

Bespoke Survey Research

July 2023

Social Media Ad Execs

Volume 22 | Quarterly Survey

100+ US Ad Executives

Tickers Covered: META, SNAP, PINS, GOOG, AMZN, TWTR.

KPIs and Key questions

1. Ad execs point to some level of interest in advertising on Threads when they offer advertising. They point out Twitter as the most likely platform to be negatively impacted by that eventual demand.
2. Commentary toward ad budgets are net positive, and in-line to slightly worse than our readings last quarter (respondents comparing current trends to last year and last quarter).
3. Self-reported spending changes are generally net positive with a mixture of some platforms getting better feedback this quarter and some getting worse.
4. Respondents have been less likely in recent quarters to say that the iOS privacy changes of 2021 are negatively impacting spending and targeting capabilities.
5. Respondents are most likely to call our Google, Amazon, Instagram, and Facebook as expected share winners in the next 3-6 months. Conversely, they were more likely to see Twitter and Snapchat as share losers.
6. This audience remains optimistic about how social media advertising will fare in the next 3-6 months overall.

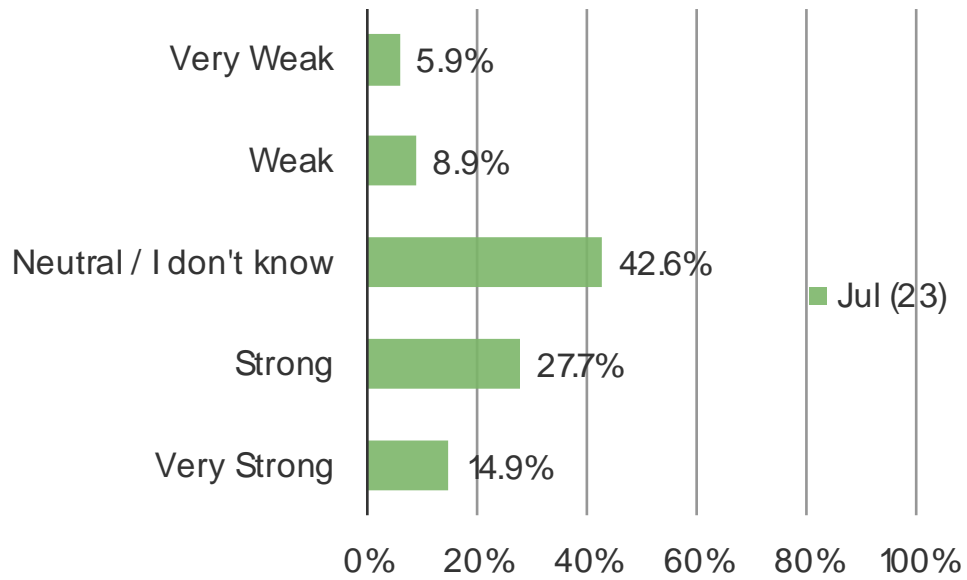
Noteworthy Stats:

- 36.6%** Of respondents said ad budgets are higher relative to one year ago.
- 24.8%** Of respondents said ad budgets are lower to much lower relative to one year ago.
- 77.2%** Of respondents said their clients currently have advertising campaigns with Facebook.
- 66.3%** Of respondents said their clients currently have advertising campaigns with Google.
- 14.9%** Of respondents said that demand will be “very strong” when Threads offers advertising.

NEW QUESTIONS

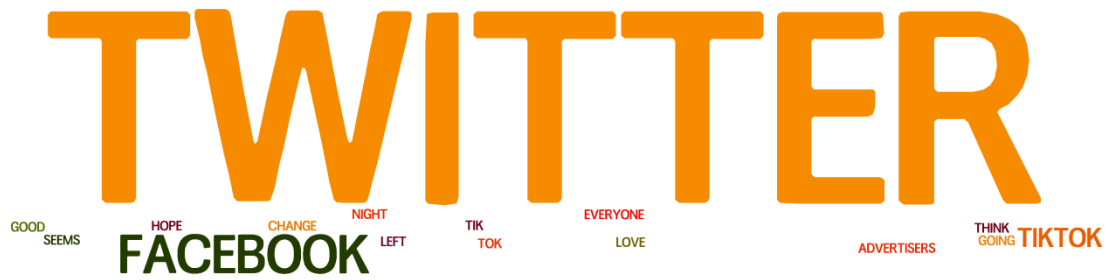
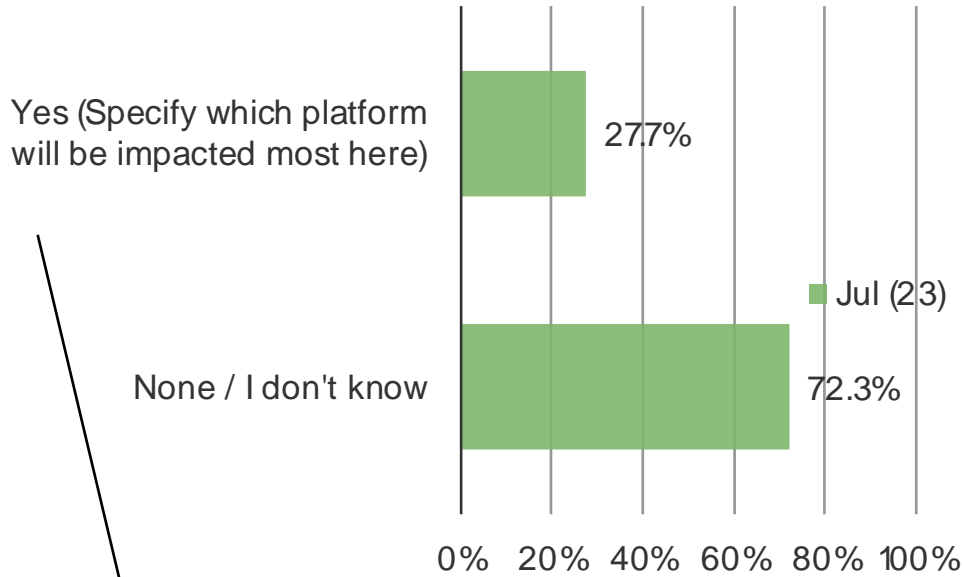
WHEN THREADS BY INSTAGRAM OFFERS ADVERTISING, HOW MUCH DEMAND DO YOU THINK THERE WILL BE FROM YOUR CLIENTS TO ADVERTISE ON THE PLATFORM?

*Posed to ad execs



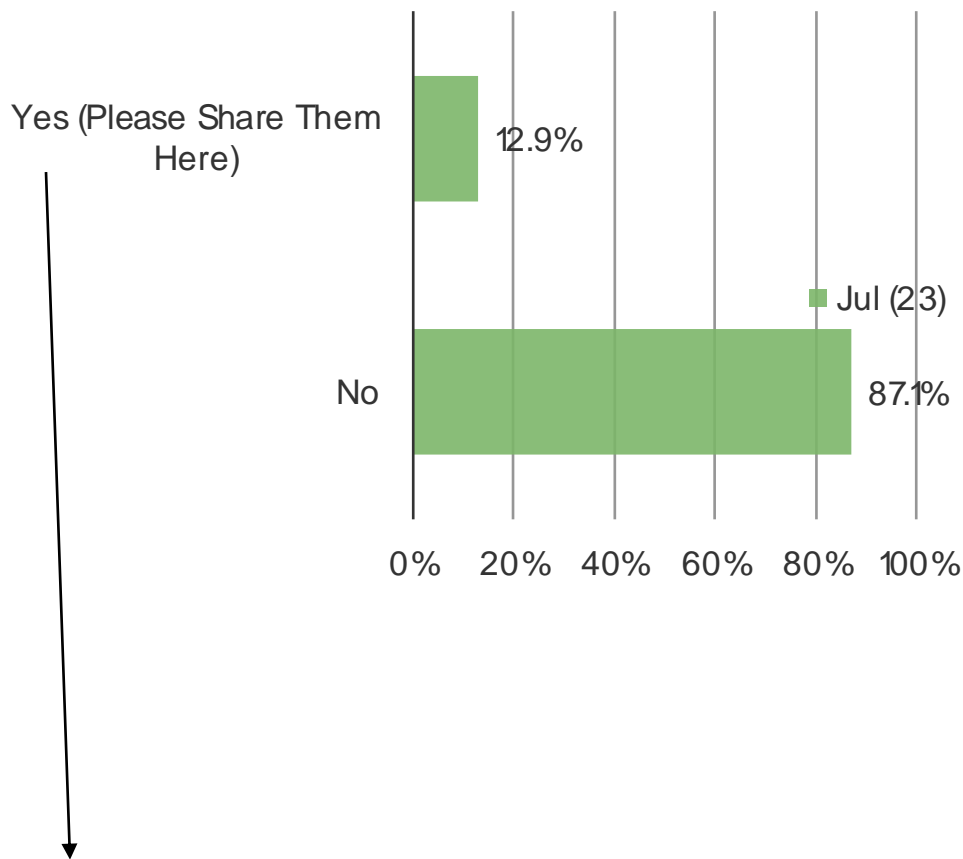
IN YOUR OPINION, WHICH SOCIAL MEDIA PLATFORM IS MOST LIKELY TO BE NEGATIVELY IMPACTED FROM AN ADVERTISING POINT OF VIEW BY THREADS BY INSTAGRAM?

*Posed to ad execs



DO YOU HAVE ANY THOUGHTS TO SHARE ON THE THREADS APP BY INSTAGRAM AND WHAT KIND OF IMPACT IT MIGHT HAVE ON THE SOCIAL MEDIA ADVERTISING SPACE?

*Posed to ad execs



- Take some of available dollars
- It's new yet some compare it to Twitter so when it gains steam, it may take money away from Twitter
- I think it will promote a type of marketing through conversations
- People are starting to use Threads to get away from all the ads on Facebook, so I don't think Threads should start using ads at all
- Redundant
- I don't like it
- Everyone seems to be up and running on Threads, though no one seems to be truly excited by it
- Twitter provided a valuable way to target specific niche audiences of interest to my clients. Hopefully Threads will replace that
- Clutter

IF THERE IS A RECESSION IN THE NEXT 12 MONTHS, WOULD IT NEGATIVELY IMPACT SOCIAL MEDIA ADVERTISING SPENDING?

*Posed to ad execs

Depending on how significant it is, could lead to decreased spending

If we have a recession people will not be advertising so much on any social media

People are spending less money on advertising

Less ability to purchase products

In all ways. This is one of the first places businesses cut back.

People will shop less

It will control the spending

Companies would most likely need to decrease their spending, in order to cover other necessary operating costs

Ad spend would obviously decrease

People would change their spending habits

It depends upon the products, demographics, many variables to say or even guess 100%. If there is a recession no one is going to buy things

Budget cuts

Less money to spend

Recessions by their very nature impact everything

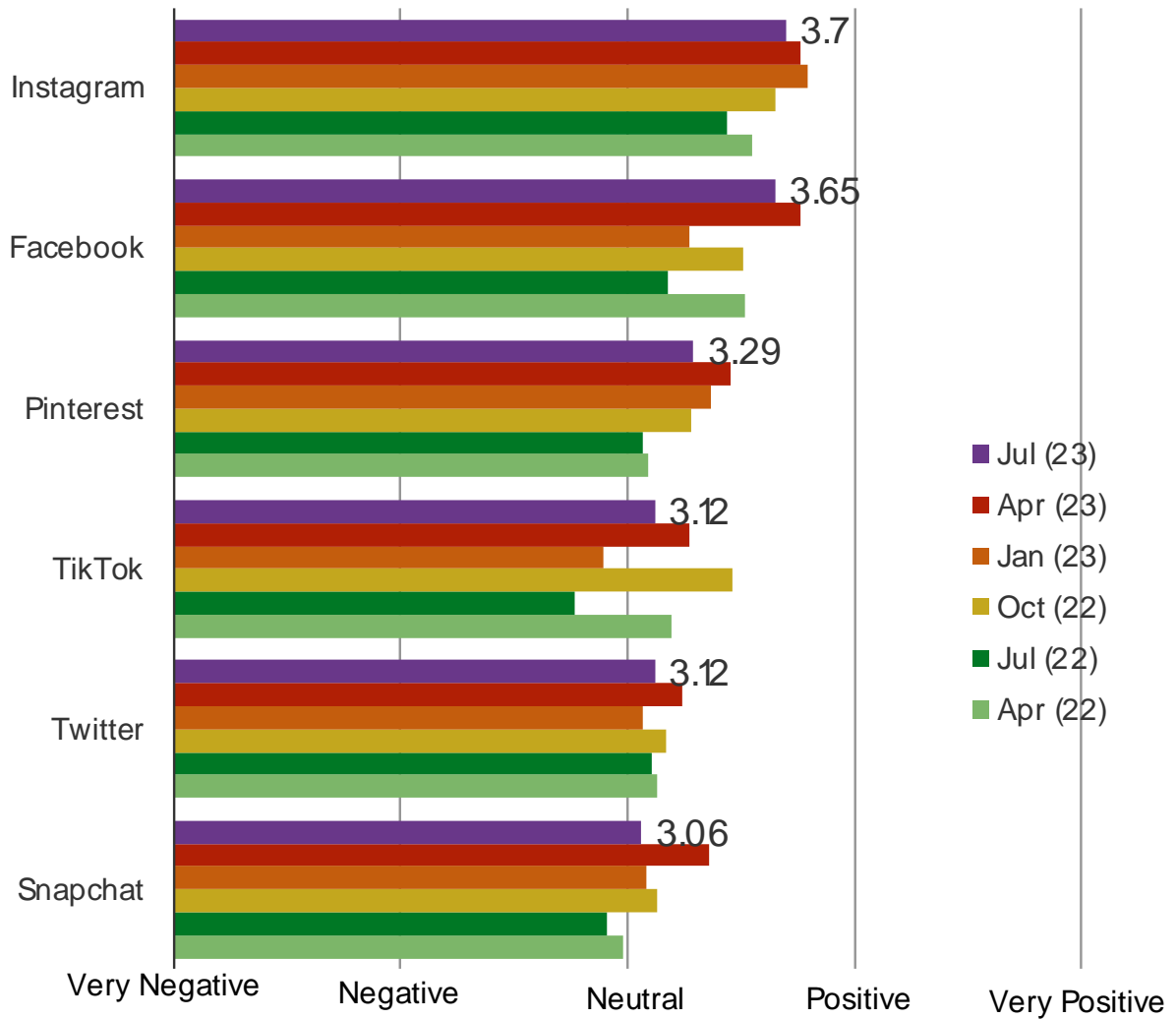
SENTIMENT TOWARD PLATFORMS

Among respondents who have campaigns with each of the following (N's below)

| | N= |
|-----------|----|
| Facebook | 78 |
| Snapchat | 17 |
| Twitter | 27 |
| Google | 67 |
| Instagram | 52 |
| Pinterest | 21 |
| TikTok | 30 |
| Amazon | 33 |

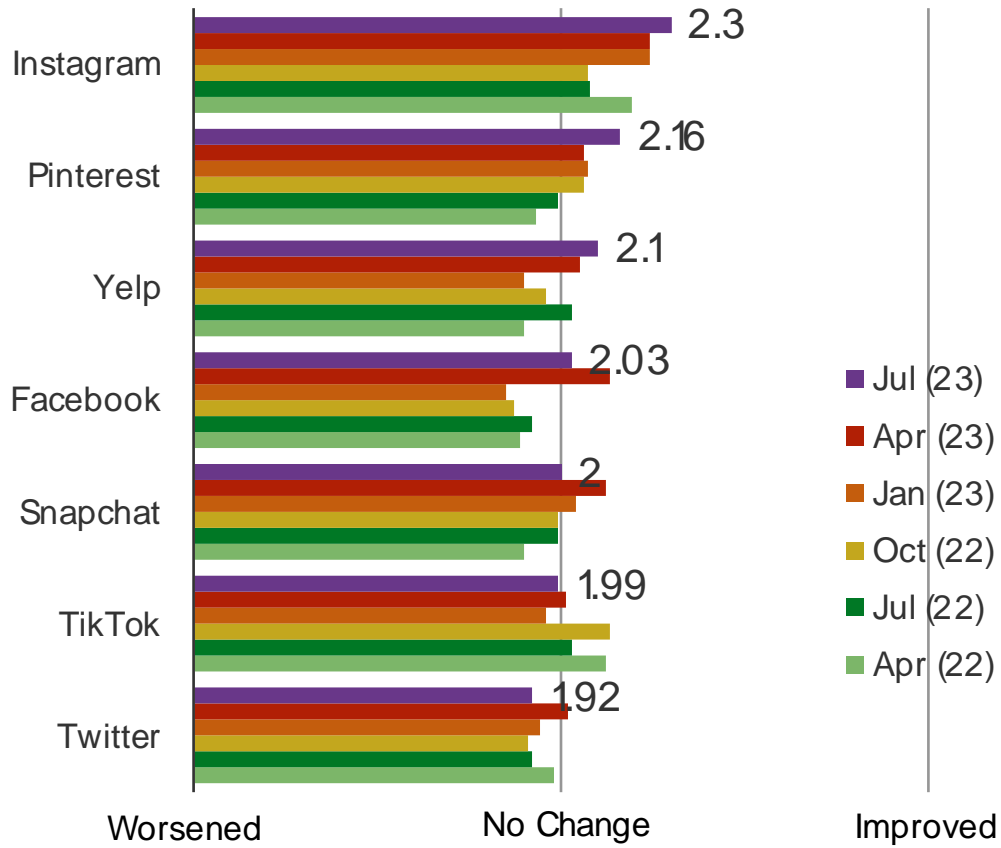
WHAT IS YOUR OPINION OF THE FOLLOWING PLATFORMS FROM A MARKETING/ADVERTISING PERSPECTIVE?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



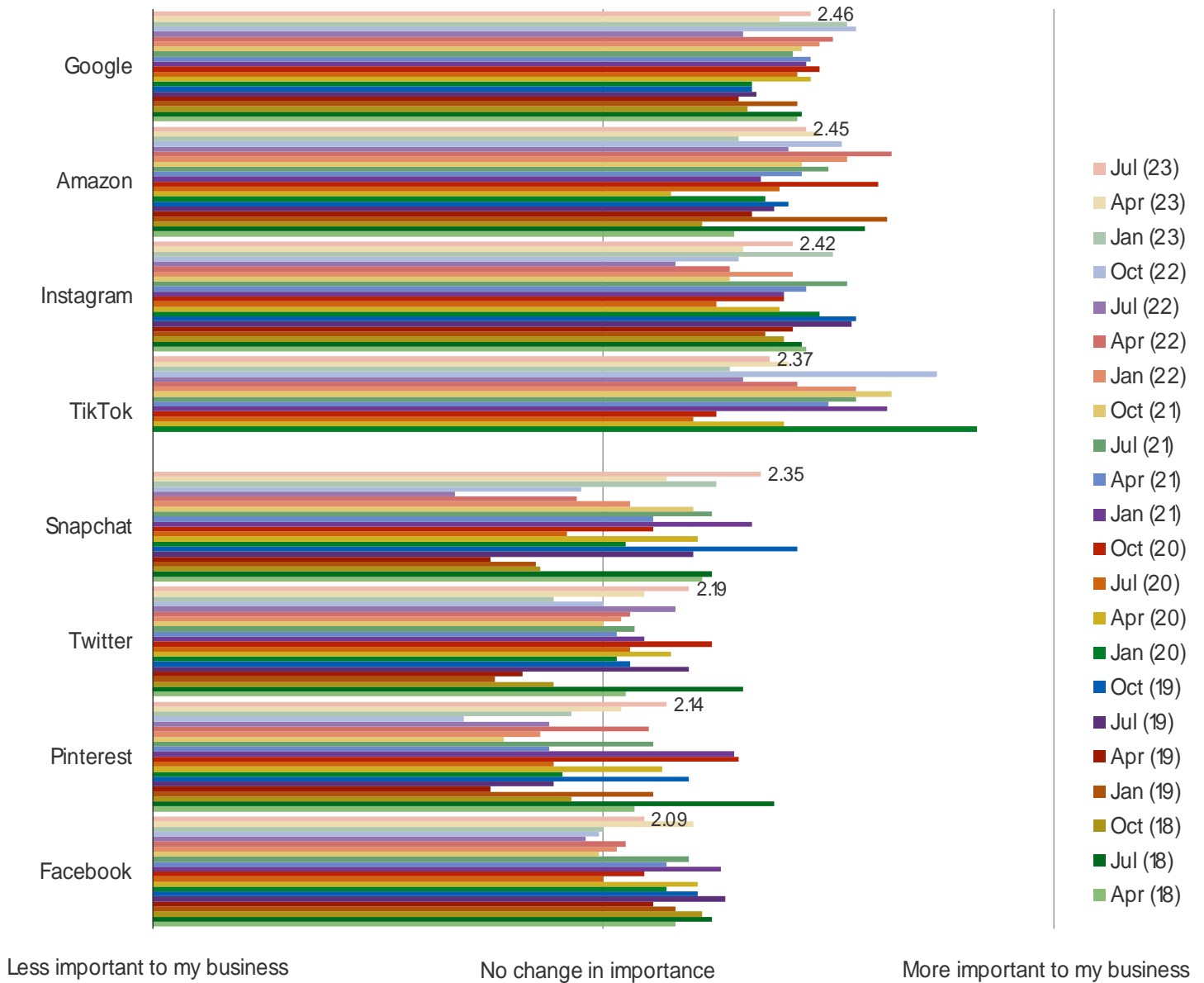
HAS YOUR OPINION OF THE FOLLOWING CHANGED AT ALL IN THE PAST 12-24 MONTHS?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



AS YOU LOOK INTO THE FUTURE, IS EACH PLATFORM BECOMING:

*Posed to ad execs whose clients have paid campaigns with each of the following platforms

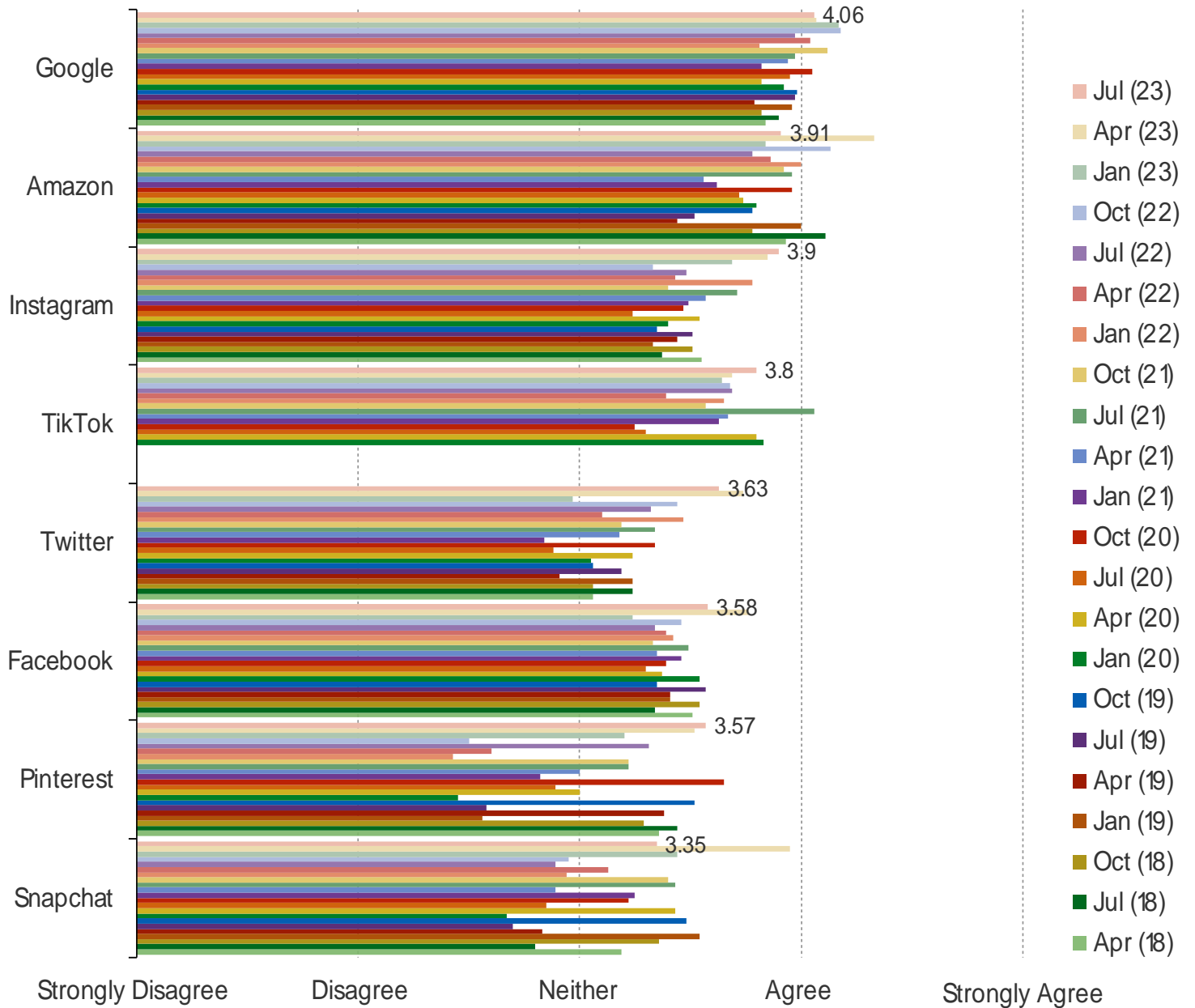


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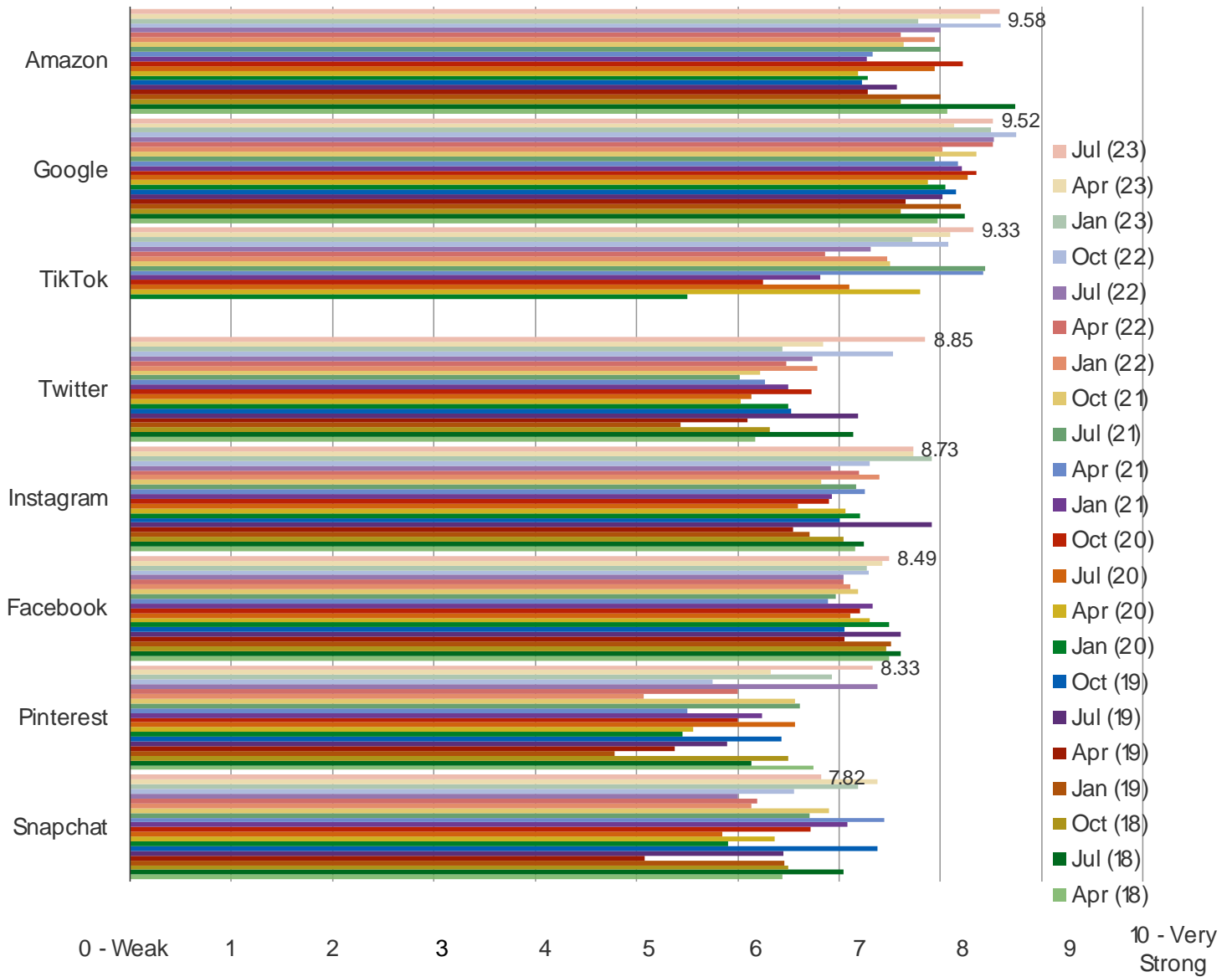
PLEASE RATE HOW MUCH YOU AGREE WITH THE FOLLOWING STATEMENT: "IF IT WENT AWAY TOMORROW, IT WOULD BE DETRIMENTAL TO MY BUSINESS"

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



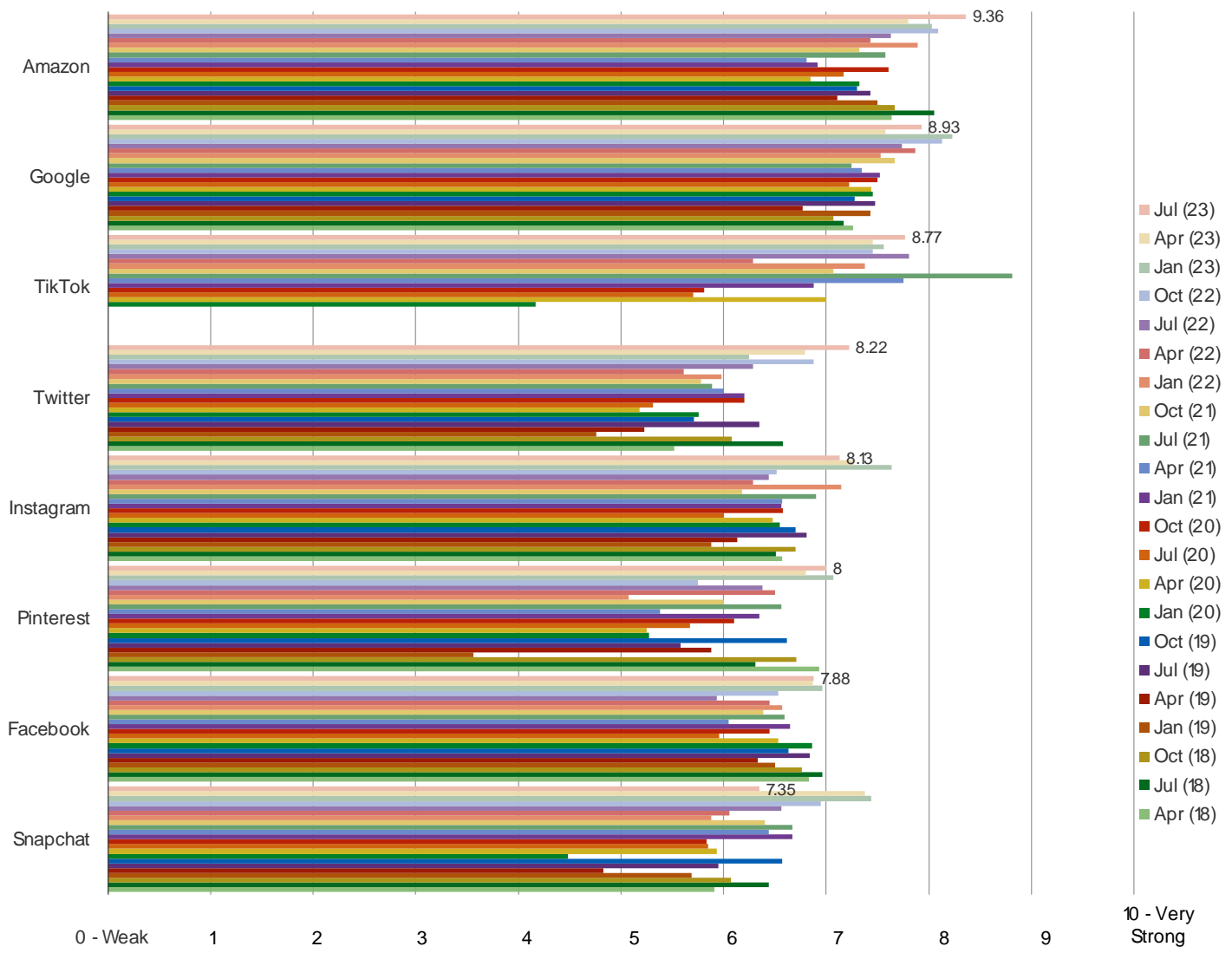
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVERS WHEN IT COMES TO REACH?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO RETURN ON ADVERTISING INVESTMENT?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms

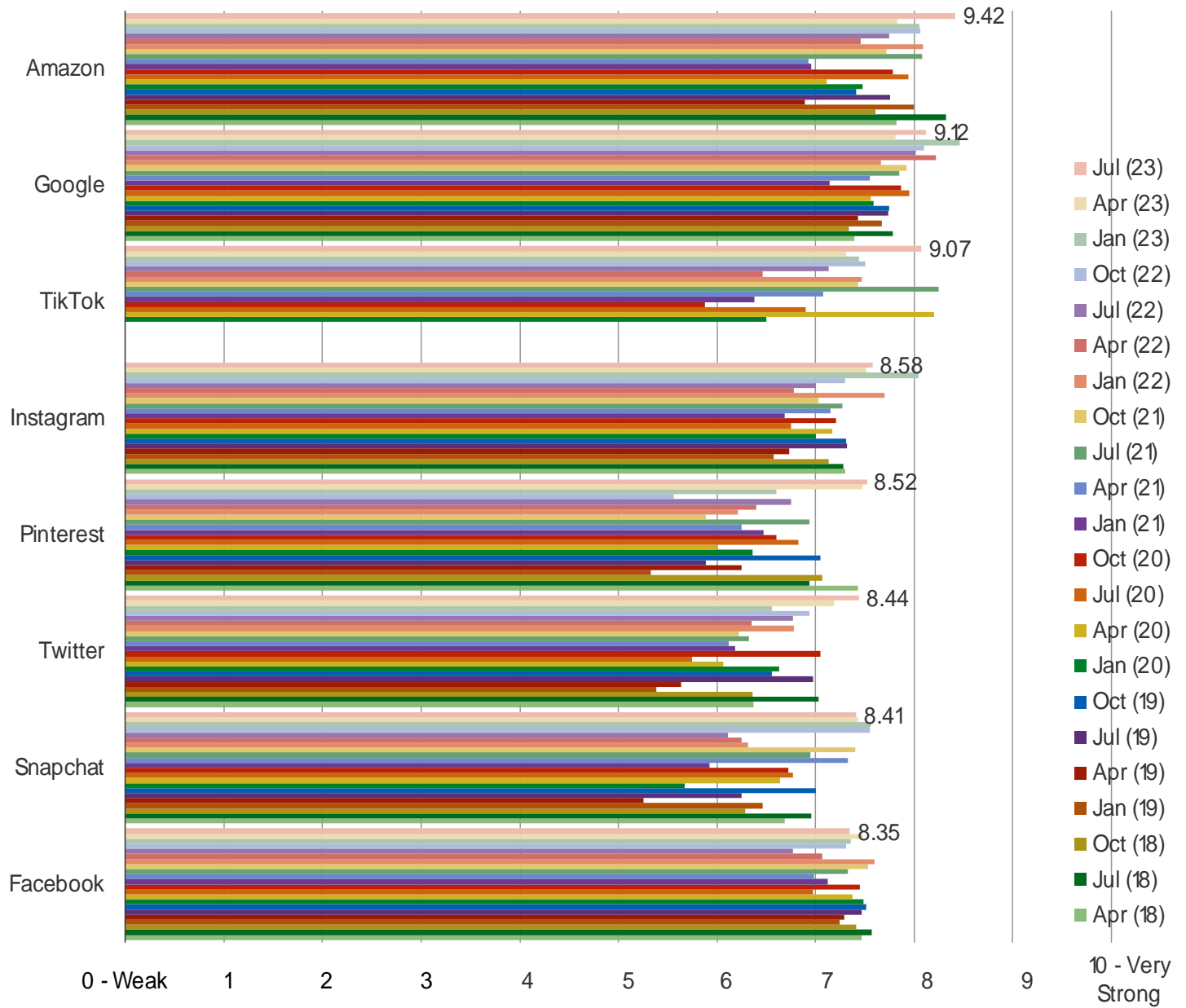


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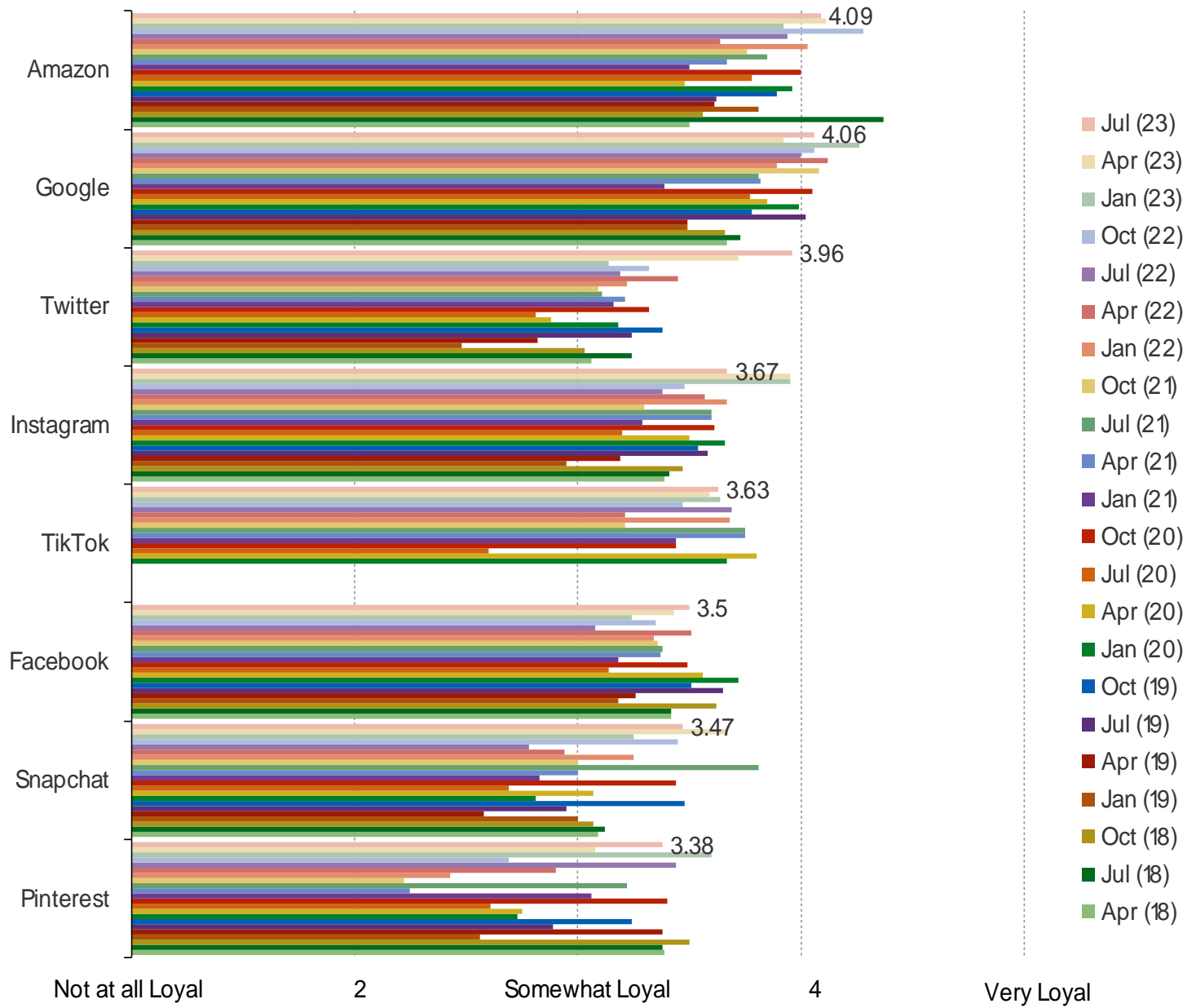
WHAT IS YOUR OPINION ON HOW STRONG EACH OF THE FOLLOWING PLATFORMS DELIVER WHEN IT COMES TO TARGETING DATA THEY HAVE ON USERS?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



HOW LOYAL IS YOUR BUSINESS TO EACH OF THE FOLLOWING PLATFORMS FOR AD SPENDING?

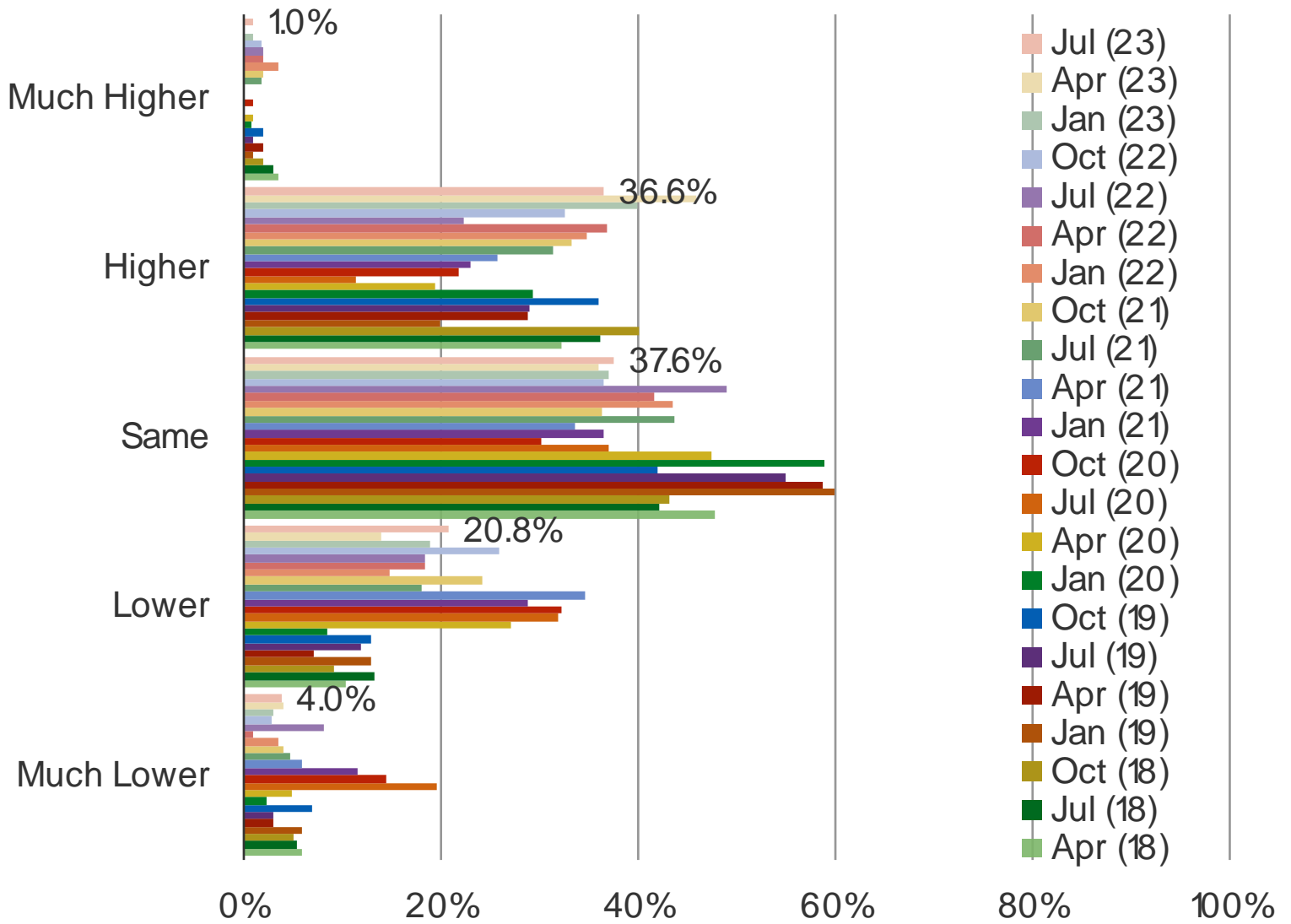
*Posed to ad execs whose clients have paid campaigns with each of the following platforms



AD SPEND HEALTH

PLEASE DESCRIBE ADVERTISING BUDGETS COMPARED TO THE SAME TIME ONE YEAR AGO?

This question was posed to the target audience.

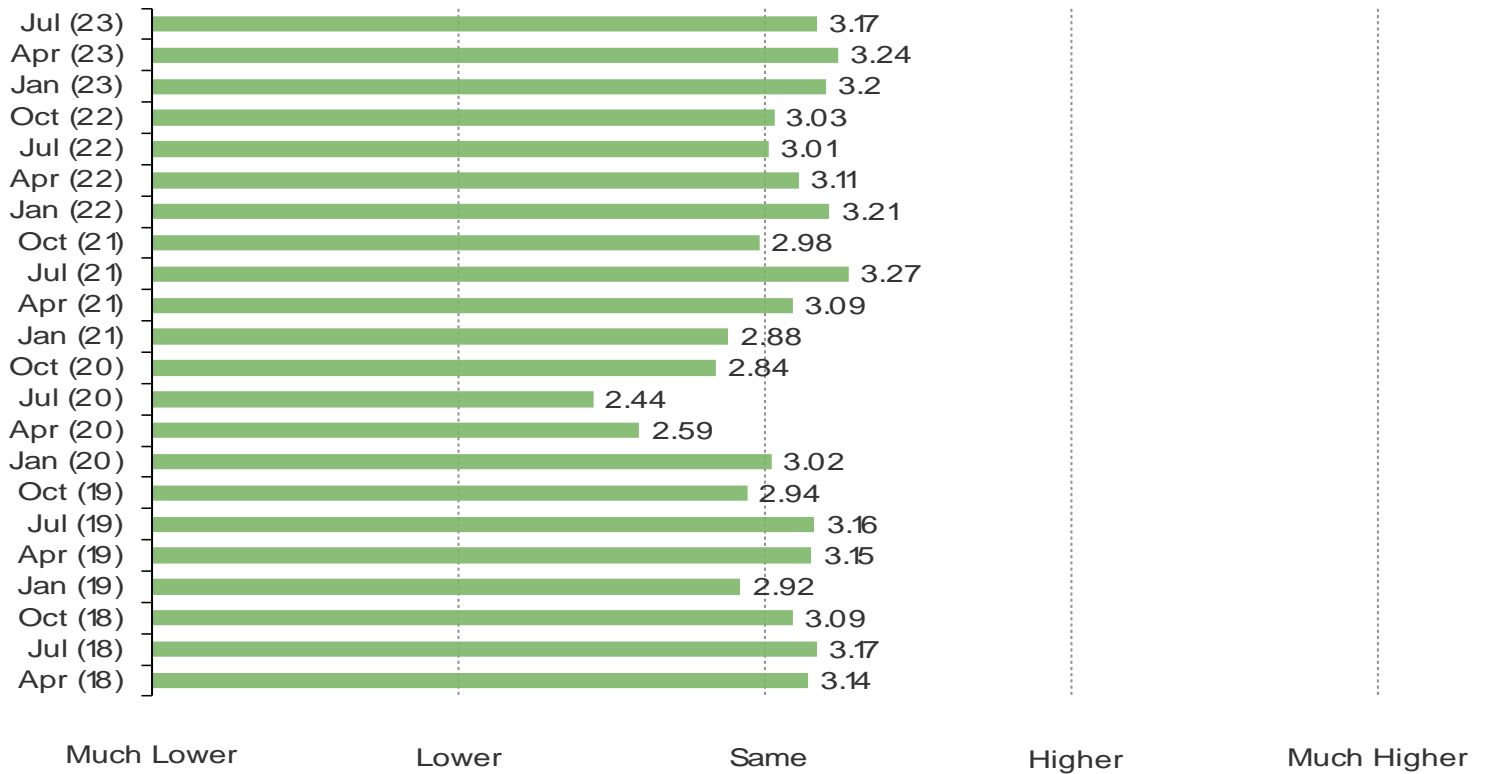


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PLEASE DESCRIBE YOUR CLIENT'S ADVERTISING BUDGETS OVERALL COMPARED TO LAST QUARTER.

This question was posed to the target audience.

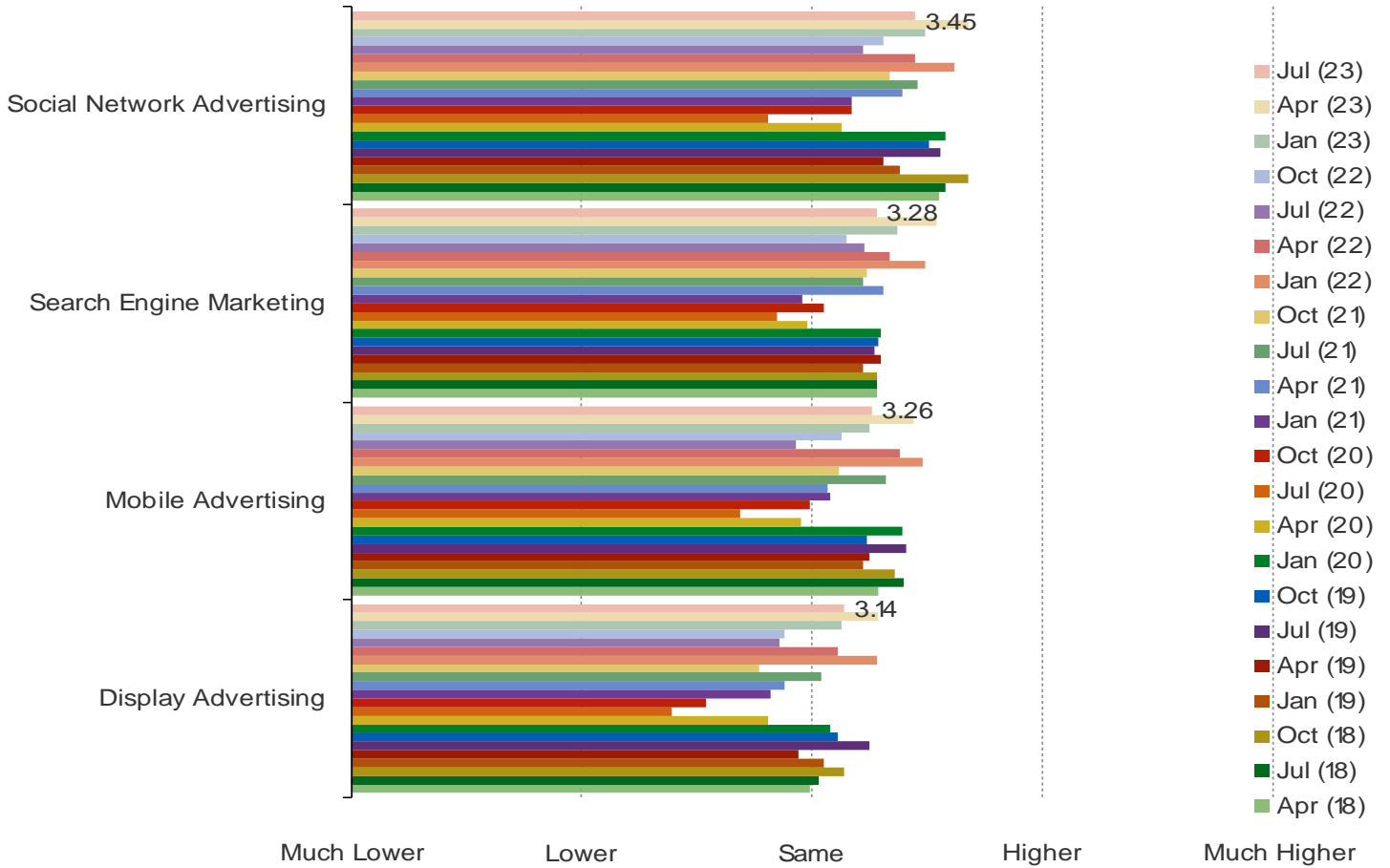


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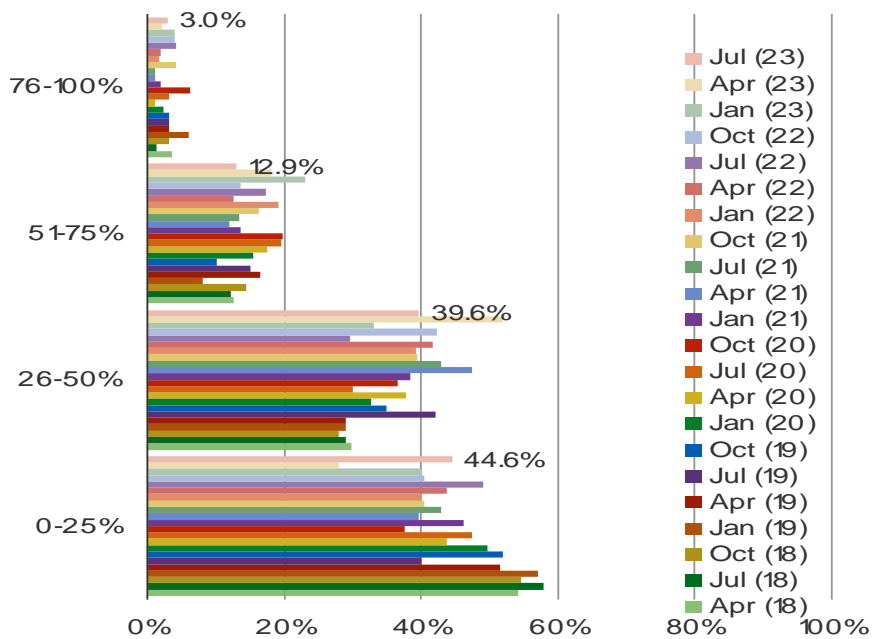
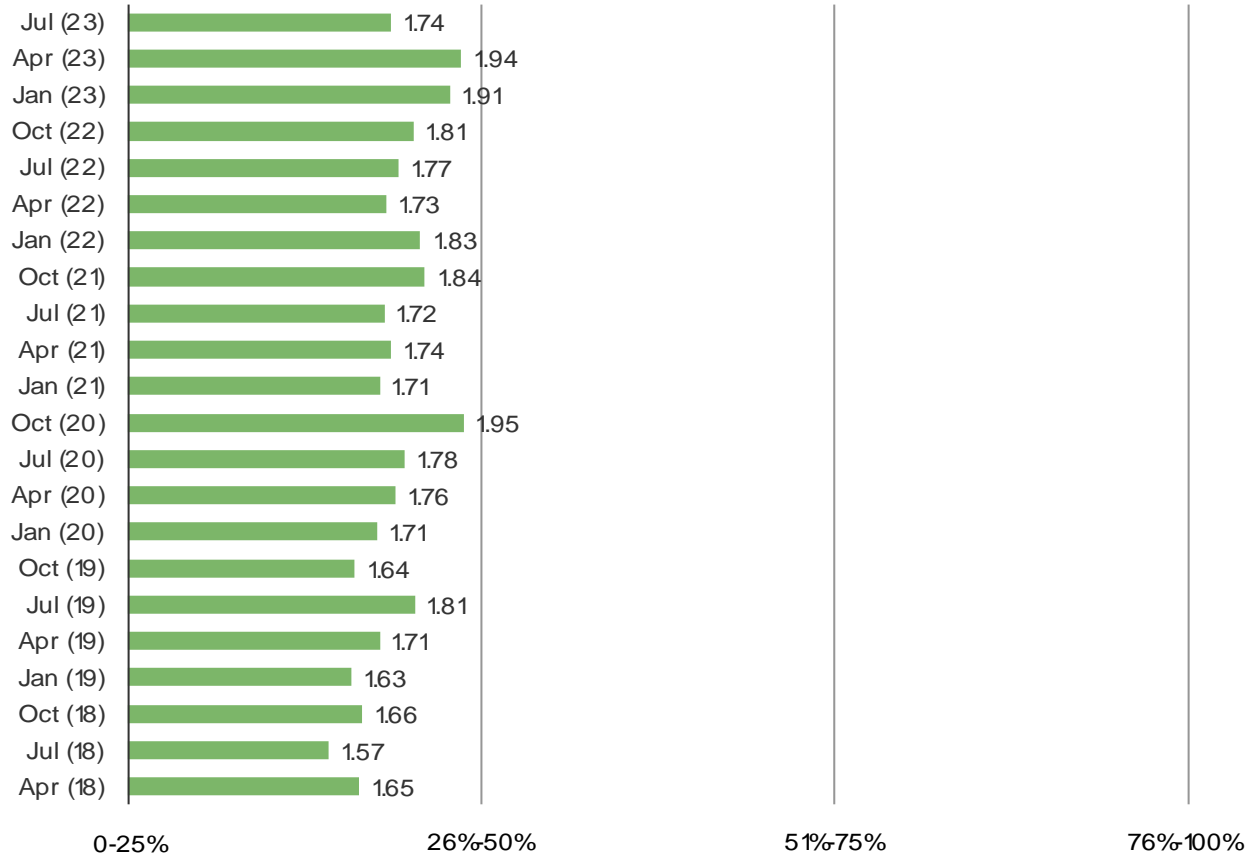
PLEASE COMPARE SPENDING ON EACH OF THE FOLLOWING ADVERTISING METHODS COMPARED TO ONE YEAR AGO.

This question was posed to the target audience.



WHAT PERCENTAGE OF YOUR CLIENT'S ADVERTISING BUDGET IS CURRENTLY DEDICATED TO SOCIAL MEDIA ADVERTISING?

This question was posed to the target audience.



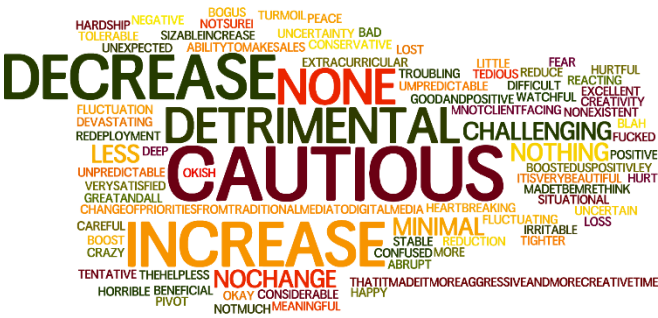
IF YOU HAD TO USE ONE WORD TO DESCRIBE THE IMPACT OF THE CORONAVIRUS TO YOUR CLIENTS' AD SPENDING, WHAT WOULD IT BE?

This question was posed to the target audience.

January 2022



July 2021



January 2021



July 2020



October 2021



April 2021



October 2020



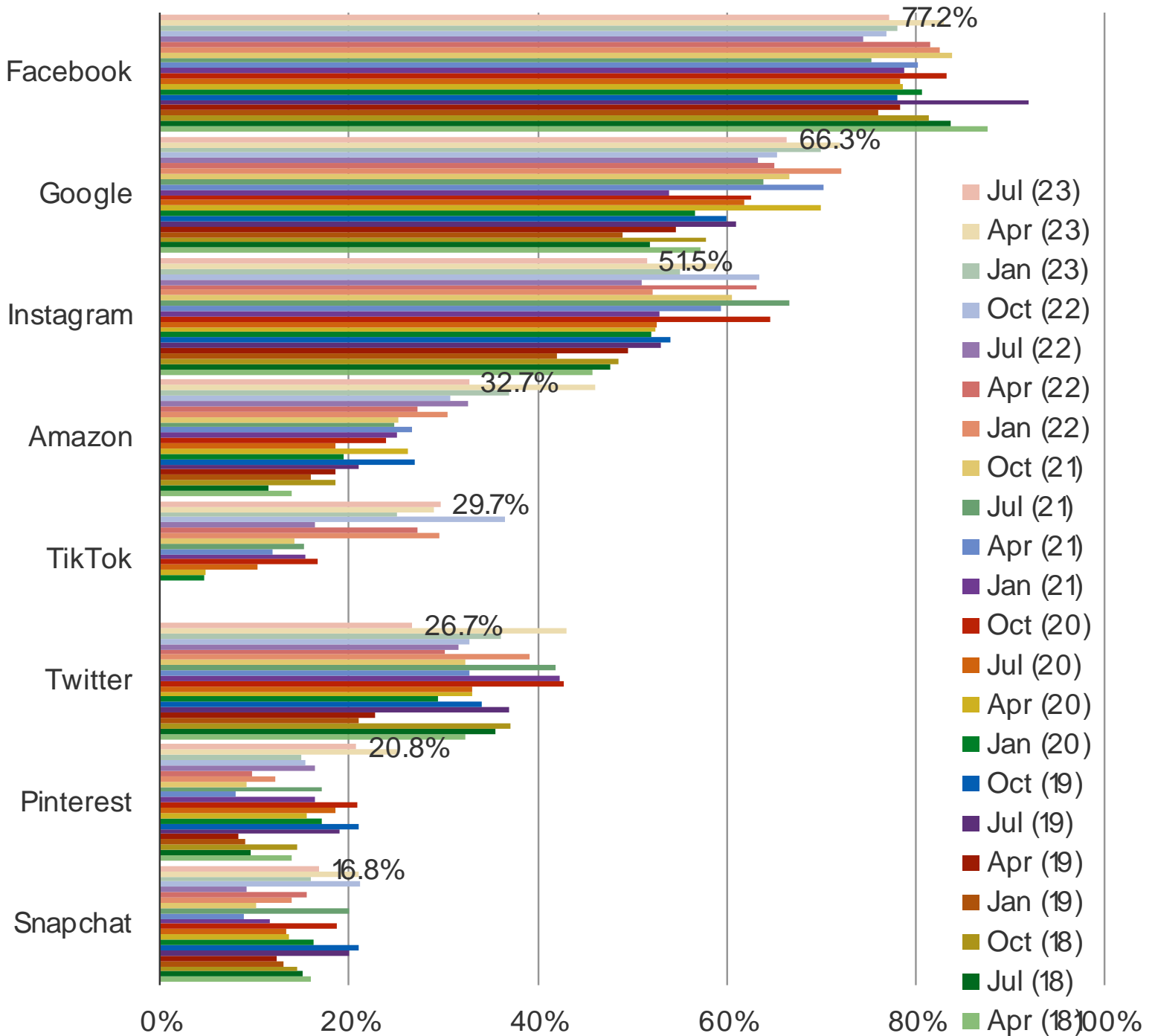
April 2020



MARKET SHARE

DO YOUR CLIENTS CURRENTLY HAVE ADVERTISING CAMPAIGNS WITH THE FOLLOWING PLATFORMS?

This question was posed to the target audience.



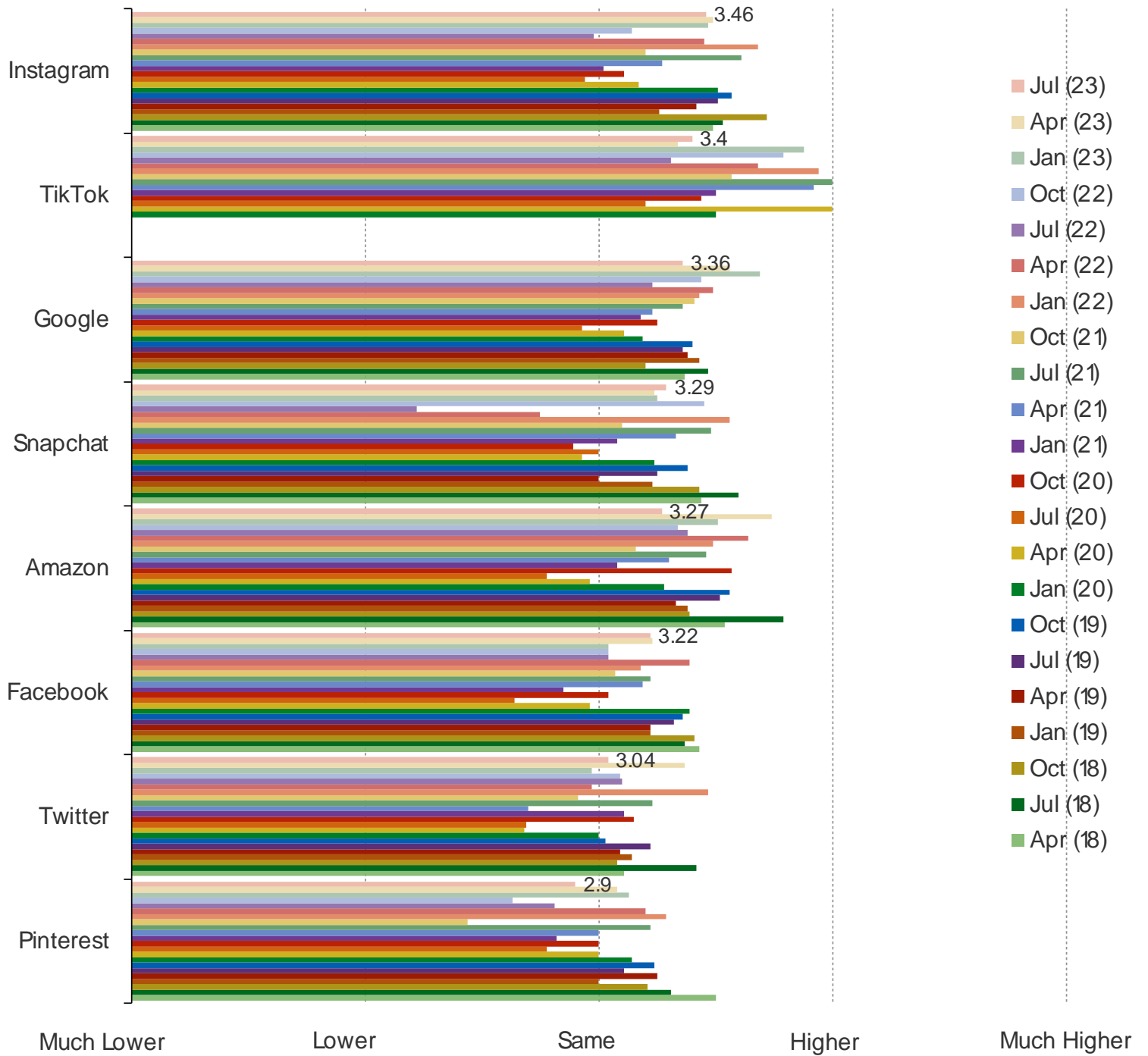
SPEND CHANGES

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PLEASE COMPARE YOUR CLIENT'S AD SPENDING ON THE FOLLOWING NOW VS. ONE YEAR AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms

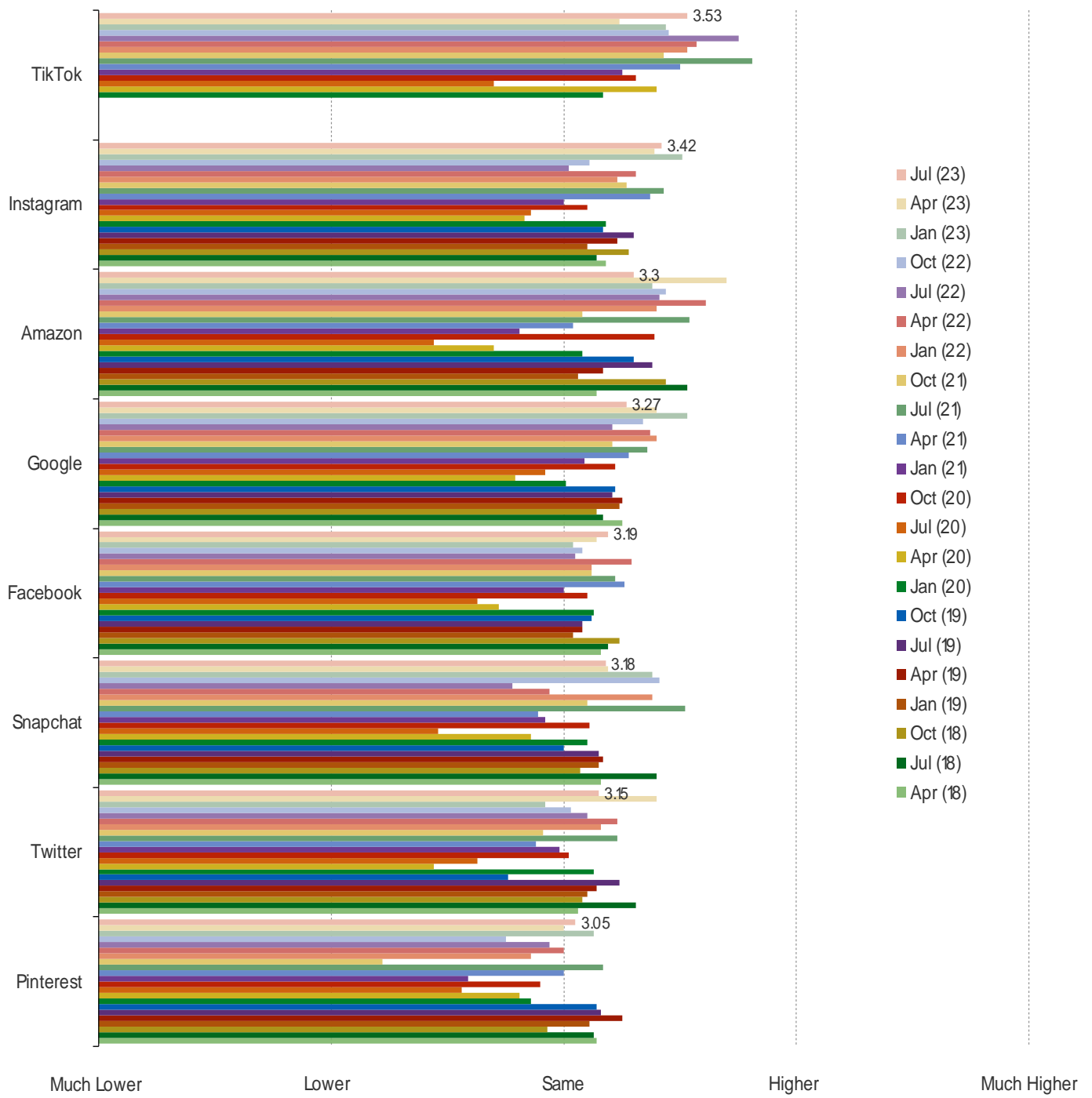


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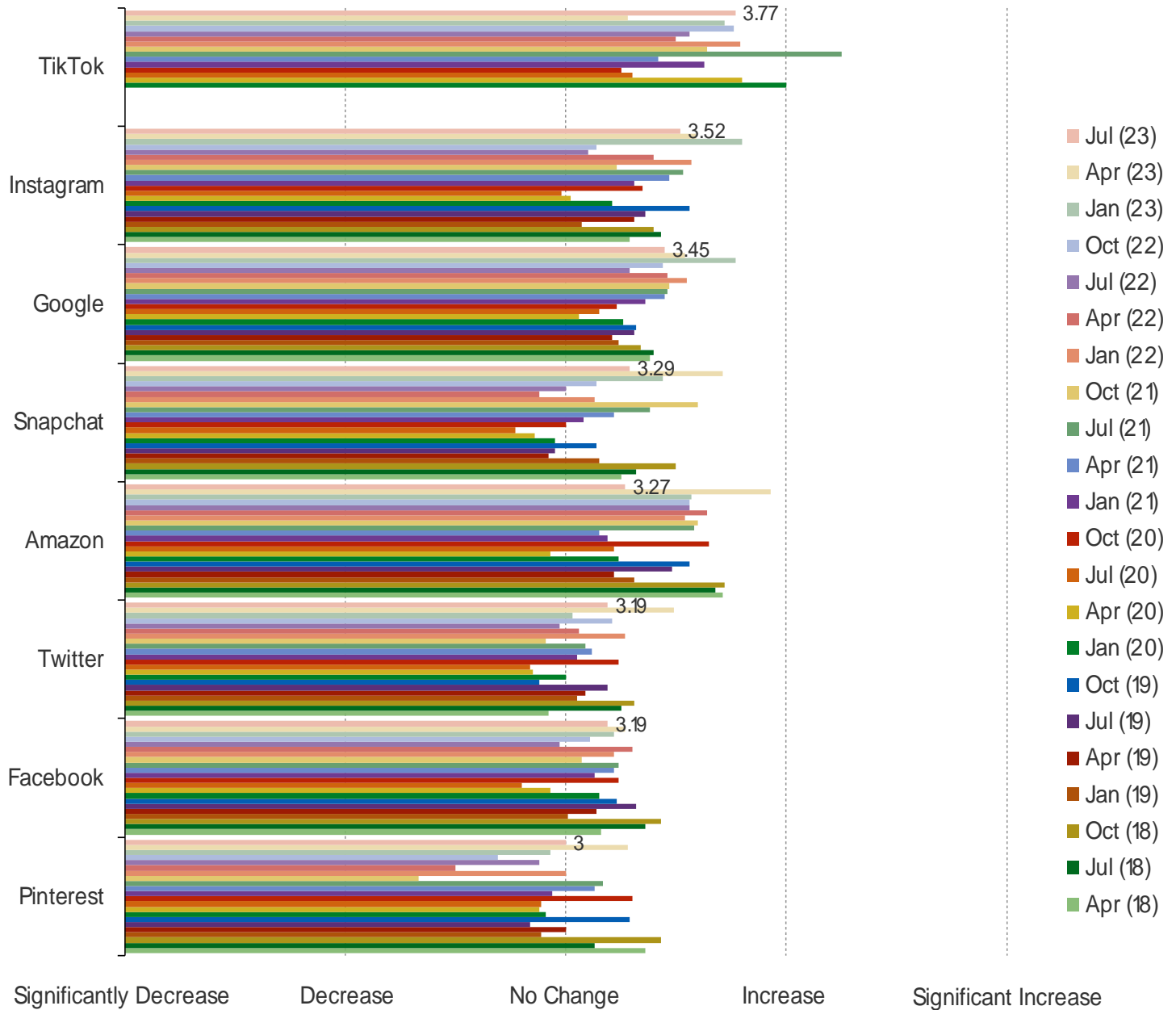
PLEASE COMPARE YOUR CLIENT'S AD SPENDING NOW VS. ONE QUARTER AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



DO YOU EXPECT TO CHANGE SPEND THROUGH THE FOLLOWING PLATFORMS IN THE NEXT 12 MONTHS?

*Posed to ad execs whose clients have paid campaigns with each of the following platforms



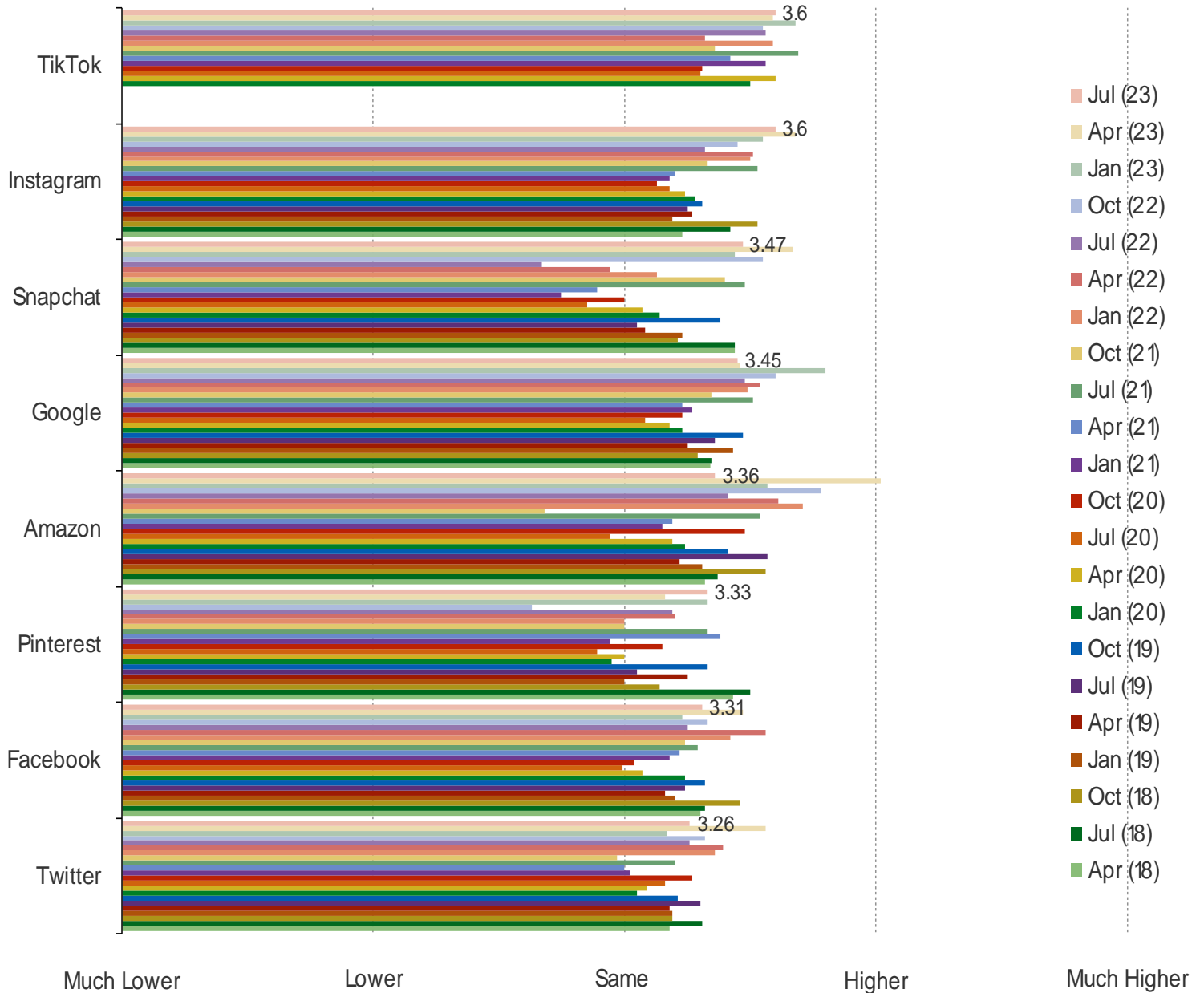
PRICING CHANGES

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PLEASE COMPARE PRICING TO ADVERTISE WITH EACH PLATFORM COMPARED TO ONE YEAR AGO.

*Posed to ad execs whose clients have paid campaigns with each of the following platforms

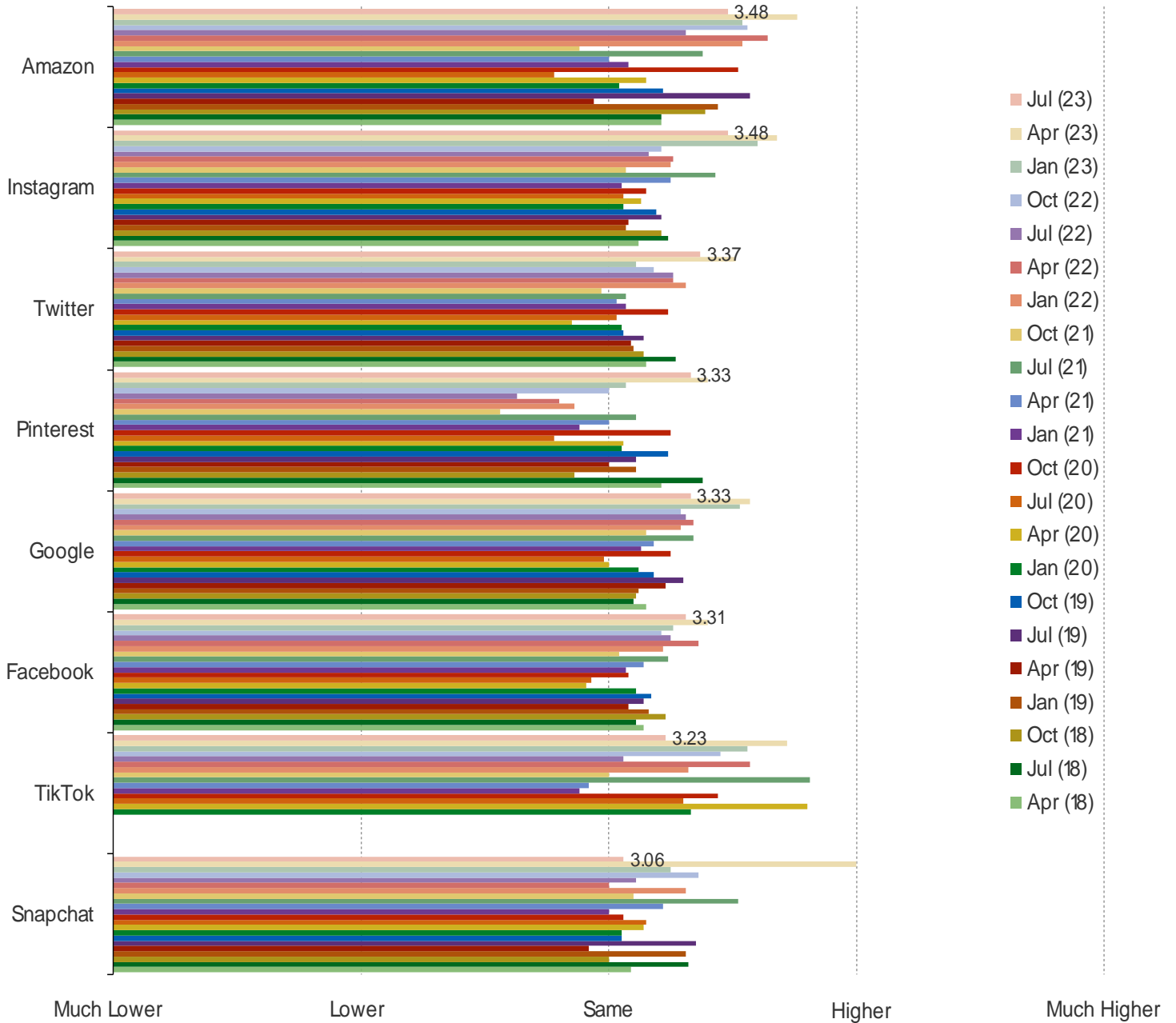


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PLEASE COMPARE PRICING TO ADVERTISE WITH EACH PLATFORM COMPARED TO ONE QUARTER AGO.

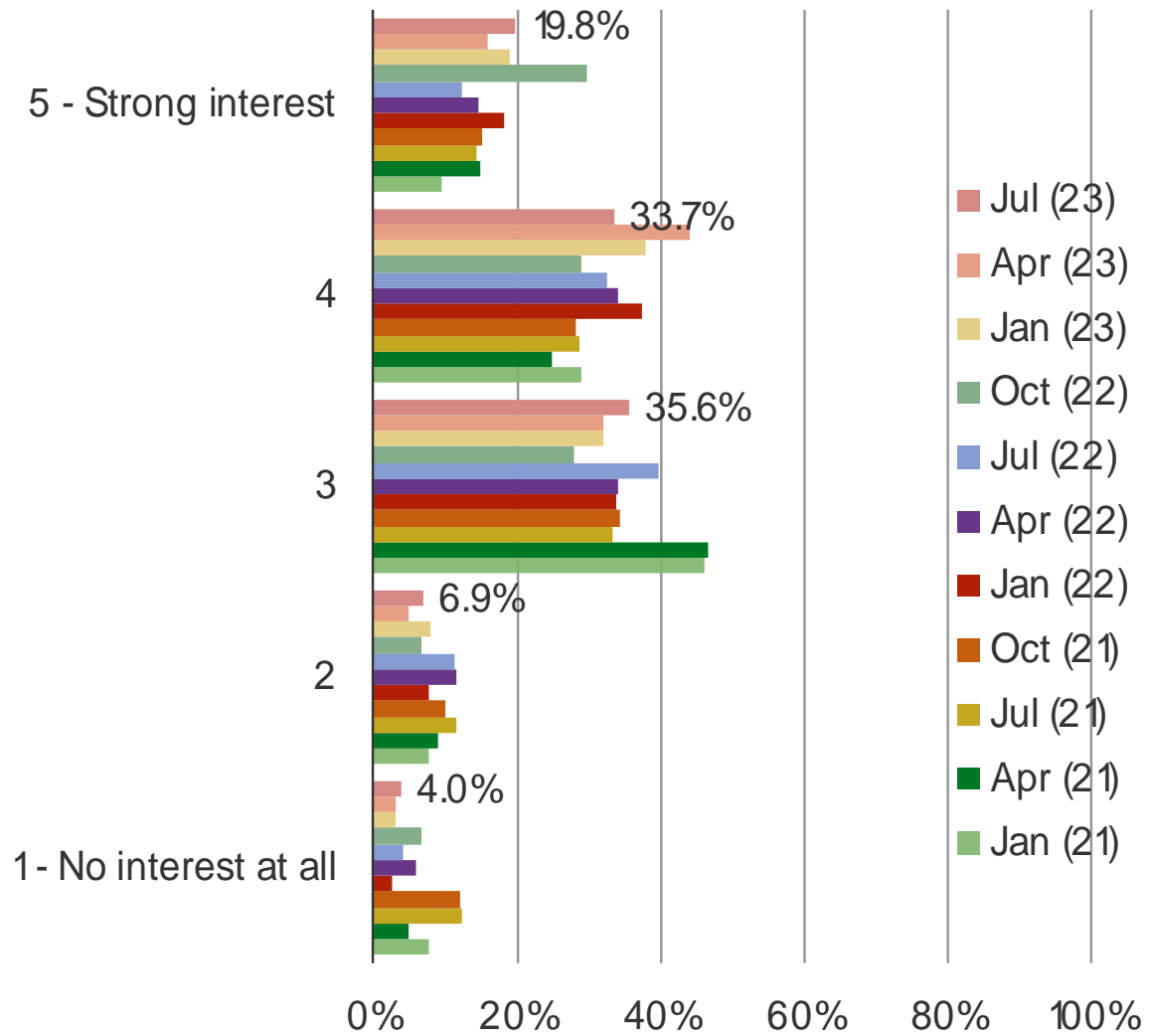
*Posed to ad execs whose clients have paid campaigns with each of the following platforms



SOCIAL COMMERCE

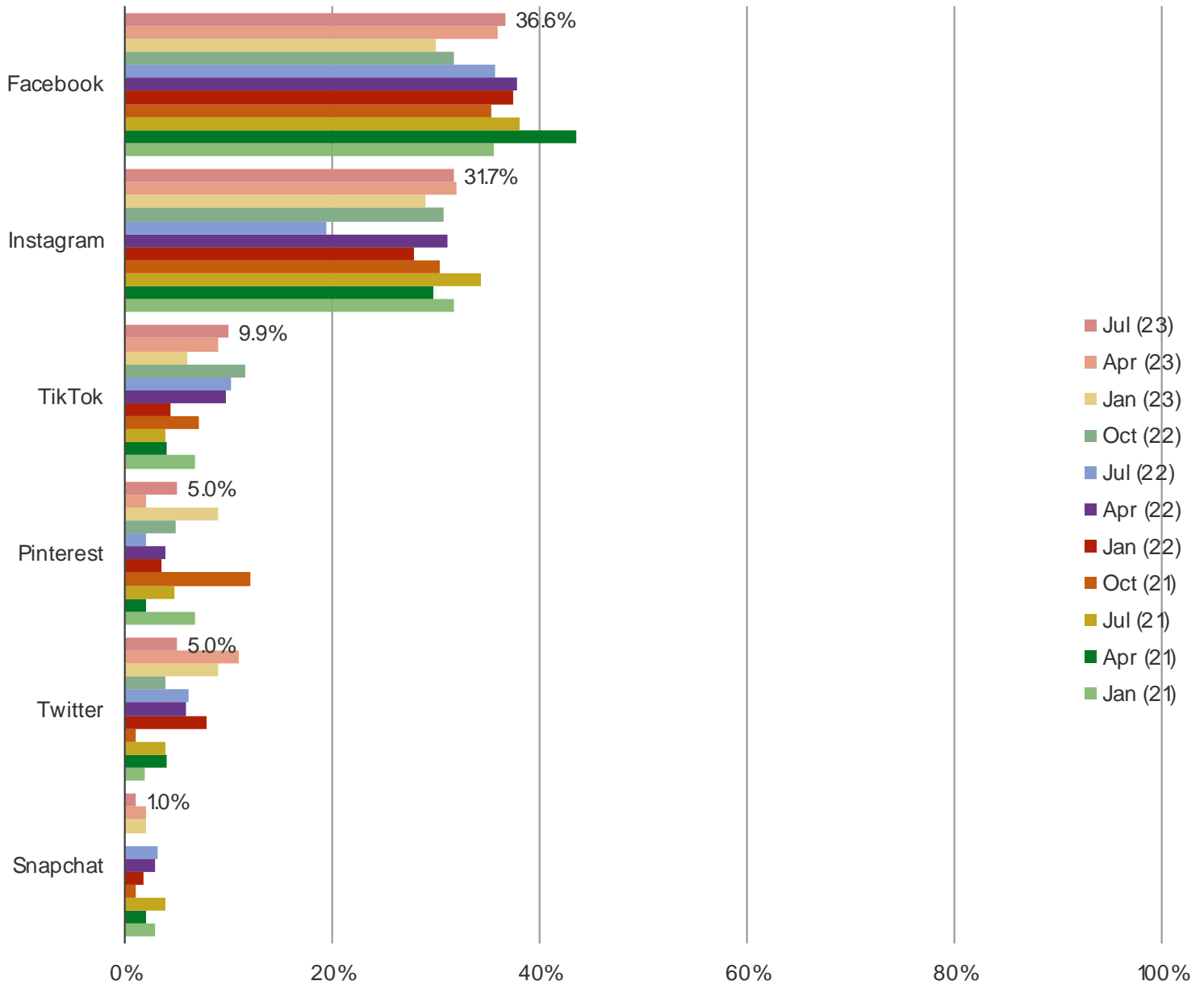
FROM YOUR EXPERIENCE WITH CLIENTS, HOW MUCH INTEREST IS THERE IN “SOCIAL COMMERCE” – IE, BEING ABLE TO ADVERTISE PRODUCTS ON SOCIAL MEDIA AND HAVE USERS PURCHASE WITHOUT HAVING TO LEAVE THE APP?

This question was posed to the target audience.



IF A CLIENT ASKED YOU WHICH PLATFORM WOULD BE BEST AS A SOCIAL COMMERCE SOLUTION, IN WHICH THEY COULD ADVERTISE AND SELL PRODUCTS DIRECTLY THROUGH A SOCIAL MEDIA PLATFORM, WHICH WOULD YOU RECOMMEND TO THEM MOST?

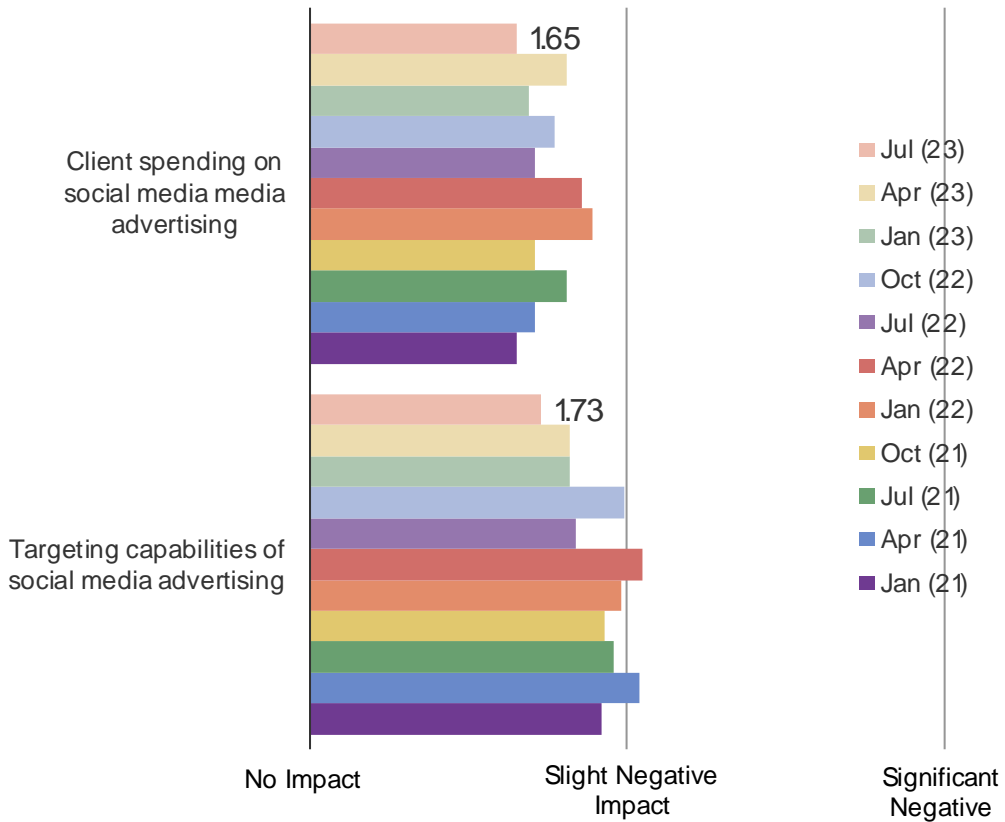
This question was posed to the target audience.



IOS 14 AND PRIVACY

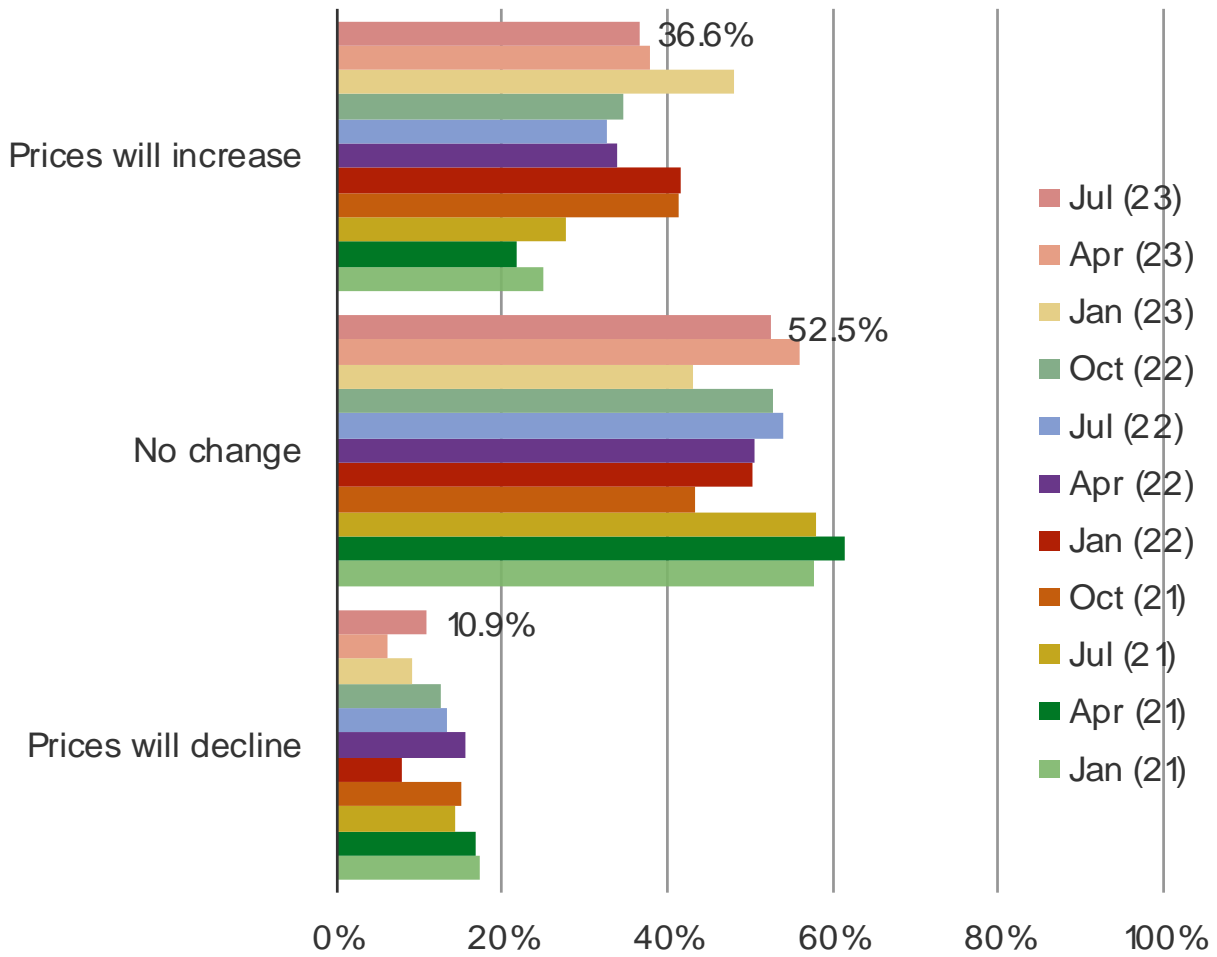
RECENT SOFTWARE UPDATES FOR THE IPHONE REQUIRES APPS TO ASK PERMISSION TO TRACK USERS ON OTHER WEBSITES/APPS. IF USERS DECLINE, THEY CANNOT TRACK THEIR ACTIVITY ON OTHER SITES/APPS. IN YOUR OPINION, WILL THIS HAVE ANY NEGATIVE IMPACTS ON THE FOLLOWING?

This question was posed to the target audience.



DO YOU EXPECT THE PRICING/COSTS ASSOCIATED WITH SOCIAL MEDIA ADVERTISING TO CHANGE AT ALL BECAUSE OF THE IPHONE IOS PRIVACY FEATURE CHANGES?

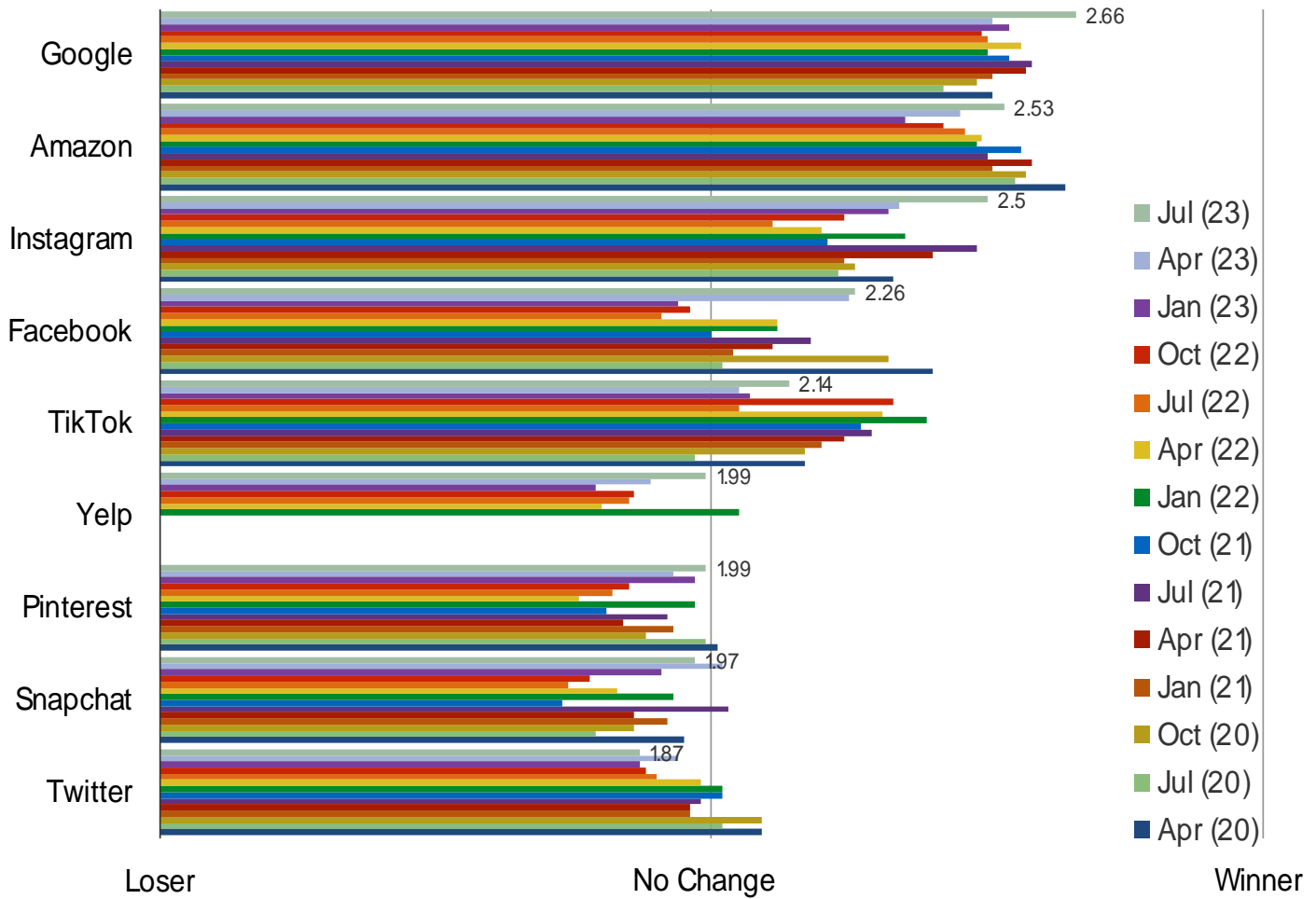
This question was posed to the target audience.



LOOKING FORWARD

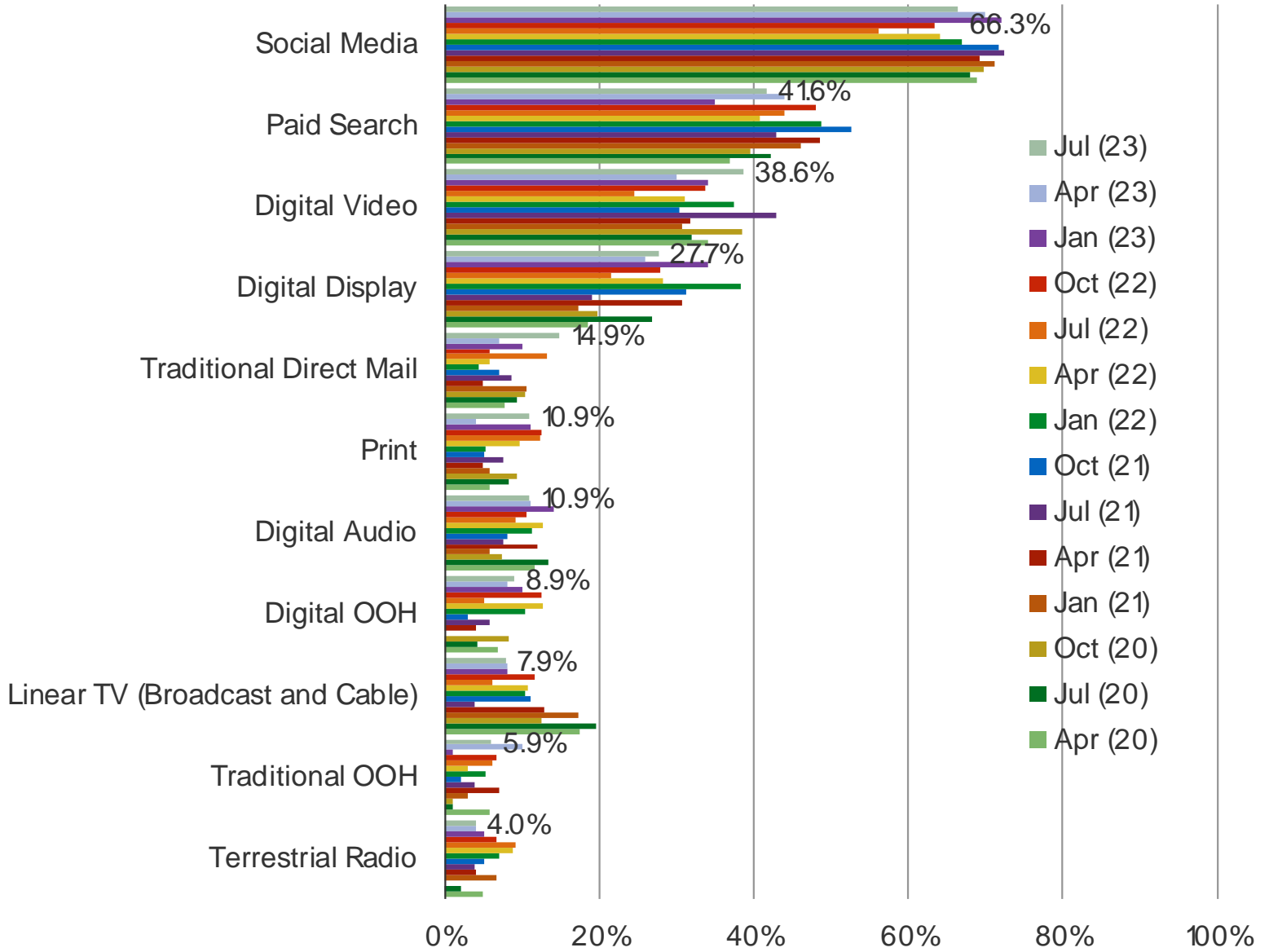
IN THE NEXT 3-6 MONTHS, DO YOU EXPECT THE FOLLOWING TO BE A MARKET SHARE WINNER OR LOSER?

This question was posed to the target audience.



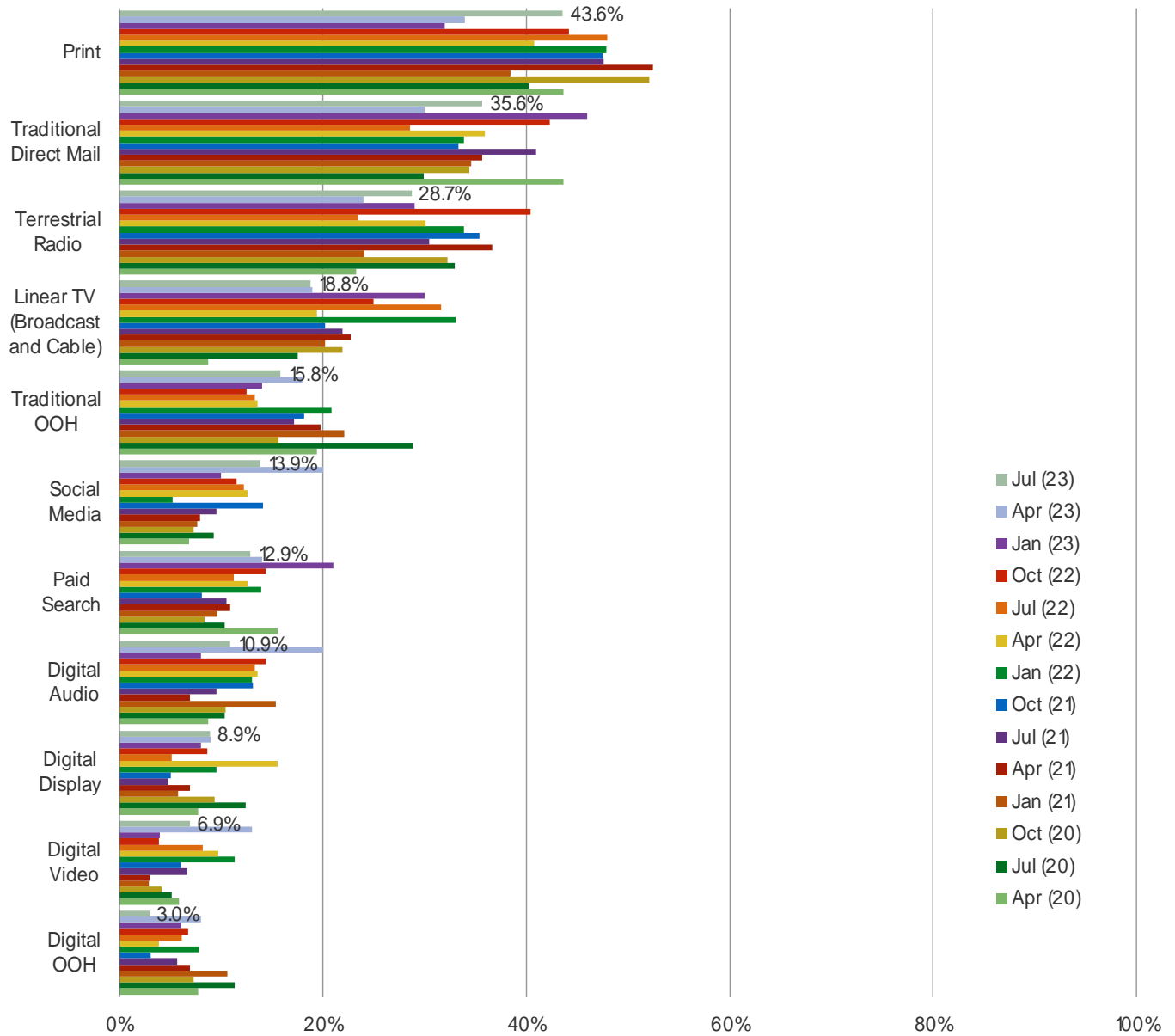
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE THE BEST OVER THE NEXT 3-6 MONTHS?
 (SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



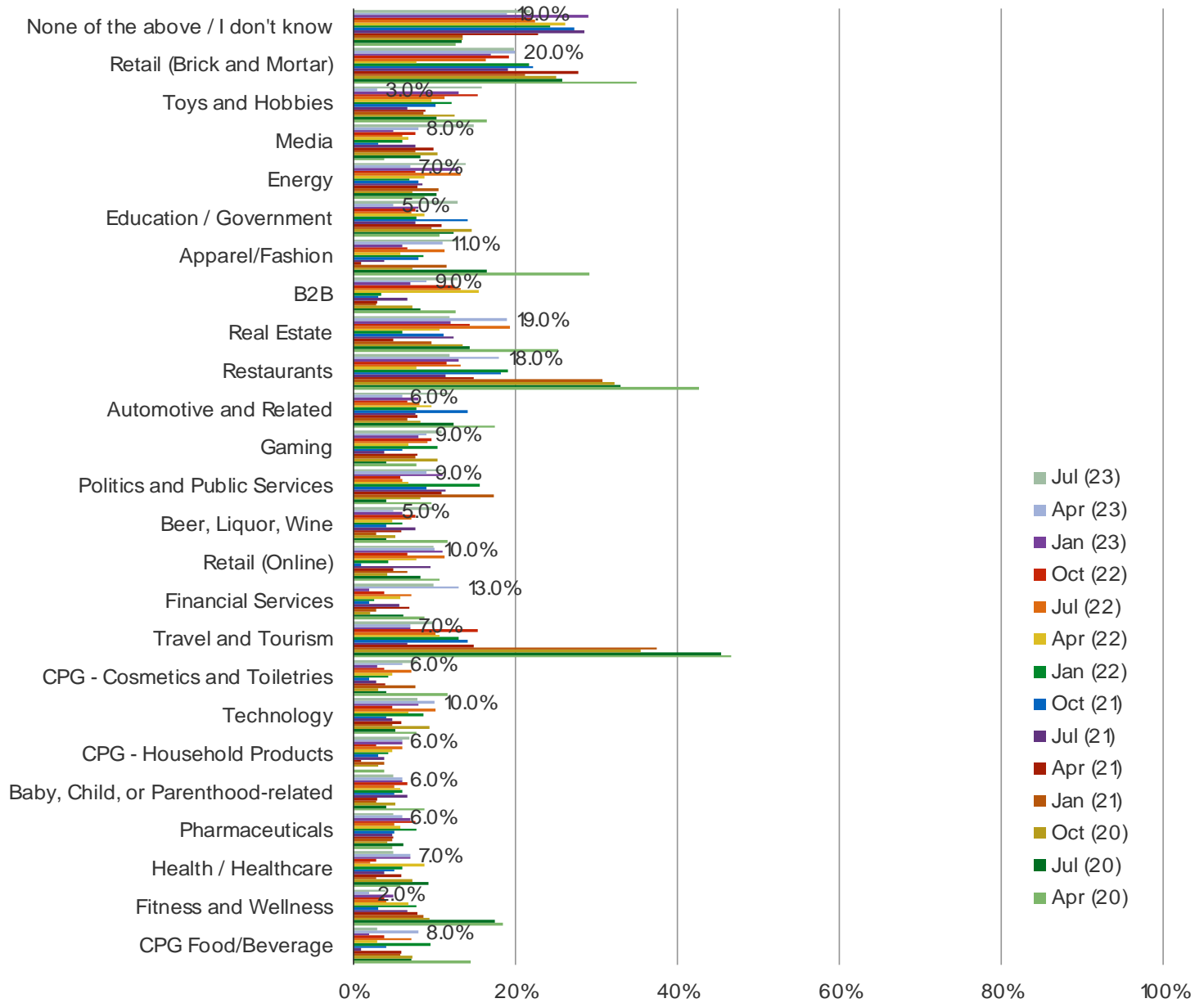
WHICH FORMS OF ADVERTISING DO YOU BELIEVE WILL FARE THE WORST OVER THE NEXT 3-6 MONTHS?
 (SELECT UP TO THREE CHOICES)

This question was posed to the target audience.



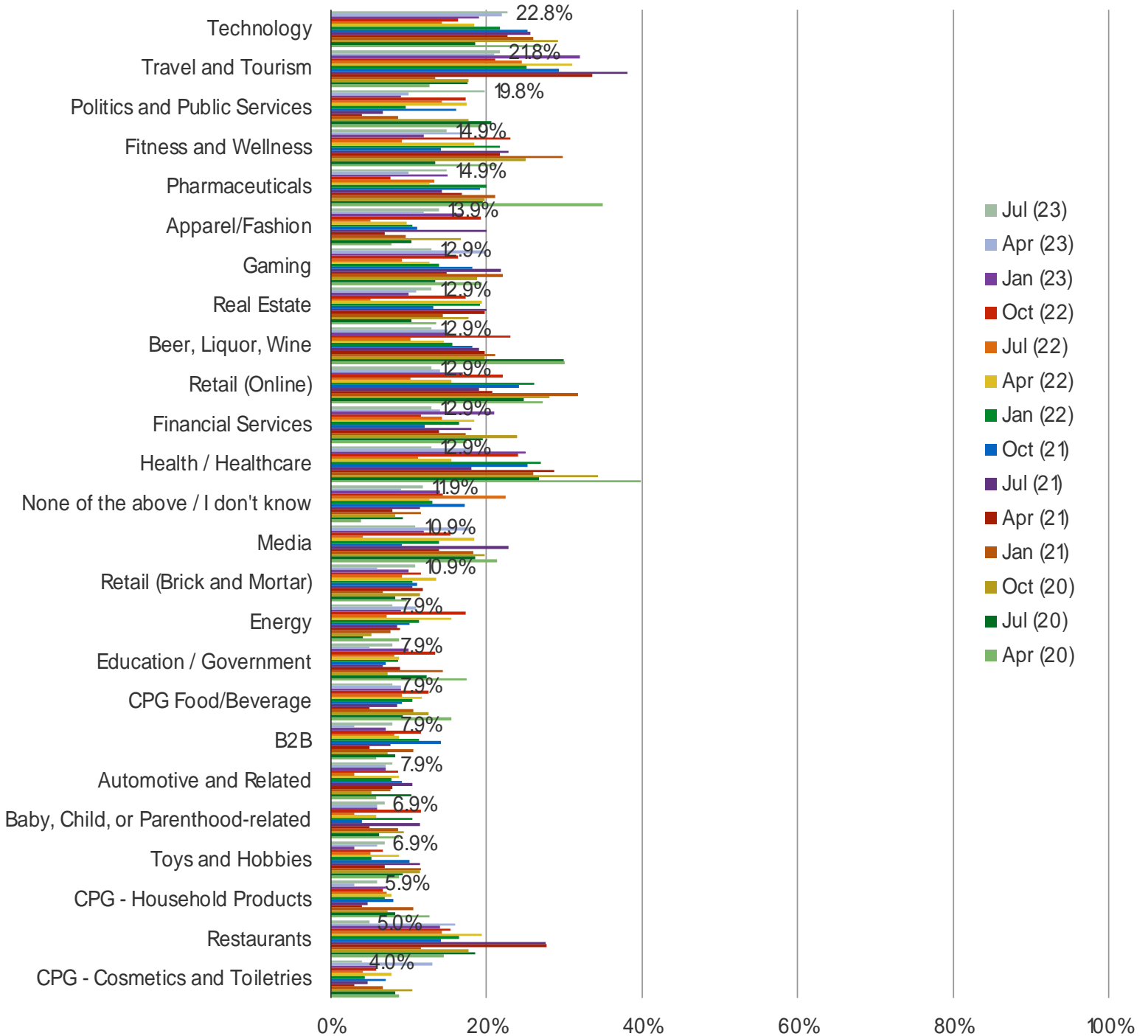
WHICH CLIENT TYPES HAVE BEEN/DO YOU EXPECT TO DECREASE AD SPENDING GOING FORWARD?

This question was posed to the target audience.



WHICH CLIENT TYPES HAVE BEEN/DO YOU EXPECT TO INCREASE AD SPENDING GOING FORWARD?

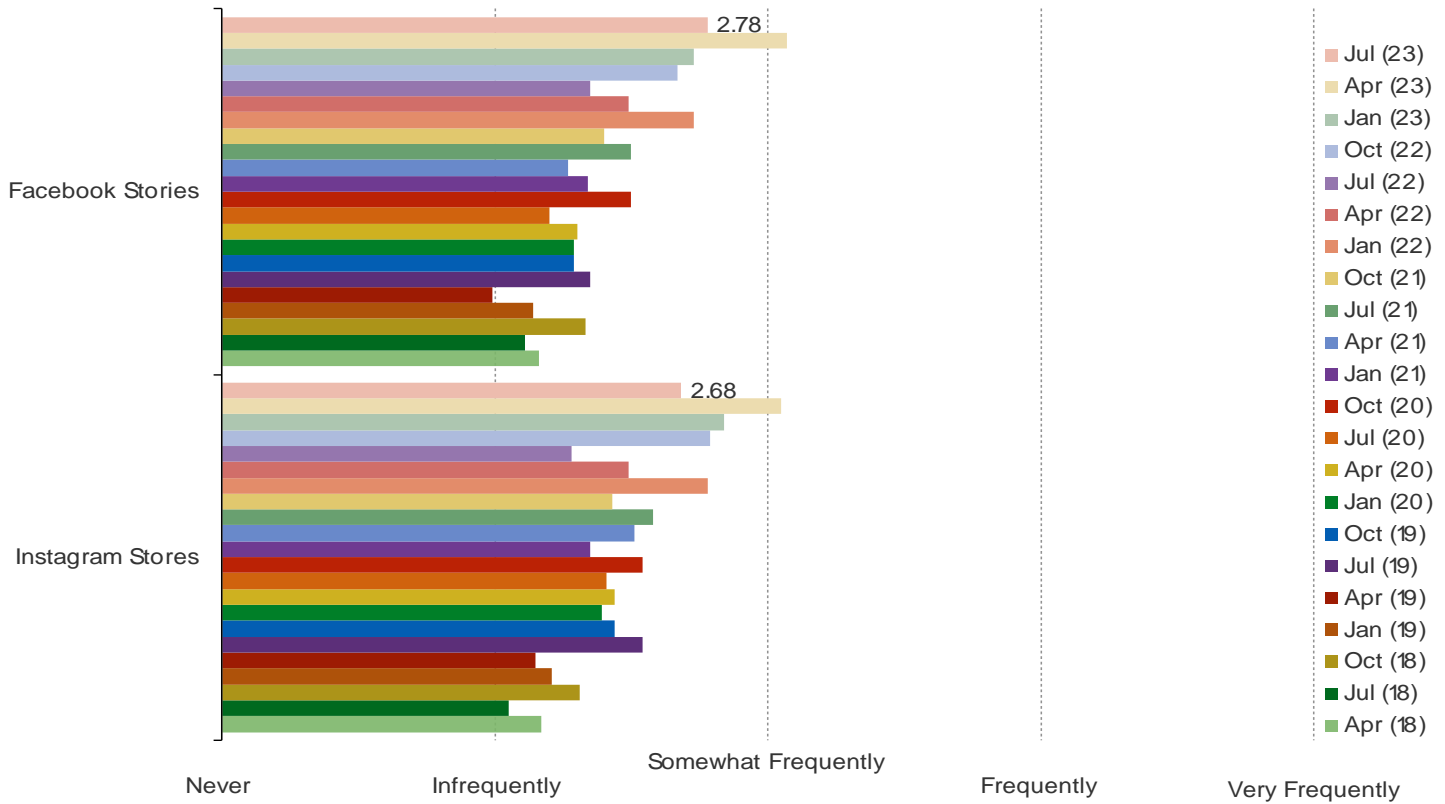
This question was posed to the target audience.



FB SPECIFIC INITIATIVES

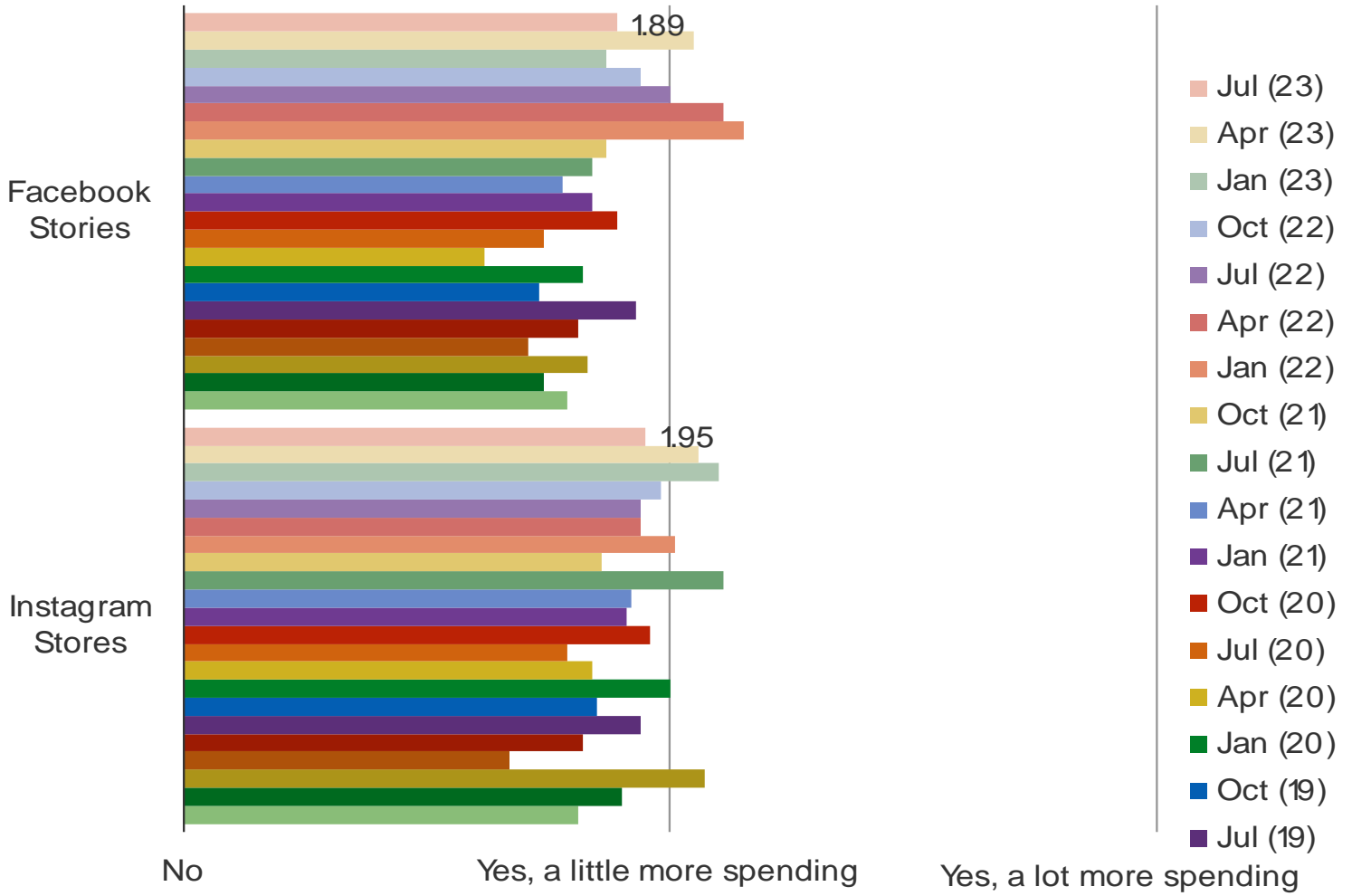
DO YOUR CLIENTS USE FACEBOOK OR INSTAGRAM STORIES TO ADVERTISE?

This question was posed to the target audience.



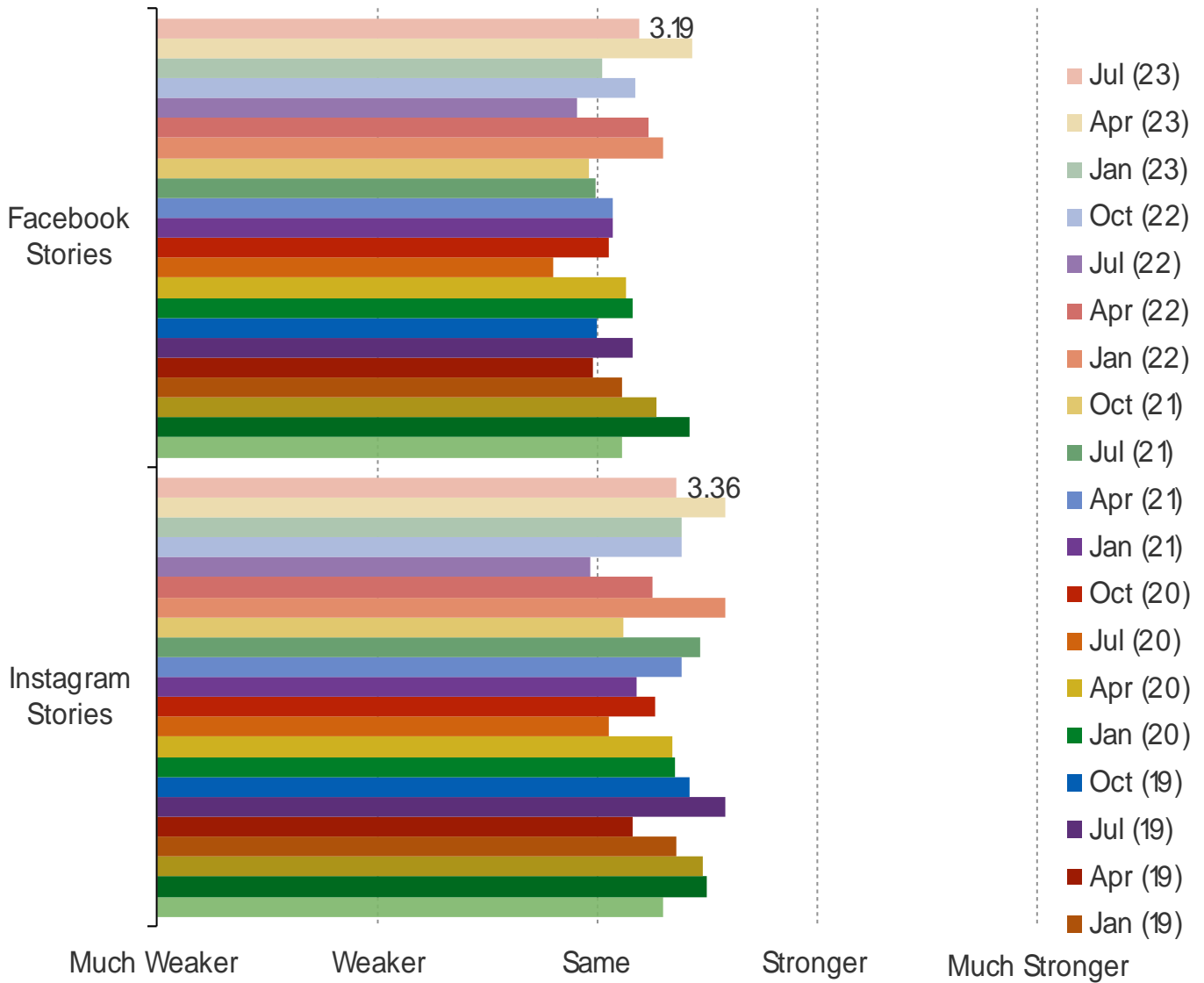
HAS CLIENT USAGE OF STORIES INCREASED AD SPENDING WITH THE PLATFORM IN GENERAL?

This question was posed to respondents who use Stories at least somewhat frequently.



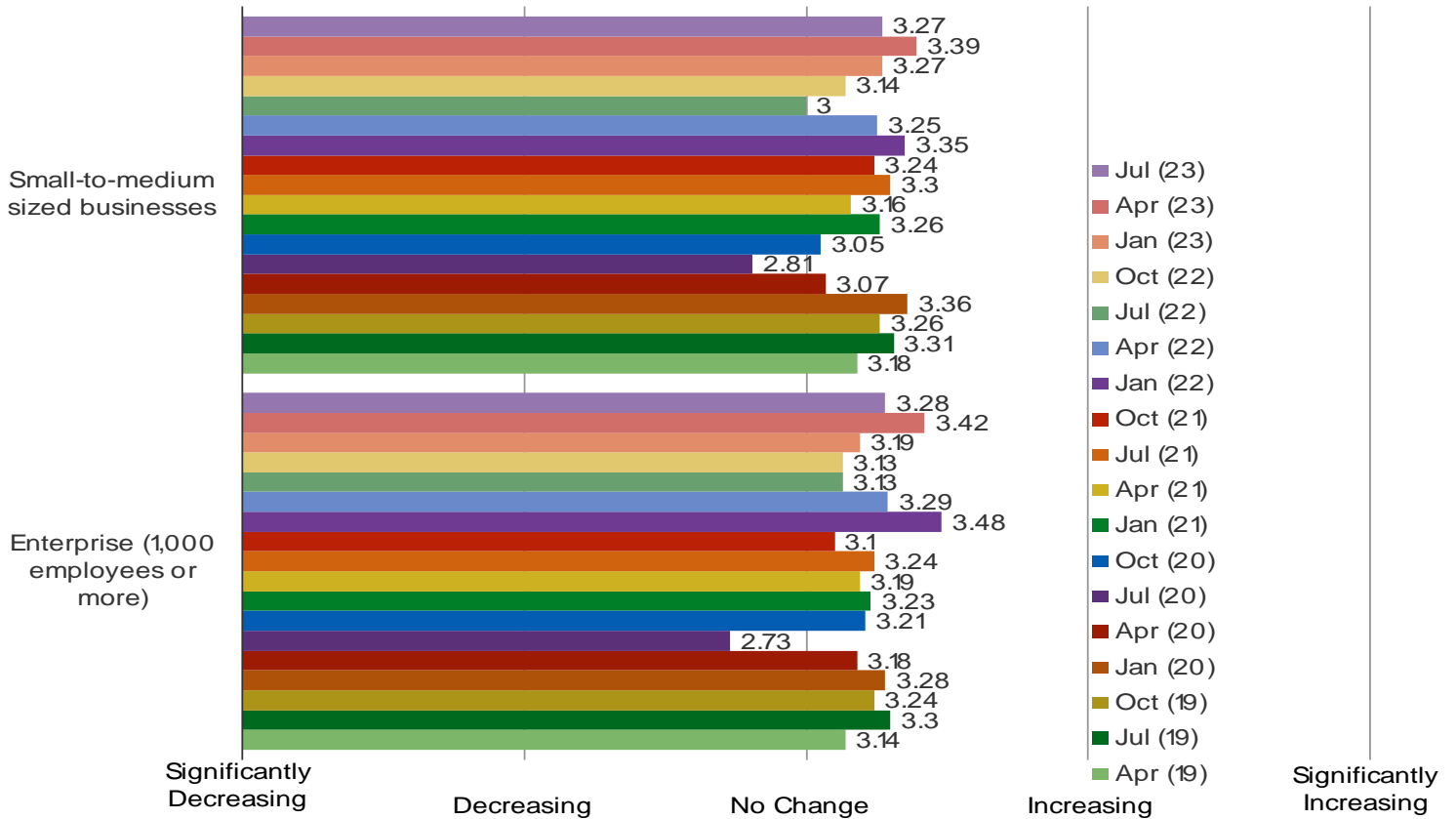
COMPARED TO A YEAR AGO, HOW HAS DEMAND FOR INSTAGRAM STORIES AND FACEBOOK STORIES CHANGED?

This question was posed to the target audience.



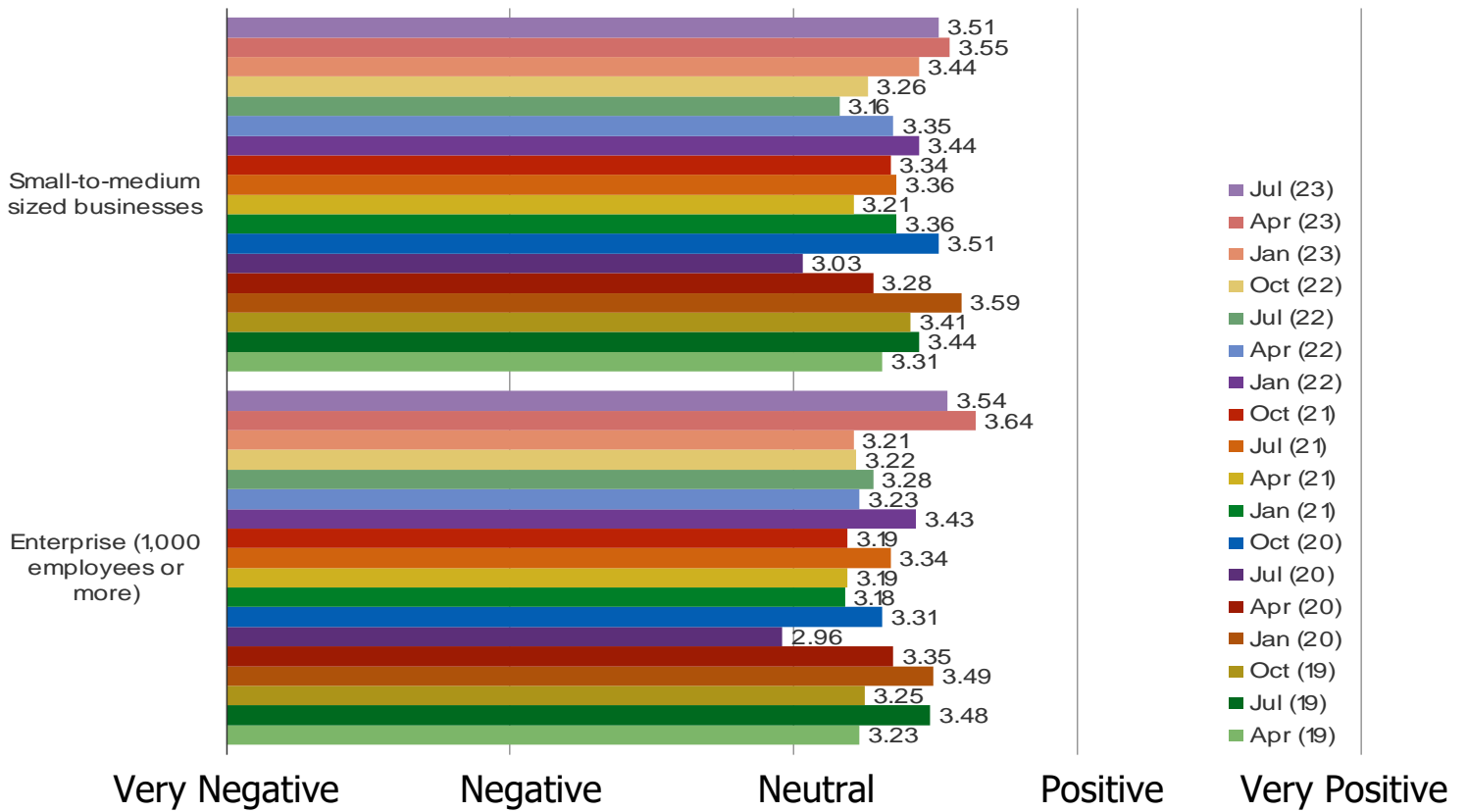
HAVE THE FOLLOWING CLIENT TYPES BEEN INCREASING OR DECREASING THEIR SPENDING ON FACEBOOK ADVERTISING?

This question was posed to the target audience.



DO THE FOLLOWING CLIENT TYPES HAVE A POSITIVE OR NEGATIVE OPINION OF FACEBOOK?

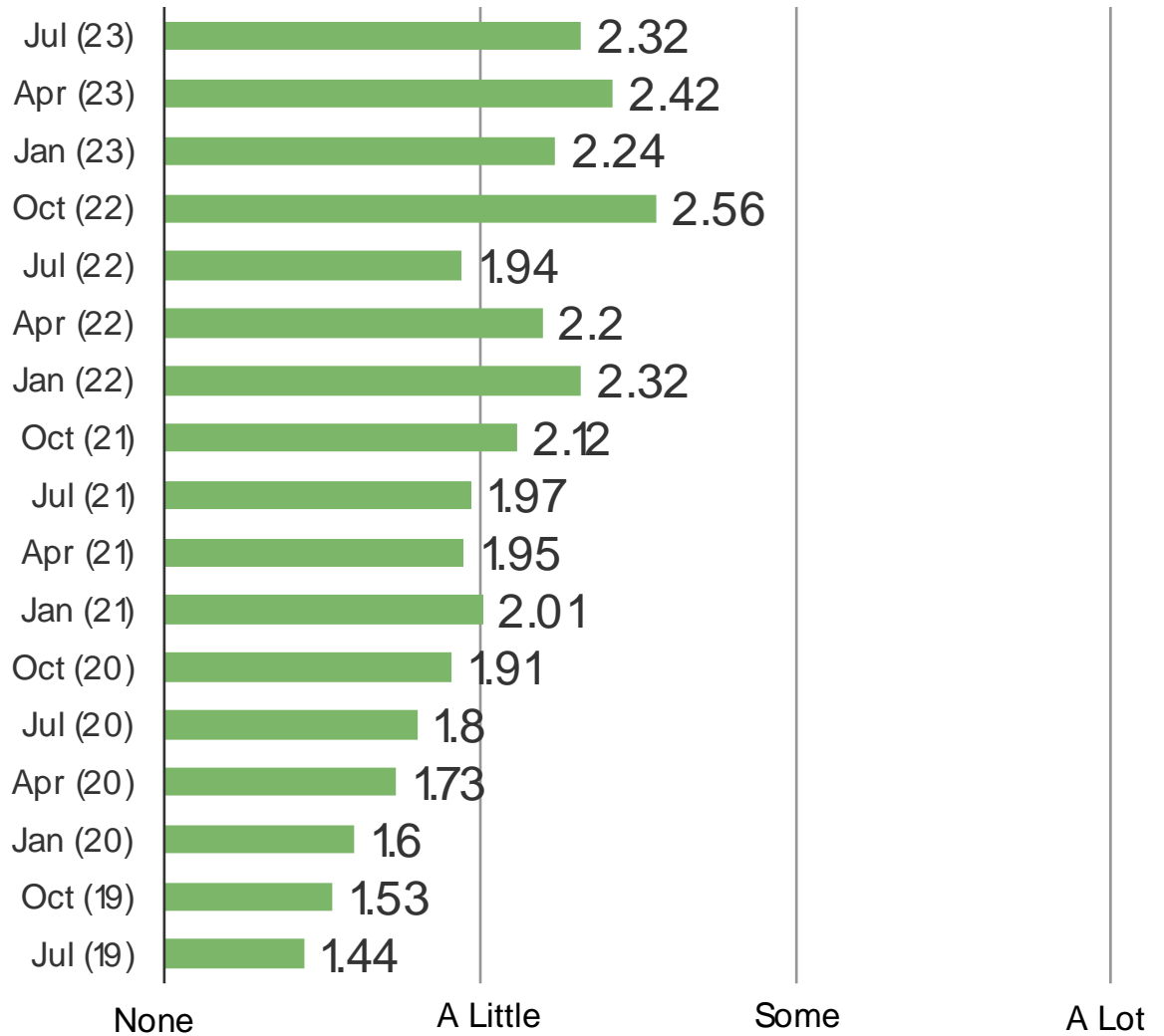
This question was posed to the target audience.



TIK TOK

DO YOUR CLIENTS HAVE ANY INTEREST IN TIK TOK?

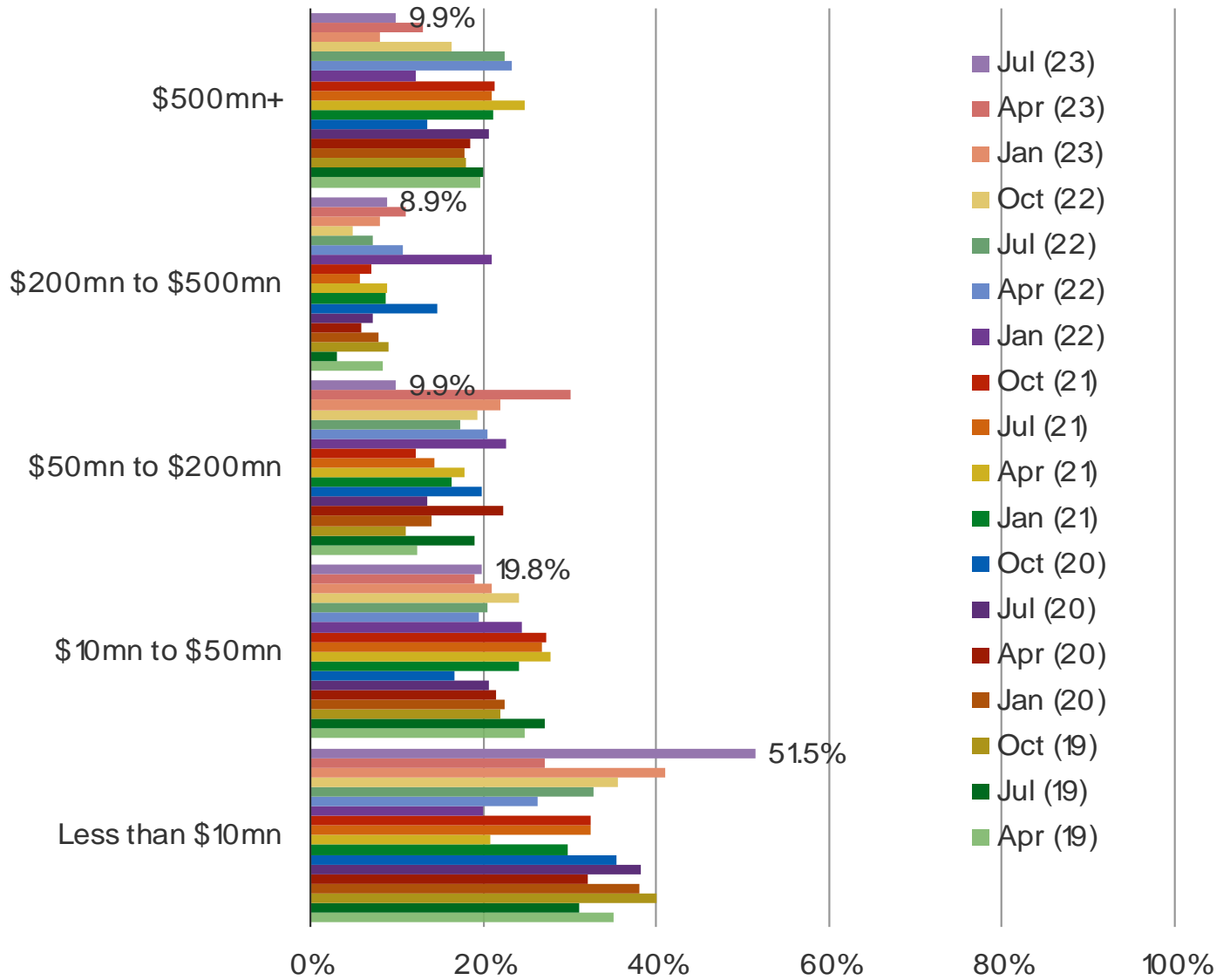
This question was posed to the target audience.



BACKGROUND INFO

APPROXIMATELY HOW LARGE IS YOUR COMPANY IN TERMS OF ANNUAL REVENUE?

This question was posed to advertising executives.

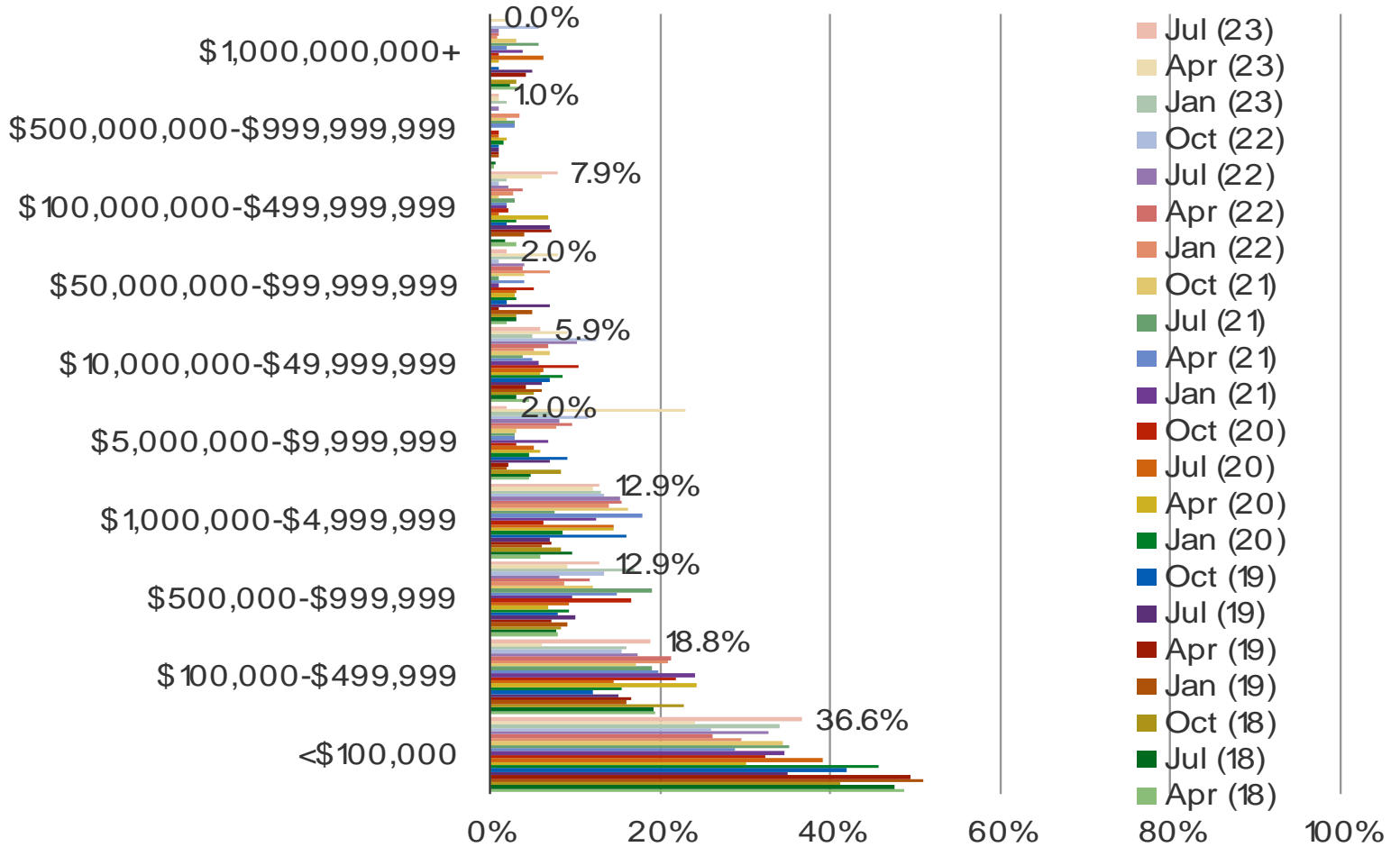


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PLEASE PROVIDE AN ESTIMATE OF THE AMOUNT THAT ALL OF YOUR CLIENTS SPEND ON SOCIAL MEDIA / INTERNET ADVERTISING ON AN ANNUAL BASIS.

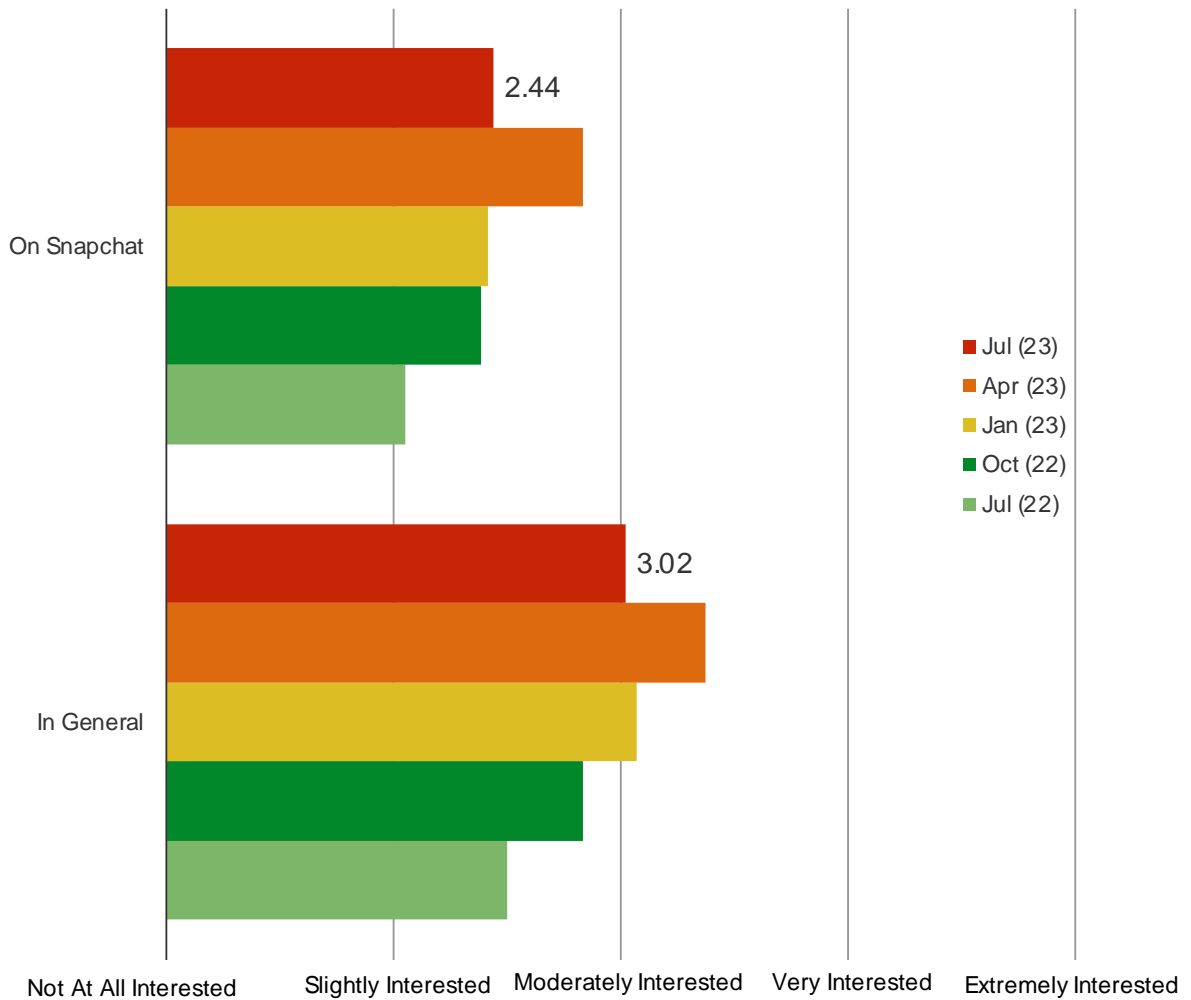
This question was posed to the target audience.



RECENTLY ADDED QUESTIONS

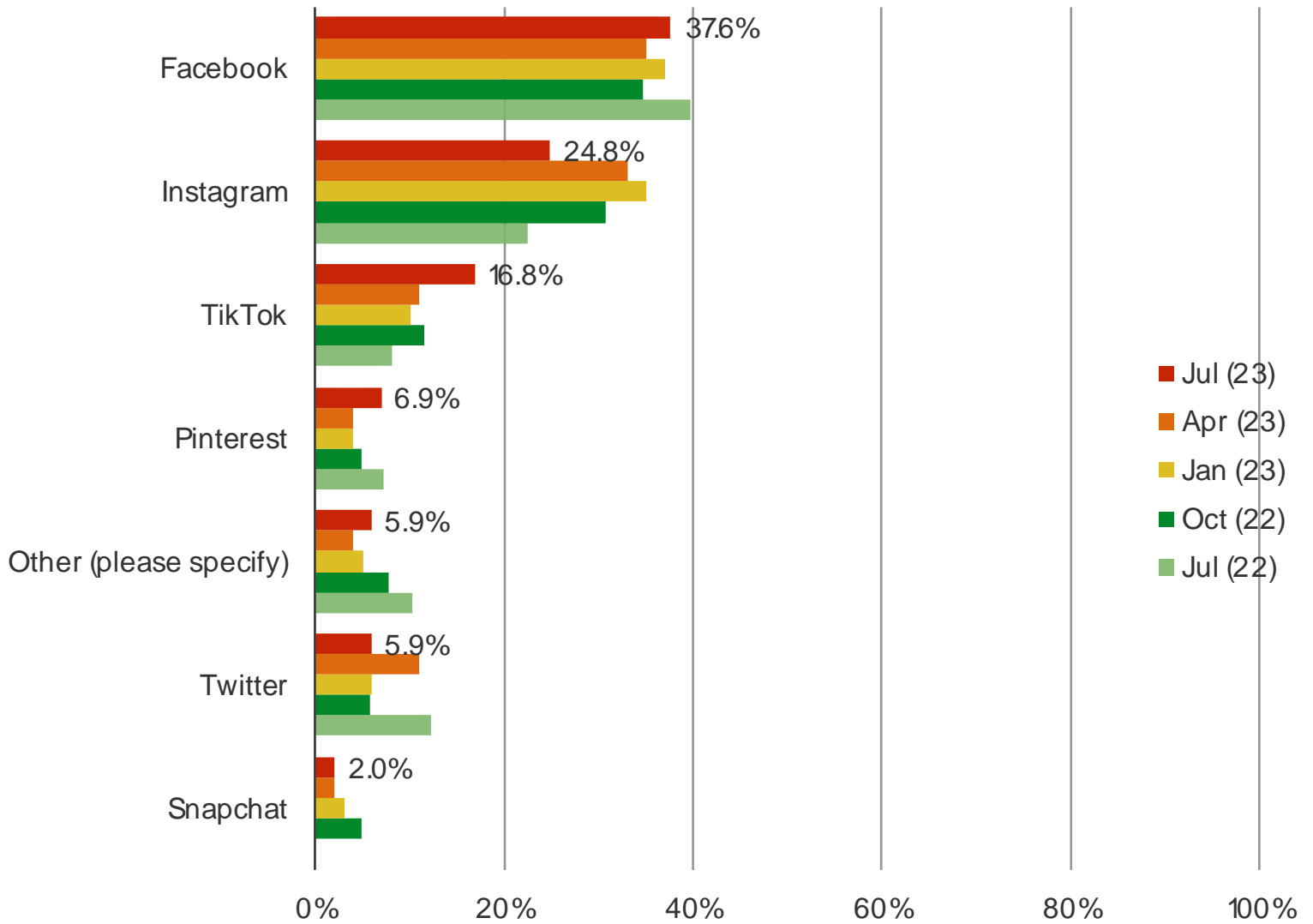
WHAT IS YOUR LEVEL OF INTEREST IN ADVERTISING FOR CLOTHES, SHOES, COSMETICS, AND OTHER ACCESSORIES THROUGH AUGMENTED REALITY?

*Posed to ad execs



IN YOUR OPINION, WHICH PLATFORMS FIRST-PARTY SOLUTION TO IDFA IS MOST EFFECTIVE?

*Posed to ad execs



IN YOUR VIEW, WHAT IS THE BIGGEST HOLDBACK TO ADOPTION OF AR (AUGMENTED REALITY) ADVERTISEMENTS?

*Posed to ad execs

