

Q3 2019

Instagram Feed Benchmarks



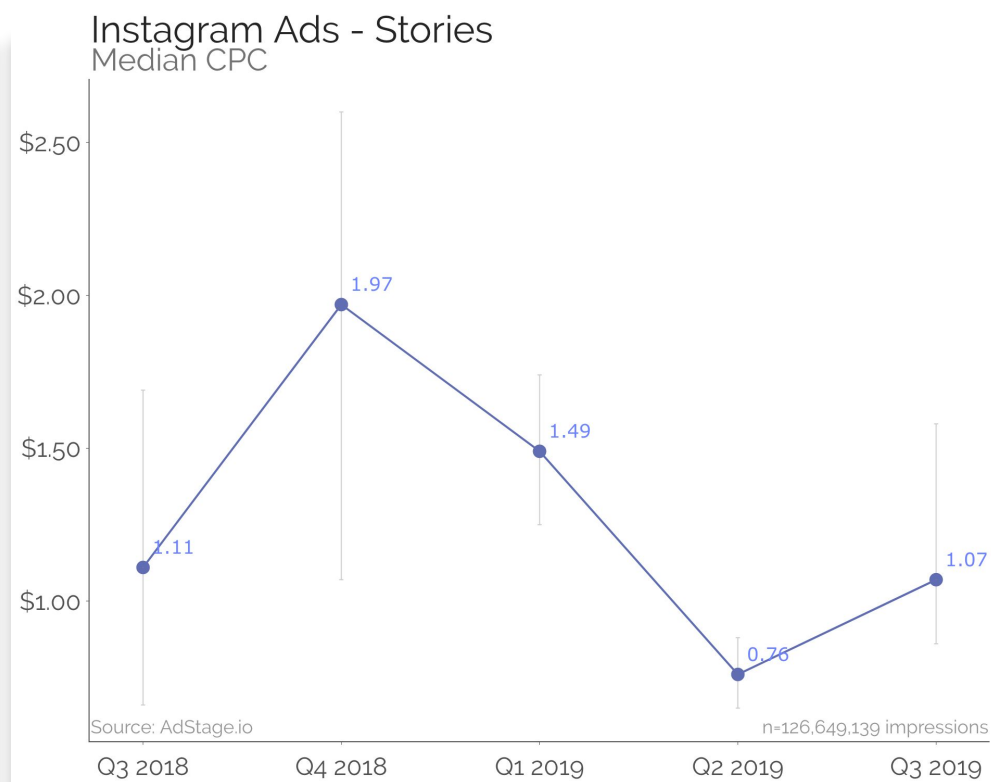
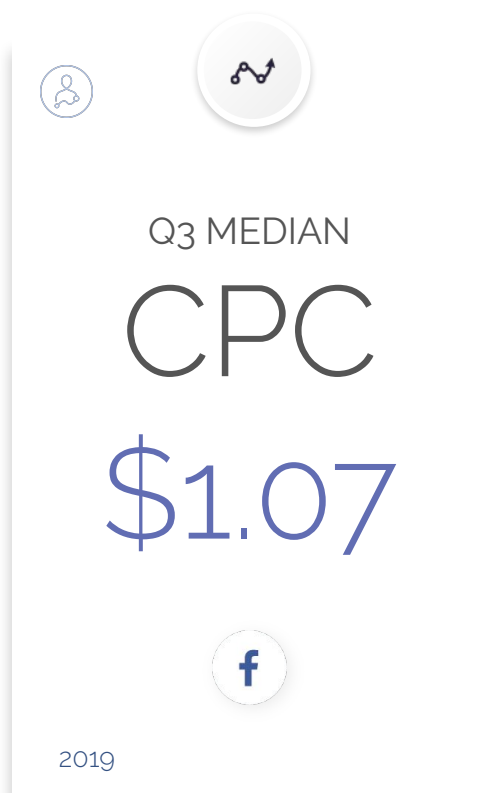
Median CTR for ads on Instagram Feed decreased to 0.84%, nearly double what we observed in Q3 2018.

Key Takeaways

- CTR decreased by 4.5% since Q2 2019
- CTR increased by 90.9% year over year since Q3 2018

Q3 2019

Instagram Stories Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed 126 million ad impressions and over 684,000 clicks for ads in Instagram Stories.

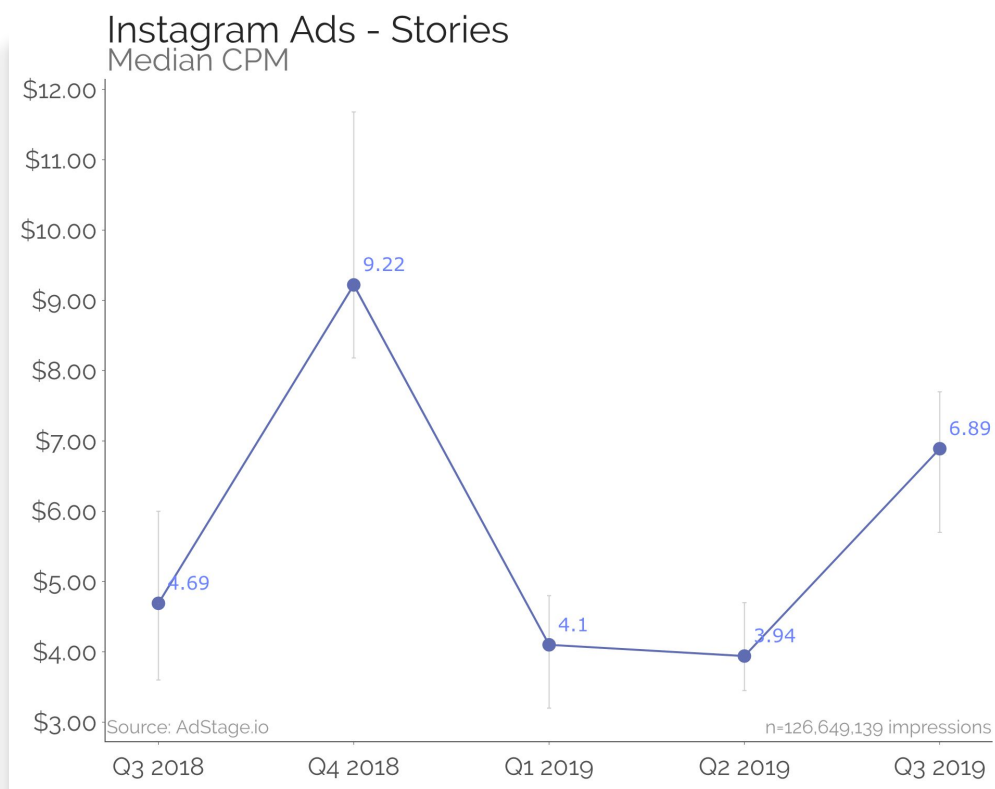
Median CPC rose 31 cents since last quarter, but is still down 4 cents from same time last year.

Key Takeaways

- CPC increased by 40.8% since Q1 2019
- CPC decreased by 3.6% year over year since Q3 2018

Q3 2019

Instagram Stories Benchmarks



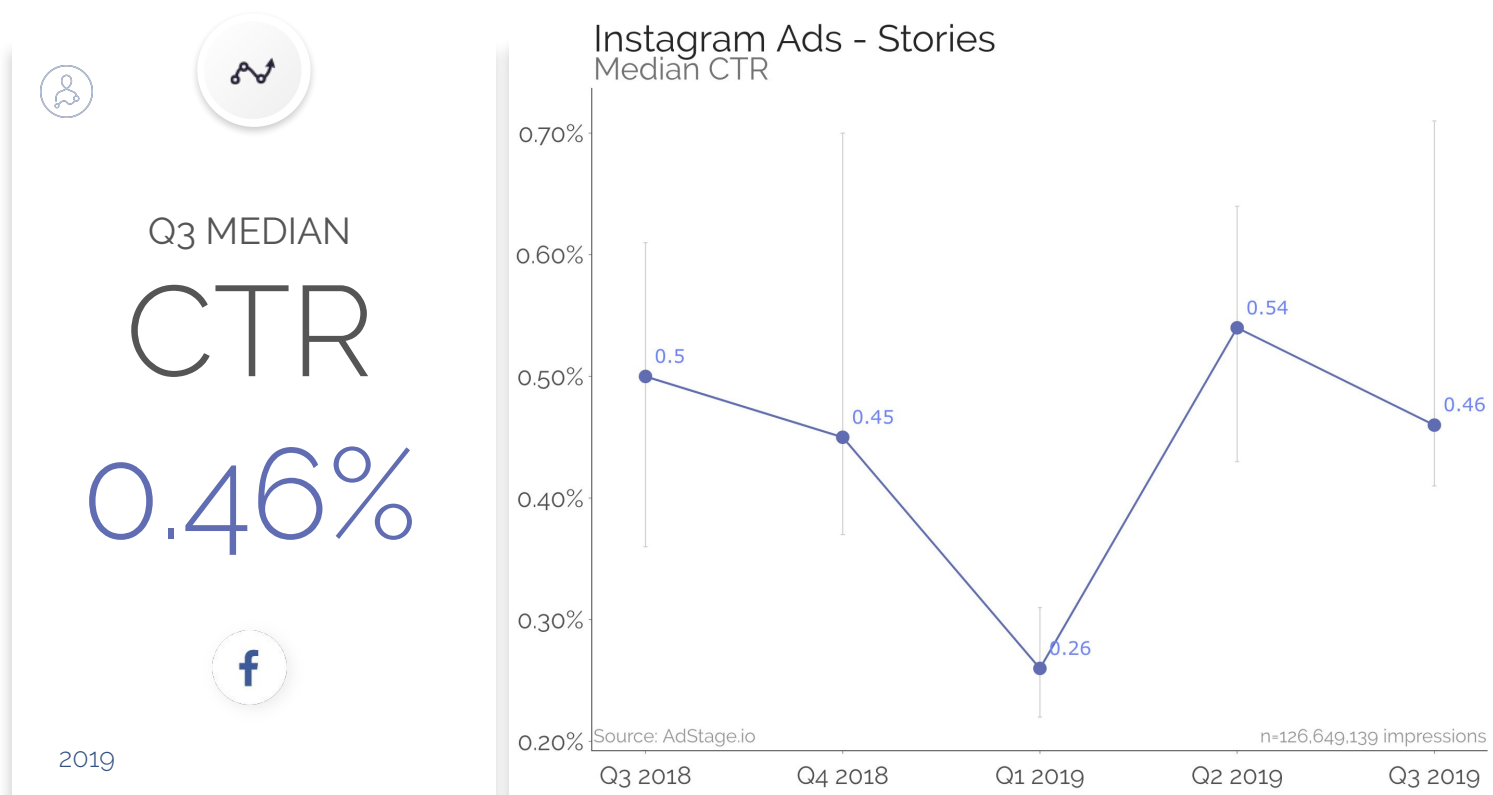
Median CPM increased \$2.95 from last quarter and is significantly higher than it was a year ago in Q3 2018.

Key Takeaways

- CPM increased by 74.9% since Q2 2019
- CPM increased by 46.9% year over year since Q3 2018

Q3 2019

Instagram Stories Benchmarks



Median CTR for ads on Instagram Stories decreased to 0.46%, slightly lower than we observed in Q3 2018.

Key Takeaways

- CTR decreased by 14.8% since Q2 2019
- CTR decreased by 8% year over year since Q3 2018

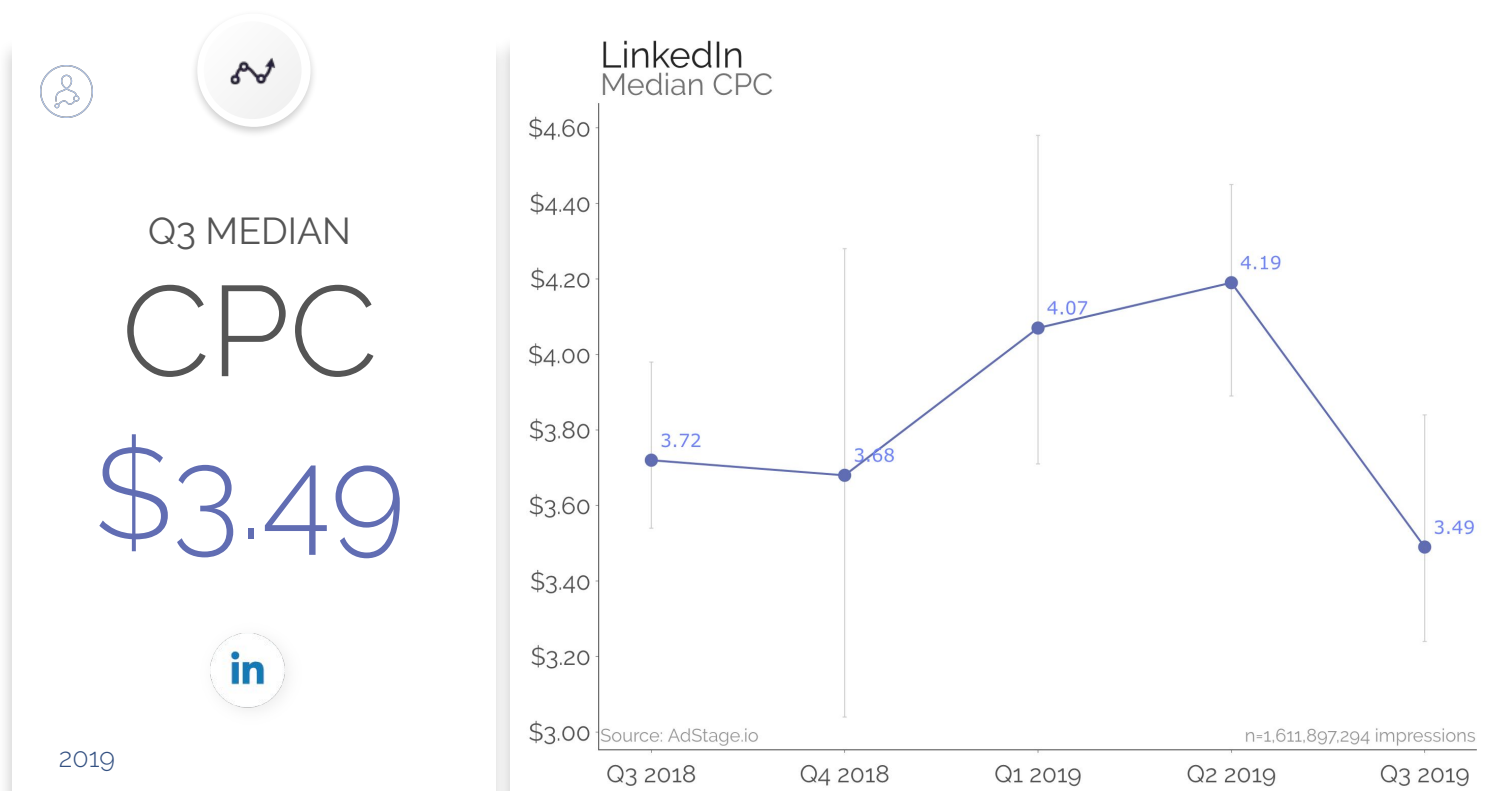
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LINKEDIN

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LinkedIn Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed 1.6 billion ad impressions and over 3.8 million clicks for ads on LinkedIn.

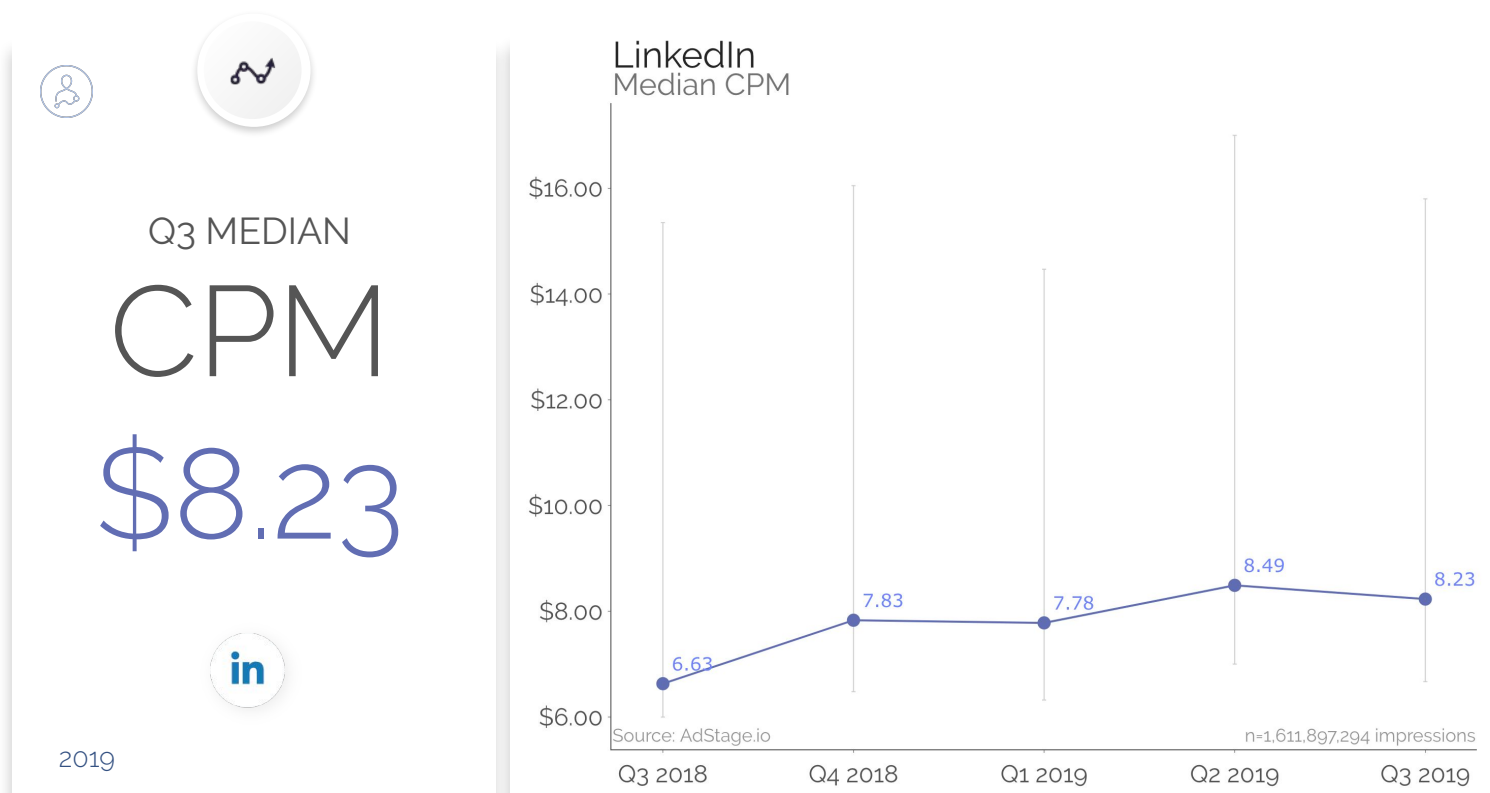
Median CPC is on the downward trend, reporting at \$0.83 lower than in Q2.

Key Takeaways

- CPC decreased by 19.8% since Q2 2019
- CPC decreased by 9.7% year over year since Q2 2018

Q3 2019

LinkedIn Benchmarks



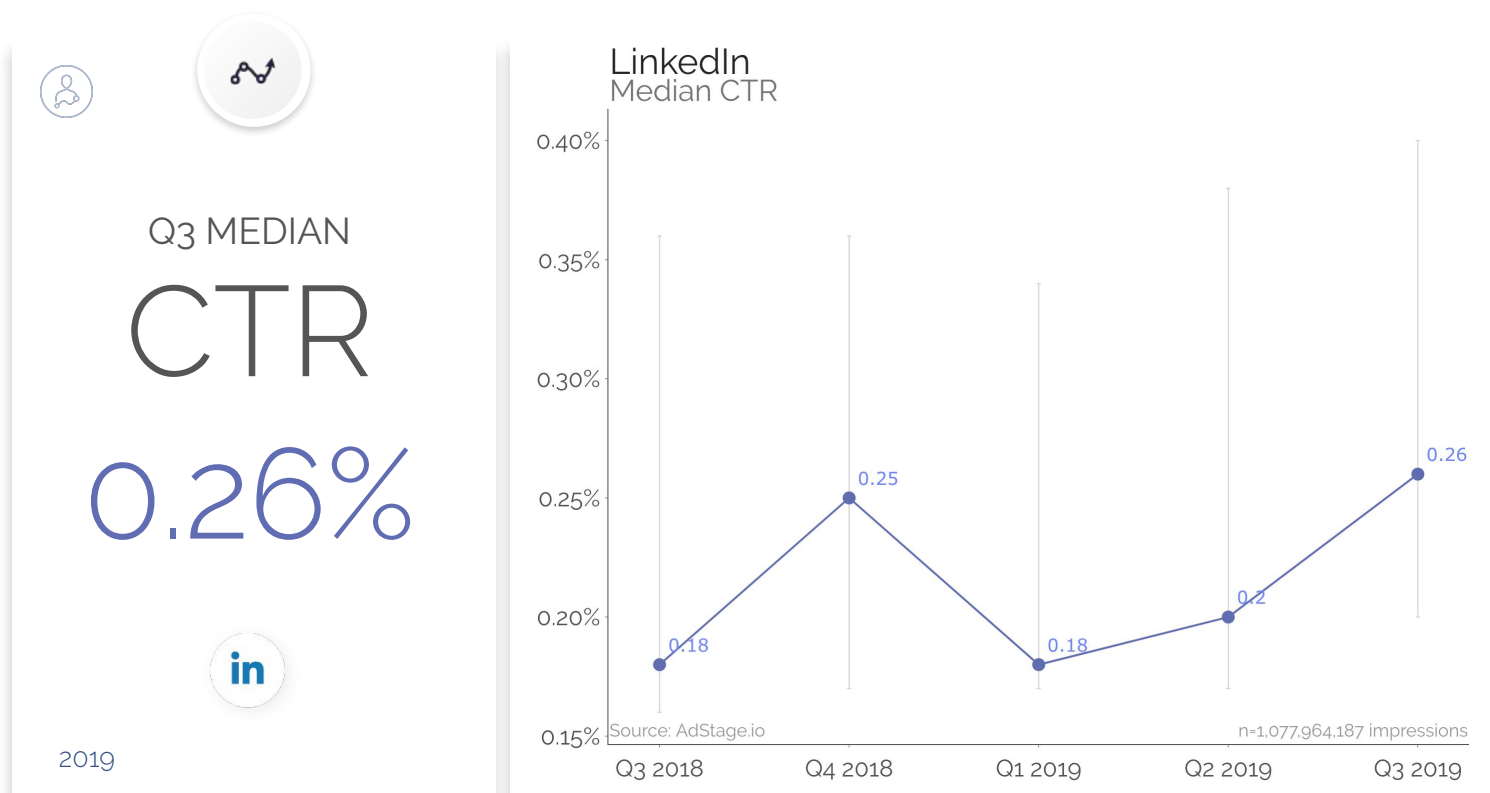
CPM decreased 26 cents, and is almost two dollars more expensive than what it was this same time last year.

Key Takeaways

- CPM decreased by 3.1% since Q2 2019
- CPM increased by 24.1% year over year since Q3 2018

Q3 2019

LinkedIn Benchmarks



Median CTR for ads on LinkedIn increased 30% from last quarter, and is up considerably year over year from 2018.

Key Takeaways

- CTR increased by 30% since Q2 2019
- CTR increased by 44.4% year over year since Q3 2018

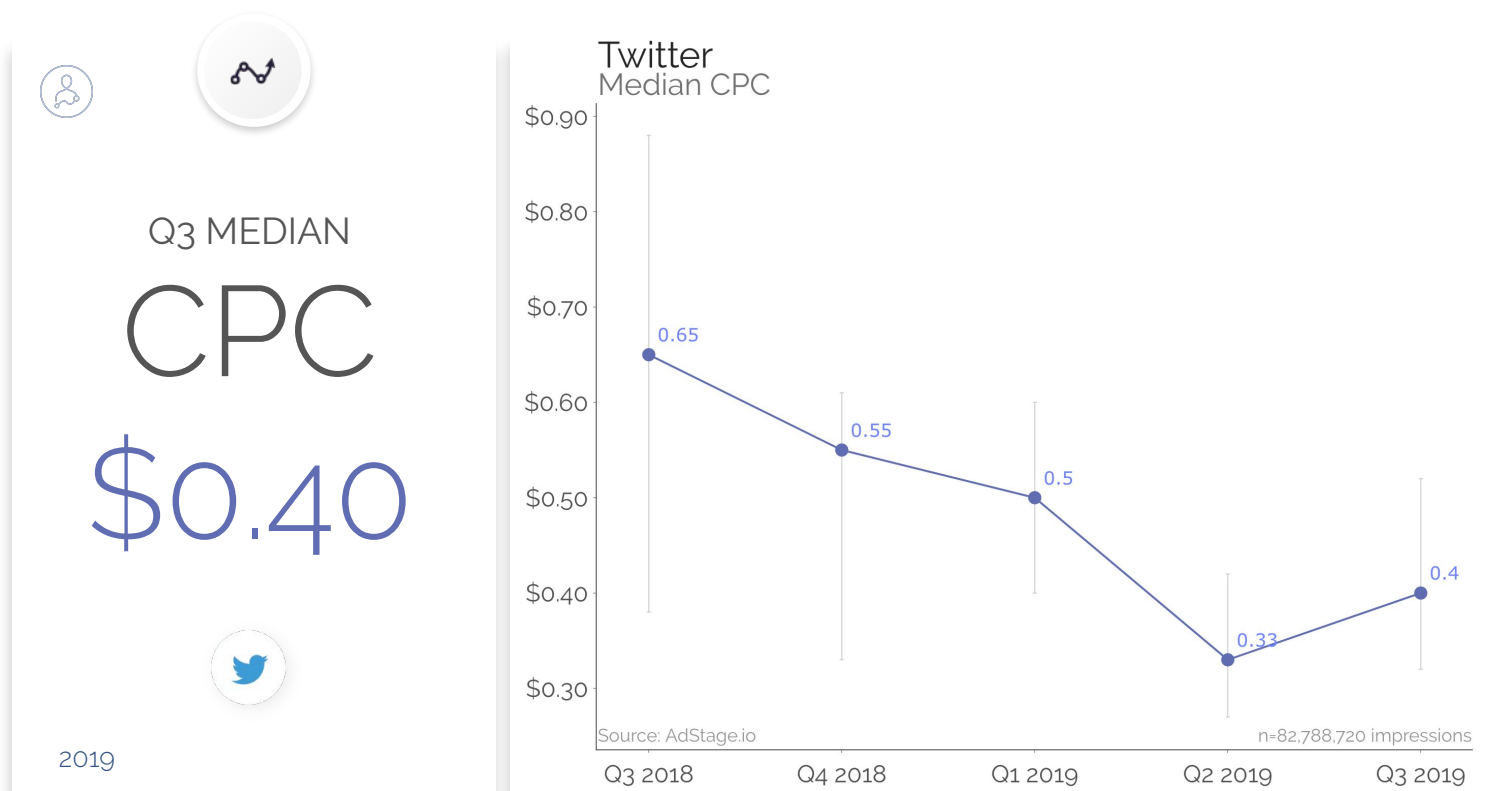
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TWITTER

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Twitter Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed over 82 million ad impressions and over 1.3 million clicks for ads on Twitter.

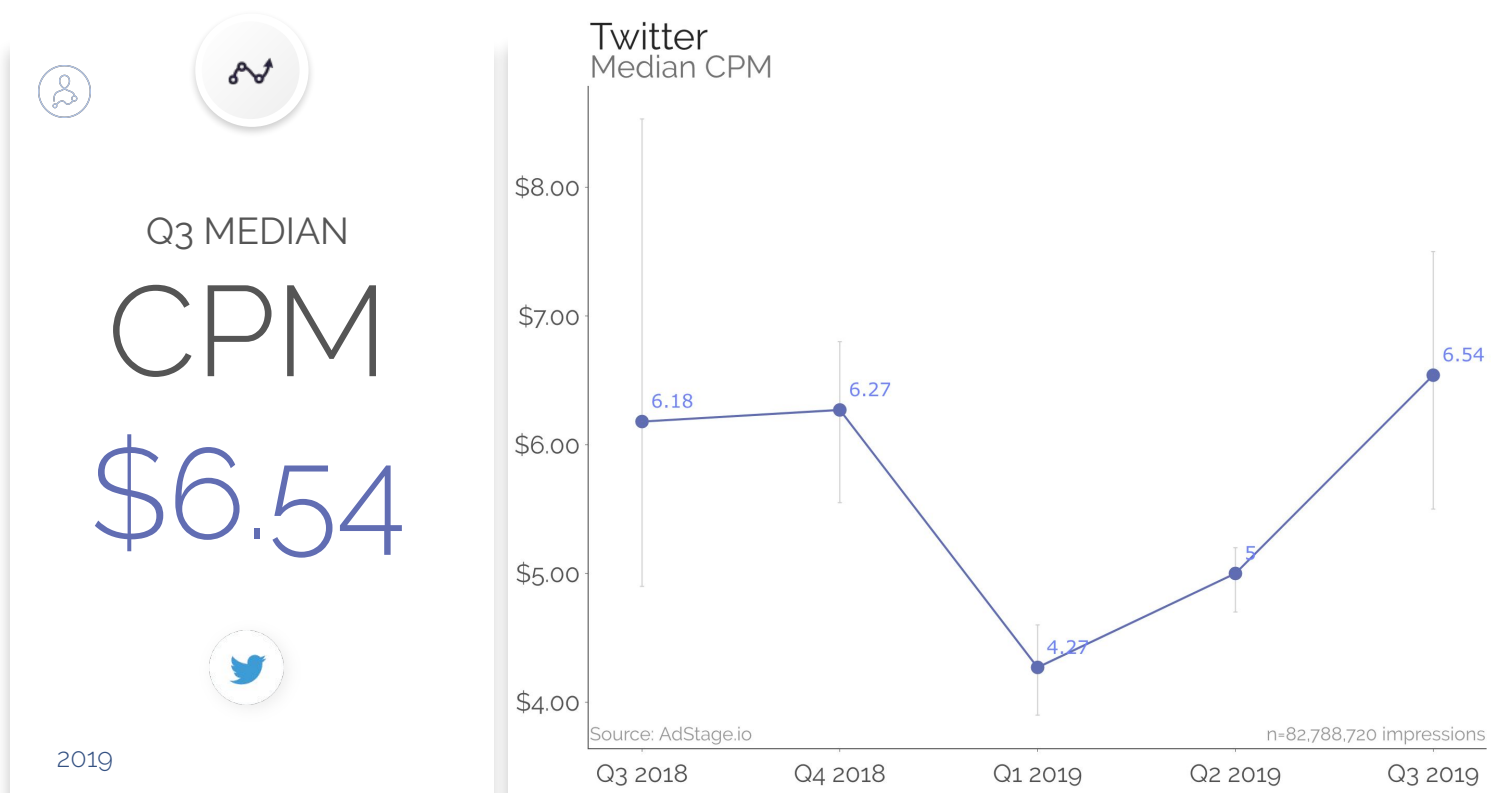
We found that median CPC increased 7 cents from last quarter and is down 25 cents from where it was same time last year.

Key Takeaways

- CPC increased by 21.2% since Q2 2019
- CPC decreased by 38.5% year over year since Q3 2018

Q3 2019

Twitter Benchmarks



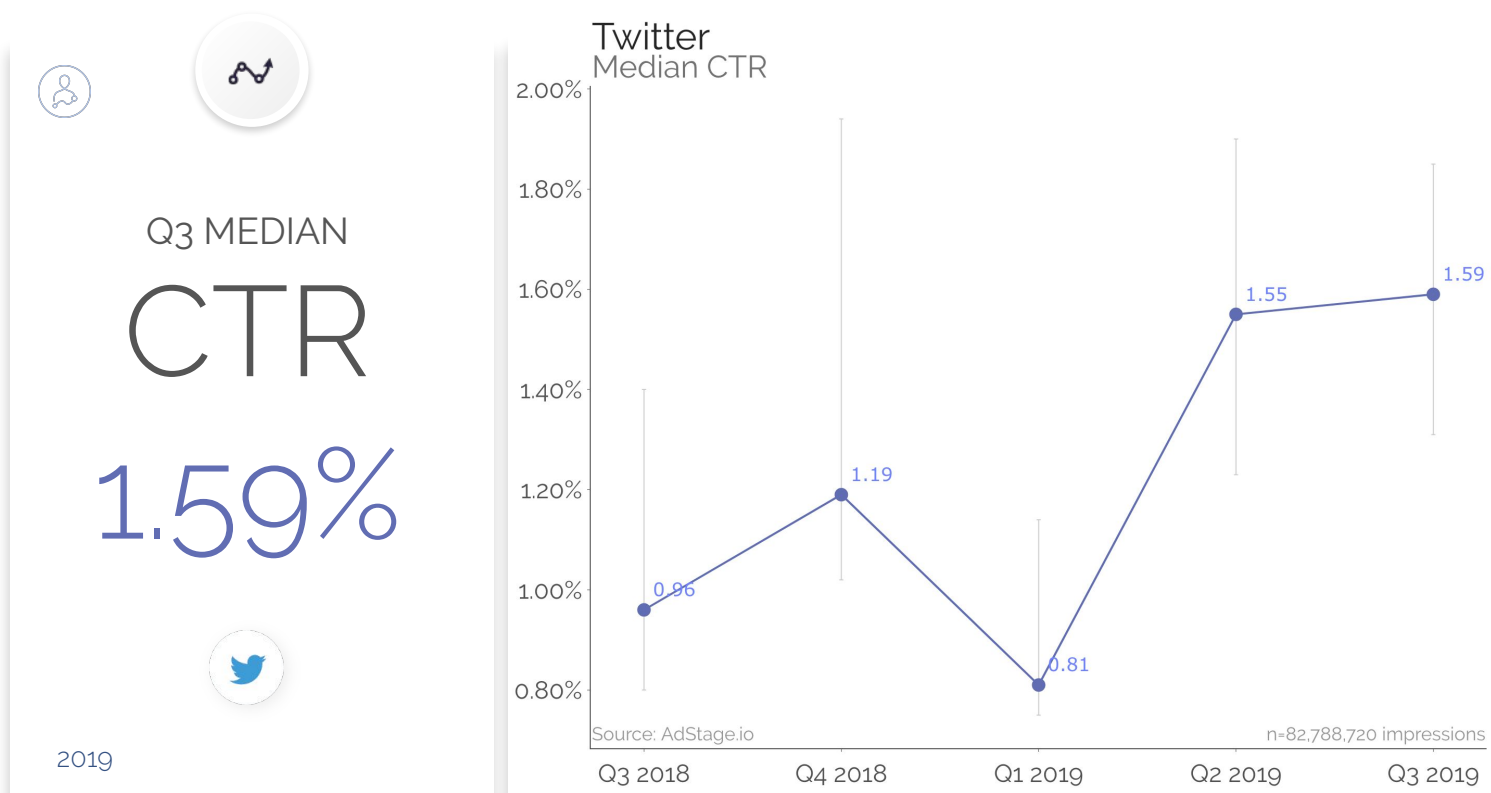
Median CPM continued its upward climb, increasing \$1.54 since last quarter, overtaking this time last year by \$0.36.

Key Takeaways

- CPM increased by 30.8% since Q2 2019
- CPM increased by 5.8% year over year since Q3 2018

Q3 2019

Twitter Benchmarks



In Q3 2019 we observed a continued uptick for Twitter CTR, with the median CTR increasing slightly by 2.6% over last quarter, and up 65.6% compared to the same time last year.

Key Takeaways

- CTR increased by 2.6% since Q2 2019
- CTR increased by 65.6% year over year since Q3 2018

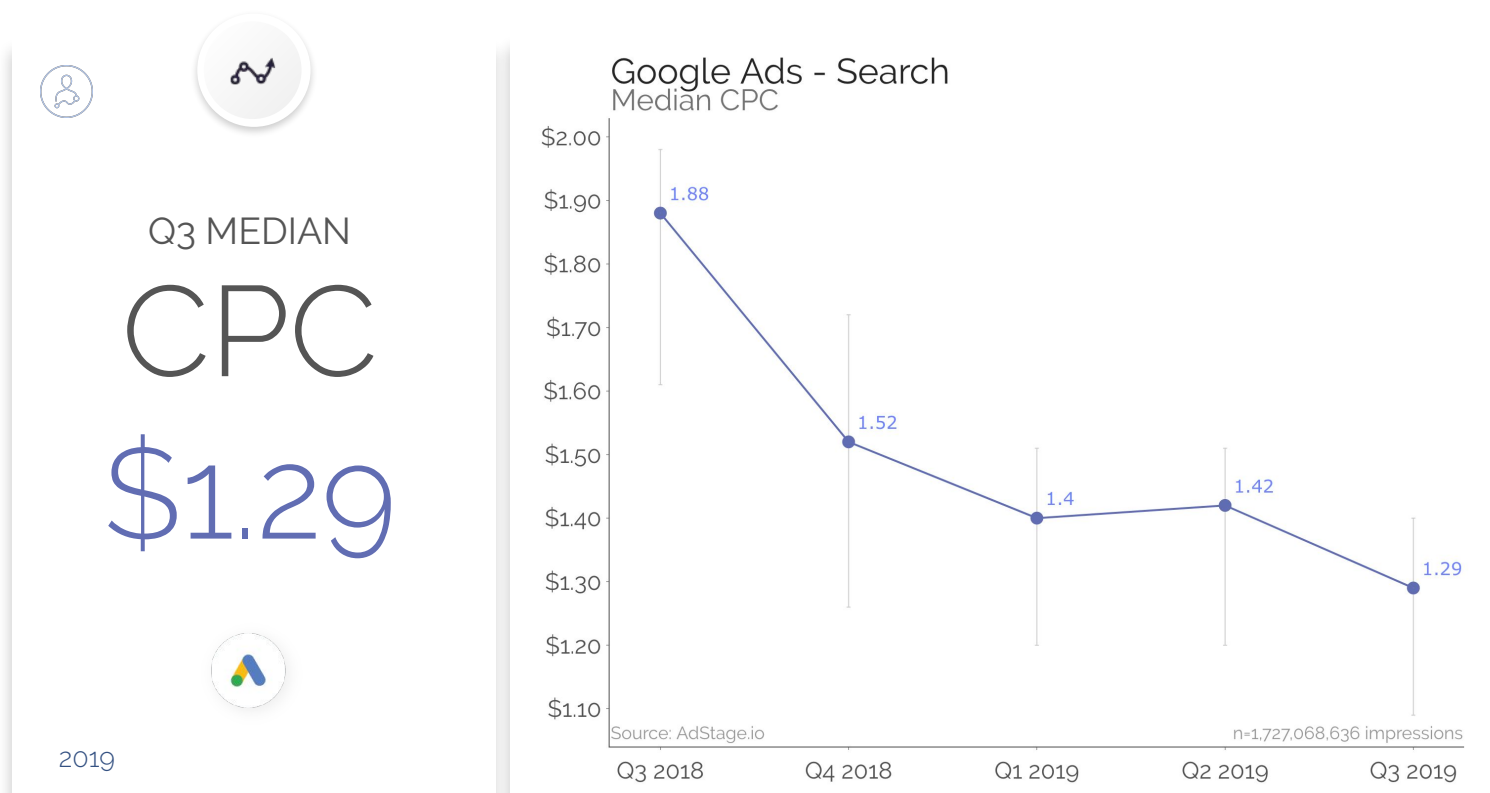
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GOOGLE ADS

Q3 2019

Google Ads Search Benchmarks



*Methodology information available on page 5 of this report.

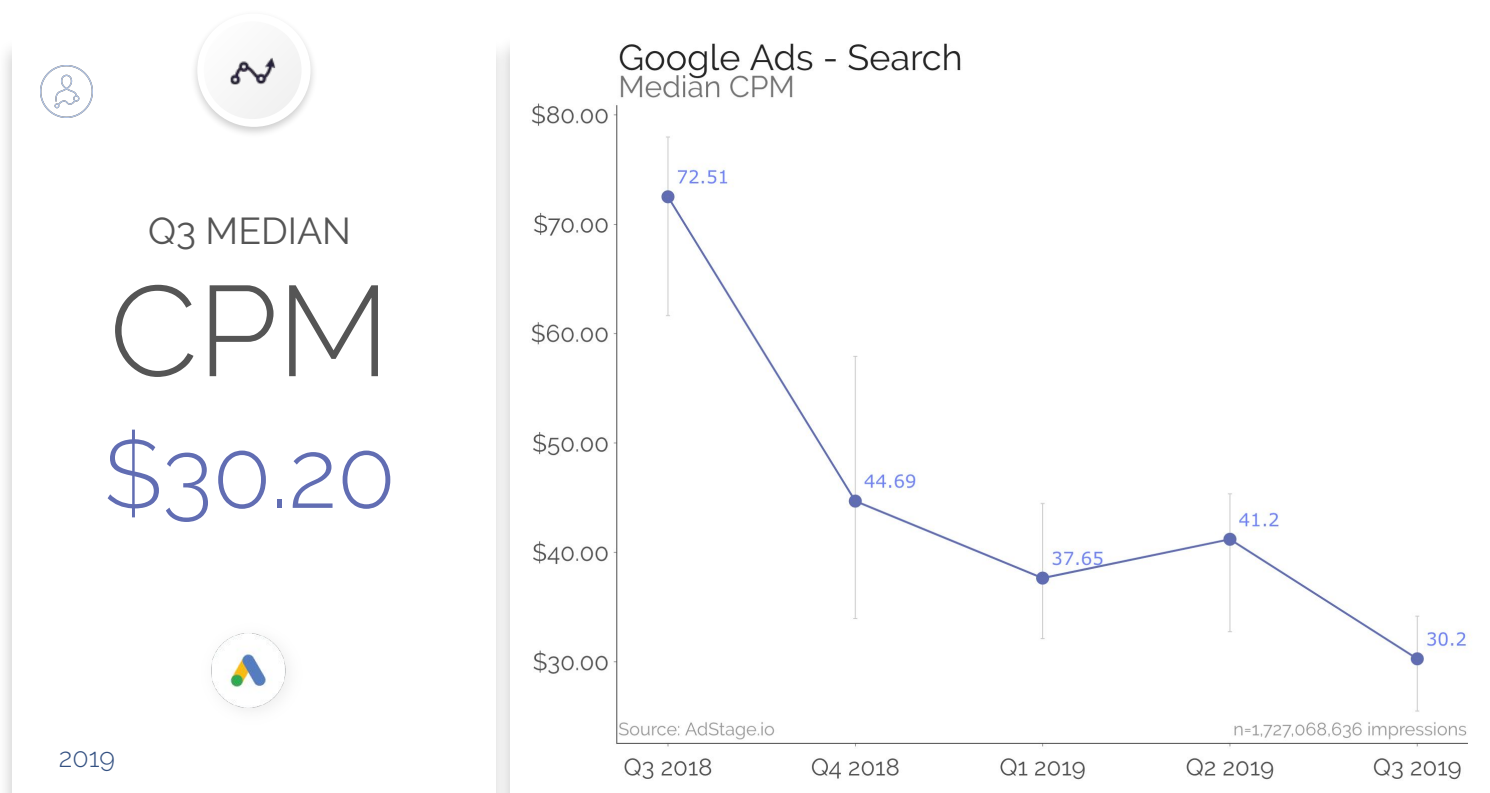
In Q3 2019, we analyzed nearly 1.7 billion ad impressions and over 40 million clicks for ads on Google Search. We observed median CPC decrease by 9.2% (13 cents) from last quarter, but still remains cheaper than last year down 31.4% year over year.

Key Takeaways

- CPC decreased by 9.2% since Q2 2019
- CPC decreased by 31.4% year over year since Q3 2018

Q3 2019

Google Ads Search Benchmarks



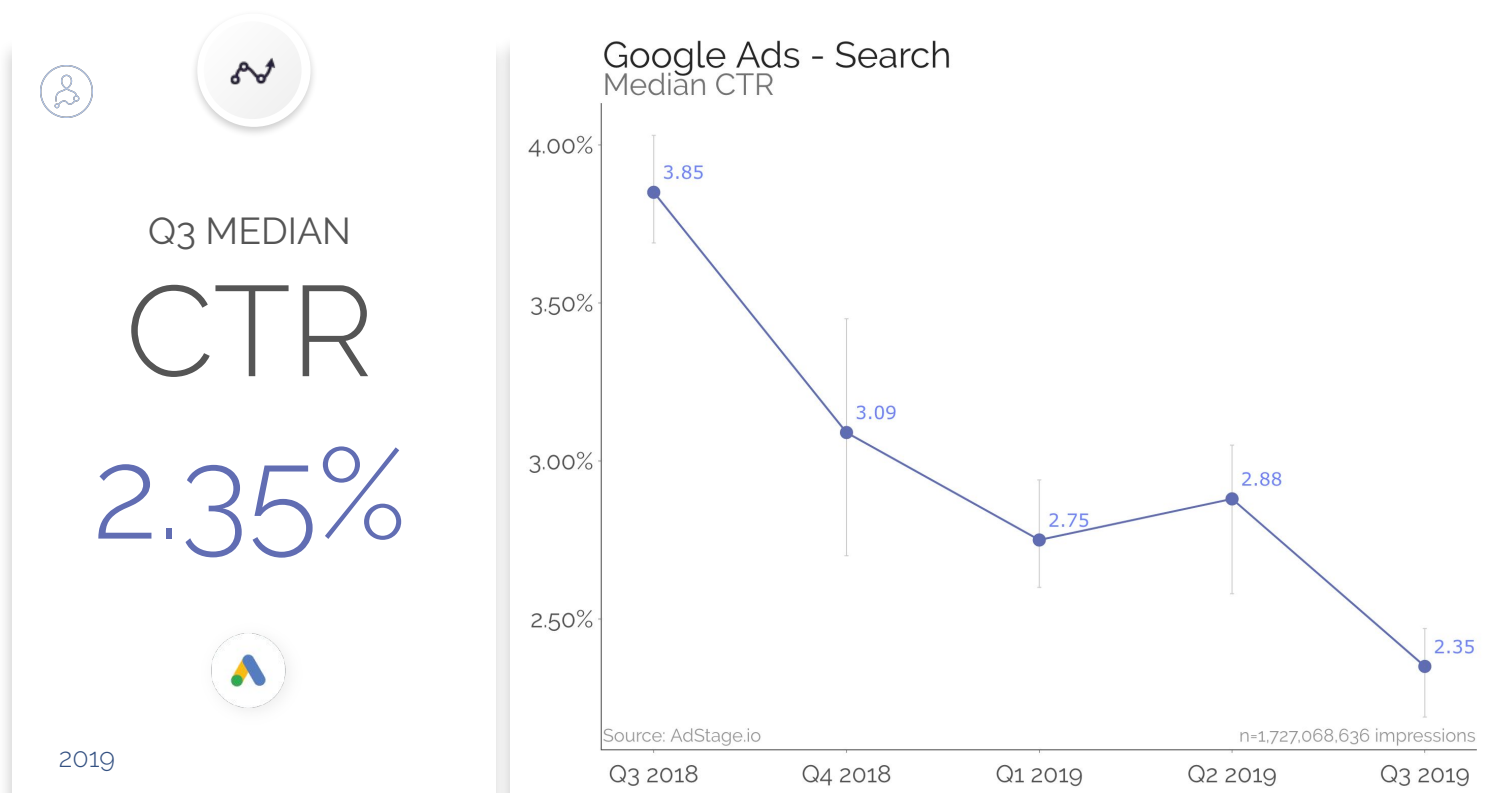
Median CPM plunged \$11.00 since last quarter, and is well below the same quarter last year, dropping 58.4%.

Key Takeaways

- CPM decreased by 26.7% since Q2 2019
- CPM decreased by 58.4% year over year since Q3 2018

Q3 2019

Google Ads Search Benchmarks



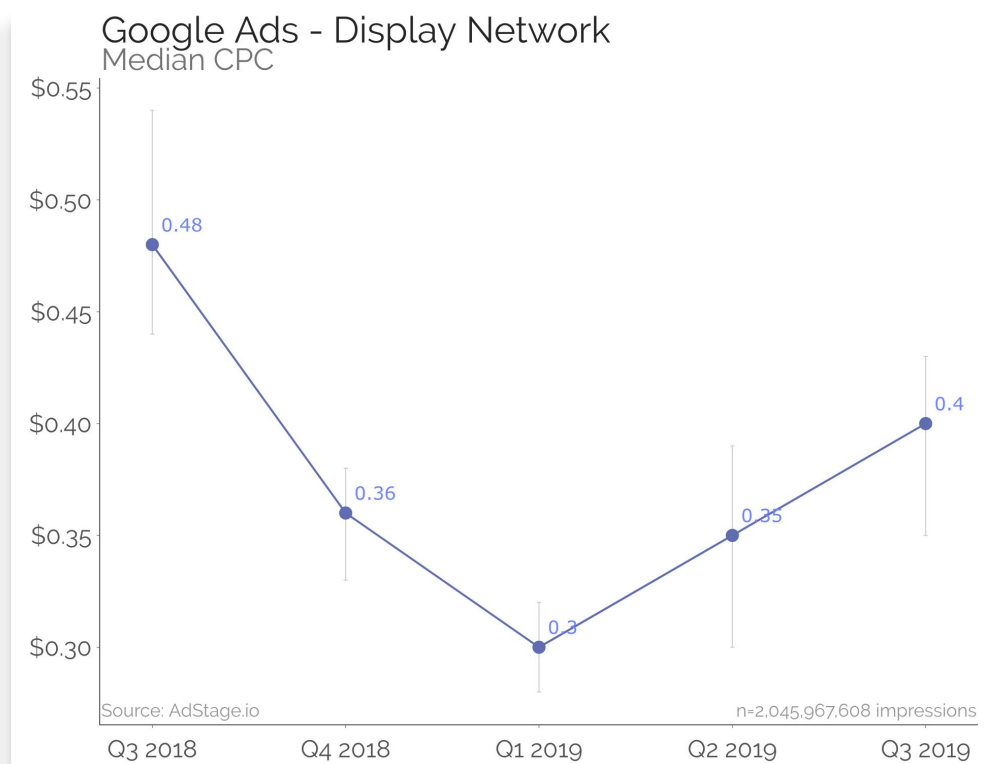
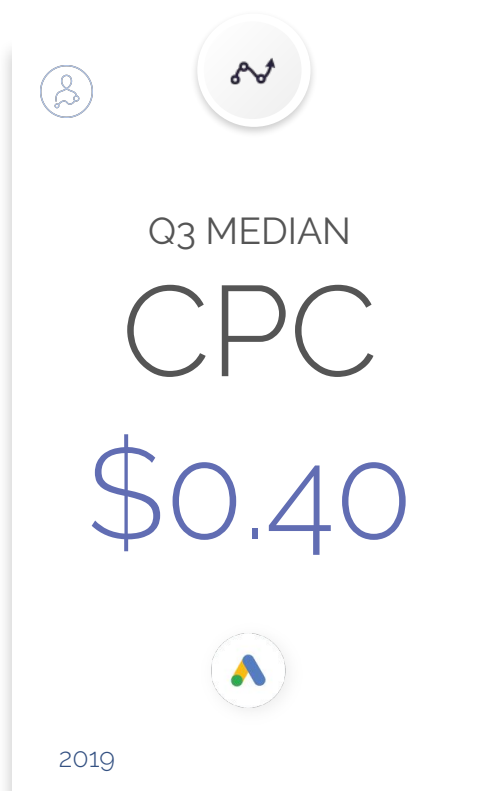
In Q3 2019, median CTR for ads on Google Search slid from 2.88% down to 2.35%. CTR remains lower than we observed in 2018, down 38.9% year over year.

Key Takeaways

- CTR increased by 18.4% since Q2 2019
- CTR decreased by 38.9% year over year since Q3 2018

Q3 2019

Google Ads Display Network Benchmarks



*Methodology information available on page 5 of this report.

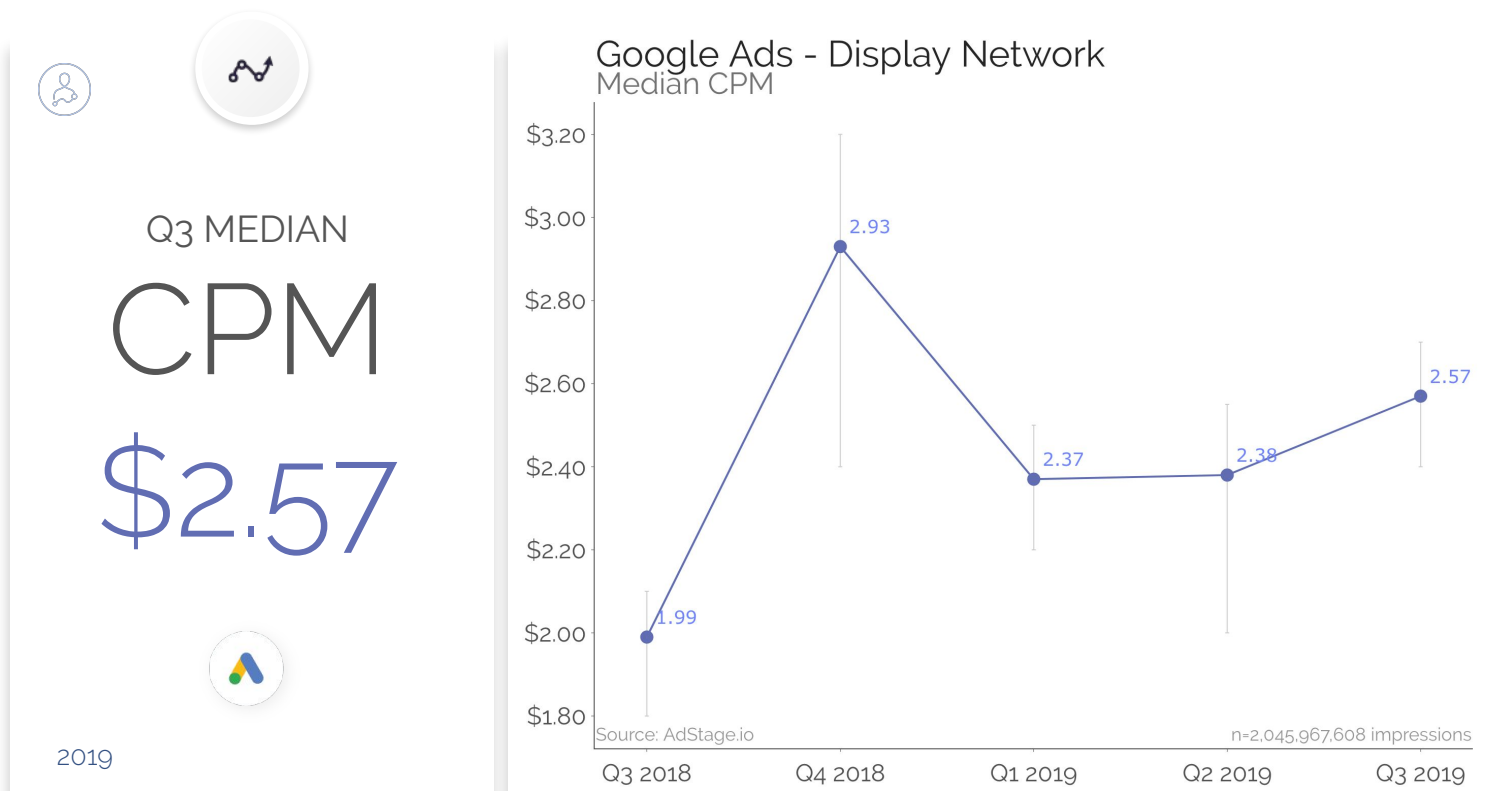
In Q3 2019, we analyzed over 2 billion ad impressions and over 13 million clicks for ads on Google Display Network. We observed median CPC slightly increase by \$0.05 from last quarter, but clicks still remain considerably cheaper than last year down 16.7% year over year.

Key Takeaways

- CPC increased by 14.3% since Q2 2019
- CPC decreased by 16.7% year over year since Q3 2018

Q3 2019

Google Ads Display Network Benchmarks



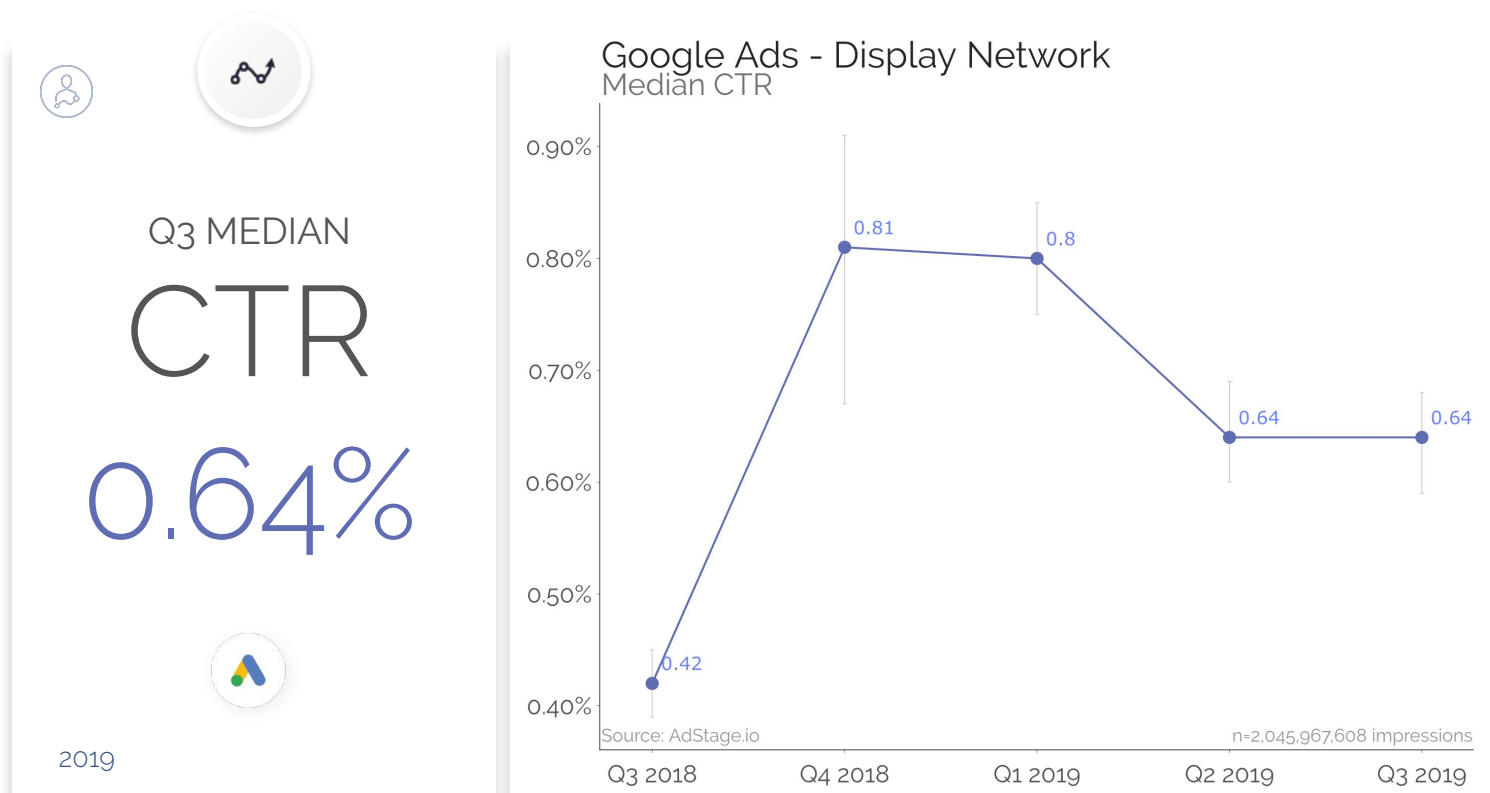
Median CPM increased by 19 cents, and is up 58 cents year over year.

Key Takeaways

- CPM increased by 7.9% since Q2 2019
- CPM increased by 29.1% year over year since Q3 2018

Q3 2019

Google Ads Display Network Benchmarks



Median CTR for ads on Google Display Network stayed constant at 0.64% since last quarter. CTR remains well above last years performance, coming in 52.4% higher year over year.

Key Takeaways

- CTR was equal to Q2 2019
- CTR increased 52.4% year over year since Q3 2018

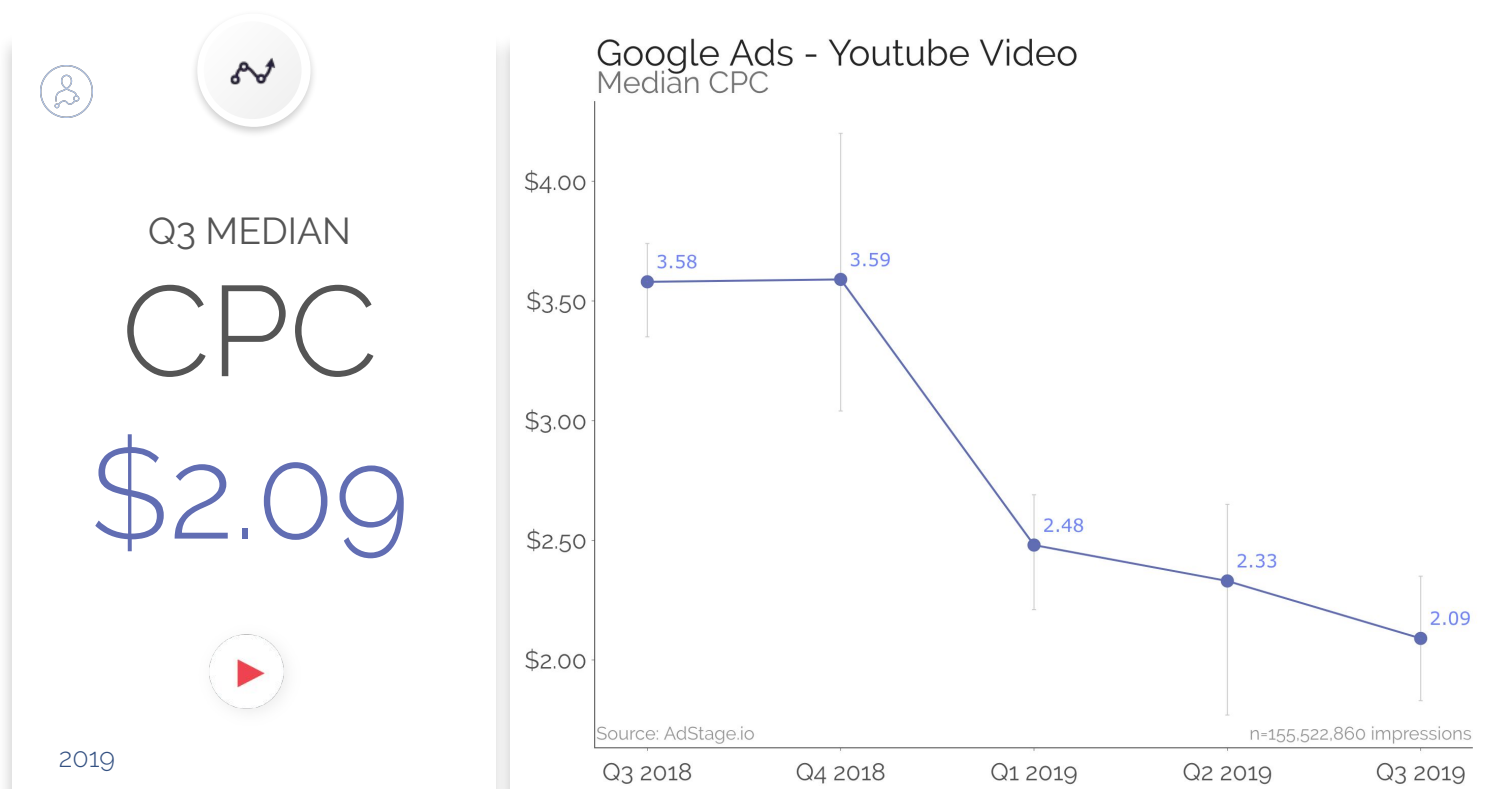
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YOUTUBE

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Google YouTube Benchmarks



*Methodology information available on page 5 of this report.

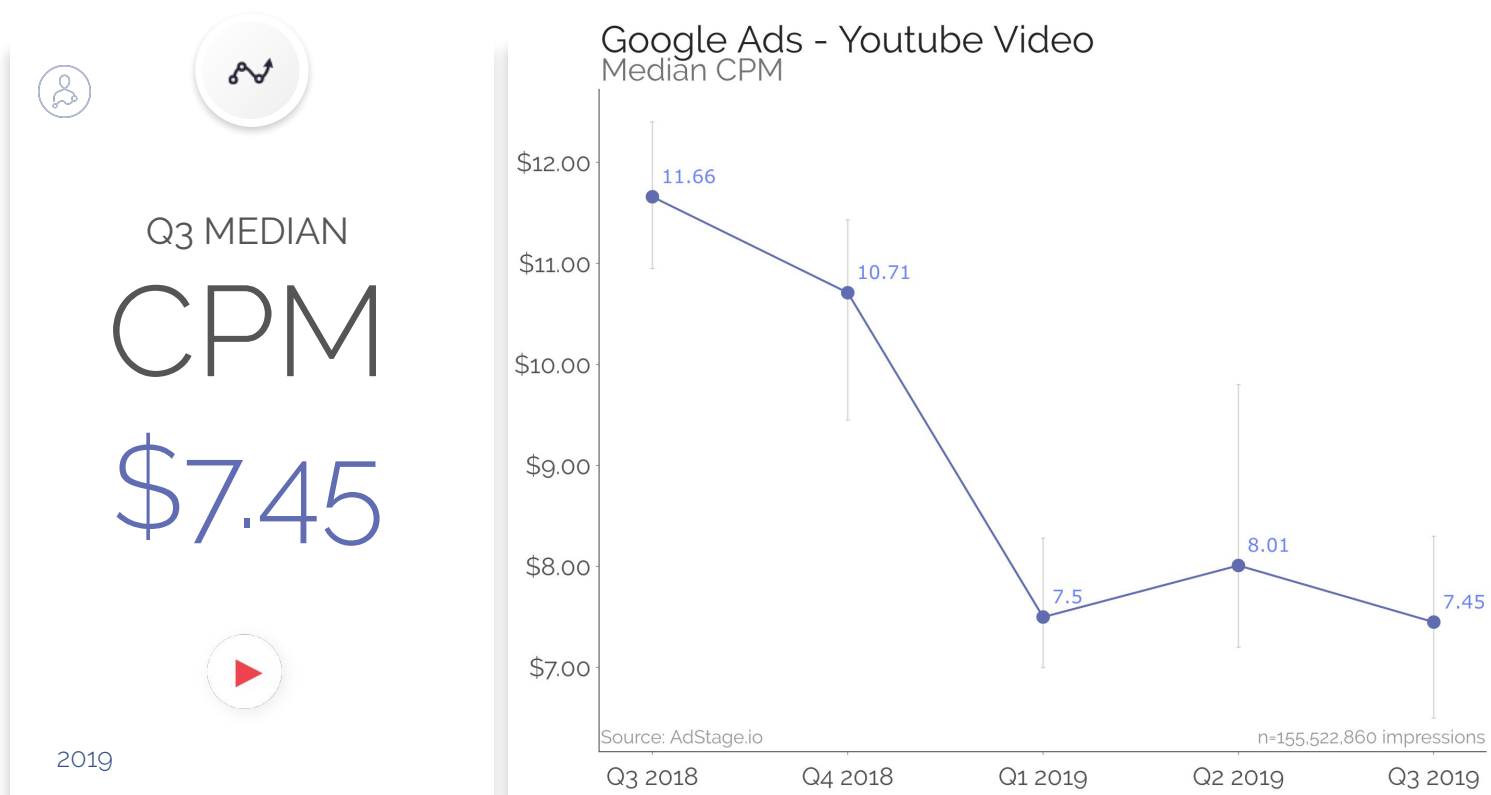
In Q3 2019, we analyzed over 155 million ad impressions and 580,000 clicks for ads on YouTube. We found that median CPC dropped \$0.24 from last quarter and is down \$1.49 year over year.

Key Takeaways

- CPC decreased by 10.3% since Q2 2019
- CPC decreased by 41.6% year over year since Q3 2018

Q3 2019

Google YouTube Benchmarks



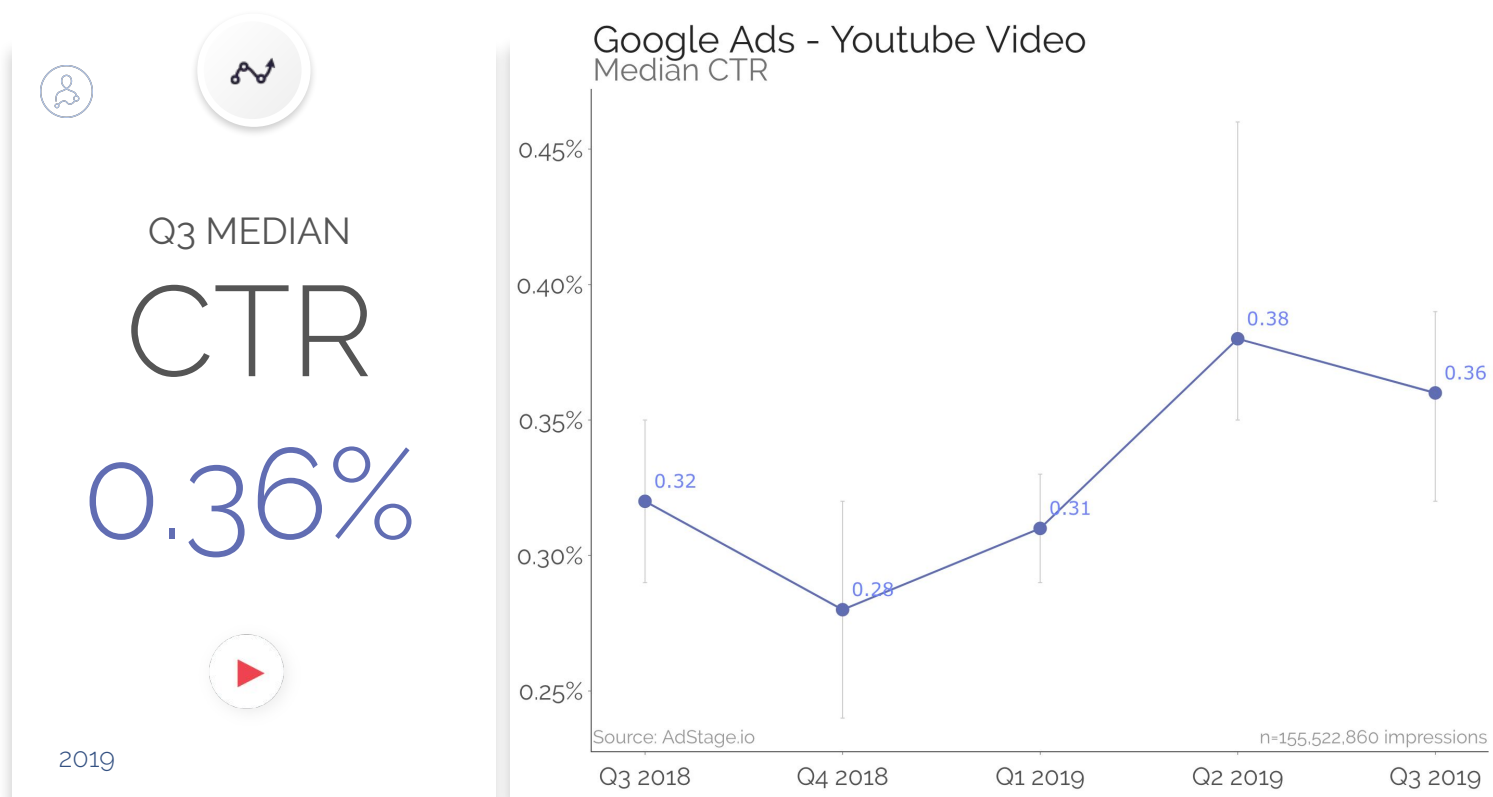
Median CPM decreased to \$7.45, and is 36% lower compared to the same time last year.

Key Takeaways

- CPM decreased by 7% since Q2 2019
- CPM decreased by 36% year over year since Q3 2018

Q3 2019

Google YouTube Benchmarks



Median CTR for ads on YouTube decreased 0.02% in the third quarter, but is still higher year over year, coming in at 0.36%.

Key Takeaways

- CTR decreased by 5.3% since Q2 2019
- CTR increased by 12.5% year over year since Q3 2018

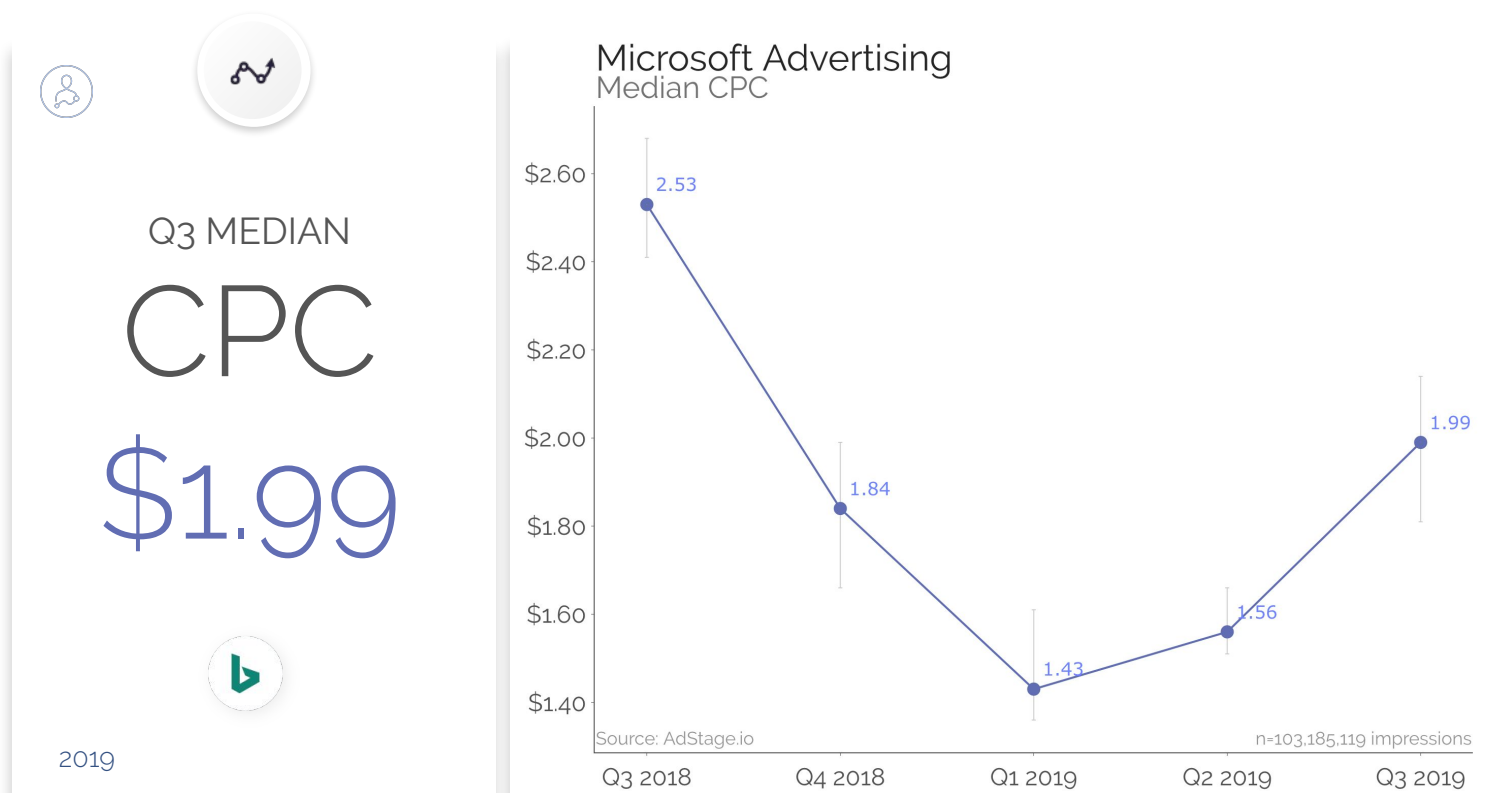
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MICROSOFT ADVERTISING

Q3 2019

Microsoft Advertising Benchmarks



*Methodology information available on page 5 of this report.

In Q3 2019, we analyzed over 103 million ad impressions and over 2.2 million clicks for ads on Bing.

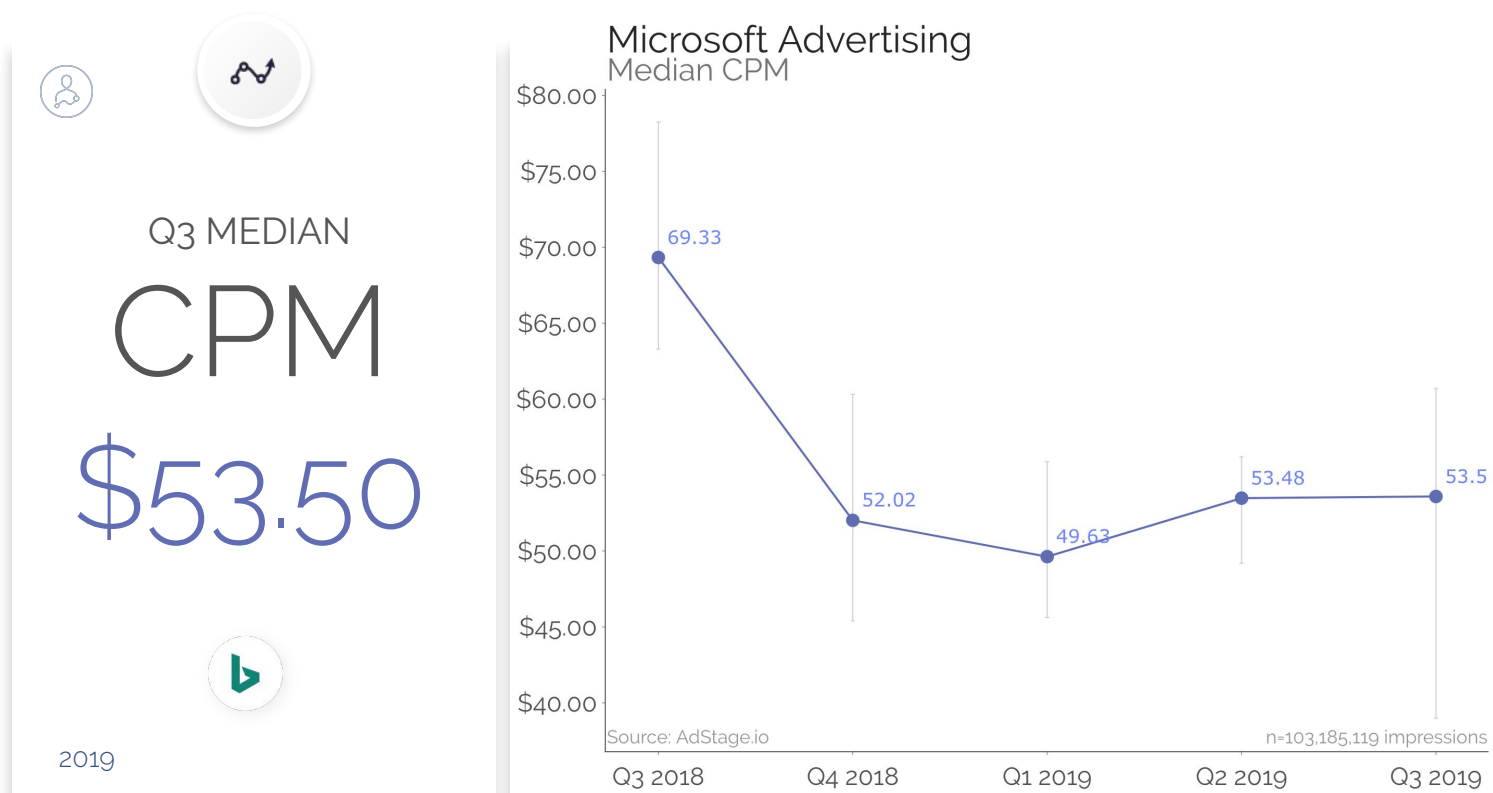
We found that median CPC continued to climb, increasing by 43 cents to \$1.99. Compared to the same time last year, median CPC for ads on Bing is down \$0.54.

Key Takeaways

- CPC increased by 27.6% since Q2 2019
- CPC decreased by 21.3% Y/Y since Q3 2018

Q3 2019

Microsoft Advertising Benchmarks



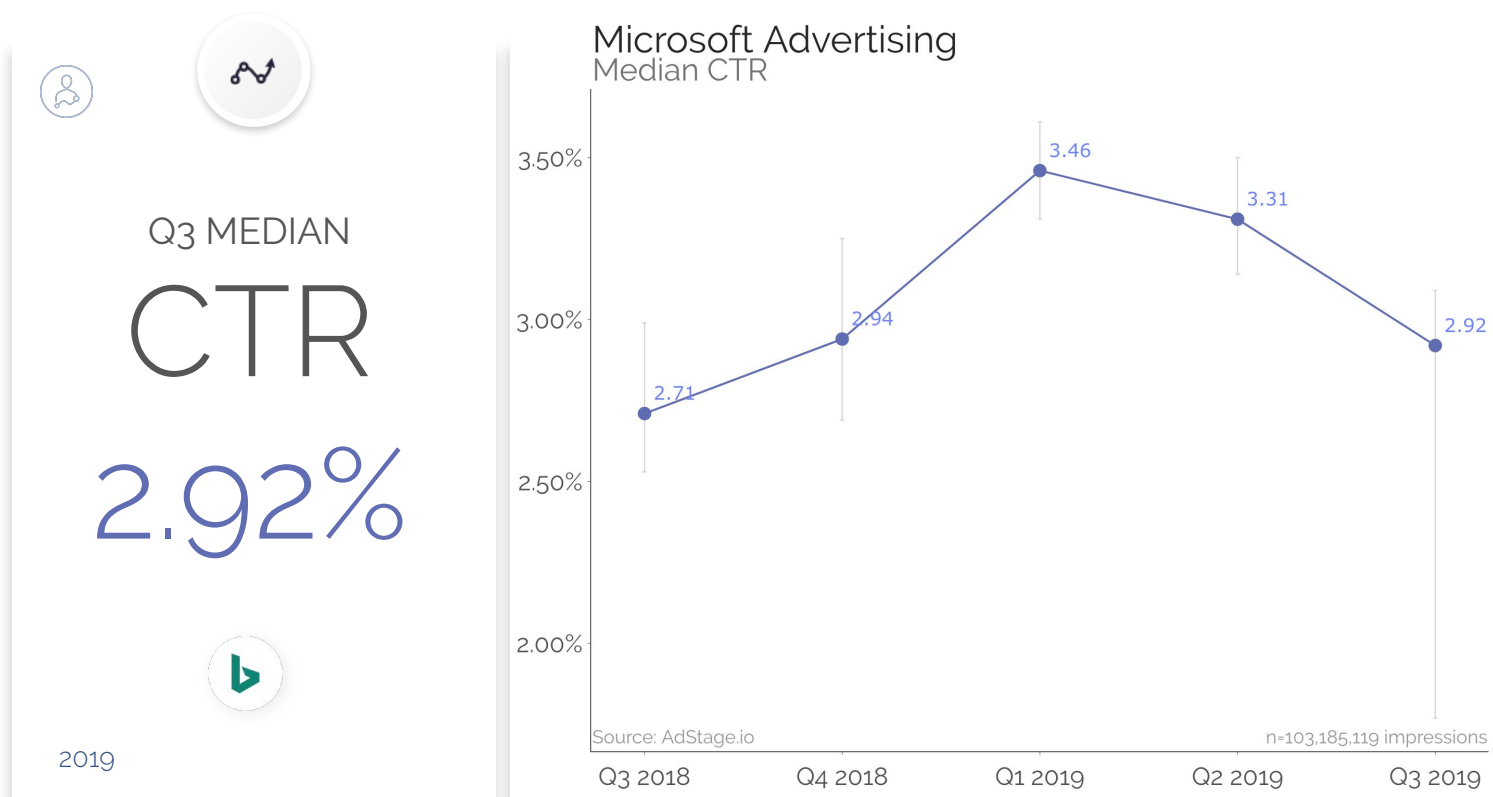
Median CPM increased \$0.02 since last quarter. It's way down year over year however, rounding out Q3 \$15.83 cheaper than the same time last year.

Key Takeaways

- CPM increased by 0.04% since Q2 2019
- CPM decreased by 22.8% Y/Y since Q3 2018

Q3 2019

Microsoft Advertising Benchmarks



Median CTR for ads on Bing decreased by 0.39% since Q2, but is up by 0.21% compared to the same time last year.

Key Takeaways

- CTR decreased by 11.8% since Q2 2019
- CTR increased 7.8% Y/Y since Q3 2018

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TRENDS

Facebook Rolls Out Several New Ad Types and Placements

Facebook continued on its quest to make users feel more comfortable on the platform by [making it easier for them to understand why an ad was being shown](#). Now when someone clicks on “Why am I seeing this ad?” they’ll see detailed information like interests or categories they’ve shown an affinity for that may have been the reasons they were targeted for the ad. Facebook will also be more upfront about where it received information about a user’s interests. That means anyone can find out which advertiser uploaded a list with their information and used it to run an ad in the past 7 days.

Facebook is finding more ways to pack advertising opportunities into its pages. In Q3, Facebook started letting more advertisers place ads in Facebook’s search results. The company has been testing the placement since last year. ‘Facebook search’ now pops up for some advertisers when they’re creating a Newsfeed campaign. That means businesses have to place ads in Facebook search results and in the Newsfeed. So far, there is no option to target specific keywords or phrases with Facebook search ads. When a business places an ad in Facebook search, it shows up for search terms related to the business’s offerings, so make sure your Facebook business page is detailed and updated.

Good news for B2B marketers — Facebook rolled out automated lead generation in Messenger in Q3. Here’s how it works: After tapping on a click-to-Messenger ad, users go through an automated series of questions that can be answered with pre-filled or free form responses. To continue the process, businesses can integrate Messenger with their CRM provider to capture leads info. Pages can also manually continue the conversation through Pages Inbox, Pages Manager App, or a third-party live chat provider.

[Mobile ads got new capabilities in the form of interactive ads](#), including AR ads and video poll ads. Through releases on Instagram, Facebook says it’s come to recognize how much users love interaction. By opening up polls and face filters and animations in mobile ads, the platform says advertisers can expect to see time spent on ads rise.

Instagram Expands Test to Remove Likes From Posts

Have your engagement numbers on Instagram been down? A study by [Trust Insights](#) analyzed over 1.4 million Instagram posts from the beginning of January to the middle of June this year. Their calculations found that the maximum average engagement rate for the accounts included in the study was 1.54%. Engagement rate now hovers around 0.9%, which is down 1.1% from earlier this year. One thing to note is that the study only measured engagement with feed posts. It did not take into account engagement with stories.

What is Instagram without Likes? Facebook is seriously considering making its way down that road, and has been aggressively testing removing Like counts from the Instagram platform. In one such test in Canada, Likes were hidden from public view, but you could still see who Liked a post if you wanted to. [Instagram explains](#), "We want Instagram to be a place where people feel comfortable expressing themselves. This includes helping people to focus on the photos and videos they share, not how many likes they get."

Similar to Facebook packing more ads into the same space, [Instagram is testing showing back-to-back ads to some users who are viewing Stories](#). The ads will come from different brands, and Instagram was quick to point out they're simply gathering info at this point. The company says the focus will always remain on providing a good user experience.

Google Makes Slew of Helpful Updates to Keywords

Google's been hard at work in the Keyword department, and the company hopes advertisers will be pleased. First up, Google updated its Keyword Planner tool so that [it now shows the most relevant keyword ideas based on the seed keyword](#). The update is designed to help campaign managers prioritize which keywords to add to their Google Ads account. Pair that with this update — Google Ads will now [only suggest recommended keywords if they're estimated to drive additional traffic beyond existing keywords](#). Along with that update comes the news that Google Ads' keyword recommendations can now include broad match modifiers.

Speaking of broad match modifiers, Google Ads also expanded close variants to include words that have the same meaning as the original keyword. Now, close variants can match for queries that don't contain the keywords at all, as long as they share the same meaning.

Now let's talk campaign management and analytics. If you haven't already noticed [the four new features in Google Ads Editor](#), here's the digest:

- Image Picker: Browse and select from previously used images, or upload something from your desktop.
- Dark Mode: Click the moon icon in the bottom right-hand corner to make the screen a little easier on your eyes.
- IP Exclusions: Add and update IP exclusions, ensuring that your IP exclusion settings are consistent when copying and pasting campaigns.
- Accounts Manager: Manage multiple accounts with checkboxes in the accounts manager that allow campaign managers to select and open multiple accounts.

Now to the analytics side, Google is making it easier to measure users' interactions across platforms with unified app and website analytics. [Here's what Google had to say about the new App + Web Property Type](#). "Reports for this new property use a single set of consistent metrics and dimensions, making it possible to see integrated reporting across app and web like never before. Now you can answer questions like: Which marketing channel is responsible for acquiring the most new users across your different platforms?"

We previewed this in trends previously, and now it's finally happened. Google officially launches Gallery Ads in beta. Gallery ads are a swipeable, image-based ad unit that appear at the top of search results. Much like Carousels on Facebook, they're designed to give businesses more real estate to showcase their brand visually with the ability to include up to 8 images.

Us marketers know how important it is to optimize for mobile, and [Google's Relative Mobile Conversion Rate](#) is designed to help you identify if you might be falling short. The rate reveals gaps in mobile performance and provides an accurate reflection of conversion rates over time. How can you benchmark your current performance? The blog post suggests, "Make sure you're above 50% now – and then start going after 70% within 2019."

YouTube Lets Marketers Upload Multiple Videos for a Single Campaign

There's a new ad unit available to advertisers on YouTube — masthead ads. Previously, the only way to buy YouTube masthead ads was to do a full day takeover. That meant everyone who visits YouTube on a particular day would see the ad. You can still do that, but the cost is enormous, and there are no targeting options. Now advertisers can buy the YouTube Masthead on a cost-per-thousand impression (CPM) basis and use advanced audience solutions to customize who sees it. Curious as to how your brand might use the new unit? Preview what a masthead ad would look like with one of your videos by using [this tool](#) from Google.

YouTube is making it easier for marketers to run video ad campaigns. The platform's new Video Reach campaigns let advertisers upload multiple videos for a single campaign. The capabilities include three different asset types — six-second bumper ads, skippable in-stream ads, and non-skippable in-stream ads. The units are available on a CPM-basis and currently run on YouTube's desktop and mobile platforms.



LinkedIn offers new page dedicated to campaign insights

LinkedIn gave marketers a handful of exciting new advertising goals and insights capabilities in Q3. The first of these was [three new ways for marketers to achieve their advertising goals](#). In Campaign Manager, marketers can now optimize their LinkedIn marketing campaigns for the following objectives:

- Brand awareness
- Website conversions
- Job applicants

With this, LinkedIn is also optimizing its click pricing to align with the selected objective to help marketers make the most of their budgets. For example, if your objective is website clicks, you'll only be charged for clicks that go to a landing page or your website.

And to help marketers make more informed decisions about their results and strategies, [LinkedIn rolled out a new page dedicated to insights and research](#). The comprehensive insights include markers related to audiences, industry verticals, and the LinkedIn ad landscape. If you haven't checked it out already, the new Insights and Research page is now available as part of LinkedIn's [Success Hub for Marketers](#).

There are already plenty of unique demographics available to marketers on LinkedIn, and that may soon be expanding even more. LinkedIn is adding a new feature to user profiles [allowing people to list the professional services they offer to clients](#). This feature allows users to better explain their job and market their services, and for marketers, that means more information for targeting. The company says the feature will be available to everyone this fall, though there's no word when the other side of it might show up for advertisers.

Twitter Introduces 6-second Video Bid Unit

In Q3, [Twitter introduced a 6-second video bid unit](#) where advertisers will be charged only if their ad is viewed for 6 seconds, with pixels at 50% in view. The company said this unit is ideal for marketers who want to complete view metric, but are open to short-form content.

And speaking of video, Twitter shared some interesting metrics in that area. The company revealed that according to their data, a tweet can attract 10x the engagement as a tweet without a video. And don't worry, you don't need to hire a video production team to get in on the action. The numbers showed that an amateur-ish video shot on a cell phone can be just as engaging as something that's more polished.

Microsoft Advertising Makes Similar-to-Google Ads Updates

The ability to see where your ads are showing up in search results seems like a given. Microsoft Advertising is making this more clear for advertisers with new metrics:

- Top impression share
- Top impression share lost to rank
- Top impression share lost to budget
- Absolute top impression share
- Absolute top impression share lost to rank
- Absolute top impression share lost to budget

A top impression is anything in the top section of search results. An absolute top impression means the ad was the first thing shown in search results.

Before you make any adjustments to an in-progress campaign, Microsoft is giving you the ability to test it with a feature called Experiments. [As the company explained in the announcement](#), "Sometimes, it's not immediately clear whether a new bidding strategy, setting, or feature is the best move for you... With experiments rolling out globally, you can now test out those campaign changes with full confidence." This gives advertisers the ability to test changes without launching them across the whole campaign for a pretty effective A/B test.

Microsoft is giving marketers more real estate in Dynamic Search Ads with longer titles and descriptions. This makes their ads more comparable to what Google's ads provide after their recent headline, description, and character expansions. The update gives marketers:

- An additional description field
- Up to 90 characters each for the two descriptions
- Longer dynamically generated ad titles

Save yourself some time with new campaign-level associations that make it easier to apply audience targeting. Previously, audience targeting could only be applied at the ad group level, leading to a lot of individual updating. But now it can be applied at the campaign level

In another bid to keep pace with Google, Microsoft opened up Responsive search ads to all advertisers. Previously it was only available to selected accounts. As a reminder, Responsive search ads automatically adjust themselves according to the search query. So advertisers can test thousands of combinations of headlines and descriptions without creating multiple campaigns.

Finally, say hello to new audience targeting options. The new method [combines customer data with technology to hit people with ads when they're most ready to buy](#) by finding prospects who are similar to those who already buy from you. Microsoft says the new option should give marketers a boost in the performance of shopping campaigns with better conversion rates and lower CPA.

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INSIGHTS

FROM THE EXPERTS

Q3 2019

Which paid media tactics worked best in Q3 2019?



Tim Walton

Senior Account Manager at Biddyco

1. We saw broader and broader retargeting work really well. Retargeting large pools of people, like anyone who's engaged with the brand in the past year performed consistently.
2. Aggressively scaling budgets during sale periods. Typically you don't want to be adjusting budgets too frequently, but we saw that during sale periods, there was little impact on performance if we aggressively scaled budgets daily or even 2x per day



Jillyn Johnson

Account Executive & Owner at SearchIt Media

Facebook Paid ads (with IG) are doing great - super low cost CPLs but the quality doesn't seem to be equal (yet) to that of search ads. We're working on measuring, but it's promising for sure.

Q3 2019

Which paid media tactics worked best in Q3 2019?

Cassandra Cortes

Director of Analytics & Creative Content at Bridgetek Communications



Shorter videos! I've seen a correlation between shorter videos and better relevance scores for Facebook/Instagram paid ads. Boomerangs work particularly well and anything 5 seconds or under.



Justin Fisher

Digital Strategy Manager at Circa Interactive

Facebook/Instagram tends to get the best performance in CPA at 10%-40% less than the other networks we are active on. In the higher education industry we find Facebook Ads gives us the ability to target relevant users based on data that supports which audiences are the most appropriate for the degrees we are marketing. University partners tend to find these leads just as qualified as from other digital platforms (Google, Bing, etc.).

Q3 2019

Which new ad products and features are you excited about?



Tim Walton

Senior Account Manager at Biddyco

We're excited to see how Instagram Checkout performs and if being able to checkout without going to a website meaningfully increases purchases and conversion rates.



Justin Fisher

Digital Strategy Manager at Circa Interactive

As we all know, Google has more data than we can even comprehend and as digital advertisers we are chomping at the bit to be able to utilize it more and more. Google Display seems to be opening up new Interests and Topics recently that gives marketers the ability to target additional third-party data. We plan to test new Affinity and In-Market audiences to analyze how they perform compared to similar audiences in Facebook.

Q3 2019

Which new ad products and features are you excited about?

Casandra Cortes

Director of Analytics & Creative Content at Bridgetek Communications



I'm excited to work more with Apple Search Ads. Love the interface. As a long time campaign manager who has observed the evolution of many PPC products such as Google, Bing, Facebook, etc., the new Apple Search Ads is a sight for sore eyes. I'm also excited to hear that the US digital marketing industry is projected to hit \$120 billion by 2021 which is great news for all of us



Jillyn Johnson

Account Executive & Owner at SearchIt Media

I like the idea of RSAs and RDAs, also the dynamic ads in Facebook. The CPAs aren't quite there yet as compared to our custom ETAs, but I can see a positive trend.

Q3 2019

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.