

**Bespoke Market Intelligence**

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# **Social Media Advertising Agencies Survey**

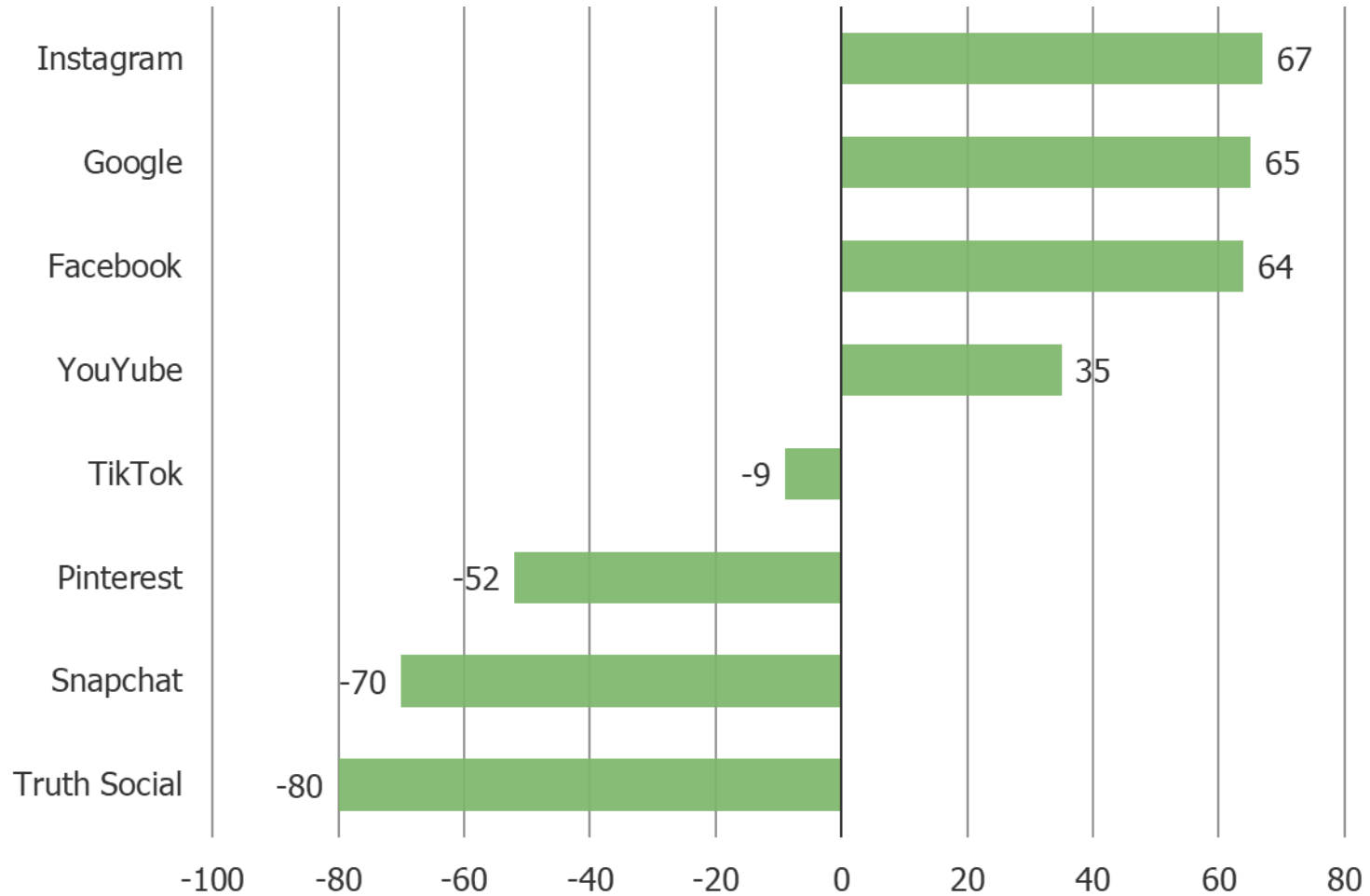
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**March 2024**

## Social Media Advertising | Survey

### How likely would you be to recommend to a client that they pay to advertise on .... ?

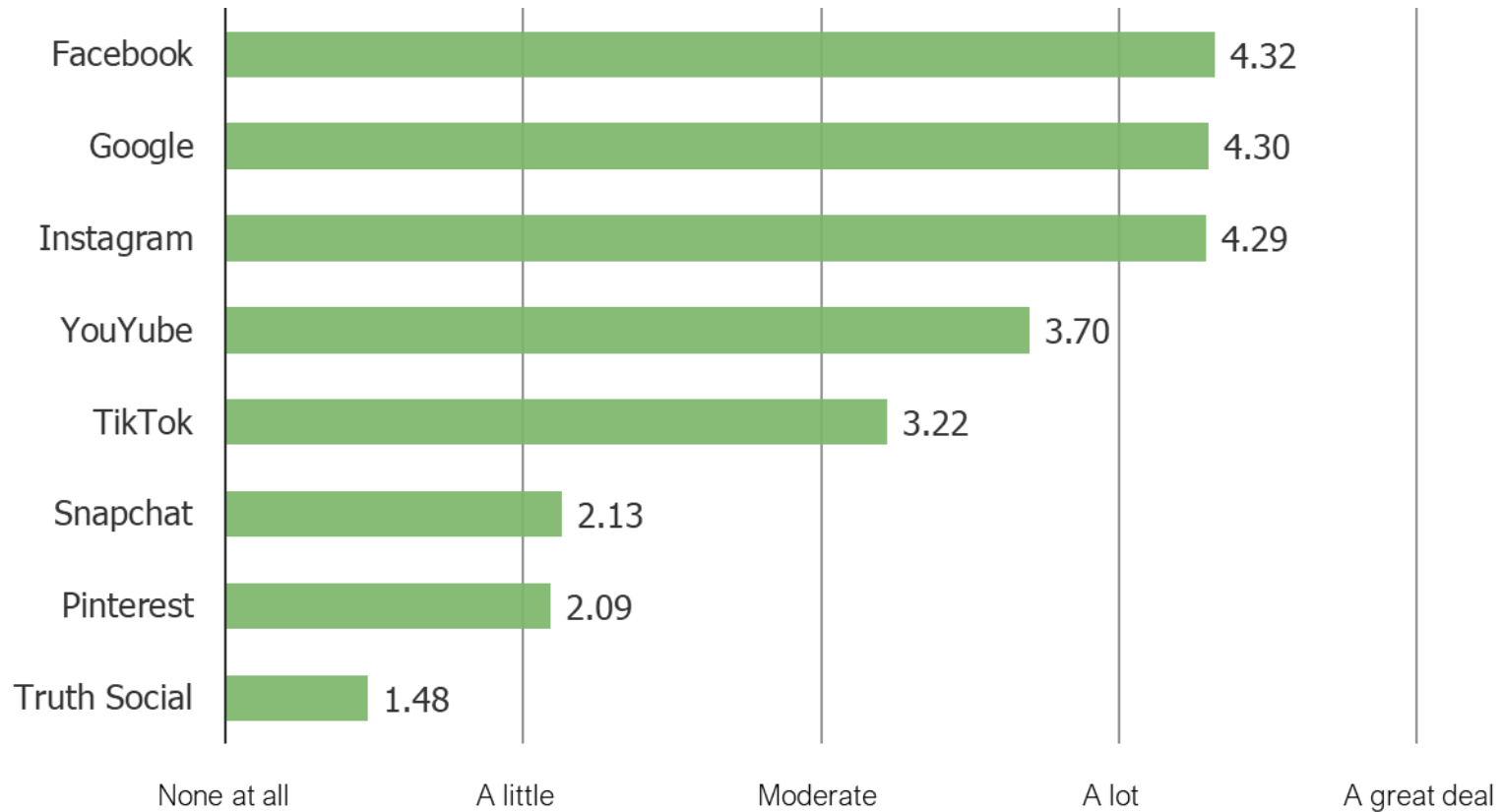
Posed to target audience (25 ad agencies).



## Social Media Advertising | Survey

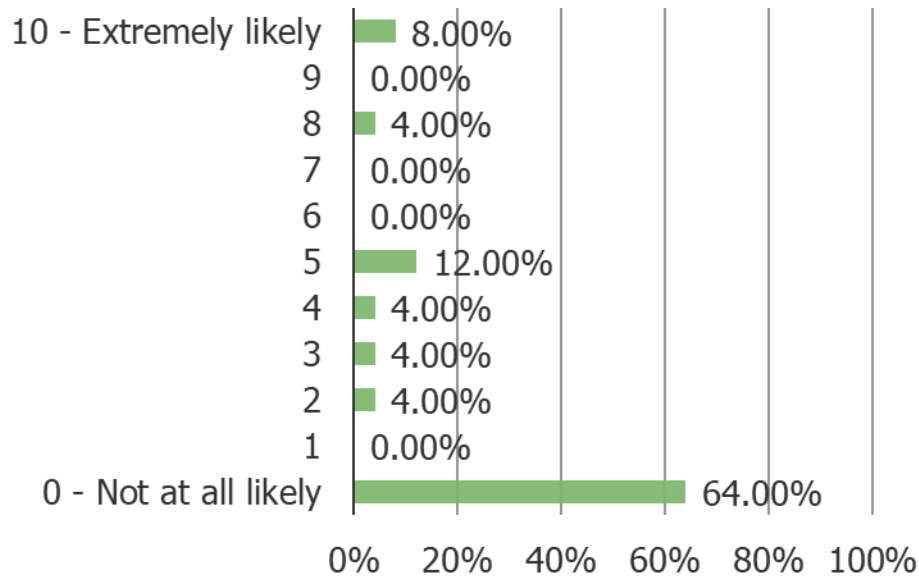
### How much interest do clients have in advertising with...?

Posed to target audience (25 ad agencies).

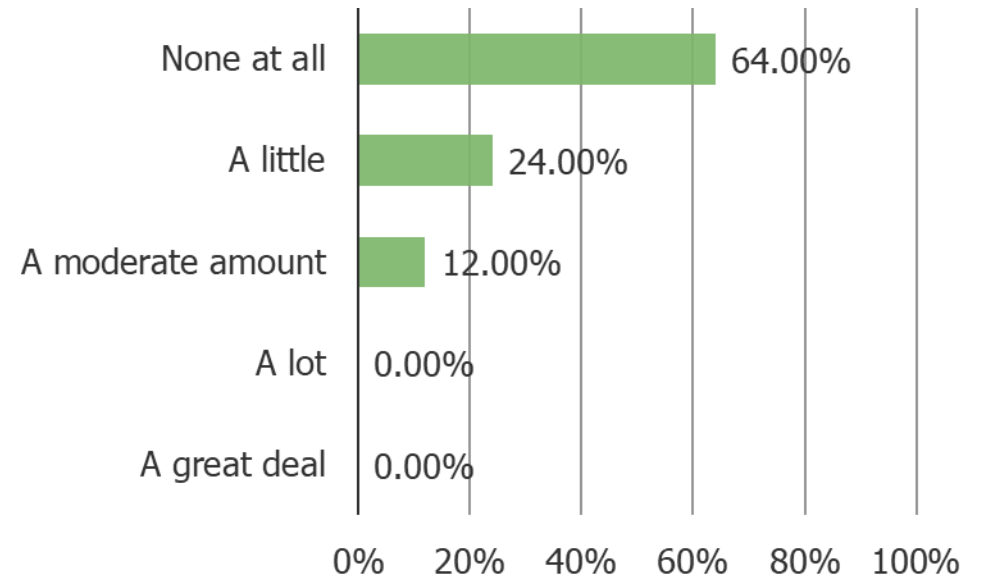


## Truth Social

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

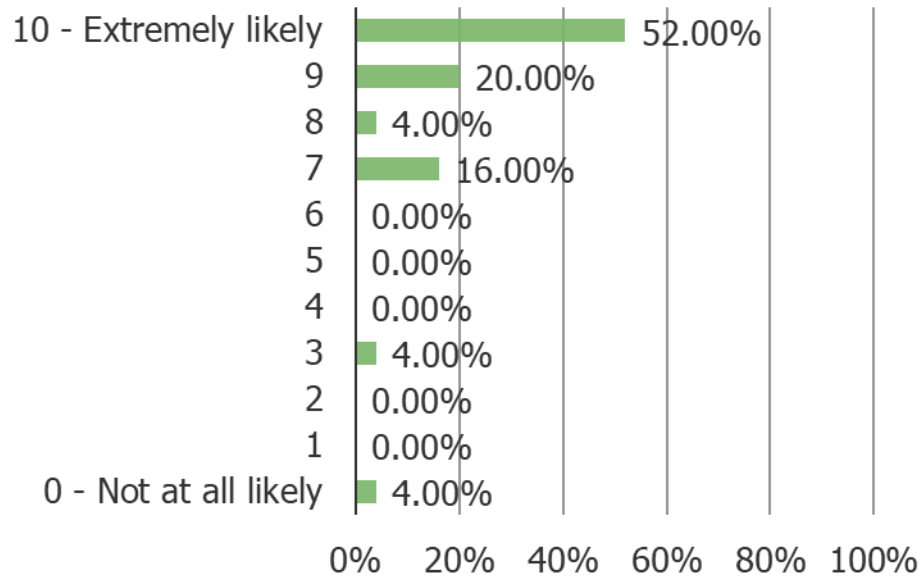


### Why?

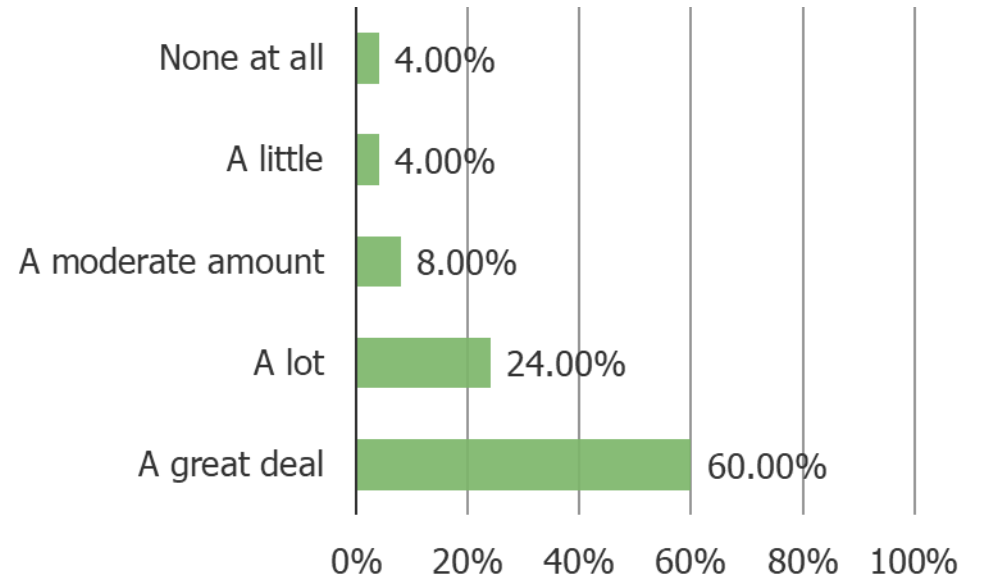
- Only for the right type of client
- Too political
- unproven platform with low number of users compared to competitors.
- Trump is involved
- to reach the other 55% of the market
- I guess it depends on what audience the client is trying to reach. I haven't seen a lot of traffic data, but the audience is pretty clearly defined.
- horrible right wing garbage
- Unstable, unsafe for brands
- We don't use Truth Social.
- It would be totally dependent upon our client's target audience.
- Not credible, toxic environment, not brand safe

## Facebook

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

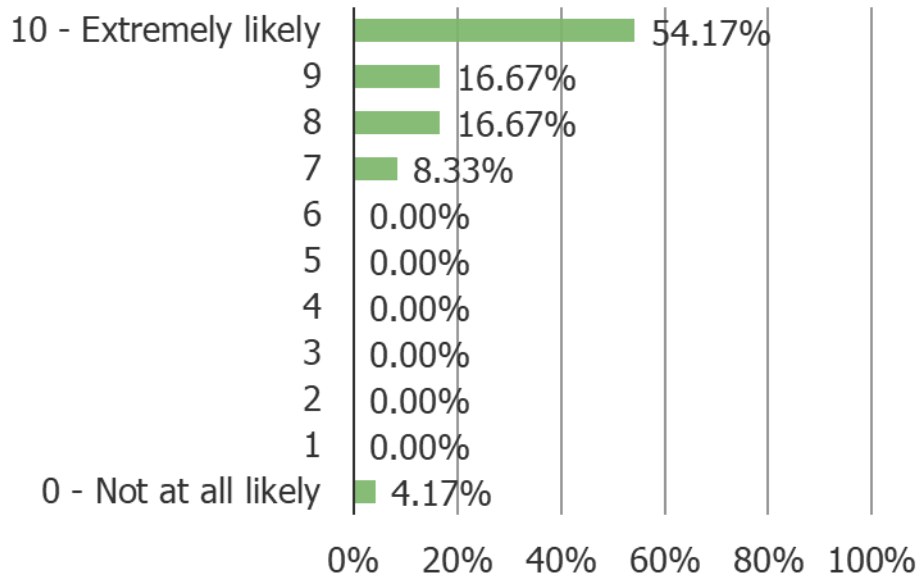


### Why?

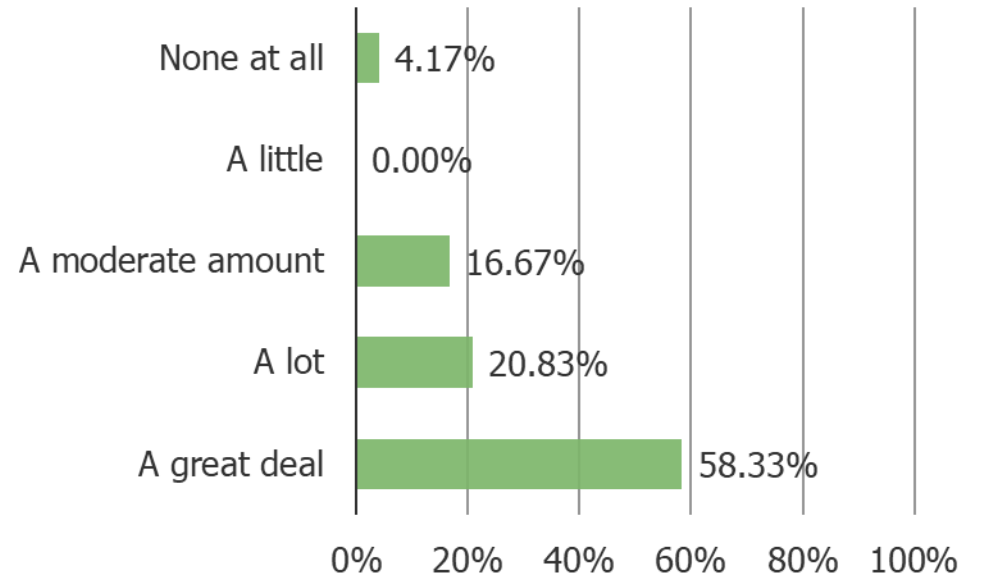
- Targeting keeps changing, ad load is getting a bit too excessive in my opinion
- It is aging out a bit.
- Certain segments are still reachable on FB
- Not a thriving community in social nowadays
- large reach of audience
- Meta platforms are one of the best places to find a wide variety of audiences and it has a lot of advertising options.
- Large audience, segmentation available, high ad engagement rates

## Instagram

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

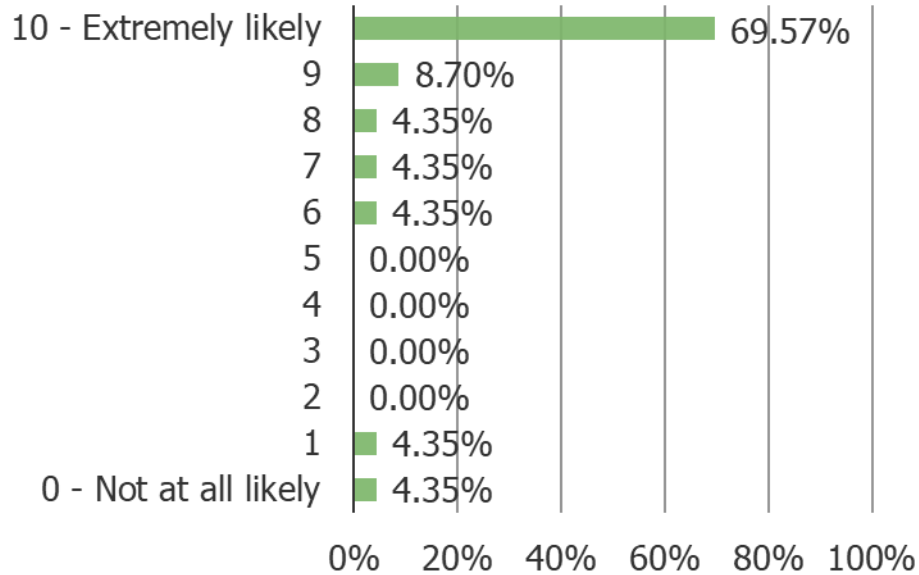


### Why?

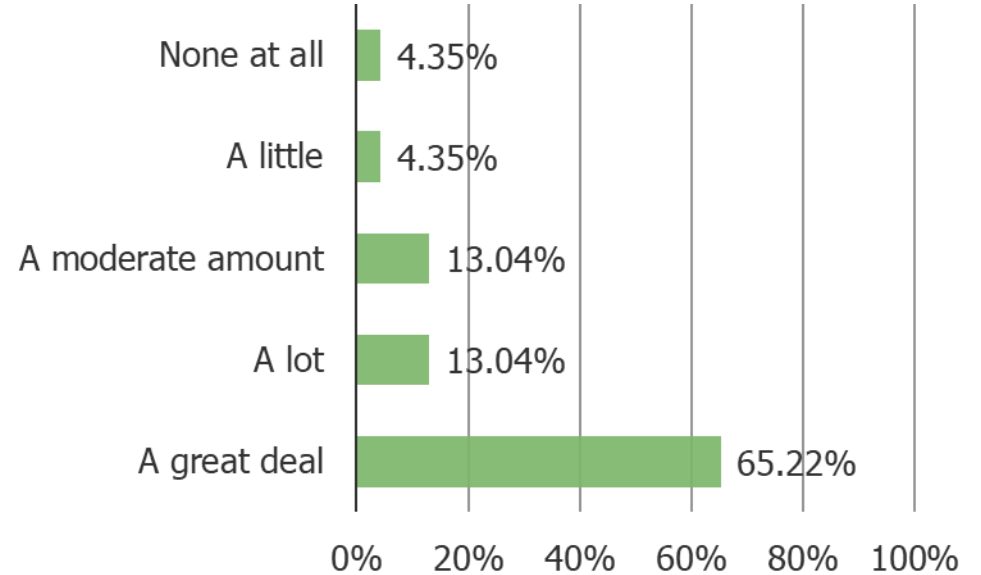
- The intensity of my recommendation will vary on my clients' industry.
- Wide audience
- Seems to have steady responses and growth opportunities for our clients
- large audience
- Meta platforms are one of the best places to find a wide variety of audiences and it has a lot of advertising options. However, the Instagram demo usually skews younger and content that does best usually are aesthetic photos and videos of a brand's business including team members. Most of our clients have no interest in doing this.
- Same capabilities in audience as FB

## Google

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

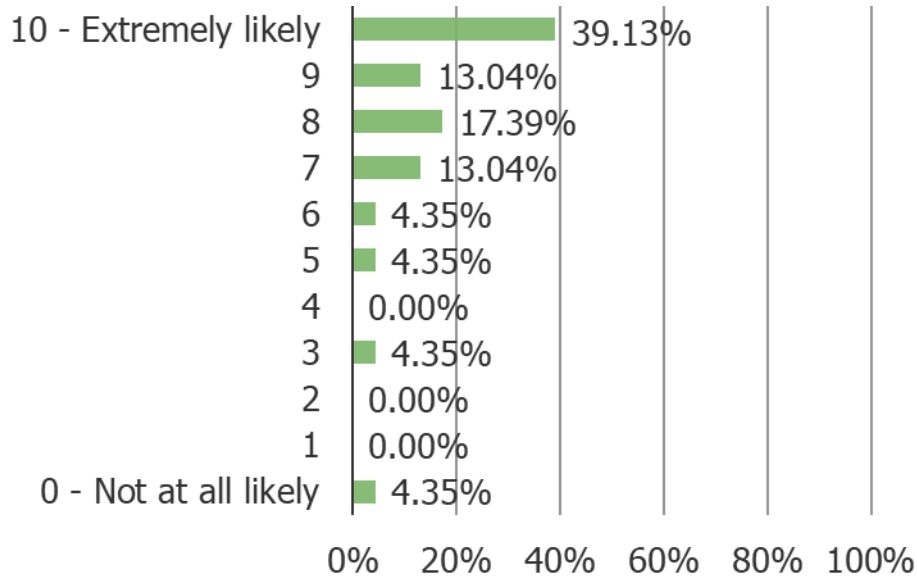


### Why?

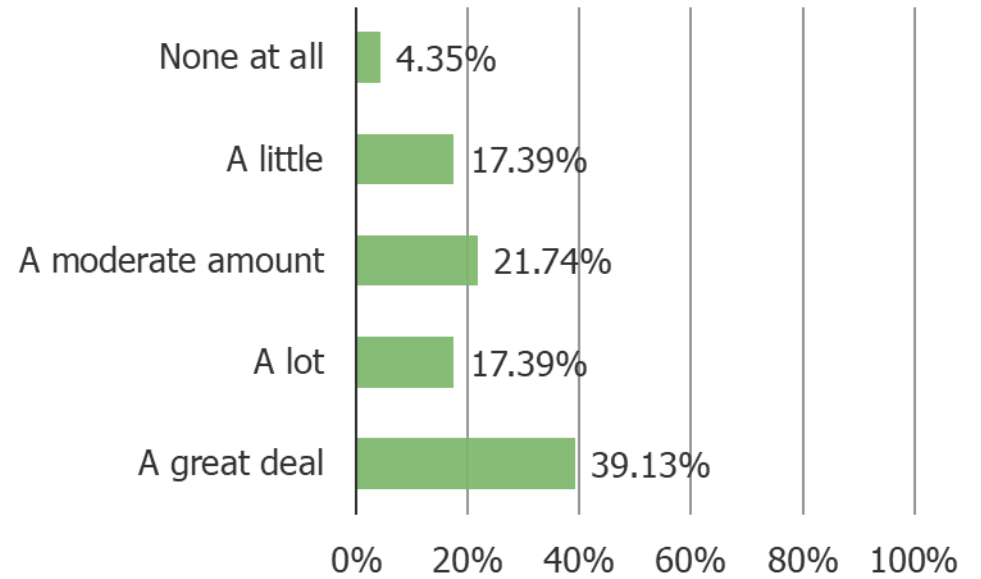
- Most trackable. Best targeting for user intent.
- Large reach, but don't trust the results aren't skewed towards googles benefit.
- Google is becoming its own enemy as its becoming to narrow minded and subjective which creates a silo community which is not interesting for our clients
- targeted reach
- Like Meta platforms, Google is one of the powerhouses when it comes to digital marketing. It has a large audience that brands can tap into using sophisticated marketing methods.
- It would be dependent upon what our client's goals are. We find Google Ads aren't worth the cost.
- High volume, competitors are there, high conversion rates

## YouTube

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)



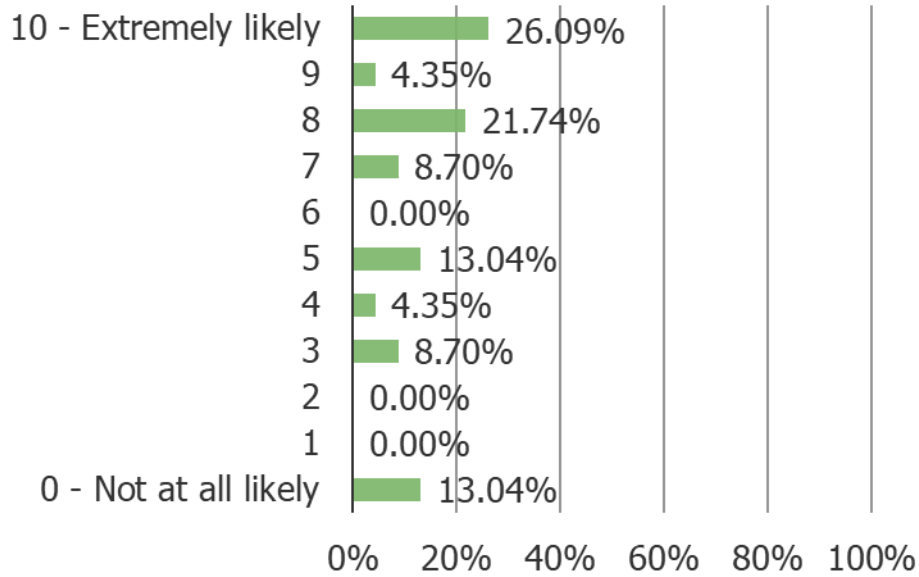
### Why?

- Digital tv
- Only if we need to have content related ads to cast a net with specific goals
- longer form content, captive audience
- Success with YouTube is dependent upon the brand and their audience, and most of our clients have no interest in utilizing YouTube ads.
- Depends on if they can afford or provide assets

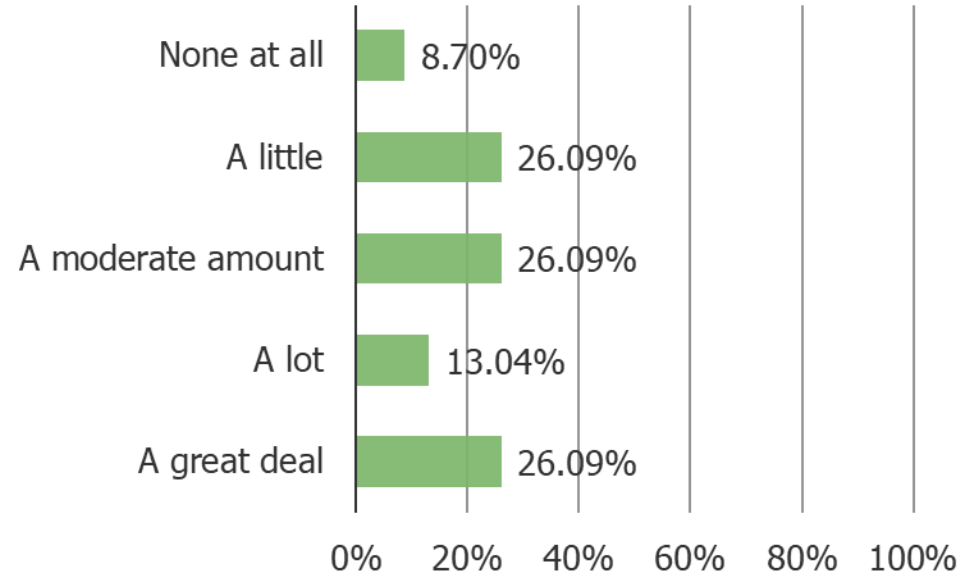


## TikTok

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

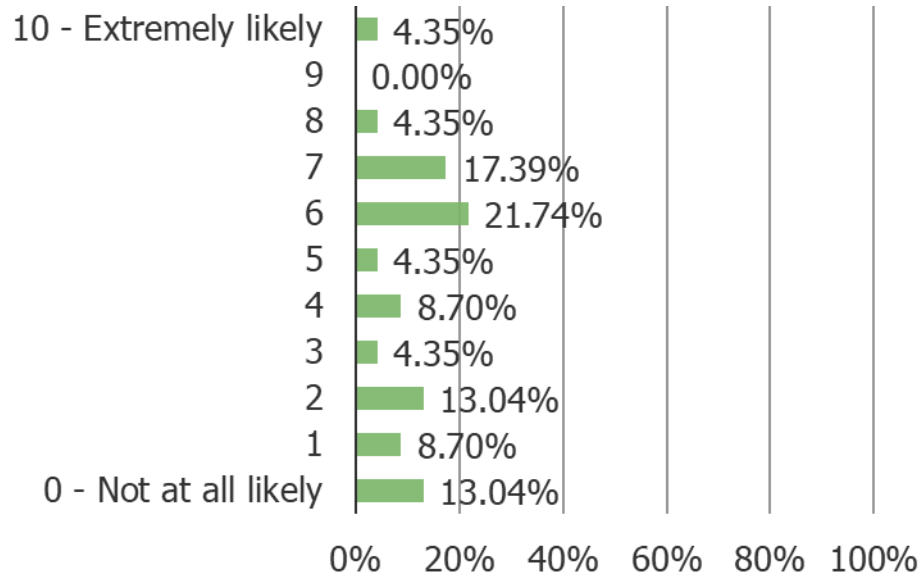


### Why?

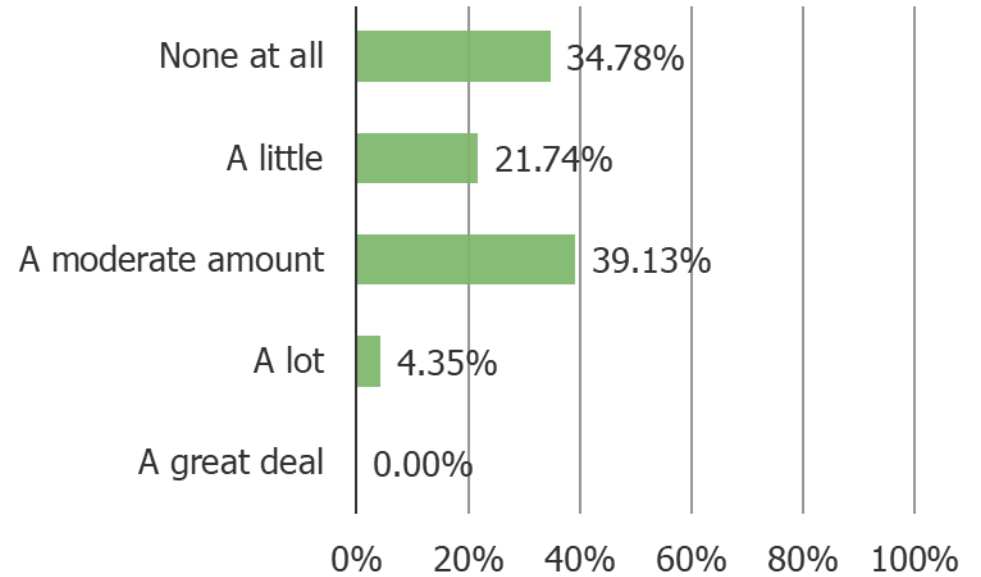
- The cost/talent of content creation that goes into it.
- Depends on the clients' target. Don't love it from an ethical perspective so would rather not support.
- Why to invest in a media that there is not a clear path in the future of its existence
- younger audience
- TikTok has a very young audience, which isn't the main audience of most of our clients. Also, we haven't found much success with campaigns other than Awareness/Reach.
- Depends on if they can provide or afford relevant content. Geographic targeting is not very specific.

## Snapchat

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)

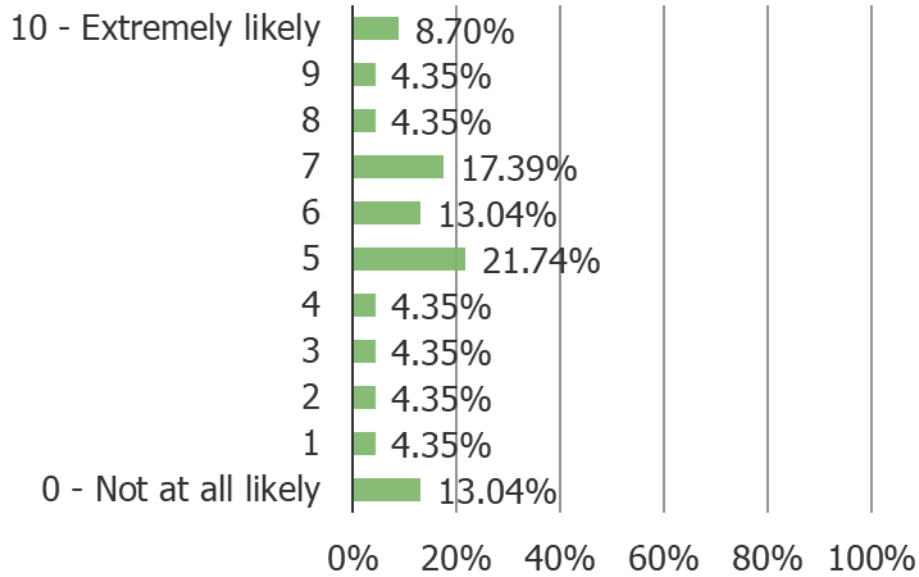


### Why?

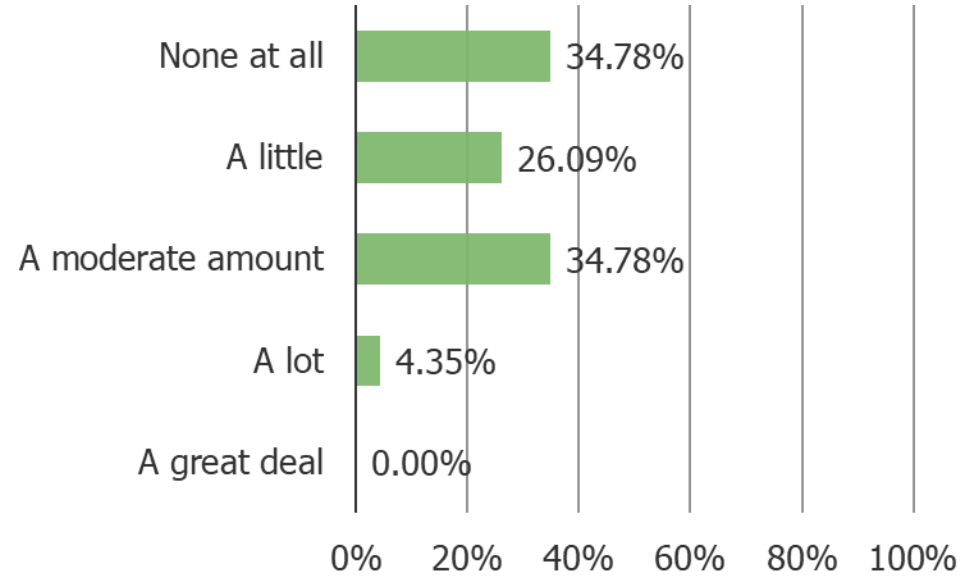
- Not relevant to my type of clients.
- Depends on the client/target
- it is not in the conversation at all
- not as popular, but still good
- Snapchat's audience is pretty young audience compared to Meta and LinkedIn, which isn't the main audience of most of our clients. However, we've seen a great deal of success on Awareness/Reach campaigns through Snapchat.
- Not a good place for engagement on ads or conversion

## Pinterest

### NPS Breakdown (25 Ad Agencies)



### Client Interest in Advertising With (25 Ad Agencies)



### Why?

- Very category dependent
- not great for conversions.
- If our target is there, they are quite engaged. Easy platform to use.
- Only to reach a certain type of consumers as Pinterest does have an specific consumer user
- good for certain audiences and products
- We have no clients currently utilizing Pinterest ads, but it could be beneficial for certain brands targeting younger women.
- Hasn't shown good results