

2017

Facebook Advertising Budget Benchmark Index



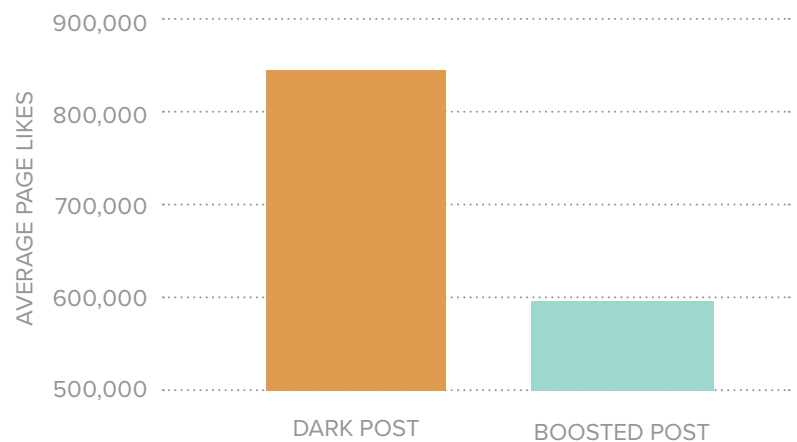
For this report, we used the TrackMaven marketing analytics platform to conduct an industry-wide analysis of the spend and performance of Facebook ads, including both dark posts and boosted posts. The findings provide businesses with benchmarks for Facebook ad budgets and performance.

	DARK POST	BOOSTED POST
Average Page Likes for Promoting Business	845,086	592,797
Average Total Spend per Post	\$776.75	\$389.00
Average Days of Promotion per Post	42	27
Average Total Interactions per Post (Likes, shares, comments, and reactions)	559	643
Average Total Reach per Post	395,691	132,789
Average Paid Reach per Post	392,646	104,666
Average Organic Reach per Post	3,045	28,123
Average Total Impressions per Post	997,545	257,462
Average Paid Impressions per Post	991,162	207,197
Average Organic Impressions per Post	6,383	50,265
Most Common Post Type	Link Post (83.9%)	Link Post (86.5%)

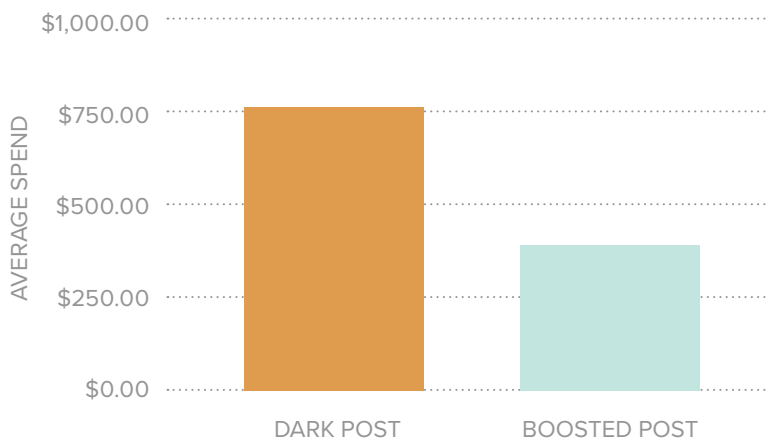
**KEY TAKEAWAYS:
FACEBOOK DARK POSTING
IS A LONG-TERM STRATEGY
EMPLOYED BY BIGGER
BRANDS WITH BIGGER
BUDGETS**

The average Facebook page likes for businesses with active dark posts is 845,086. The average Facebook page likes for business actively boosting posts is 592,797.

AVERAGE FACEBOOK PAGE LIKES FOR BUSINESSES ADVERTISING ON FACEBOOK



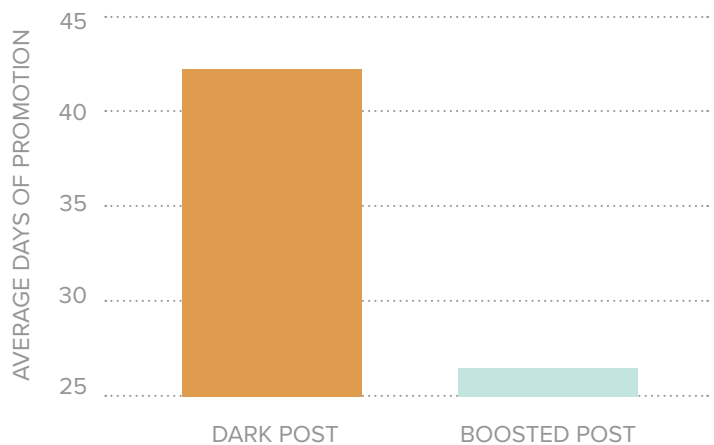
AVERAGE SPEND PER POST FOR BUSINESSES ADVERTISING ON FACEBOOK



At \$776.75, the average total spend per post for dark posts is nearly twice as much as that for boosted posts (\$389.00).

Dark posts are also a longer-term strategy for businesses on Facebook than boosted posts. The average dark post is active for 42 days, nearly double that of the average boosted post (27 days).

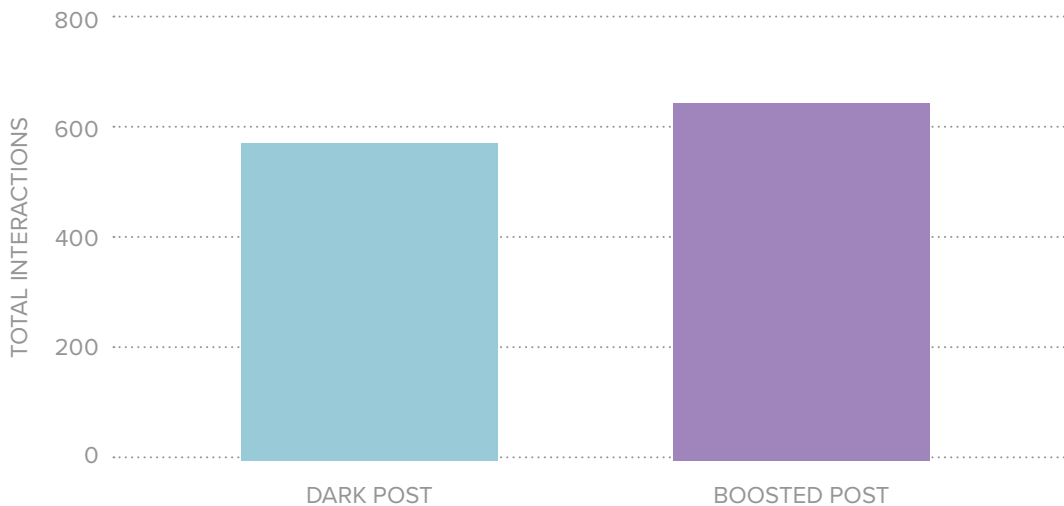
AVERAGE DAYS OF PROMOTION FOR FACEBOOK ADS



BOOSTED FACEBOOK POSTS GARNER MORE SHARES, ORGANIC REACH, AND ORGANIC IMPRESSIONS THAN DARK POSTS

The average boosted post on Facebook gets 643 total interactions, while the average dark post on Facebook gets 559 total interactions. Interactions are defined as likes, shares, comments, or reactions.

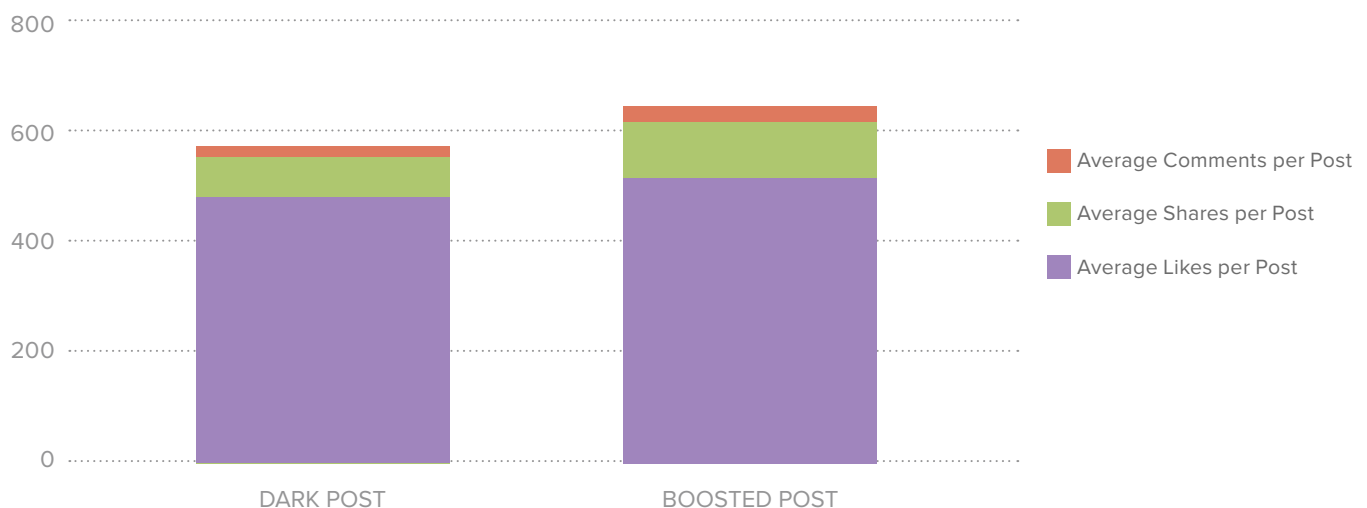
AVERAGE TOTAL INTERACTIONS PER POST FOR BUSINESSES ADVERTISING ON FACEBOOK



The average number of shares per post is the biggest differentiator in engagement between dark posts and boosted posts on Facebook. **Boosted posts see 73.21 percent more shares than dark posts on average.**

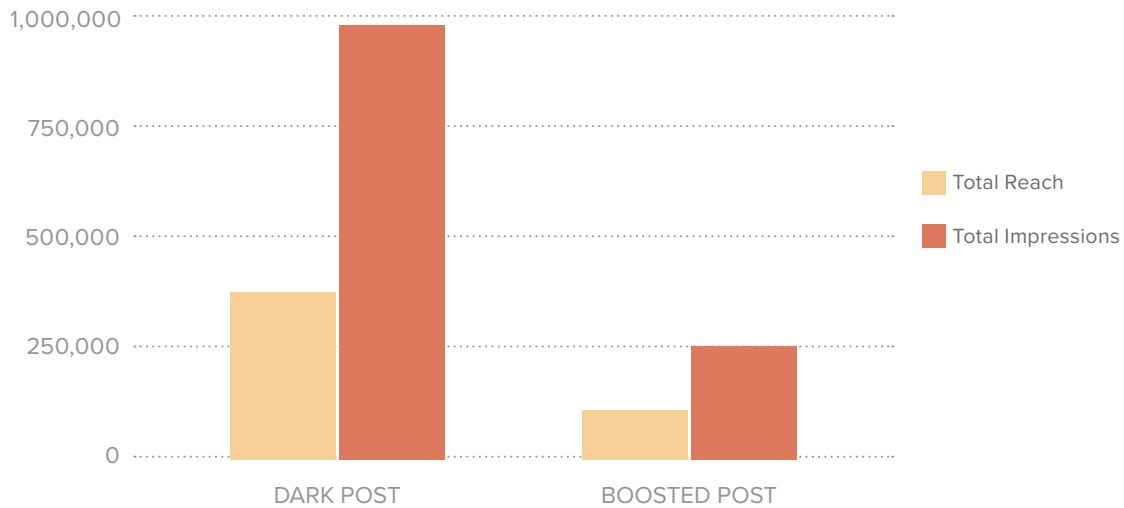
This finding could reflect the tendency for brands to use more engaging creative for boosted posts, which appear publicly on a brand's Facebook page. Businesses tend to use traditional advertising copy and calls-to-action in dark posts, which can make them less likely to be shared.

AVERAGE LIKES, SHARES, AND COMMENTS FOR FACEBOOK ADS



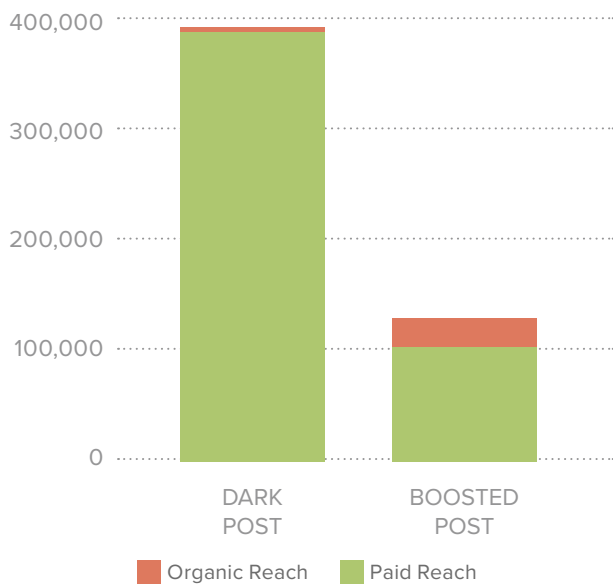
Because businesses put more spend behind dark posts on average, they garner higher total reach and impressions on average.

AVERAGE REACH AND IMPRESSIONS FOR BUSINESSES ADVERTISING ON FACEBOOK

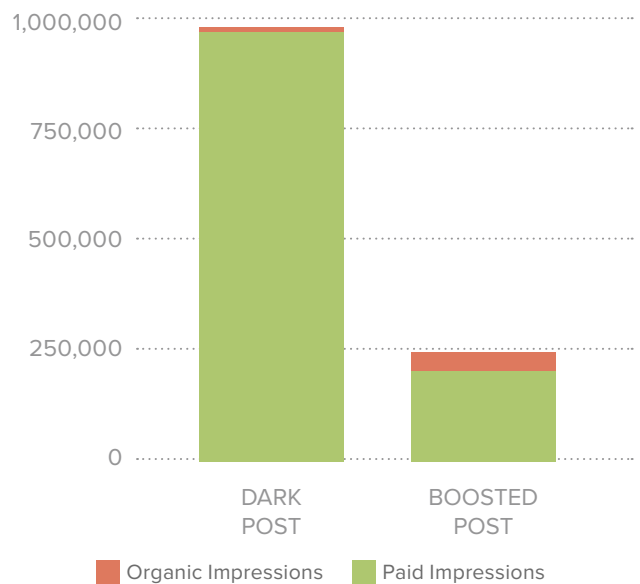


However, because boosted posts see higher engagement — and in particular, shares — than dark posts, they reap a greater percentage of organic reach and impressions than dark posts. Boosted posts see over nine times more organic reach and seven times more organic impressions than dark posts on average.

AVERAGE PAID AND ORGANIC REACH FOR BUSINESSES ADVERTISING ON FACEBOOK



AVERAGE PAID AND ORGANIC IMPRESSIONS FOR BUSINESSES ADVERTISING ON FACEBOOK

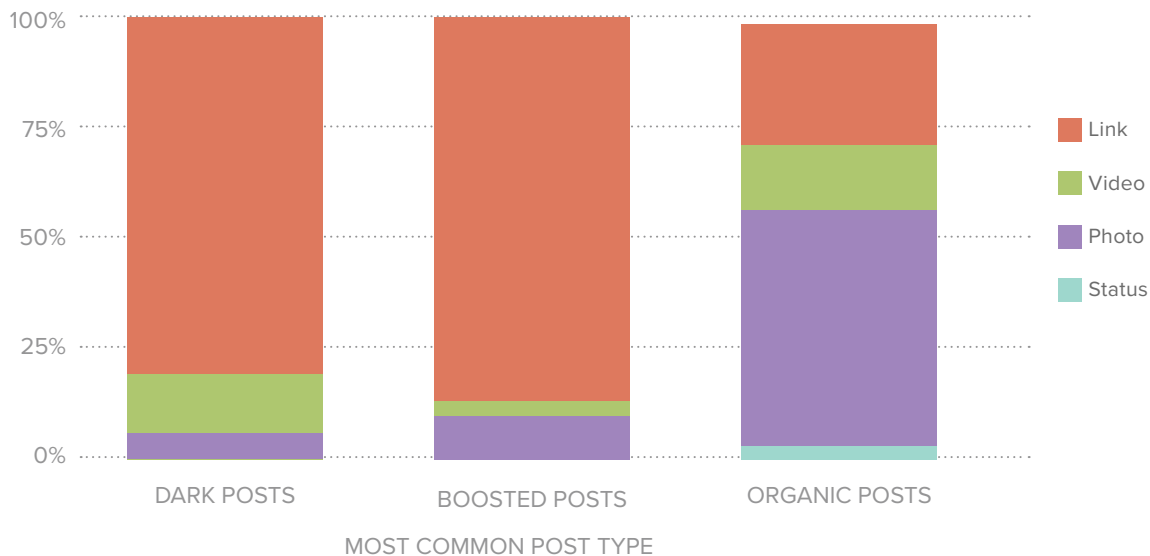


LINK POSTS ARE THE MOST COMMON POST TYPE FOR FACEBOOK ADS

Eighty-four percent of dark posts and 87 percent of boosted posts are link posts. In contrast, photo posts are the most common post format for organic Facebook posts, accounting for 55.9 percent of posts.

Notably, video posts are the second-most common post type for dark posts, while photo posts are the second-most common post type for boosted posts.

POST TYPE UTILIZATION FOR
DARK POSTS, BOOSTED POSTS, AND ORGANIC POSTS ON FACEBOOK



METHODOLOGY

We used the TrackMaven marketing analytics platform to analyze 90,690 Facebook ads (both dark posts and boosted posts) from September 1, 2016 - September 31, 2016. The businesses in this sample size have an average of 889,202 Facebook page likes, and a median of 152,341 Facebook page likes.

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