

**Bespoke Market Intelligence**

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# **Social Media Advertising Survey**

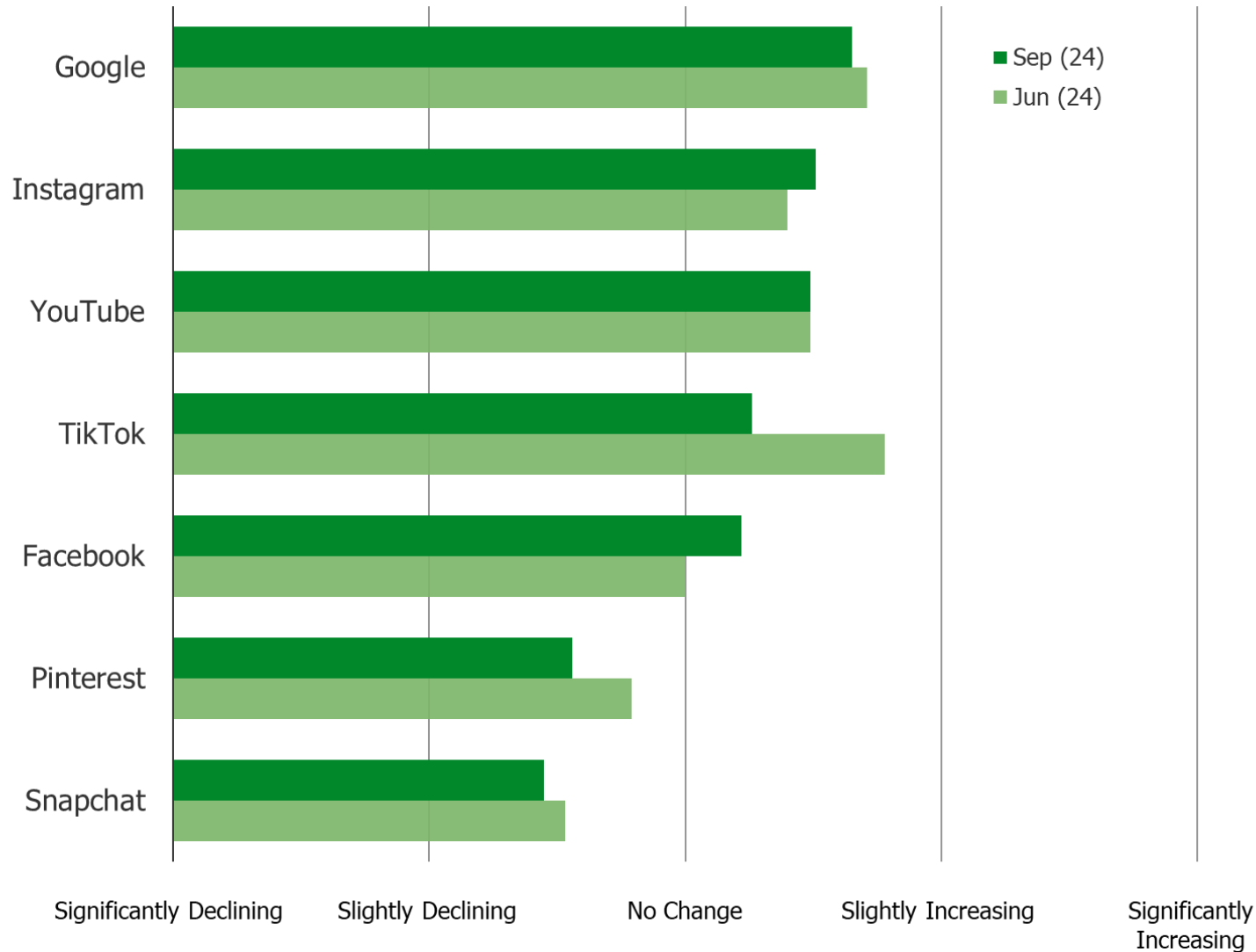
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**September 2024**

# Social Media Advertising | Survey

## How would you estimate the following is changing: **Number of Clients Advertising Through...**

Posed to target audience.



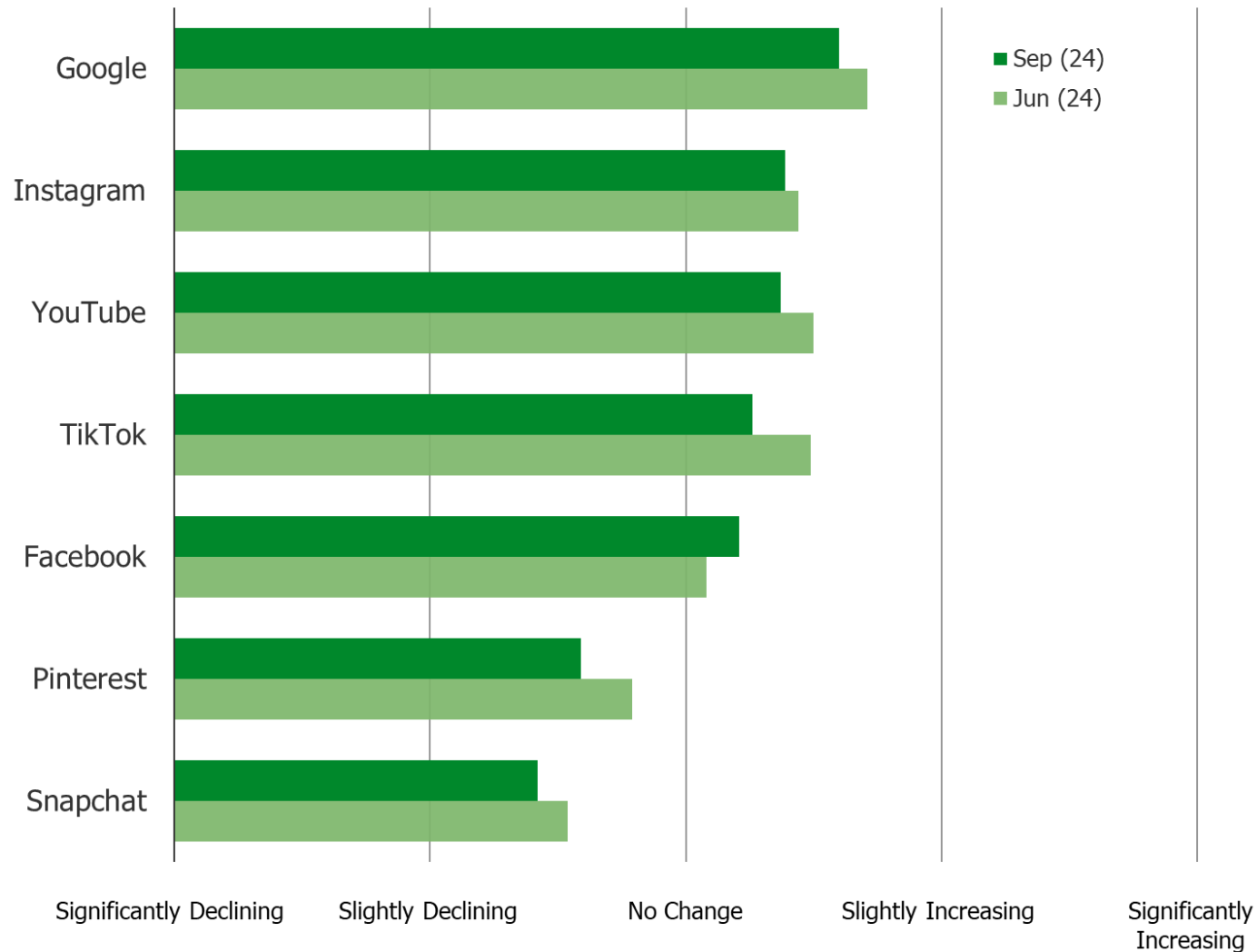
	N=
Snapchat	44
Pinterest	44
TikTok	47
YouTube	50
Facebook	67
Instagram	61
Google	54

Note: Clients were permitted to select NA. If they selected NA, they were not included in the weighted average calculation above. Which is why the N sizes in the chart to the right vary.

# Social Media Advertising | Survey

## How would you estimate the following is changing: Amount Each Client is Spending Through...

Posed to target audience.



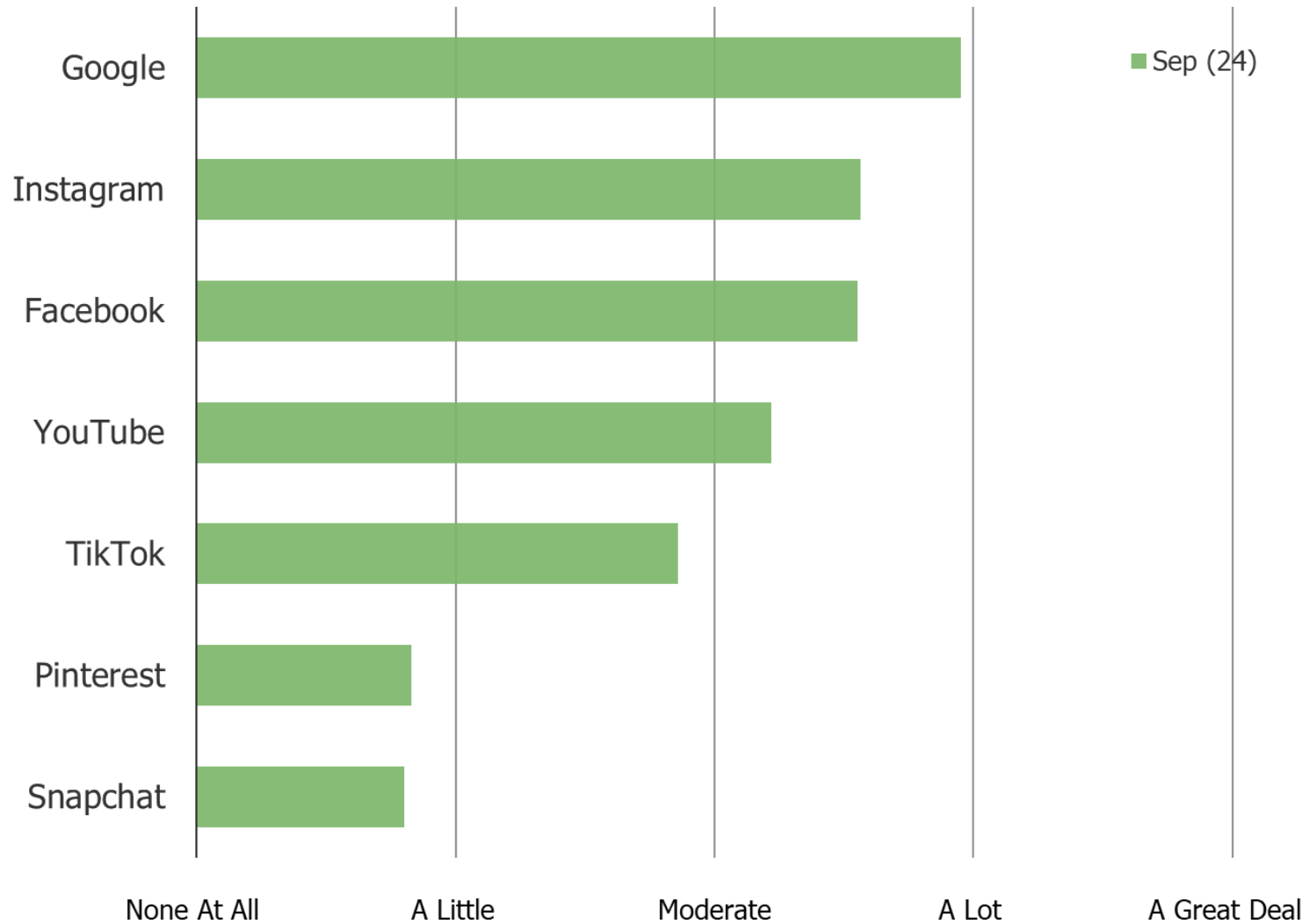
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## Social Media Advertising | Survey

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

Posed to target audience (combining all waves to date).



### Ad Agencies and Facebook | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- We prefer to focus on search ads, for lower funnel marketing
- depends on the client/industry and how much budget they have to include in their marketing mix.
- Depends on the client
- Less targeting ability, but still huge reach
- My clients are B2B; the audience options on Meta aren't good for my clients.
- Meta is overpricing and taking advantage of customers
- It depends on the brief
- Instagram is the important one
- Depends on the business and marketing objectives
- It is very dependent on the target.
- the conversion rate has reduced, leading to higher CPLs
- Vanity metric
- Facebook is only good if the target audiences of the client are aligned. The targeting options have dramatically been reduced and as such the spend for less ROI has gone up!
- Not a thriving community in social nowadays

#### More Neutral

- Engaged audience
- Depends on targets and overall strategy
- Depends on the target
- Important layer off an integrated marketing campaign, depending on client & budget
- Linear consumption is down.
- In our B2B2C segment it has some applicability but not a priority
- Whether it's Facebook or Instagram depends on the target audience
- Not as powerful as it used to be. Depends on the audience to reach
- It depends on what their goals are. Facebook is still one of the largest social platforms, but it's not right for every audience and won't help achieve every campaign goal.
- large reach of audience
- Depending on the vertical and the target audience
- It is aging out a bit.
- Certain segments are still reachable on FB
- large reach of audience

#### More Enthusiastic

- Conversion metrics are much better than anything else
- FB is the strongest platform of social media
- Currently, FB is posting the most cost-effective results in digital advertising for our clients.
- It's where I get best results for online marketing.
- its a more effective way to use social media
- Low cost CPMs
- if their audience is on facebook, their brand should be, too
- seems to work well for clients
- Generally has a good conversion rate
- Reach, ability to control targeting, results
- Targeting keeps changing, ad load is getting a bit too excessive in my opinion
- 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

### Ad Agencies and Instagram | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- We prefer to focus on search ads, for lower funnel marketing
- same as facebook - depends on budget, marketing mix, campaign goals, etc.
- depends on the client
- Depends on message/product but engaged audience
- Instagram is for the niche target, Females and High class
- Depends on the business and marketing objectives
- USA not so much. Latin America -- very much
- Not a huge platform for our clients' customers
- Same criteria as Facebook but different target audience.
- Conversion rate is much lower than Facebook and other platforms

#### More Neutral

- Same as FB
- Good reach, better inventory of video than facebook
- Depends on the target
- same as FB question
- Linear consumption is down
- Audience reach
- highly effective use of visuals helps generate engagement
- May be reaching some of their target audience.
- especially for younger demos
- Again, depends on goals and target audience.
- The intensity of my recommendation will vary on my clients' industry.
- 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

#### More Enthusiastic

- Tends to be a better fit with overall targets and strategy
- The better option serving the Milenial and gen z
- It's linked with Facebook, so it's sort of a given.
- It's proven to be effective
- Low CPMS
- when a client's audience is on instagram, their brand should be present, too.
- you need to
- large audience
- Wide audience
- Seems to have steady responses and growth opportunities for our clients
- large audience

### Ad Agencies and Google | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- Google is losing the trust of the people and as an objective source of information
- Depends on the business and marketing objectives
- Customer acquisition costs are getting excessive
- 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
- It would be dependent upon what our client's goals are. We find Google Ads aren't worth the cost.

#### More Neutral

- Depends on the target
- Good platform
- Great tool for lead gen
- It can be part of a multichannel communications campaign
- Shows decent results.
- Although Google's algorithms have dramatically changed in Google's interest, for search and paid ads Google remains the better option
- Less quality inventory, lack of transparency, but on the positive no minimums
- Large reach, but don't trust the results aren't skewed towards googles benefit.

#### More Enthusiastic

- search is a must - lowest hanging fruit. it would be rare that this is not a good way to spend marketing budget based on our clients.
- How can you not? It's the standard for search
- Contextually targeted
- Google Local Businesses is also posting respectable results.
- It is highly effective at reaching audiences despite the competition
- Best way to drive website traffic
- good results
- It's one of the most cost effective way to reach a highly defined audience, and it's particularly useful for remarketing/retargeting.
- SEM is still very important
- Cost per conversion is low
- targeted reach
- it is our core product
- Most trackable. Best targeting for user intent.
- targeted reach

### Ad Agencies and YouTube | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- Great for many brands, but some brands simply are not a fit for this platform, as they don't have the sophistication to see beyond primary result metrics like leads and sales. Not worth it for this type of client.
- We recommend this some but still find better ROI with broadcast tv
- depends on budget, goals, marketing mix, etc.
- Depends on the business and marketing objectives
- Skippable ads, etc. Audience. FB is far more scrollable than YT.
- We just have less experience on YouTube
- the platform is terrific, but creating compelling video ad assets is sometimes too expensive for our clients' budgets
- Depends on their objective. Does not convert well but good for awareness.
- Only if we need to have content related ads to cast a net with specific goals

#### More Neutral

- Depends on product or service
- Good reach and inventory of video, still fragmented and concerns about brand safety
- Depends on the target
- Strong Platform
- large exposure, less cost than adwords
- Linear consumption is down
- YouTube videos are an effective communication tactic and advertising could draw more people to client-sponsored content
- YT provides opportunities to engage customers and generate awareness
- Moderate results
- Better options for targeting and video is a preferred option
- 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

#### More Enthusiastic

- Most viewed video platform
- video content effectiveness
- digital tv
- longer form content, captive audience



### Ad Agencies and TikTok | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- It's perceived as for younger demographic tho that's not entirely true
- Not relevant to most of our clients
- i have no experience with this because of our client lineup and their budgets. i can think of businesses that it may work for but none that i work with.
- depends on the client
- It is an app that currently is going through drastic change and its future is not very sound
- Not a platform clients in our category have considered seriously but they might change (depending on US legislation!)
- Client demographic skews towards actual adults (30+), who largely do not use TikTok. Preferred demo is FB age (40-50+).
- Most of our clients have customers who are not TikTok users, but we do recommend it for any clients that have audiences that fit the platform's profile.
- Cost tends to be higher, content creation takes longer

#### More Neutral

- Good for Gen Z, hard content to make
- Buzzy
- reach - depends on targets
- Depends on the target
- Linear consumption is down
- Depends vs audience to reach
- Good targeting capabilities
- younger audience
- Still a great platform, concerns for the future
- The cost/talent of content creation that goes into it.
- younger audience

#### More Enthusiastic

- strong platform
- this is hottest platform at the moment
- audiences stay there longer

### Ad Agencies and Snapchat | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- Even smaller pool of fitting clients here
- Is Snapchat still a thing?
- same as tiktok - no experience due to our clients. i am sure there are good fits.
- Not as popular as other socials, not good story-telling medium
- Not widely viewed
- Snapchat has a young audience, our client services are for older demographics
- It's way down on the list of go-to platforms
- This is not a platform for our clients
- It's just not a platform we ever really think about it.
- Snapchat seems like a dying platform
- Too young target audience
- In the past it's been overpriced. Minimums too high. Not agency friendly.
- Not relevant to my type of clients.
- Depends on the client/target
- it is not in the conversation at all
- Snapchat's audience is pretty young audience

#### More Neutral

- Linear consumption is down - would reco this for a younger demo

#### More Enthusiastic

- N/A

### Ad Agencies and Pinterest | Reasons For Recommending or Not Recommending it to clients...

Posed to target audience (combining all waves to date).

#### Less Enthusiastic

- Smaller pool of fitting clients
- Never comes up
- low on our list compared to more proven tactics but with the right client and budget i can see it working.
- less relevancy for our clients
- Another platform whose popularity has faded as an advertising venue
- Audience not there. See also, young boomers & old gen xers, and well, babes, they are on Facebook, Instagram if they're "cool."
- We've tried it, but have had much less success than ads on Meta or LinkedIn or even on Reddit or Quora.
- Depends on the client vertical
- Have tried in the past but it didn't convert well. Also, the ad manager interface and functionality was clunky.
- good for certain audiences and products
- not great for conversions.
- If our target is there, they are quite engaged. Easy platform to use.

#### More Neutral

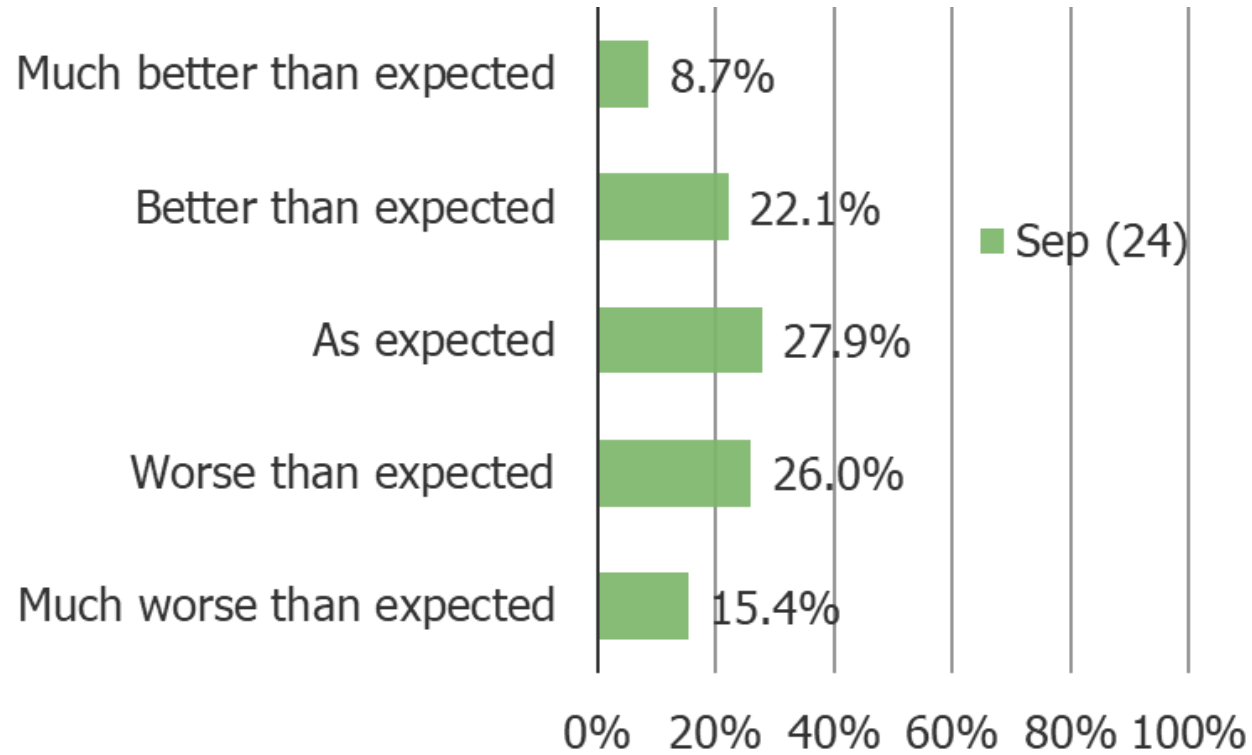
- Good visual and home content
- Engaged and contextual relevance
- Depending targeting and industry
- Very category dependent
- good for certain audiences and products

#### More Enthusiastic

- N/A

### How would you rate the overall business conditions for your agency over the past year compared to your initial expectations?

Posed to target audience (104 ad agencies).



## Social Media Advertising | Survey

### How would you describe the pace and magnitude of fee pressure from clients over the past year?

Posed to target audience (104 ad agencies).

