2021 Social Measurement Holiday Snapshot

Trends in Measurement, Ad Costs, and Shopper Behavior Heading Into This Holiday Season
Retailers across the world are ramping up their social advertising across platforms in preparation for the 2021 holiday season. The team at StitcherAds dug into the data to uncover trends in measurement, ad costs, and shopper behavior. Read the 2021 Social Measurement Holiday Snapshot to see what’s in store for retailers as their busiest time of year commences.
Measurement

Real-time Reporting
Conversions for iOS14.5+ tracking opt-outs are reported with a 24-48 hour delay and may not reflect true conversion time.

Consideration: Delays in reporting create hurdles when attempting to gauge demand for budget optimization.

Reporting Accuracy
Restriction to conversions and their values has limited Facebook's ability to attribute conversions for iOS14.5+ privacy-opt out users.

Consideration: When comparing YoY performance, consider the new limitations to Facebook attribution.

In the post iOS14/15 era, brands need to look at multiple sources to track performance.

The Effect On Facebook’s Attribution Over Time

Key Takeway: Even though Facebook is reporting ROAS is down 30% compared to last month, Clients in the StitcherAds platform are still driving the same volume of revenue and did not see changes in performance.

Trends
Brands are no longer only looking at 1 source to track performance. While brands have historically looked at Facebook, we are seeing more brands lean on measurement tools such as Google Analytics, Adobe Analytics, and internal reporting.

Learn more about how Enhanced DPA is helping to drive performance in our e-Book.

Source: StitcherAds Internal Dashboard
Advertisers Should Expect Greater Costs on Facebook

Leading into the holidays we are seeing a 27.47% YoY increase in Cost per 1,000 impressions (CPM) leading to a 30.91% YoY increase in cost per link click (CPC).

On Facebook, CPMs rose from $11.57 in October to $12.72 in November – a 10% MoM increase. We can expect CPMs to continue trending upwards until November 27th when costs eased last year.

MoM CPCs costs were offset by a 7% increase in click-through rate as shopper demand begins to increase ad engagement.

Source: StitcherAds – Data aggregated from 207 Facebook Accounts with at least $100k USD per month in spend.
Instagram is seeing a massive increase in costs per impression, supplemented by an increase in click-through rates.

Leading into the holidays we are seeing a 41.90% YoY increase in Cost per 1,000 impressions (CPM) – however increase in YoY ad engagement has offset the costs of link click costs as we only see a 1.72% YoY increase in cost per click on Instagram.

On Instagram, CPMs rose from $9.50 in October to $11.03 in November – a 16% MoM increase. We can expect CPMs to continue trending upwards until November 27th when costs eased last year.

MoM CPCs costs were offset by a 14% increase in click-through rate as shopper demand begins to increase ad engagement.
Due to iOS14.5 impacts we should not compare 2020 vs 2021 conversion rates – however, we do look at the trends and shifts in conversion rate as indicator of shopper demand.

We see 2021 conversion rates follow the same trend as 2020 with an aggressive ramp-up beginning the first week of November.

Following the 2020 trend, we can expect this ramp up to continue through the month of November with aggressive increases during the week of Thanksgiving.

### Conversion Rate 2020 vs 2021

- **2020**
  - 0.7%
  - 0.6%
  - 0.5%
  - 0.4%
  - 0.3%
  - 0.2%
  - 0.1%
  - 0%

- **2021**

Source: StitcherAds – Data aggregated from 207 Facebook Accounts with at least $100k USD per month in spend.
ABOUT STITCHERADS

Founded in 2009, StitcherAds is a leading paid social advertising platform empowering advertisers and agencies to scale full-funnel performance marketing campaigns on Facebook, Instagram, Snapchat, Pinterest, and TikTok. Since its conception, some of the world’s largest retail, eCommerce, and grocery brands, leverage StitcherAds technology, and expertise to deploy data-driven automation to increase the revenue impact of their ad spend. We work on a hybrid service model, onboarding clients from fully managed service to self-serve to ensure long-term success with their software.

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