



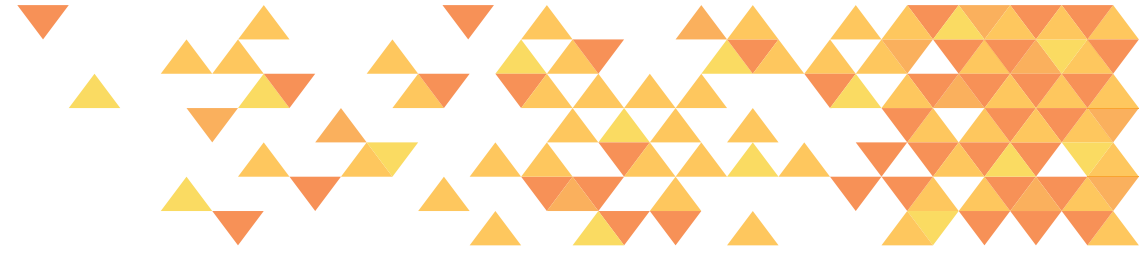
The 2013 Social Rich Media Benchmark Report

Driving brand and business outcomes from social advertising



ShopIgniter

The Social Rich Media Platform



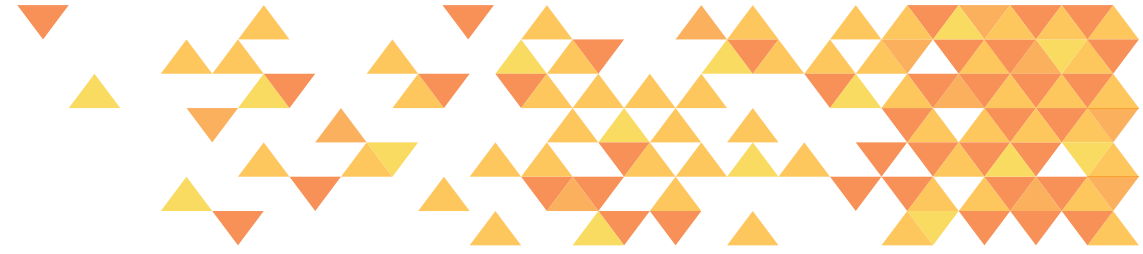
New Research

The 2013 Social Rich Media Benchmark Report

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New Research

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Driving brand and business outcomes from social advertising

Introduction

So much has changed in Facebook advertising over the last year, it's staggering.

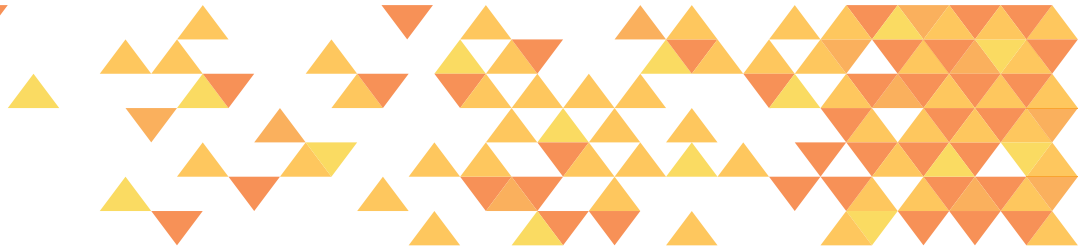
- 1** Facebook went public. quickly became one of the largest ad platforms on the planet and is headed towards an estimated **\$6B** in revenue in 2013

- 2** By the end of Q2 over **71%** of all Facebook activity was on a mobile device, up from **68%** the previous quarter. **219M** users were mobile-only, growing at over **30M** a quarter. At this rate they will have more mobile-only users than total Twitter users by the end of 2013

- 3** Facebook passed Google as the market share leader in mobile display advertising and hasn't looked back.
"Facebook is expected to have an 18.4% share of mobile ad display revenue for the year compared with Google's 17%" - eMarketer

- 4** As a result of the momentous consumer shift towards mobile, Facebook has become a mobile company and is making significant changes to its platform and user experience.
"Now we're there. We moved fast and ship new versions of our apps on regular monthly schedules. Now the next thing we're going to do is build really good mobile-first experiences." – Mark Zuckerberg
Chief among those changes was the shift in focus from "right rail" advertising to the news feed. A major move from a more traditional display placement to a much more personal in-stream and native placement. Stream advertising was born.

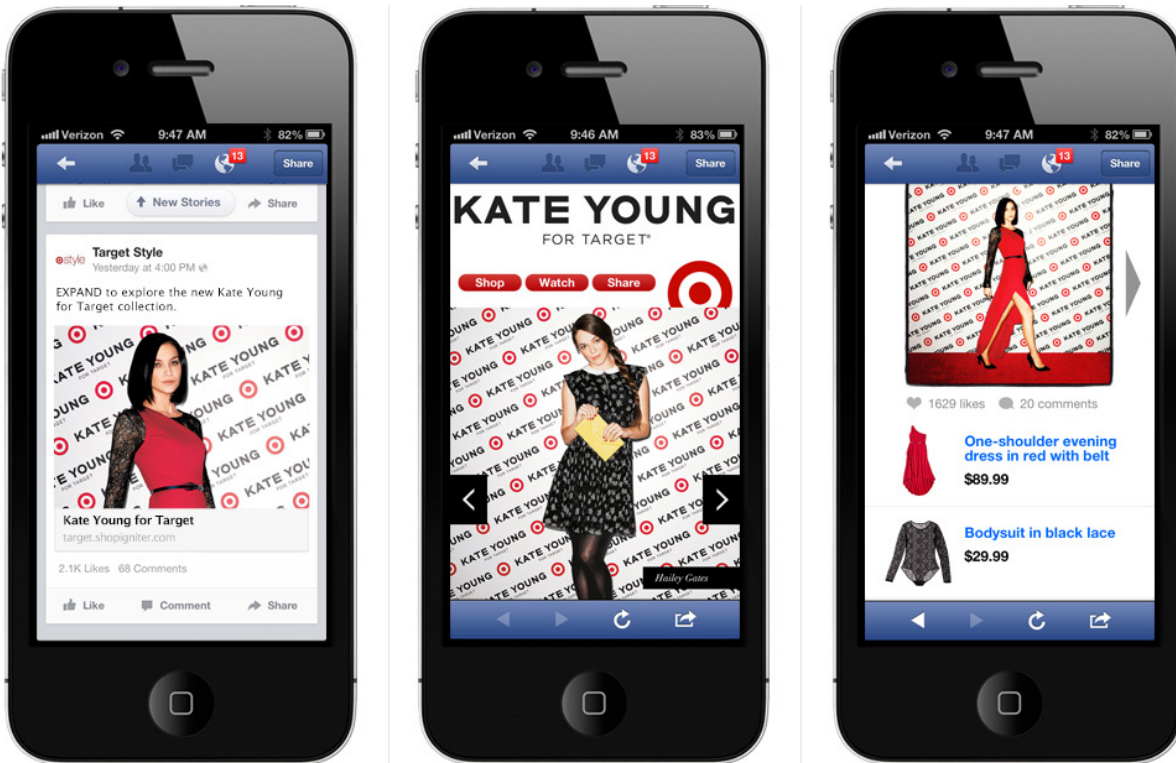
- 5** With the ongoing innovation in their ad tools around FBX realtime bidding and retargeting, Conversion Spec and oCPM, and the growing strength of the Preferred Marketing Developer community, many brands and agencies are seeing success, at scale.

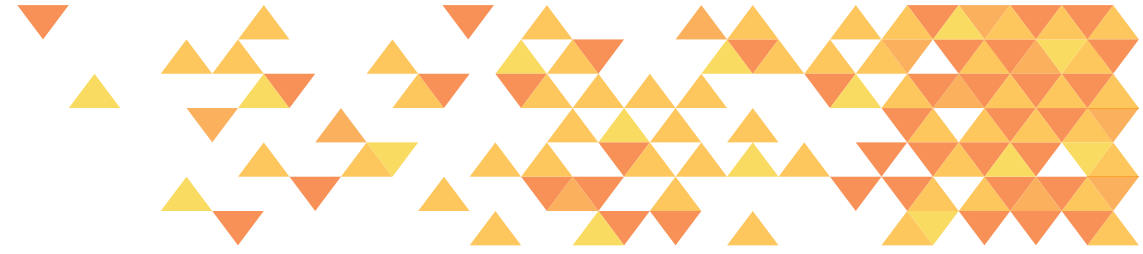


At ShopIgniter too, we've gone through staggering change and growth as many of the worlds largest and most innovative brands have looked to consistently get better returns from their Facebook ad dollars. In Facebook, much like traditional digital marketing, the combination of strategic media buying, rich interactive content and conversion optimization makes for a potent concoction.

In such early and dynamic marketplaces, nothing speaks louder than data when trying to answer questions of effectiveness, impact and efficiency so we begged, borrowed and stole the time of our world-class analysts and dove into our own data to see what it had to say.

This report is the first of its kind, an analysis of over 2 thousand Facebook news feed posts from Q1 and Q2 2013 and their over 2 billion impressions and their post-click performance. The posts were taken from a broad mix of campaigns and brands across objectives and industries. We analyzed the posts and the rich interactive experiences behind the post -- individually and as a social ad unit.





Executive Summary

As Facebook's offering has evolved and improved over the last year, it has emerged as a cost-effective channel for both brand and direct response objectives.

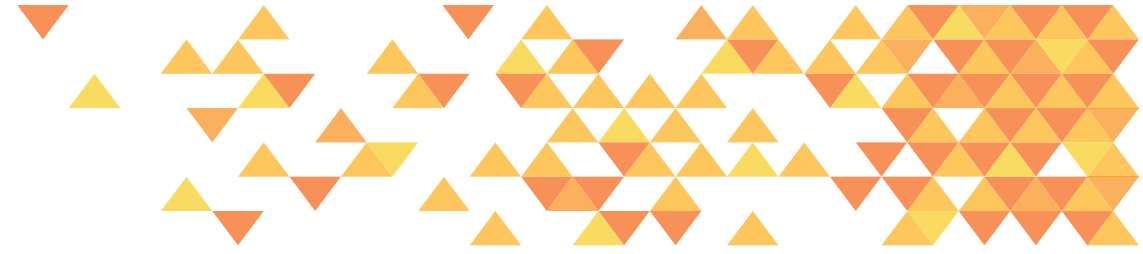
Mobile has boosted campaign performance on clickthrough as well as increased engagement and conversions.

Facebook's native mobile apps now support a post-click takeover experience which means advertisers can create rich interactive ads that drive real business value ranging from awareness and consideration to conversion just as they used to do with right rail ads driving to apps and websites.

Mobile is driving more desktop spend into the feed as well, which means advertisers are applying the tactics learned from mobile to the desktop. ShopIgniter's customers such as Ford, Target, and Comcast are choosing social rich media as the tactic to drive brand and business outcomes like acquiring email addresses, driving qualified traffic to eCommerce, app installs and more.

Here are some of the key insights uncovered in the data:

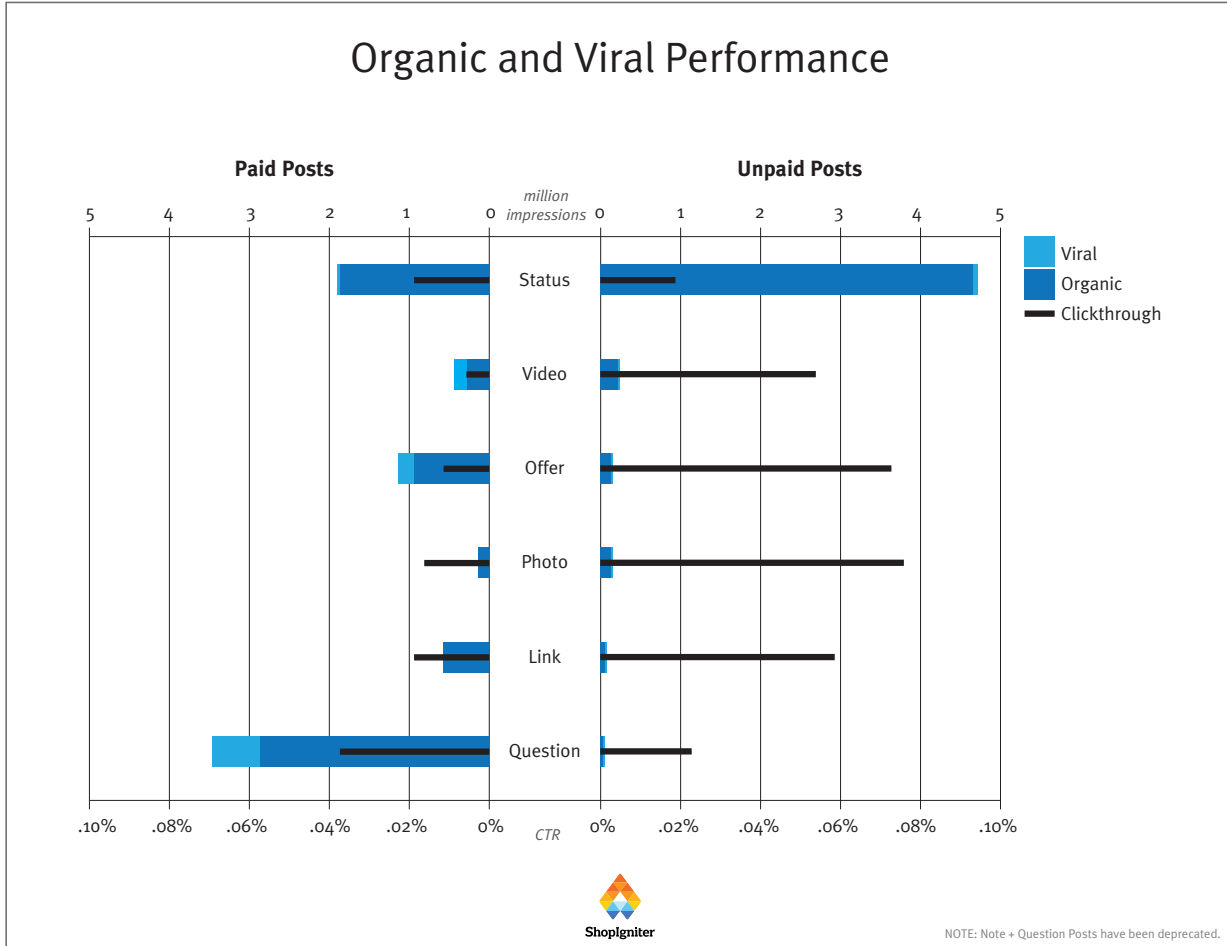
- With an average conversion rate of **4.4%**, social rich media puts Facebook ad performance on par with the best performing digital channels
- **+51%** of total engagement was on mobile. Mobile optimized experiences and analytics are critical
- Paid media not only vastly improved reach but also increased organic and viral impressions by **2x**
- Status posts averaged **5x** more organic impressions than any other post type. Viral reach from likes, comments, and shares was mostly insignificant
- Photo and Link posts had among the best clickthrough rates at **.07%** and **.06%** respectively. (Good thing Facebook is making Link posts with images as big as Photo posts in September)
- Richer experiences post-click drove down negativity rates **6x**



Post Analysis

As we've shared, we look at social ad units in two parts -- a post and a rich interactive landing page. Posts can be published organically or with paid media boosting and each of these drive viral reach as well. Here are some key insights around post performance:

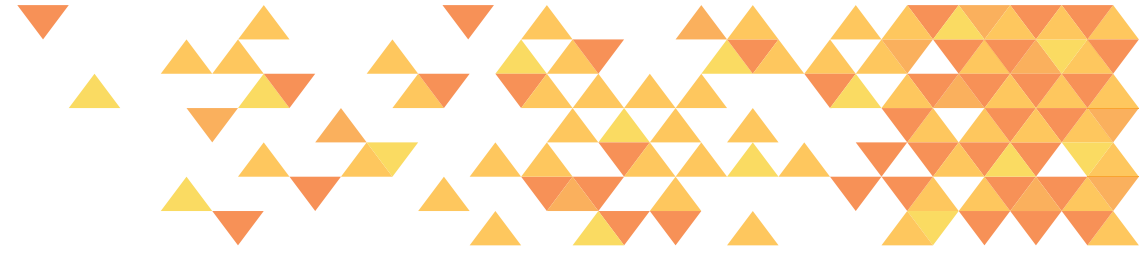
Organic and Viral Performance by Post Type



The first thing we noticed is that the amount of organic and viral traffic a post gets depends on whether or not it has been sponsored with paid media. For example, unpaid status posts averaged **5x** more organic impressions than any other post type. Across all unpaid post types, viral reach from likes, comments, and shares was mostly insignificant.

Adding paid media changes organic and viral reach significantly.

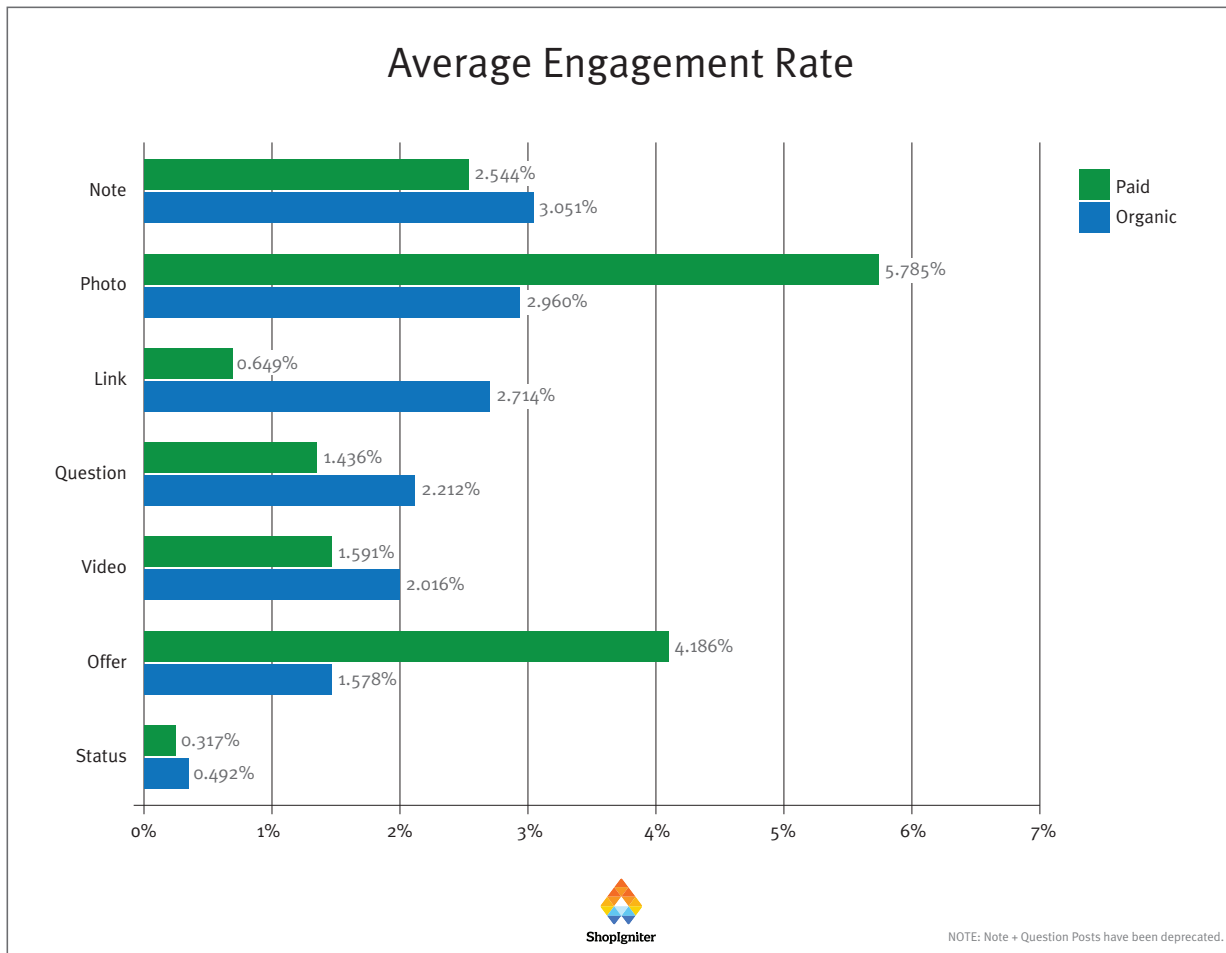
With the addition of paid media, the Offer post type had the most average organic and viral impressions. Status posts averaged over **2.5x less** organic impressions. All other posts saw a dramatic increase in organic and viral impressions. The post types with the most average viral impressions as a share of average total impressions were Video which received a **36%** viral boost and Offers that received a **23%** viral boost.



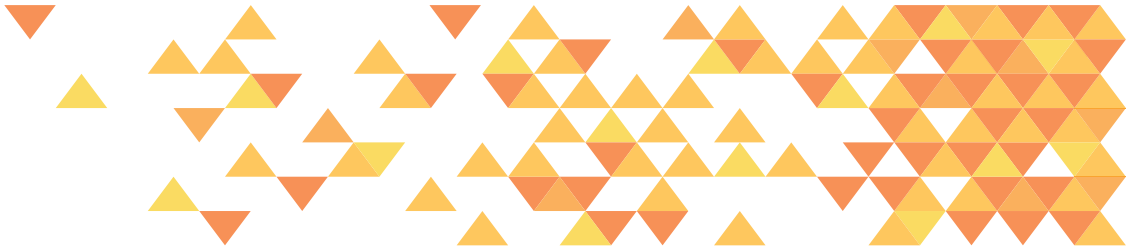
Photo, Link and Status posts have the best clickthrough rates for paid posts.

When it comes to business outcomes, many brands need to link out of Facebook to a landing page. Therefore, those looking to driving deeper engagement and outcomes should consider boosting these post types with paid media. Anecdotally, we've found that Link posts with large OG images perform better on mobile and Photo posts with links in the body perform the best on desktop.

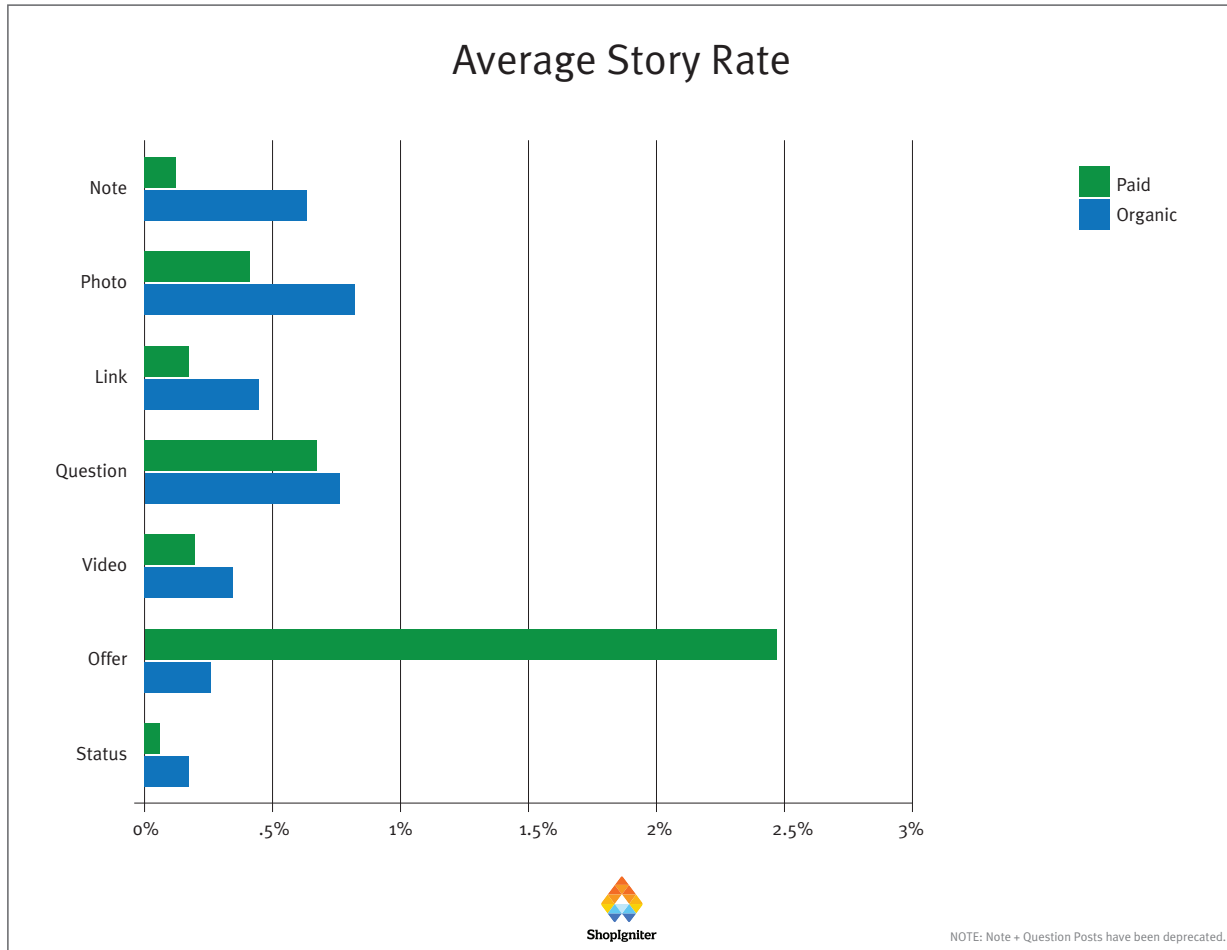
Post Performance: Average Engagement Rates



Engagement rates by post type change, sometimes significantly, depending on if there is paid media applied to the post. Paid posts did have a slightly higher average engagement rate than unpaid posts, however, since it varies so dramatically from post type to post type, it's more helpful to look at the results per post type. For the average post type, engagement rates decrease when paid media is applied with the notable exceptions of the Photo and Offer post types. The increase in engagement when paid media is applied to Photos and Offers make them ideal units for applying paid media. Photos also had a high CTR average compared to other post types when paid media was applied, further reinforcing the Photo post type as a good choice for paid, rich media campaigns.



Post Performance: Average Story and Consumption Rates

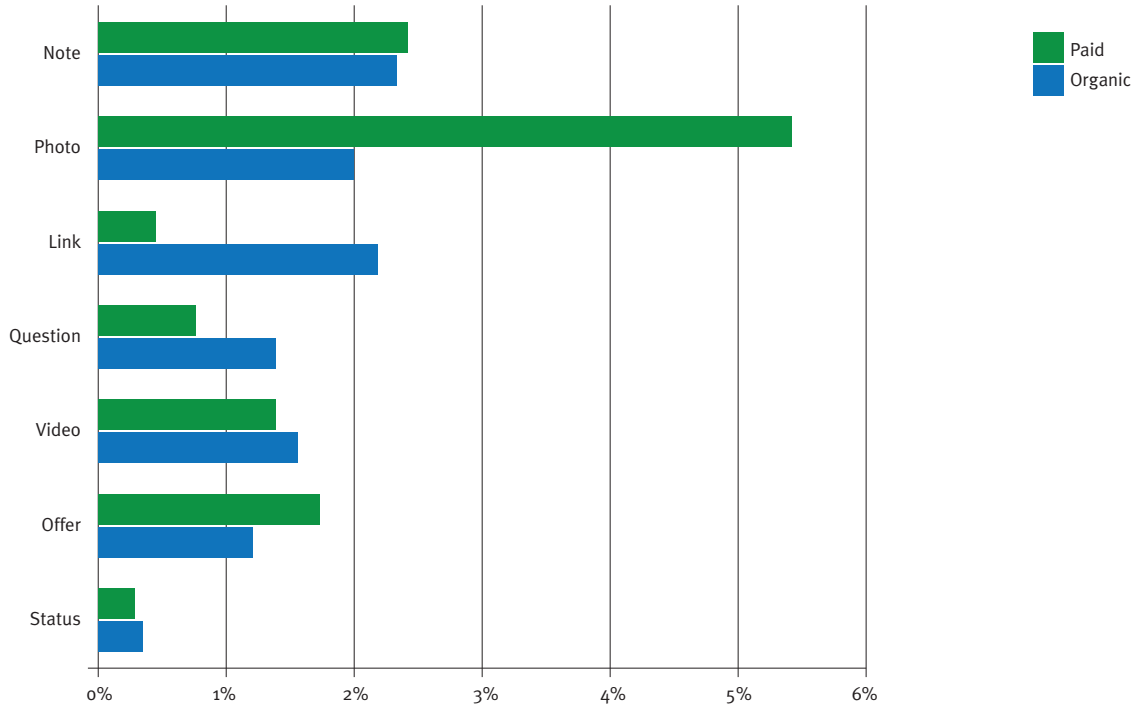


The two significant types of engagement in Facebook are Stories and Consumptions. Stories are the actions that lead to a post on the engager’s Timeline. Consumptions are the actions that have inherent value, such as watching a video or clicking on a link.

Let’s start by looking at Story rate. In almost all cases, the Story rate decreased when paid media was applied, with the strong exception of Offers. However, the average amount of viral impressions for paid posts was higher for almost all post types, so this decreased Story rate doesn’t mean a decrease in the average viral impressions. Additionally, we’ve heard that Facebook is no longer publishing the “Offer Claimed” as a story, so this boost in Story rate will be gone going forward.

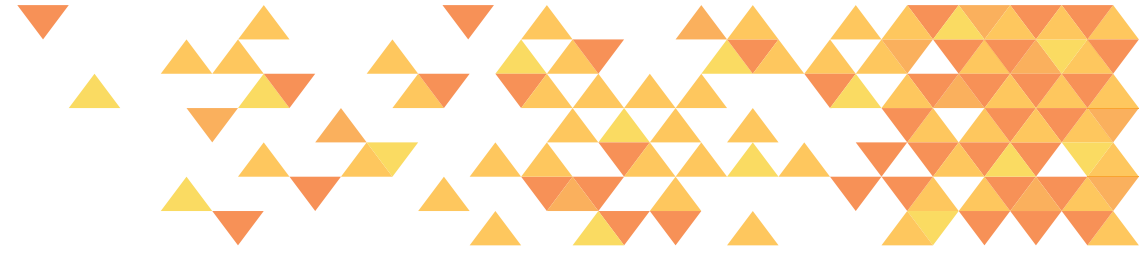


Average Consumption Rate



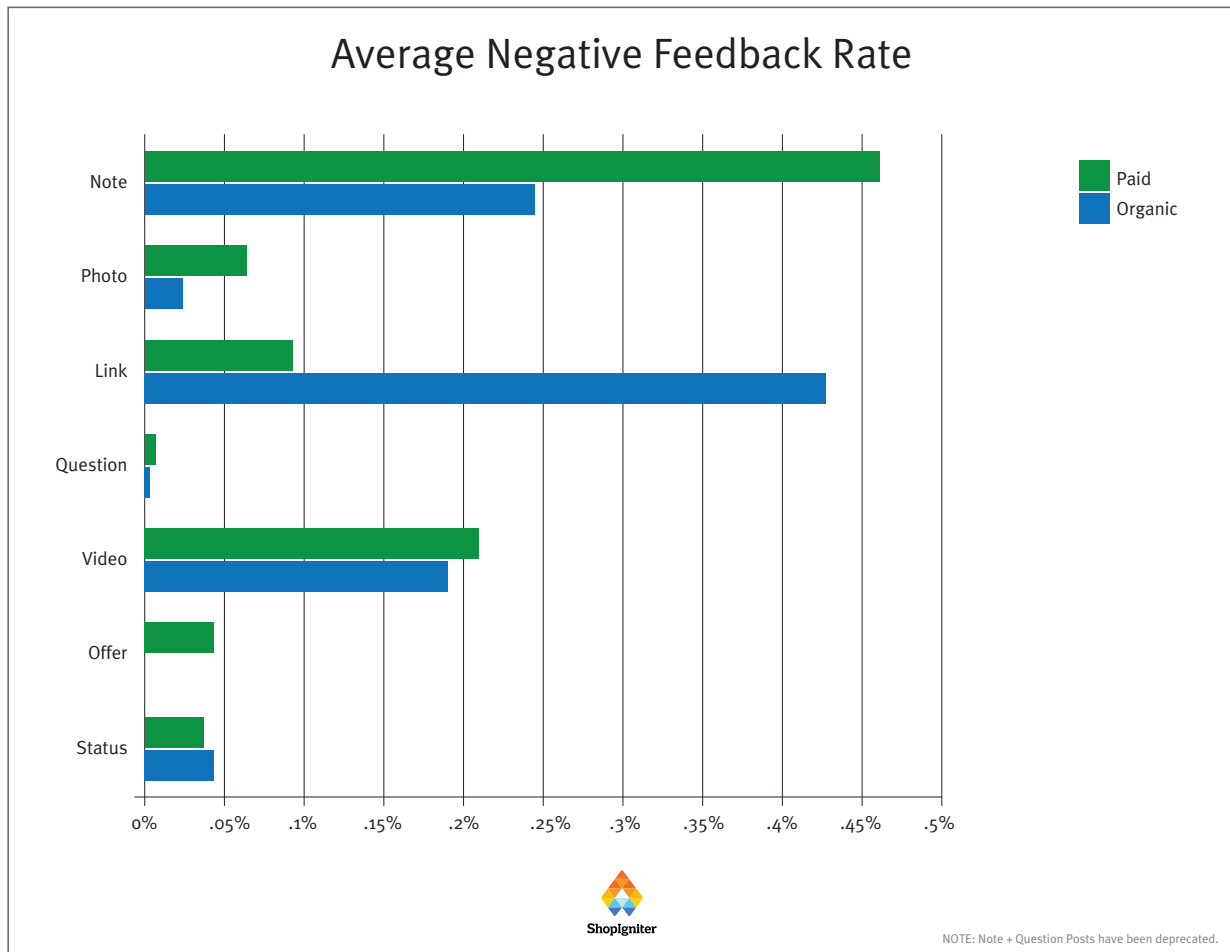
NOTE: Note + Question Posts have been deprecated.

The average Consumption rate increased significantly for Photos and minimally for Offers; held steady for Videos and Status Updates; and fell for Links when paid media was used. If your goal is to drive engagement with your posts (over clickthrough, for example) then these are the posts to use.

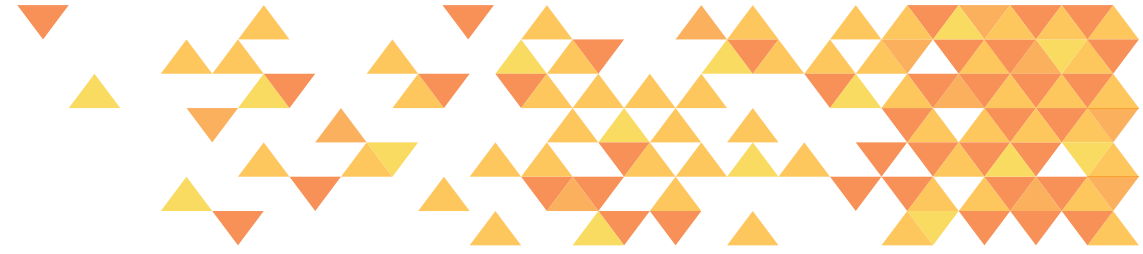


Post Performance: Average Negative Feedback Rates

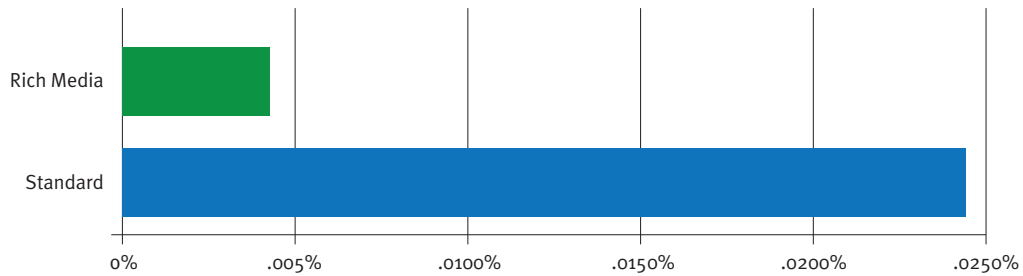
An area of post engagement that most people don't like to think about-- negative feedback rate -- is an important measure of the types of posts that audiences don't like. Also, high Negative Feedback rates decreases a posts organic and viral reach, which makes it an important factor in performance as well as sentiment.



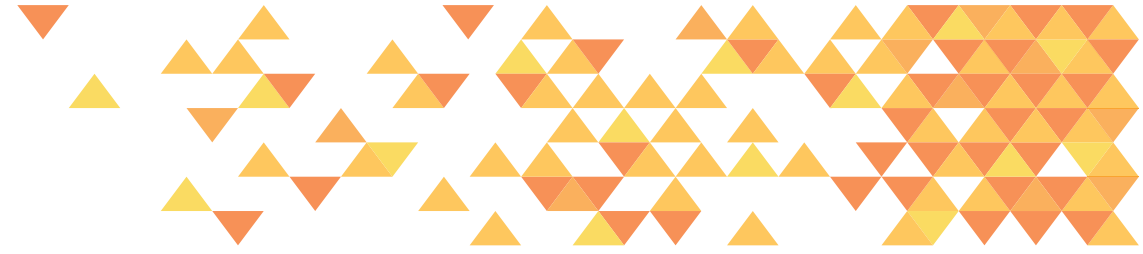
Unlike the other charts, longer bars are worse in this case. With most post types, negative feedback rates increased as paid media was applied. The long format text post type, Notes, is the most disliked (good it's been deprecated), followed by Video.



Average Rich Media Negative Feedback Rate



Surprisingly, when we look at posts with rich interactive experiences behind them we see an average of over **6x** lower negative feedback rate. Consumers seem to appreciate interactivity and content designed for their social mobile context.



Landing Page Analysis

4.4%

Average Conversion Rate

Conversions were defined by each client as the desired action they wanted a person to complete. Conversion actions included brand awareness objectives like watching a video through to the end as well as direct response objectives like submitting a lead gen form. The rate is calculated off of the number of people who viewed the landing page.

193%

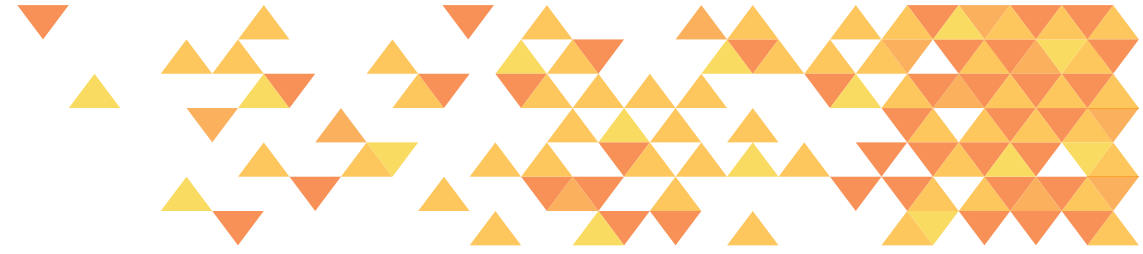
Average Consideration Rate

Considerations were defined by each client as the engagement actions they wanted a person to complete that were not the key conversion goals. Consideration actions included brand awareness objectives such as watching a video, selecting a product option to configure it, or viewing a detail page. Actions defined as the conversion event are not included in the consideration rate. The rate is calculated off of the number of people who viewed the landing page.

51.4%

Engagemnet on Mobile

Share of mobile engagement is calculated as the percentage of the total engagement actions that took place on a mobile device.



Best Practices

As you see, there are direct connections between posts, paid media and landing pages in driving performance. Here are some best practices from our experience and the data.

Posting

- Use Photo and Link posts to drive the most native engagement *and* clicks to maximize reach and considerations.
- Make sure imagery and copy aligns through post, ad and landing pages.
- When running social rich media, use direct calls to action like “expand” and “tap to open” in all post copy.

Paid Media

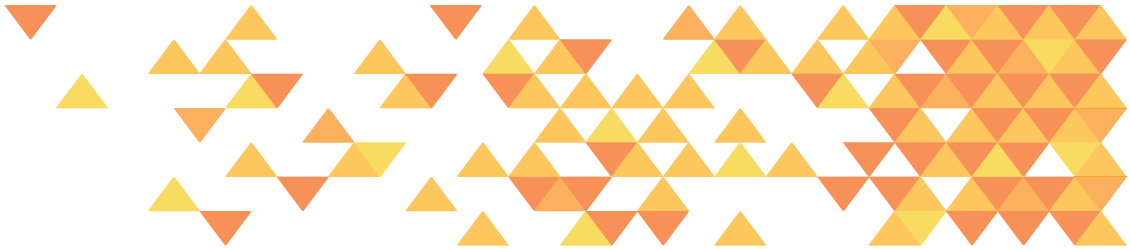
- Always start with reaching all fans and work out from there. Fans tend to drive the most sharing and all of the impressions can be boosted with paid media.
- Consider how applying paid media impacts key metrics in, at times, interesting ways. Boosting viral reach but reducing clickthrough rate, for example.
- Apply the “art of segmentation” as Facebook enables remarkable targeting. Use unpublished posts to segment but not at the expense of reach. Facebook needs reach to drive conversion.

Rich Interactive Content

- Align to both broader marketing campaigns and existing content strategies to drive reach, frequency and engagement.
- Develop “content that converts” to drive key consumers deeper in to the product consideration and purchase cycle.
- Consider social mobile-appropriate conversions like very small forms, voting, simple sharing and app installs for example.
- Use Open Graph actions to drive wall sharing -- the most viral impressions on the planet.

Conversion Optimization and Analytics

- Integrate Facebook “Conversion Spec” pixels for optimized CPM media buying.
- Combine data from Facebook and your landing pages to truly optimize performance.
- Implement 3rd party pixels and tags (such as an sPMD Partner’s pixel or 3rd party like Doubleclick) to integrate data into existing systems.



Conclusion

What an amazing time to be in digital marketing. Amidst all of the chaos and complexity, brands and their partners are establishing best practices and delivering consistent results.

There has never been a better time to integrate the full power of your media buying and creative expertise with Facebook's remarkable ability to reach and engage your most important audiences and rich media in the mobile news feed is the best way to maximize the return on these efforts, period.

Endnotes

Version

1 -- Published August 2013

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Disclosures

Some ShopIgniter customer data was excluded from analysis as requested

Engagements on photos in albums were excluded from analysis for obvious reasons. Facebook's Insights data includes engagements from albums so we removed them.

Photo Credits

Cover photo is of the *measureme stick* by Studio 1 a.m. - [buy one!](#)

About ShopIgniter

ShopIgniter's powerful social rich media platform enables digital marketing leaders to reach and convert their social mobile consumers. Innovative brands like Disney, GoPro, Sony Music, Lenovo, Target, Nike and Whole Foods use the Igniter platform to deliver, manage, and measure highly effective social media advertising campaigns in mobile streams that drive product discovery, engagement and advocacy across networks and devices. Founded in 2009, ShopIgniter is headquartered in Portland, OR.

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