

Social Media Intelligence



ComputerSupport.com is using Social Media to reach audiences, create brand awareness and eventually create revenue. Each social site has its own audience, but Facebook continues to dominate the social realm. As social media gets more engaging over time, are you using it to its full potential?

PAID SOCIAL

▶ Facebook ad costs per clicks (CPC) and click-through rates (CTRs) in U.S.



CTR is up
160%
YoY



CPC is
down **2%**
YoY



After an expensive holiday season, CPCs are back down. While costs are low and CTRs continue to grow, brands should stick with Facebook ads as they continue to incorporate more mobile specific ad serving and targeting.

▶ Global Facebook ad click volume and impressions growth.



Clicks are
up **70%**
YoY



Impressions
are up **40%**
YoY



More impressions mean more competition. As marketers expand Facebook offerings, look for ways to implement more targeted ads where there is more open space to capitalize on an engaged audience.

ORGANIC SOCIAL

▶ Comments and shares are becoming a larger portion of social engagement.



Comments
are up
16%
YoY



Marketers should keep adapting and finding new ways to ensure fans see content, either through paid postings or linking to Facebook Pages from other properties.

▶ Impressions, rates, and plays by day of the week.



The most
Impressions and
highest engagement
occur on **FRIDAY**

Brands are targeting Facebook users on Fridays and users are responding with better engagement rates and video plays. Knowing your audience and when they are engaging will help you to better create a successful long term social strategy.

OWNED SOCIAL

▶ Revenue per visit by referrer.



Facebook referred revenue per visit is up **11%** year-over-year and **2%** quarter-over-quarter.



Twitter referred revenue per visit is up **5%** year-over-year and down **23%** quarter-over-quarter.



Tumblr referred revenue per visit is up **55%** year-over-year, but down **36%** quarter-over-quarter.

While Pinterest and Tumblr are doing better than last year, they're still unable to provide consistent referred revenue outside of the holiday shopping season. Facebook, however, continues to provide value year round.

▶ Share of social referred visits.



Facebook produces **75%** of traffic to Retail sites, up **2%** year-over-year and **13%** quarter-over-quarter.



Pinterest referred traffic to Retail is up **59%** year-over-year, but down **56%** quarter-over-quarter.



LinkedIn refers **15%** of social traffic to B2B High Tech companies, second only to Facebook, but is down **27%** year-over-year.



Facebook refers **52%** of social traffic to B2B High Tech sites, up **34%** year-over-year.

LinkedIn, Twitter, and Facebook are real players for social traffic to B2B High Tech companies. Look to incorporate additional marketing spend to these networks.