2018 POLITICAL DIGITAL ADVERTISING SUMMARY REPORT

A comprehensive look inside a closed world
March 2019
Background on this report

We’re living in a digital world

- U.S. adults spend an average of 6 hours/day online
- Digital advertising surpassed TV advertising spend in 2016

But the political campaign world is lagging behind

While digital is no longer a backwater for Democrats, old habits die hard. In 2018, an estimated $9B\(^1\) was spent on the midterm elections with an estimated $623M\(^2\) on digital political advertising, including $284M on Facebook and $90M on Google.

Television still dominates media spending. For political digital, there’s much work to do on transparency, budgeting, execution, and measurement.

Sources: (1) Federal: Center for Responsive Politics, March 2019; State: National Institute on Money in Politics, March 2019
(2) TFC estimated total digital spend via FB and Google spend totals as of November 2018, excluding corporations and non-electoral government spend. Estimates include non-FB or Google spending using eMarketer’s 60% commercial market share for FB and Google, and adds in an estimate of additional advertising spend not covered in Google’s current archive (e.g. state-level campaigns).

IN THIS REPORT

- State of Political Digital Ads
- Campaign Lessons Learned

Joining together an analysis of publicly available data regarding platform political digital spending with an analysis of TFC’s work running digital advertising for 57 campaigns in 2018, this report is able to tell a comprehensive story of what’s happening in the once-closed world of political digital advertising.
A Note on Data Transparency in Politics

While much has been made of digital media’s role in political persuasion (domestic and foreign), over the course of running different analyses - *for this report and others* - our understanding that the entire political space is wrought with severe data transparency issues has been reinforced. This includes money transferred between and spent by political parties, PACs, Super PACs and 501(c) as well as the opaque categorization of data and lack of user-friendly and publicly available data.

In fact, the only data that is actually fairly easy to obtain at this point is that from Google, Facebook and Twitter. While we believe there is undoubtedly a significant amount of additional work to do on this front from them, their political ads archives are the only way to look at this data at present. **We hope they will continue to make data available and that the rest of the political (and ads) world will be a fast-follower here. We will all be better off for it.**
7 Insights Into the State of Political Digital Ads
Data disclaimers

- Unless otherwise noted, data is drawn from the Facebook and Google political advertising archives, beginning May/June 2018, with campaign finance data from the Center for Responsive Politics.
  - Data was labeled by volunteer teams examining thousands of pages and advertisers; TFC expects dataset accuracy to improve over time. We did not have access to the FB Ad Archive API.
  - Data labeling covered Facebook pages with >$35,000 lifetime spend and Google advertisers with >$25,000 lifetime spend.
  - Much of the digital advertising world has no data disclosure for politics, but remains an important part of the ecosystem; we have estimated other digital spend using Facebook and Google’s combined 60% U.S. market-share[^1].

- While TFC focuses on state legislatures, federal data, both for ad spending and campaign finance, is the most complete and widely available.

- When examining campaign lessons learned, TFC used data from the Facebook and Google advertising analytics systems.

[^1]: Source: eMarketer, "US Digital Ad Spending Will Surpass Traditional in 2019"
## Summary of the State of Political Digital Ads Key Findings

<table>
<thead>
<tr>
<th>Finding</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital budgets are increasing but still small...</td>
<td>In 2018, only 2.7-5.1% of total budgets went to digital ads; closer to 50% went to television and direct mail.</td>
</tr>
<tr>
<td>especially compared to commercial spend</td>
<td>In the U.S. Senate, weighted average digital spend was between 4-7% of media spend for campaigns and 13-18% for key Committees and Super PACs vs. 54% on average for commercial media spend</td>
</tr>
<tr>
<td>Republicans and Democrats differ in how they spend on digital</td>
<td>Republicans favor Google and the majority of their Google and Facebook spend came from PACs and Committees.</td>
</tr>
<tr>
<td>Top advertisers were largely campaigns and committees</td>
<td>Of the top 15 spenders overall, only 2 were campaigns (Beto and Trump) and 5 have direct links to billionaires.</td>
</tr>
</tbody>
</table>
The 2018 elections cost over $9 billion dollars, with an estimated $623M put towards digital ads.

**TOTAL 2018 ELECTION SPENDING**
FEDERAL AND STATE

**BREAKDOWN OF TOTAL 2018 DIGITAL SPEND BY PARTY**
FEDERAL AND STATE - ALL GROUPS INCLUDED

- **Democrats**: 56%
- **Republicans**: 31.3%
- **Independents**: 12.7%

Sources: (1) Federal: Center for Responsive Politics, March 2019; State: National Institute on Money in Politics, March 2019
(2) TFC estimated total digital spend via FB and Google spend totals as of November 2018, excluding corporations and non-electoral government spend. Estimates include non-FB or Google spending using eMarketer's 60% commercial market share for FB and Google, and adds in an estimate of additional advertising spend not covered in Google's current archive (e.g. state-level campaigns).
Google and Facebook’s political ad disclosure data isn’t apples:apples, so TFC matched and analyzed the data to create a clearer picture.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Covered</th>
<th>Start Date</th>
<th>End Date</th>
<th>Advertisers Included</th>
<th>Office Level</th>
<th>Total Spend</th>
<th>Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Facebook, Instagram,</td>
<td>May 2018</td>
<td>November 10, 2018</td>
<td>Broad (campaigns, political committees, corporations)</td>
<td>Anything</td>
<td>$402.2M</td>
<td>94,195*</td>
</tr>
<tr>
<td></td>
<td>Messenger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Display, DoubleClick,</td>
<td>June 2018</td>
<td>November 11, 2018</td>
<td>Campaigns and political committees only</td>
<td>Federal</td>
<td>$60.0M</td>
<td>669*</td>
</tr>
<tr>
<td></td>
<td>YouTube, Search</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TFC RESEARCHED & ANALYZED DATA FROM:

Top 2,167 advertisers

REPRESENTING:

$370M 80% Digital ad spend

*Google links advertisers to their FEC ID; Facebook links ads to each Facebook Page, of which a single advertiser may have many.
1. 2018 political digital spend as a percentage of overall budgets was modest

For every $1 a donor gave about $.03 - $.05 went to digital

MEDIAN DIGITAL SPEND AS % OF TOTAL SPEND (1)

- **U.S. House Campaigns**
  - D: 5.1%
  - R: 4.0%

- **U.S. Senate Campaigns**
  - D: 5.0%
  - R: 2.7%

- **Top 20 Outside Groups**
  - D: 2.7%
  - R: 4.3%

Sources: TFC analysis drawn from Facebook/Google political ad archives and Center for Responsive Politics campaign spending data.
U.S. Senate campaigns spent only 4%-7% of their massive media budgets on digital media, while Trump spent 44% and commercial companies spend 54%.

Senate campaigns and their close cousins were far behind Trump 2016 and cross industry digital spend, where 44% and 54% of media went to digital, respectively.

### WEIGHTED AVERAGE DIGITAL SPEND AS PERCENTAGE OF TOTAL MEDIA SPEND

Winning 2018 U.S. Senate Candidates and Super PACs vs. Commercial Benchmark

<table>
<thead>
<tr>
<th>Source</th>
<th>Other Digital (est.)</th>
<th>Facebook &amp; Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dem. Campaigns</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Rep. Campaigns</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>DSCC + Senate Majority PAC + Priorities USA</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>NRSC + Senate Leadership Fund</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>Trump Campaign 2016</td>
<td>44%</td>
<td>54%</td>
</tr>
<tr>
<td>Cross-Industry Average</td>
<td>32%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Additional 40% of non-FB/G digital spend estimated via eMarketer market share data.

Sources: (1) TFC analysis drawn from Facebook and Google Ad archives and Center for Responsive Politics campaign spending data. (2) Federal Election Commission filings, 2015-2016 cycle.
3. The top 15 advertisers accounted for 30% of total spend: only 2 are actual campaigns, and 5 are directly linked to billionaires

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Republicans</th>
<th>Democrats</th>
<th>Billionaire-linked</th>
<th>Media expenditures 2018 ($)</th>
<th>Total expenditures 2018 ($)</th>
<th>FB Spend ($)</th>
<th>Google Spend ($)</th>
<th>FB/G % of media expenditures</th>
<th>FB/G % of total expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Priorities USA Action*</td>
<td>Green</td>
<td></td>
<td>Red</td>
<td>27.5M</td>
<td>45.2M</td>
<td>10.1M</td>
<td>4.2M</td>
<td>14.3M</td>
<td>51.9%</td>
</tr>
<tr>
<td>2 Beto O’Rourke</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>47.0M</td>
<td>79.1M</td>
<td>8.1M</td>
<td>1.8M</td>
<td>9.9M</td>
<td>21.1%</td>
</tr>
<tr>
<td>3 Donald J. Trump</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>94.1M</td>
<td>126.0M</td>
<td>1.8M</td>
<td>5.1M</td>
<td>6.9M</td>
<td>14.0%</td>
</tr>
<tr>
<td>4 Senate Leadership Fund</td>
<td>Red</td>
<td></td>
<td>Blue</td>
<td>16.1M</td>
<td>75.6M</td>
<td>4.9M</td>
<td>1.8M</td>
<td>6.7M</td>
<td>8.8%</td>
</tr>
<tr>
<td>5 Tom Steyer (NextGen, Need to Impeach)</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>74.3M</td>
<td>181.1M</td>
<td>3.7M</td>
<td>2.1M</td>
<td>5.7M</td>
<td>3.2%</td>
</tr>
<tr>
<td>6 National Republican Congressional Cmte</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>Unknown</td>
<td>Unknown</td>
<td>5.6M</td>
<td>Unknown</td>
<td>5.6M</td>
<td></td>
</tr>
<tr>
<td>7 News for Democracy</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>8.0M</td>
<td>30.5M</td>
<td>4.2M</td>
<td>0.0M</td>
<td>4.2M</td>
<td>13.7%</td>
</tr>
<tr>
<td>8 Planned Parenthood</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>15.3M</td>
<td>18.7M</td>
<td>2.8M</td>
<td>1.7M</td>
<td>4.5M</td>
<td>24.1%</td>
</tr>
<tr>
<td>9 Congressional Leadership Fund</td>
<td>Red</td>
<td></td>
<td>Blue</td>
<td>84.6M</td>
<td>271.4M</td>
<td>2.5M</td>
<td>0.4M</td>
<td>3.0M</td>
<td>1.1%</td>
</tr>
<tr>
<td>10 Americans for Prosperity</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>35.0M</td>
<td>84.0M</td>
<td>2.6M</td>
<td>1.0M</td>
<td>3.5M</td>
<td>4.2%</td>
</tr>
<tr>
<td>11 MoveOn.org</td>
<td>Green</td>
<td></td>
<td>Blue</td>
<td>70.4M</td>
<td>121.5M</td>
<td>0.8M</td>
<td>2.5M</td>
<td>3.4M</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

^ Priorities USA Action includes $8.8M of spend in partnership with Senate Majority PAC and $3.3M of spend in partnership with House Majority PAC.
In addition to Pritzker and Trump, billionaire-linked groups include Tom Steyer, News for Democracy (Reid Hoffman), and Americans for Prosperity (Koch Brothers).
4. The top 20 campaign spenders were large, contested statewide races or presidential candidates

**TOP 20 CAMPAIGN DIGITAL AD SPENDERS OF 2018**

FACEBOOK + GOOGLE ONLY

- BETO O’ROURKE: $9.9M
- DONALD J. TRUMP: $7.8M
- JB FOR GOVERNOR: $4.1M
- CLAIRE McCASKILL: $2M
- BILL NELSON: $1.7M
- HEIDI HEITKAMP: $1.4M
- RICHARD CORDRAY: $1.3M
- RICK SCOTT: $1.2M
- KYRSTEN SINEMA: $1.2M
- KAMALA HARRIS: $1.2M
- TED CRUZ: $1.1M
- ANDREW CUOMO: $1M
- JACKY ROSEN: $1M
- STACEY ABRAMS: $0.9M
- BOB HUGIN: $0.9M
- KIRSTEN GILLIBRAND: $0.9M
- TAMMY BALDWIN: $0.9M
- ELIZABETH WARREN: $0.9M
- TIM KAINE: $0.9M
- GREG ABBOTT: $0.9M

Source: Facebook and Google Political Ad archives
5. Republicans favor Google: they spent 48% of budget on Google versus 25% for Democrats

### TOP 15 GOOGLE POLITICAL ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Total Spend ($)</th>
<th>% of Total Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senate Leadership Fund</td>
<td>5.1M</td>
<td>8.5%</td>
</tr>
<tr>
<td>Congressional Leadership Fund</td>
<td>3.7M</td>
<td>6.2%</td>
</tr>
<tr>
<td>National Republican Senatorial Cmte.</td>
<td>2.5M</td>
<td>4.2%</td>
</tr>
<tr>
<td>Priorities USA Action &amp; SMP</td>
<td>2.5M</td>
<td>4.1%</td>
</tr>
<tr>
<td>Independence USA PAC</td>
<td>2.2M</td>
<td>3.7%</td>
</tr>
<tr>
<td>National Republican Congressional Cmte.</td>
<td>2.1M</td>
<td>3.4%</td>
</tr>
<tr>
<td>Beto For Texas</td>
<td>1.8M</td>
<td>3.1%</td>
</tr>
<tr>
<td>One Nation</td>
<td>1.7M</td>
<td>2.9%</td>
</tr>
<tr>
<td>Everytown For Gun Safety Action PAC</td>
<td>1.4M</td>
<td>2.3%</td>
</tr>
<tr>
<td>Priorities USA Action &amp; House Majority PAC</td>
<td>1.3M</td>
<td>2.1%</td>
</tr>
<tr>
<td>Trump Make America Great Again Committee</td>
<td>1.2M</td>
<td>2.0%</td>
</tr>
<tr>
<td>Rick Scott For Florida</td>
<td>1.1M</td>
<td>1.8%</td>
</tr>
<tr>
<td>Need to Impeach</td>
<td>1.1M</td>
<td>1.8%</td>
</tr>
<tr>
<td>Democratic Congressional Campaign Cmte.</td>
<td>1.0M</td>
<td>1.6%</td>
</tr>
<tr>
<td>Americans For Prosperity Action Inc.</td>
<td>0.9M</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

### SPEND ALLOCATION ACROSS PLATFORMS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Spend ($)</th>
<th>% of Total Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook (D)</td>
<td>$53.1 (75%)</td>
<td></td>
</tr>
<tr>
<td>Google (D)</td>
<td>$17.5 (25%)</td>
<td></td>
</tr>
<tr>
<td>Facebook (R)</td>
<td>$25.7 (52%)</td>
<td></td>
</tr>
<tr>
<td>Google (R)</td>
<td>$23.7 (48%)</td>
<td></td>
</tr>
</tbody>
</table>

Source: Facebook and Google Political Ad Archives, February 2019
6. 56% of Google political spend happened within a month of the election, with little time to test and evolve messaging.

56% of total Google spend was spent in the month before the election.

42% of advertisers only started spending in the final 4 weeks.

(1) Excluding advertisers who spent less than $5,000 for the cycle.
Source: Google political ad archives
Spend is reported on a weekly basis, for the week beginning each Sunday. It drops in the final week because Election Day was Tuesday.
7. The 2020 Presidential primary is well underway, but digital spend is dominated by Trump who has spent more than all other leading candidates combined.

<table>
<thead>
<tr>
<th>2020 PRESIDENTIAL CANDIDATES AD SPENDING</th>
<th>FACEBOOK AND GOOGLE (11/11/18-3/9/18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DONALD J. TRUMP</td>
<td>$5.3M</td>
</tr>
<tr>
<td>CORY BOOKER</td>
<td>$600K</td>
</tr>
<tr>
<td>ELIZABETH WARREN</td>
<td>$600K</td>
</tr>
<tr>
<td>KAMALA HARRIS</td>
<td>$500K</td>
</tr>
<tr>
<td>BERNIE SANDERS</td>
<td>$500K</td>
</tr>
<tr>
<td>KIRSTEN GILLIBRAND</td>
<td>$300K</td>
</tr>
<tr>
<td>JAY INSLEE</td>
<td>$200K</td>
</tr>
<tr>
<td>JOHN W. HICKENLOOPER</td>
<td>$200K</td>
</tr>
<tr>
<td>AMY KLOBuchar</td>
<td>$200K</td>
</tr>
</tbody>
</table>

Beto O’Rourke announced his candidacy for President 3/14/2019, so is not part of this comparison. Since announcing, he has spent $102K.

Source: Facebook and Google political ad archives
7 Lessons Learned From Running 57 Political Digital Ad Campaigns
Facebook and Google data form this report, owing to their reach, targeting, and analytics.

- **Facebook** is the first choice for budget-constrained state campaigns, with a large one-stop shop for voter list matching, demographic analytics, and reach.
- **Google** amplifies reach with its unique channels but requires additional effort and budget.
- **Why not Twitter?** Much smaller reach and limited targeting limit usefulness.

Note: Facebook includes Facebook Messenger; chart excludes Over-The-Top advertising via Xfinity (one campaign) and Twitter Ads (one campaign).
This section of the report focuses on key measures of online engagement and price as markers for overall effectiveness.

**A BATTLE FOR RELEVANCE**

Digital ads compete in dynamic marketplaces that often reward relevant and engaging ads with cheaper prices.

**FOUGHT WITH CLICKS AND IMPRESSIONS**

Metrics like higher click-through rates and lower CPMs (price paid per impression) are usually signals for how well-received an ad was in the marketplace.

**HOWEVER, IT’S NOT A FULL PICTURE**

Ads that are engaging and cost-effective are not necessarily persuasive or action-causing – key outcomes in politics, but also difficult to measure in isolation for the average campaign.
Digital advertising is now mobile advertising

AD SPEND BY DEVICE TYPE

TFC + FACEBOOK-WIDE

- Leading campaigns and PACs produce mobile-first creative content
- Musts for mobile
  - Square/vertical video
  - Designing for sound off
  - Shorter and more frequent
  - Front-loading narrative
  - Visually stand out in a feed

Share of TFC spend matched share of Facebook ad revenue (7% desktop vs. 93% mobile). Source: Facebook Q4 2018 earnings call
1. Ads should be created for mobile; repurposing TV ads just doesn’t work

Mobile Best Practice

- Casual, conversational
- Stoop setting
- Square crop makes image 66% bigger on vertical screen
- Subtitles: majority of phone users have sound off

TV ad on mobile

- Gauzy TV look
- TV aspect ratio minimizes image of the candidate
- No subtitles
- Too Long: Attention span on mobile is short, so capture attention in first few seconds
2. The “Selfie Lift”: homemade videos were 20% cheaper to run than more highly produced content - before factoring in production costs

DIY (e.g. SELFIE) VS. PROFESSIONAL PRODUCED VIDEOS PERFORMANCE

<table>
<thead>
<tr>
<th></th>
<th>Cost Per Click</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Candidate selfies</td>
<td>70% cheaper</td>
<td>20%</td>
</tr>
<tr>
<td>Supporter selfies</td>
<td>50% cheaper</td>
<td>20%</td>
</tr>
</tbody>
</table>

"Selfie" videos are used here as a general term for videos shot informally, often on smartphones.
3. Promoted organic content is authentic and often performs dramatically better than traditional ads

Promoted organic content looks less like an ad. Campaigns often use it to promote content that is already doing well.

THE RESULT: 70-90% lower cost-per-click than traditional ads
4. Be religious about new content: ad engagement starts to decline right after launch

**AVG. CLICK-THROUGH RATE**

- 0-5k: 1.03%
- 5-10k: 1.01%
- 10-15k: 1.19%
- 15-20k: 0.99%
- 20-25k: 1.02%
- 25-30k: 0.82%
- 30k+: 0.60%

25,000 impressions

Analysis limited to ads that ran for more than 10,000 impressions.
5. Starting early in the year is crucial for campaigns to test and learn on engaged audiences and with 25% cheaper prices

**MEDIAN COST AND CLICK-THROUGH RATE OVER TIME**

- **+25% CPM**
  - 8 weeks before Election Day, per-impression prices began to rise steadily, likely reflecting a more competitive ad auction as budgets increased

- **-78% CTR**
  - CTR declined precipitously 1-2 months before Election day
6. Older generations not only vote, they engage with Facebook content at 3x the rate of younger demos

Campaigns often say, “My district trends older, so digital is less important” to justify a lack of spending on digital. This stance underestimates the scale and activity of older audiences online.
7. Contrast and negative ads show early signs of being more efficient than positive ads at generating ad recall on Facebook

**Positive**

As a healthcare executive, I have experience negotiating contracts and know what's at stake for everyday families looking for quality healthcare.

**Contrast**

New Mexico needs fresh leadership. Democrat Dayan Hochman will protect women's rights and defend our public lands from polluters. The choice is as clear as Day!

**Negative**

30% less expensive to generate equal ad recall than positive ads

24% less expensive to generate equal ad recall than positive ads

*Lower statistical confidence; TFC is continuing to monitor*
About Tech for Campaigns

**WHAT WE DO**

Tech for Campaigns (TFC) is building the permanent digital arm for progressive and centrist political campaigns across the United States. TFC provides campaigns with access to best-in-class talent and technology to implement digital strategies needed to win, powered by a growing community of 10,000+ digital volunteers.

**WHY WE DO IT**

While the Obama campaign was known for their digital prowess, little to none of that trickled down to any other campaigns. Other races rarely enjoy access to the digital tools, training and talent that are integral to winning campaigns. With the 2020 redistricting process on the horizon, there has never been a more critical time to close this gap and empower Democratic candidates.

**RESULTS**

Since 2017, we completed 250 projects on 133 campaigns — from the Virginia, Texas and Florida House of Delegates to Stacey Abrams for Governor and Kendra Horn, OK-05.

**TESTIMONIALS**

“TFC has fulfilled a capacity gap for campaigns across Pennsylvania—these campaigns are constantly confronted with an ever changing political and technological landscape with which TFC was able to bridge for them. The Caucus cannot thank them enough.”

— Frank E. Burdell IV, Political Director, Pennsylvania House Democratic Campaign Committee

**PRESS** (Click to read)
# Definitions of key terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad</td>
<td>Individual set of creative (photo, video, text), with specific targeting and budget choices</td>
<td>“Vote today” message and photo, shown to registered male voters ages 18-45 in Texas</td>
</tr>
<tr>
<td>Impressions</td>
<td># of times a given ad appeared on screen; one user can have multiple impressions</td>
<td>Ad appeared on screen 5,000 times = 5,000 impressions</td>
</tr>
<tr>
<td>CPM (cost per mille)</td>
<td>Price for 1,000 impressions of an ad, regardless of # persons viewing</td>
<td>Total ad cost of $100 for 5,000 impressions = $20 CPM</td>
</tr>
<tr>
<td>Clicks</td>
<td>Total number of clicks on an ad; may include multiple clicks from the same user</td>
<td>Users clicked on the ad 500 times = 500 clicks</td>
</tr>
<tr>
<td>CTR (click-through rate)</td>
<td># of clicks divided by # of impressions for that ad</td>
<td>500 clicks / 5,000 impressions = 10% CTR</td>
</tr>
<tr>
<td>CPC (cost per click)</td>
<td>Total cost divided by the total # of clicks; provides performance-based view into engagement &amp; cost</td>
<td>Cost of $100 / 500 clicks = $0.20 CPC</td>
</tr>
<tr>
<td>Estimated Ad Recall Rate</td>
<td>Estimated incremental # of people who would remember seeing an ad 2 days later, Facebook platform metric</td>
<td>$0.15 cost per incremental recaller; calculated via user behavior signals and machine learning</td>
</tr>
</tbody>
</table>
Contact us

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