

# FB ADS COST BENCHMARKS FOR 2022 AND BEYOND



# Why benchmarking is essential for every Facebook Ads manager

Facebook ads are a great way to gain exposure, keep in touch with existing customers, attract new ones, and the best one—close sales. Whether you want to increase sign-ups for your webinar or create a kickass Boxing Day sale campaign, Facebook has all you need.

But here's a question: As a Facebook Ads manager, are you taking benchmarking seriously?

Benchmarking helps you understand the current best practices and find opportunities for improvement in the existing ad campaigns. Benchmarks are averages that can help advertisers understand if they're overpaying, and how much they should be budgeting.

Of course, benchmarking is a very broad term, so let's narrow it down a bit. For this particular article, we are referring to performance benchmarking related to Facebook ads.

To be precise, we will discuss the difference between 2020 and 2021 trends for cost-per-click (CPC) and cost-per-like (CPL) metrics so you can budget appropriately for 2022.

Without the current benchmarks, you'll probably fly blind and make mistakes. And what happens when you fly blind with Facebook ads? Well, it'll cost you a lot of money and produce terrible results.

If you believe in proper planning and gathering intelligence before taking action, this e-book is definitely for you, and you should read it till the end.

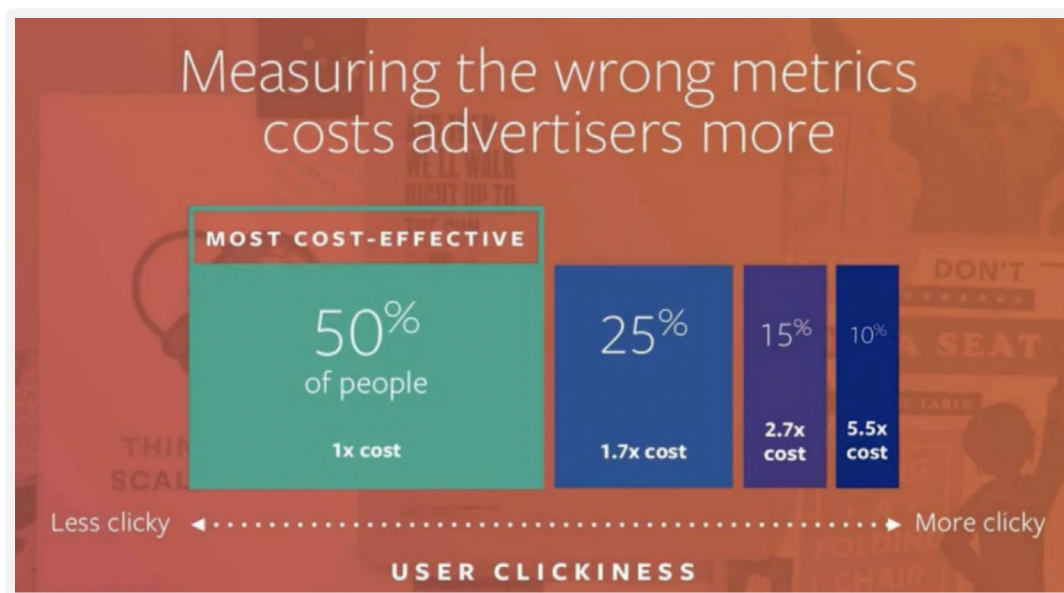
# Facebook Ad cost-per-click (CPC) benchmarks

## Cost-Per-Click (CPC) Explained

If you search for the meaning of the term “CPC” online, you’d probably end up with more questions than answers. That’s why we’ll simplify it for you.

**Cost-per-click (CPC) is the price you pay for each click on your Facebook ad.**

To make this even easier, here’s an example. Suppose you run an ad that has a CPC rate of 50 cents. In this case, you’ll pay \$50 for 100 clicks on your ad.



But remember, **Facebook Ads pricing is based on bids**, and you could end up paying less than 50 cents per click. However, you’ll never spend more than 50 cents if you set a CPC bid cap.

**One thing that you should remember about CPC advertising—clicky users aren’t necessarily buyers.**

As you can see in the image, clicky users can significantly raise your cost-per-click, sometimes up to a whopping 5.5 times. So, if you’re running a Facebook ads campaign to increase sales, CPC might not always be the be-all and end-all metric to measure.

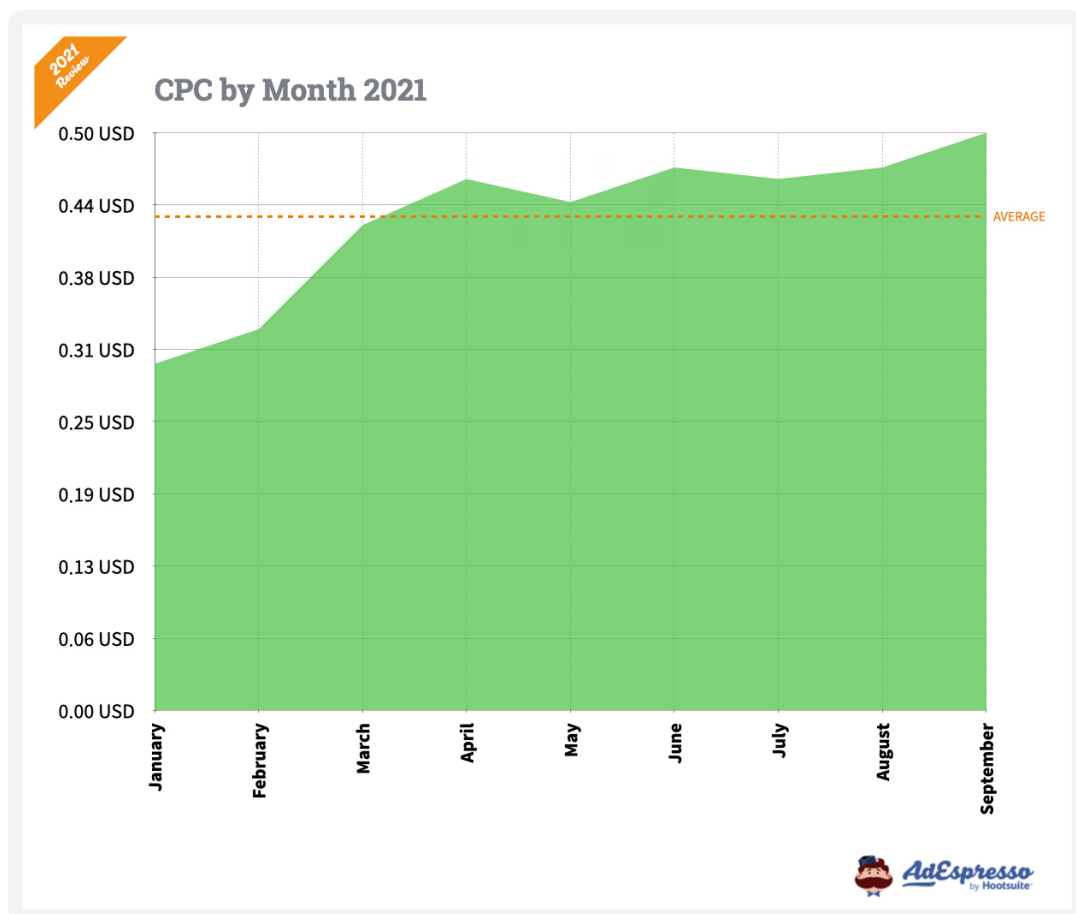
In general, you should understand how seasonality affects your customer's behavior and take the entire buying cycle into consideration. **Consider the CPC by hour investment only after you have analyzed the former points.**

That said, let's analyze the average monthly Facebook CPC in 2020 and 2021.

## Average CPC by month in 2021

Compared to the same period in 2020, the first months of 2021 saw low average CPCs. At the beginning of the year, much of the world was in lockdown or living with COVID-related restrictions.

This meant people were spending a lot of extra time online and using social media. This, in turn, led to surplus ad capacity. **CPC is usually determined by the amount of competition from other advertisers**; low demand for ad space in Q1 drove ad prices down.





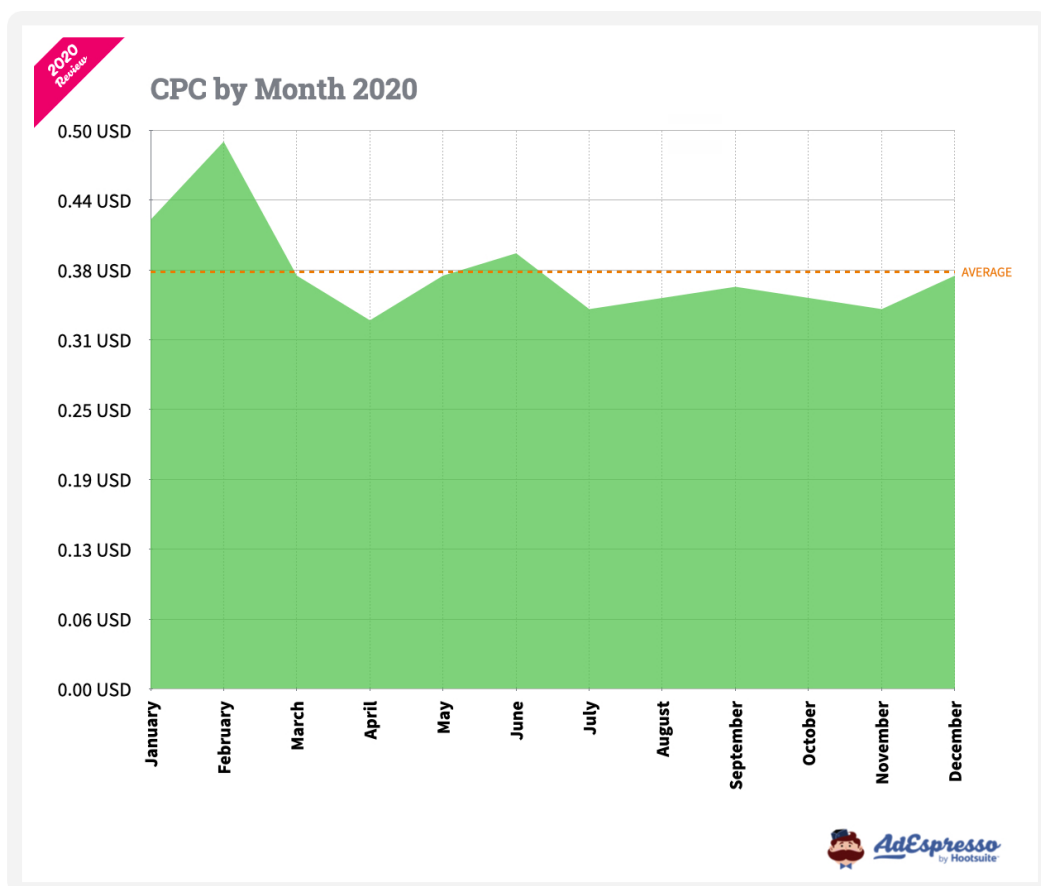
As the world opened up again in Q2 and beyond, users spent a lot less time online, and less **ad capacity pushed the price per ad impression back up.**

At the other extreme, eCommerce and retail brands always book more ads in Q4 (in the lead up to the holidays), significantly pushing up the ad costs. Pay attention to your business during these months. **If you primarily rely on B2B leads, competing with eCommerce advertisers during Q4 might not bring the ROI you need.**

## Average CPC by month in 2020

If you look at the 2020 CPC graph, the cost-per-click peaked in February 2020. This goes against the grain of a typical year, where costs are lower in the first few months of the year and then rise during the rest.

This was due to the decreased ad spend due to COVID-19, as well as the limited supply chain for eCommerce advertisers.



The beginning of the COVID-19 pandemic caused panic among business owners, and lots of them, unsure of the future, significantly decreased their ad budget. For this reason, the **ad cost was lower than usual between March and December 2020**. Even in Q4, there wasn't a rise in CPC, perhaps because businesses were still being cautious with budgets, preferring to conserve cash and bide their time rather than take advantage of lower traffic costs.

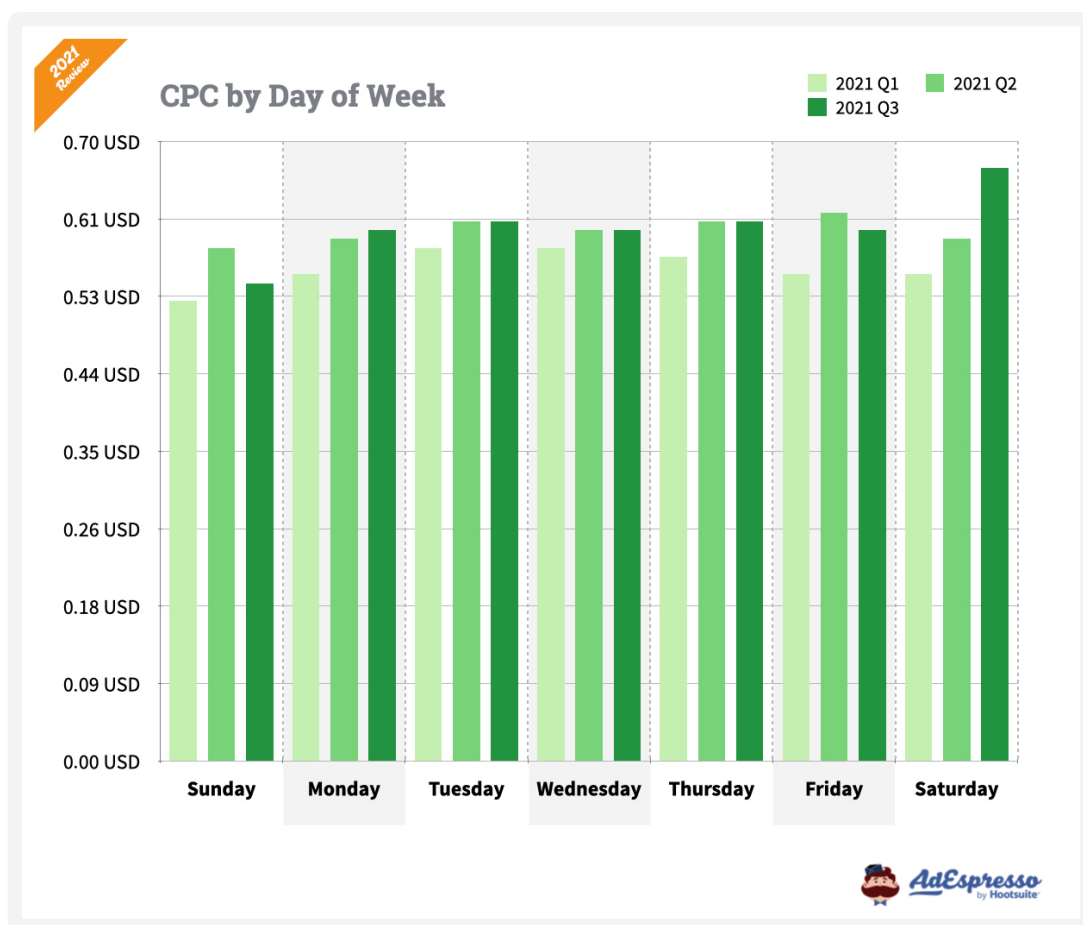
So how exactly did the early months of 2020 compare to the year before?

The most significant drop in CPC occurred in April when the average came down to \$0.33. This is \$0.10 (or 23%) lower than in April 2019.

# Average CPC by day of the week in 2021

In 2021, CPC has been remarkably **stable throughout the week**.

B2B advertisers are often tempted to only run campaigns only on weekdays, and B2C advertisers tend to prefer weekdays, but **data suggests that campaigns should run 7 days a week**.



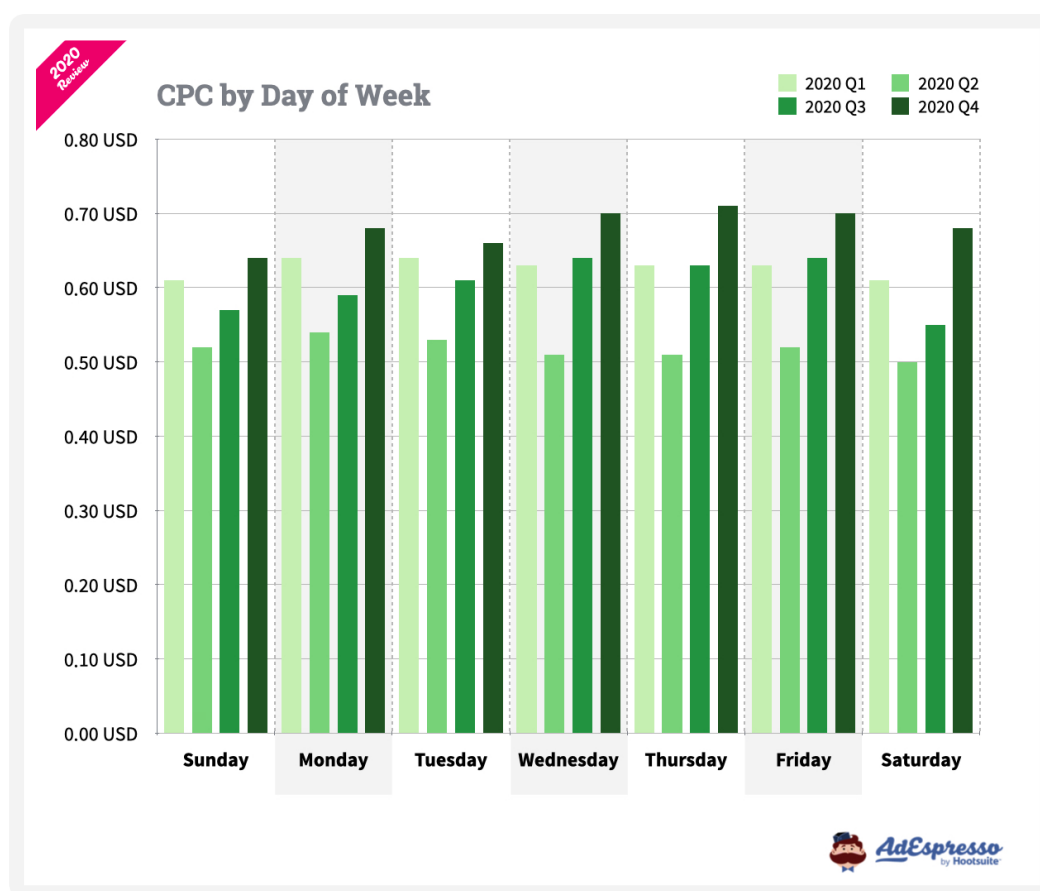
**95% of Facebook ad impressions are served on mobile devices**, which means that the effectiveness of ads is no longer tied to whether their audience is behind their office PC or relaxing at home with their laptop.

Ad audiences can now go online whenever and wherever they are, which means they're surfing Facebook and clicking on ads 7 days a week.

# Average CPC by day of the week in 2020

In both 2019 and 2020, the **average CPC was slightly lower during the weekends.**

**Differences between weekday and weekend CPCs got smaller during the peak of COVID-19.** In 2019, the fluctuation in cost-per-click between weekdays and weekend days was up to ten cents, and in 2020, it was only two-three cents.

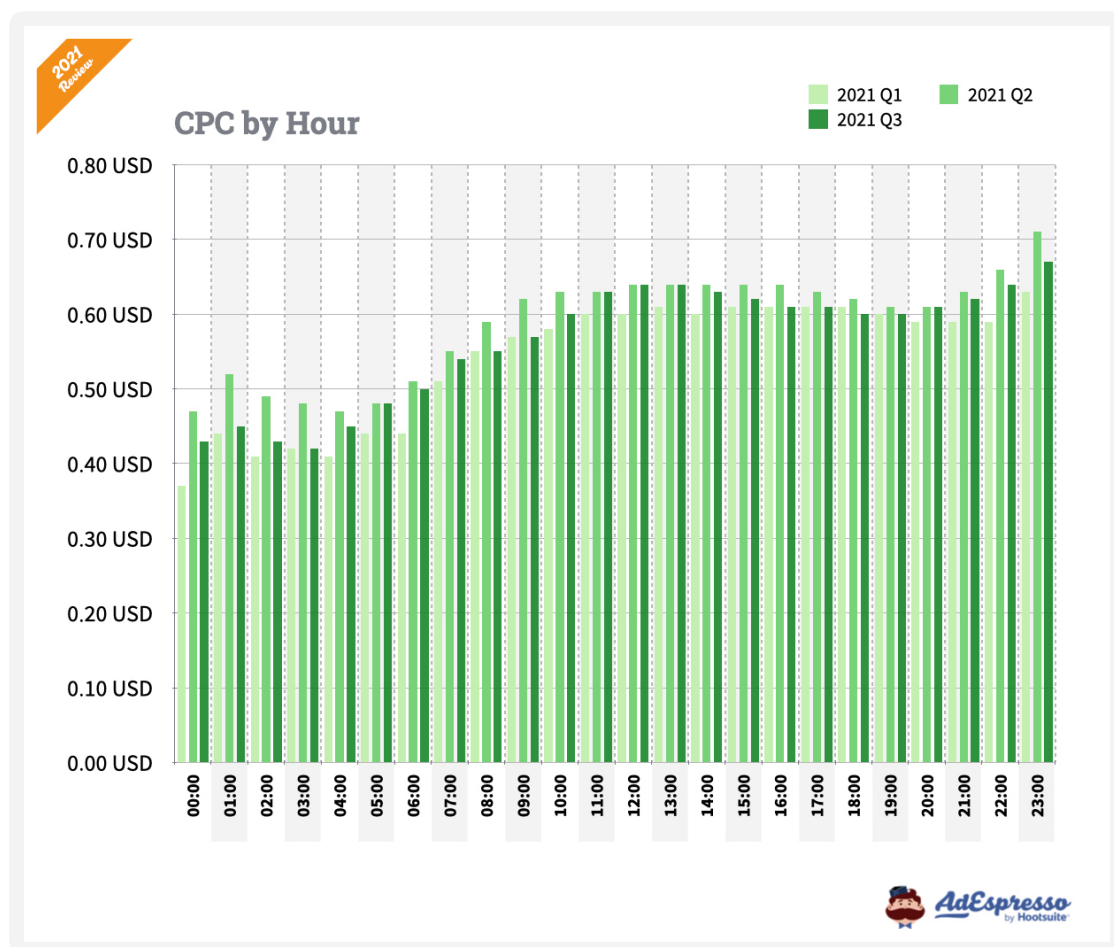


The number of active advertisers remains almost the same throughout the week. Still, the **number of active social media users increases on the weekend**, increasing the ad space's size and effectively making **the CPC more affordable**.

That said, the day of the week should not be a deciding factor when setting up your Facebook Ads campaign. Instead, focus your strategy on the unique nature of your business and niche, and the high-demand seasons in your industry.

# Average CPC by hour in 2021

On average, CPC is the lowest between midnight and 6 am in any time zone. This is likely due to the fact that some advertisers turn their ads off overnight, and there is less competition than during the daytime.

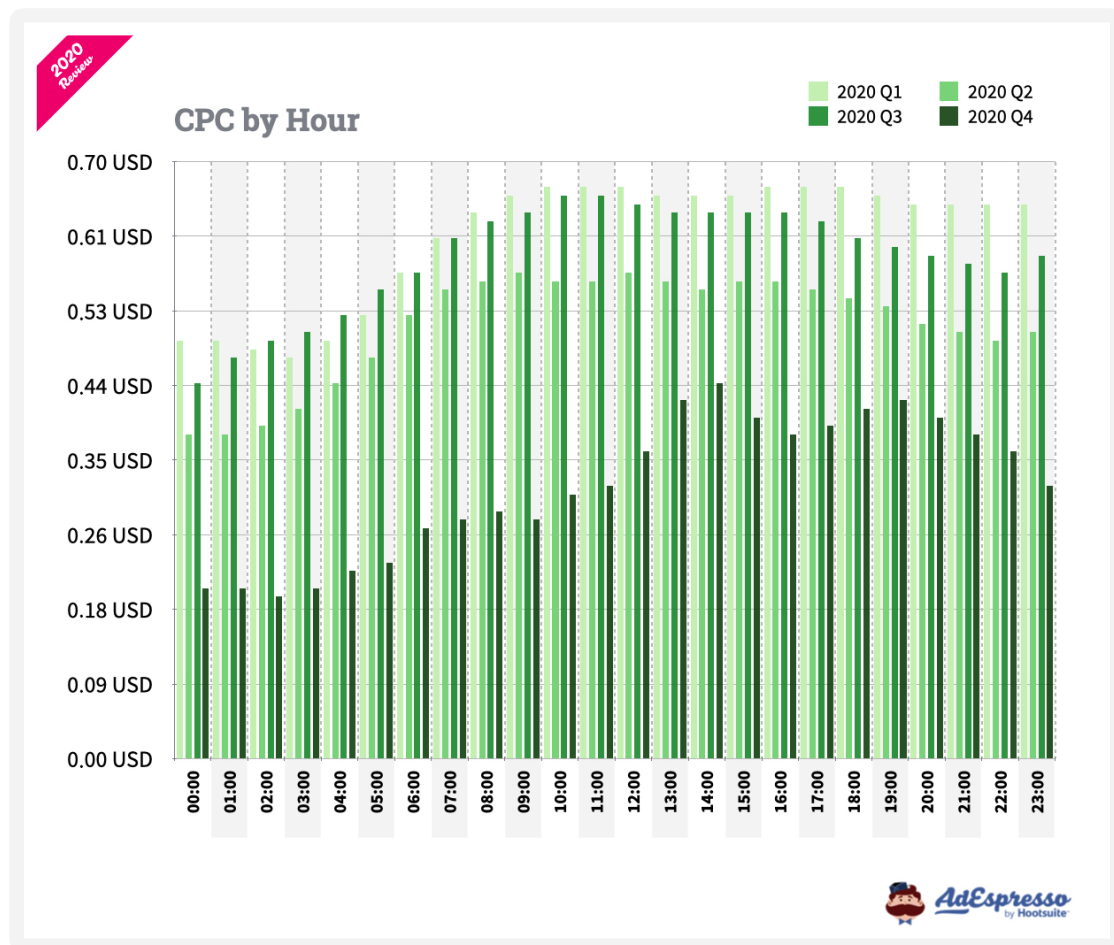


The data suggests ads should be left running overnight, though, to take advantage of the cheaper pricing — or so you'd think.

The number of clicks will be much lower overnight, as fewer users will be online. So we don't recommend running campaigns overnight only. Instead, run your campaigns 24/7 and let Facebook find the best opportunities throughout the day and across the week.

## Average CPC by hour in 2020

During Q4 in 2020 we can see that there were very few hours with a lower CPC as the CPC stayed more or less the same right up to midnight and only then saw a small drop overnight.

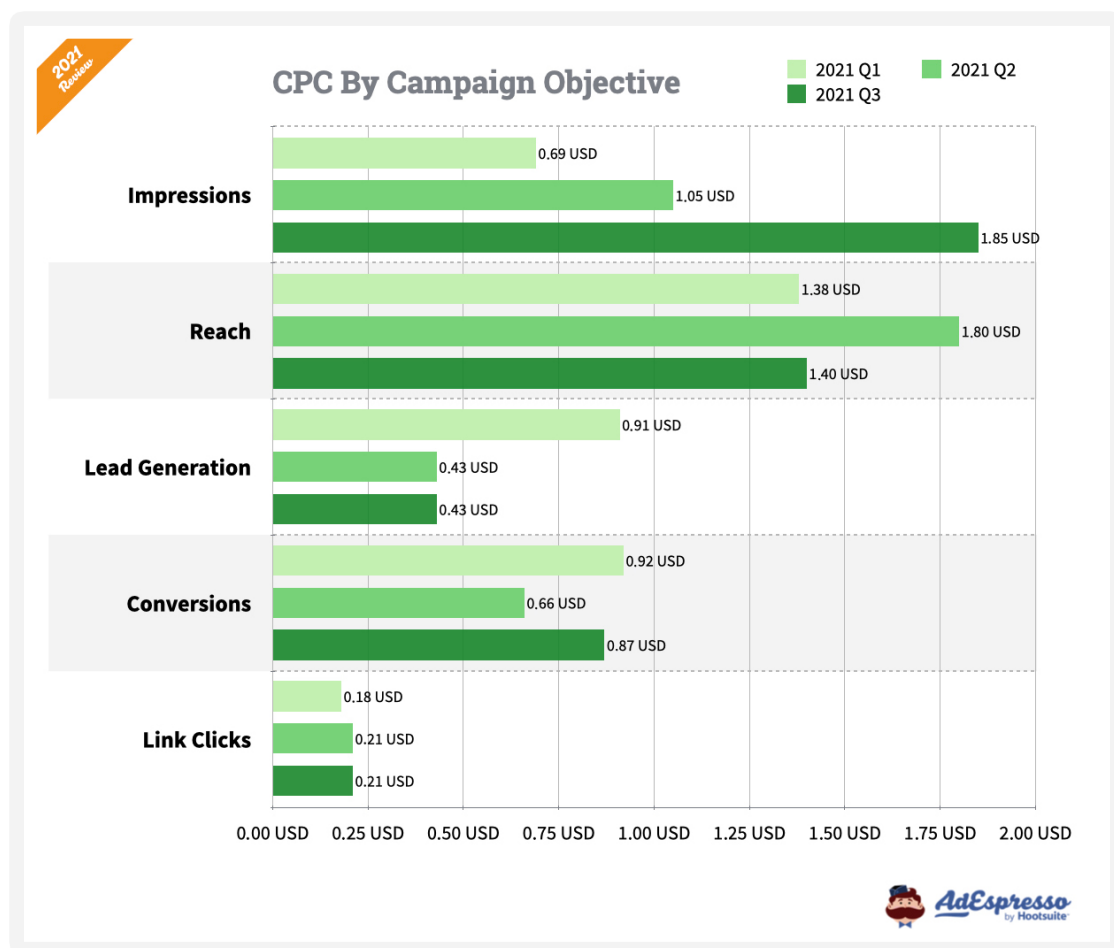


Something worth remembering is that approximately 95% of Facebook Ads are delivered to mobile devices and users are checking Facebook at all times of the day (and night) including when they are in bed.

# Average CPC by campaign objective in 2021

The graph below compares the average cost of clicks on Facebook ads with different objectives throughout 2021. The data illustrates **how good the Facebook algorithm is at achieving the objective you set for it.**

If your main goal is to generate clicks to your website, setting your objective as such leads to the cheapest CPC. For all other campaign types, the CPC increases as clicks become a secondary goal to the Facebook optimization algorithm.



**Clicks on lead generation ads are much cheaper than clicks on conversion campaigns.**

If you are looking to generate leads, using an on-Facebook lead generation form could be more effective than using the conversion objective and capturing leads on your website.

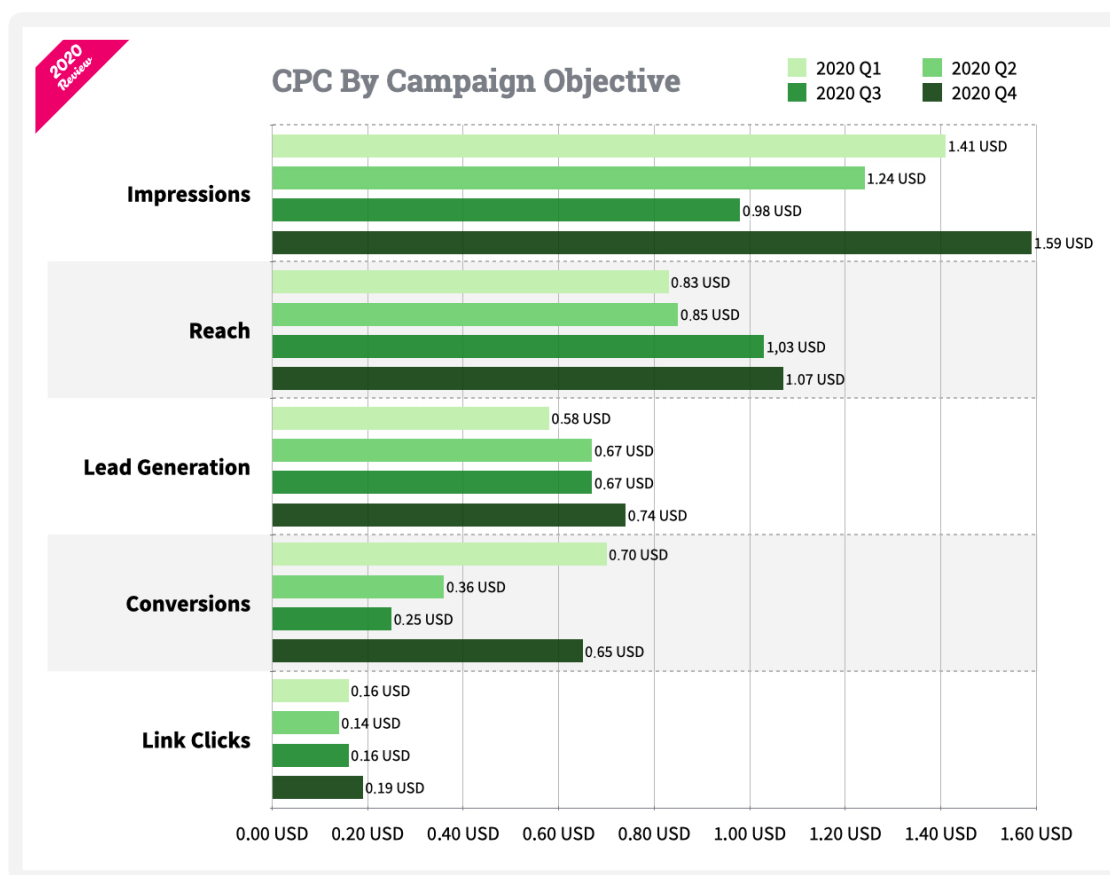
The **conversion objective can be a good choice even outside of lead generation campaigns, as it gets clicks at a reasonable cost** and generates high-intent traffic. This, in turn, can translate to good conversion rates later on in the funnel, e.g., on your website.

But conversion campaigns are still a useful tool for performance marketers. They are better for generating website traffic than reach or impression ads, which should only be used for top-of-funnel awareness campaigns.

## Average CPC by campaign objective in 2020

For most campaign objectives the **CPC declined as the year progressed until Q4 when it increased again**. Q4 can be a very competitive time of year due to increased ad spend from ecommerce brands pushing up the auction price for ad space.

Therefore when planning your ad budgets, think about your budget across the whole year instead of just spending an equal amount every month.





If your brand doesn't sell goods and services related to the holiday season, consider spending more of your ad budget during Q1-Q3. Then in Q4, reduce budgets and focus just on remarketing campaigns that use smaller audiences.

## **Facebook Ad cost-per-like (CPL) benchmarks**

### **Facebook Ad cost-per-like (CPL) explained**

Nothing says social proof like Facebook Page likes. Successful businesses know this, and they spend liberally on Page Like campaigns instead of buying likes, which never ever works and makes your Page look dodgy.

Page Like campaigns aren't meant to increase conversions or sales. Their purpose is to increase brand awareness. Initially, the content posted by new Facebook Pages is seldom seen on newsfeeds due to the low amount of Page likes and declining organic reach.

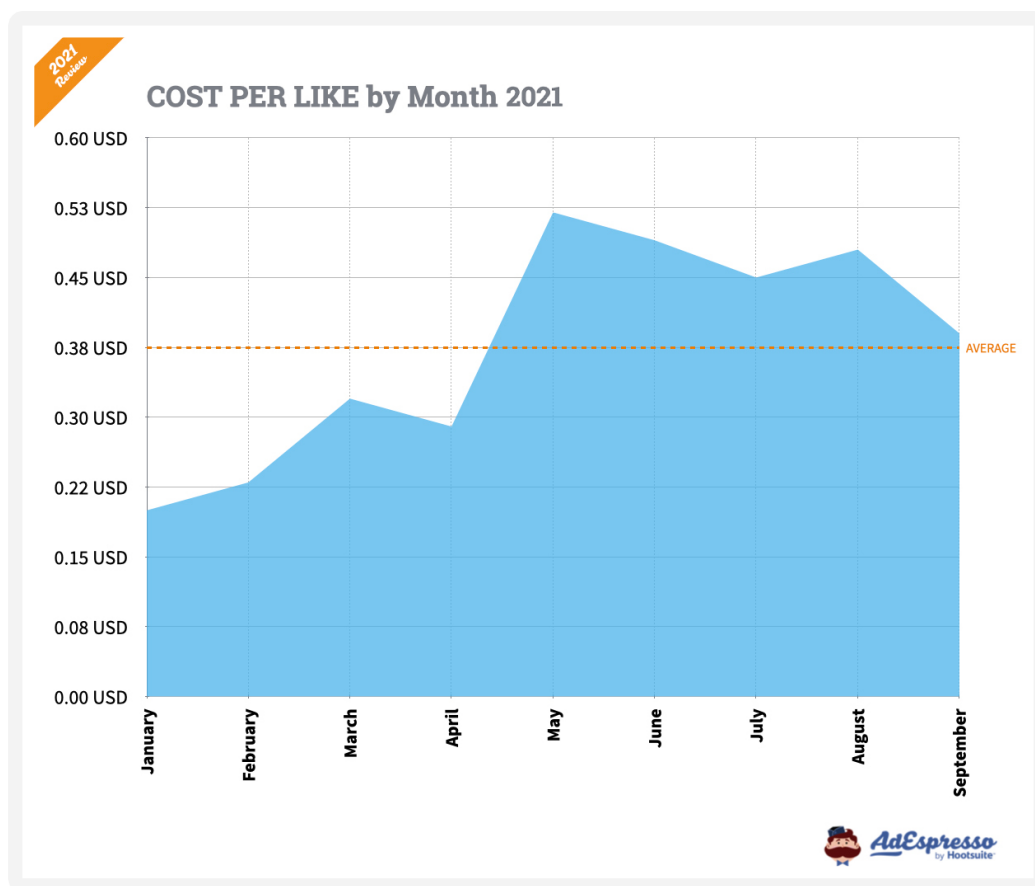
However, with the right Page Like campaign, you can make your voice heard and reach your target audience. Facebook is essentially a giant database that can put your message out in front of the right people, given that you're willing to invest in a Page Like campaign.

Without further ado, let's discuss the average cost-per-like (CPL) for 2021 and 2020.

## Average CPL by month in 2021

In the early days of Facebook advertising, Page likes could be obtained for a few cents each, so, for many brands, it was financially feasible to focus on building up the number of Page followers.

But as the **CPL has increased and organic post reach has declined** over the years, using Page likes as a primary advertising objective stopped making as much sense.

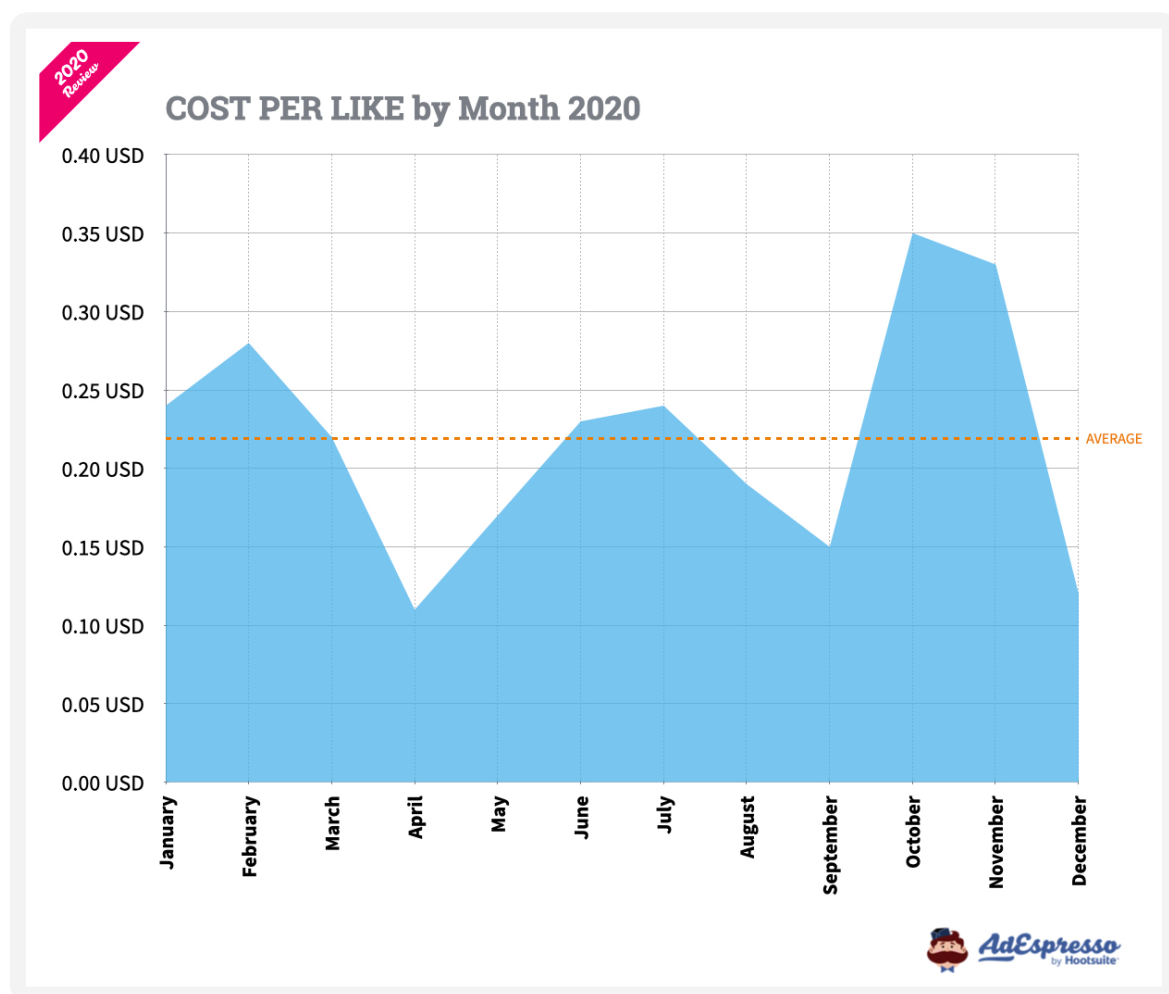


With the **cost per page like rapidly rising during 2021**, the move away from Page Like campaigns continues. With an average price of 38 cents per Page like, it would cost \$380 to get 1,000 Page likes using paid ads.

If you do **wish to run Page Like campaigns, consider keeping budgets low** and focusing on **remarketing to warm audiences**. A prospect is much more likely to be willing to like your Page if they've already engaged with a selection of your other ads and boosted Page posts.

## Average CPL by month in 2020

Advertisers running Page Like campaigns during March, April, and May 2020 saw unprecedented drops in CPL. Conversely, during October and November, the cost per like was very high. This was probably partly due to other advertisers building up their page audiences ahead of Black Friday and Cyber Monday.

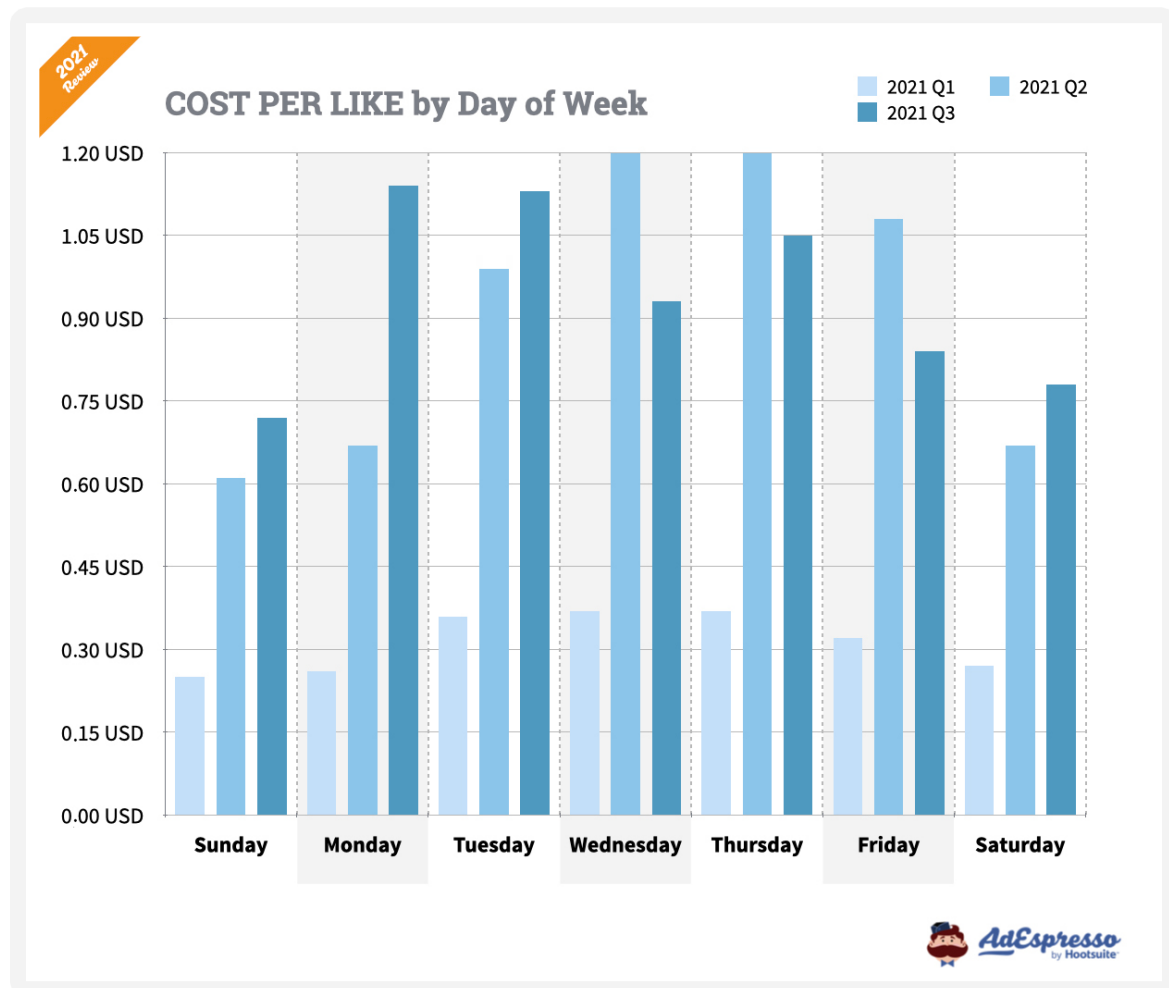


In December the **cost per like fell back down again**, this could be because eCommerce advertisers were no longer building their warm audiences for remarketing.

In addition, **brand awareness advertisers with yearly budgets typically exhaust their Page like budgets by December** and this reduces competition during the auction process.

## Average CPL by day of the week in 2021

According to our data, CPL was substantially cheaper on weekends, with the average cost-per-like exceeding an eye-watering \$1 on some weekdays in Q2 and Q3.

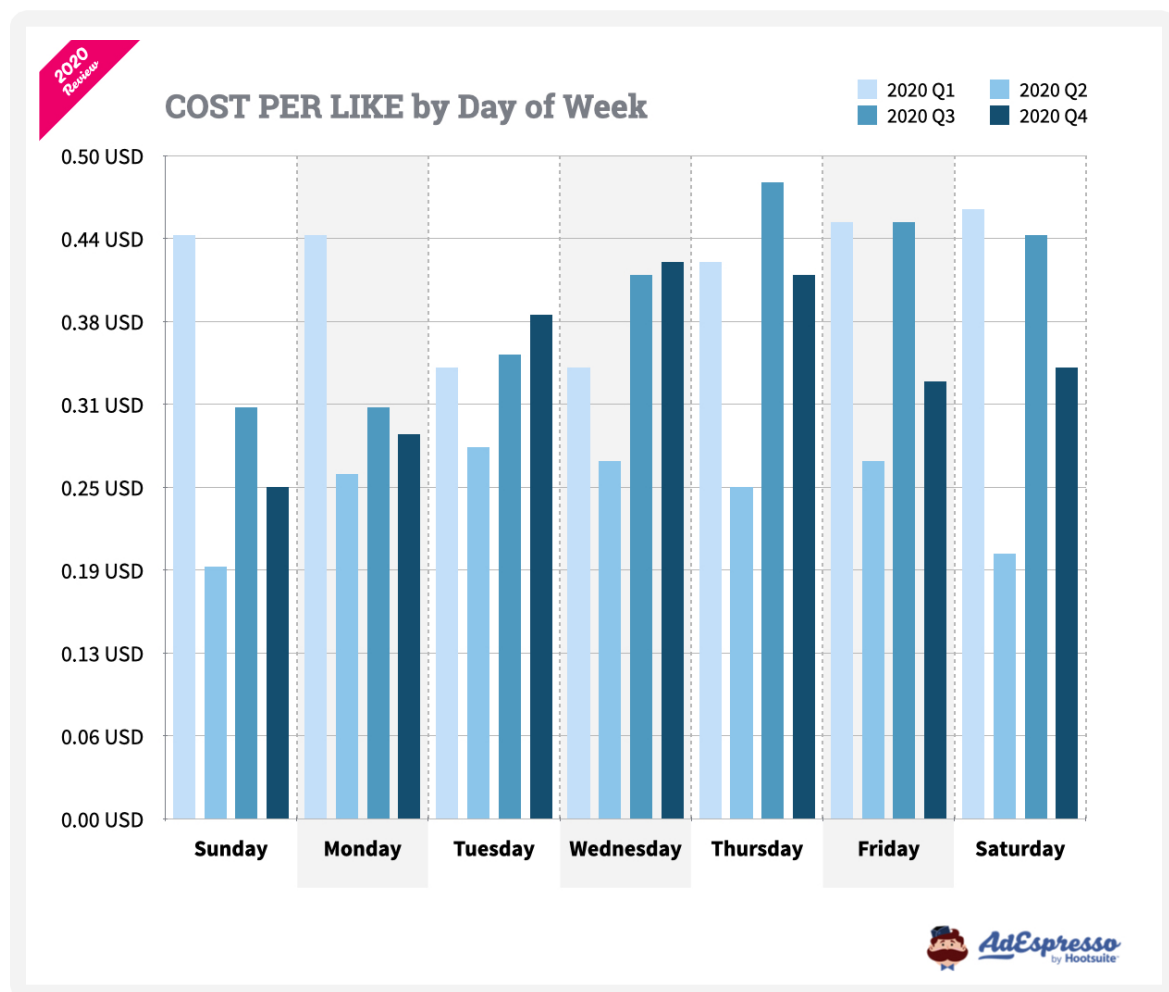


Usually, we recommend running campaigns 7 days a week as Facebook's algorithm doesn't like campaigns being paused and restarted **all the time**.

However, with such a variation in prices, we recommend **running a breakdown analysis for your particular Page** and seeing if there are any opportunities to save some advertising costs by **being selective about when your Page Like campaigns run**.

## Average CPL by day of the week in 2020

In Q1 2020, the average CPL was the highest on Sunday, Monday, Thursday, Friday, and Saturday. **Tuesday and Wednesday were the most affordable days to generate Page likes.**

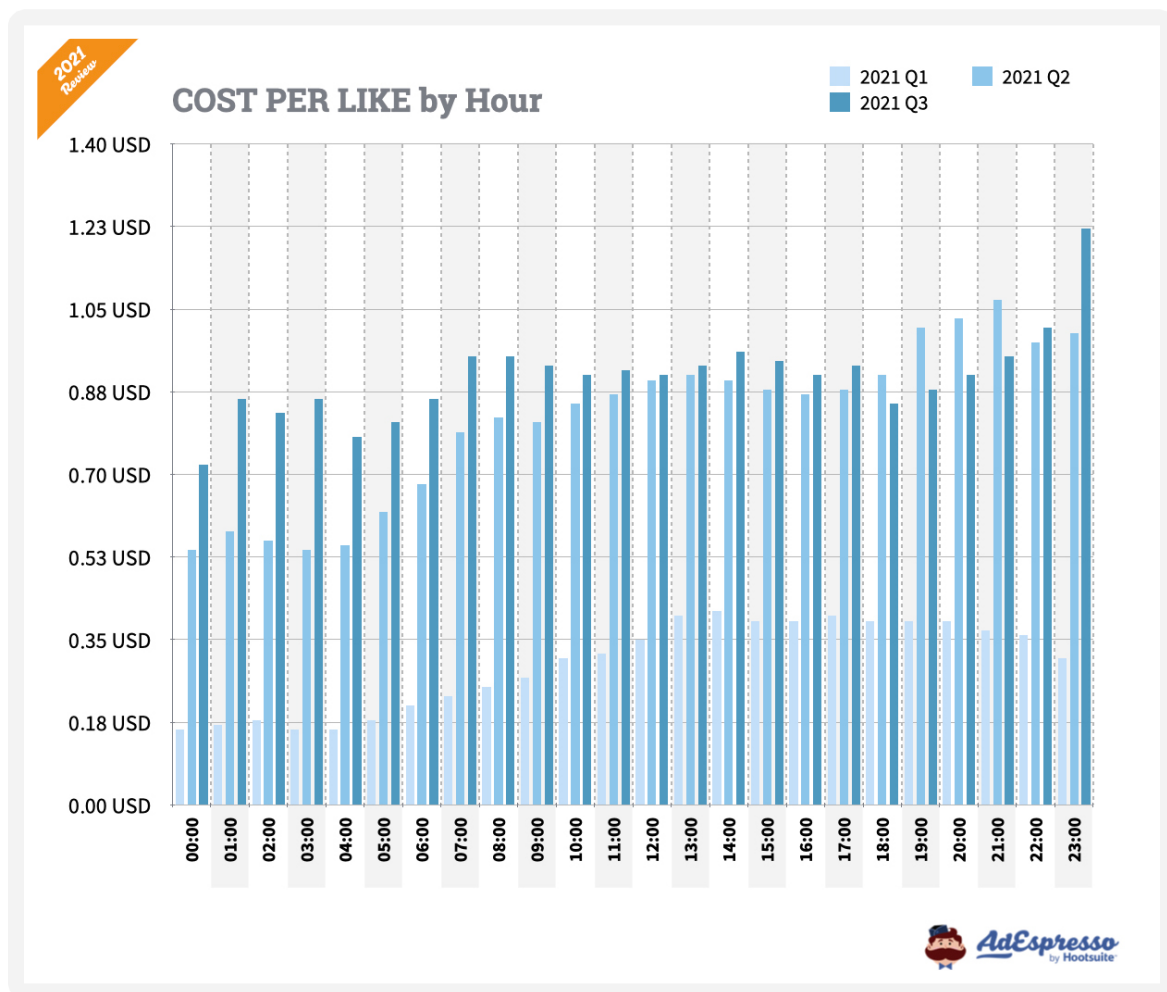


In Q2, however, Sunday, Monday, and Tuesday were the most affordable days of the week. In Q3, the average cost per like was the lowest on weekends and finally in Q4 Sundays and Mondays were the cheapest days.

As you can see, there really isn't a predictable pattern you can follow to optimize for the lowest CPL. Instead of trying to strategize for the best days to get the cheapest Page likes, automate ad delivery and let Facebook do the math for you.

## Average CPL by hour in 2021

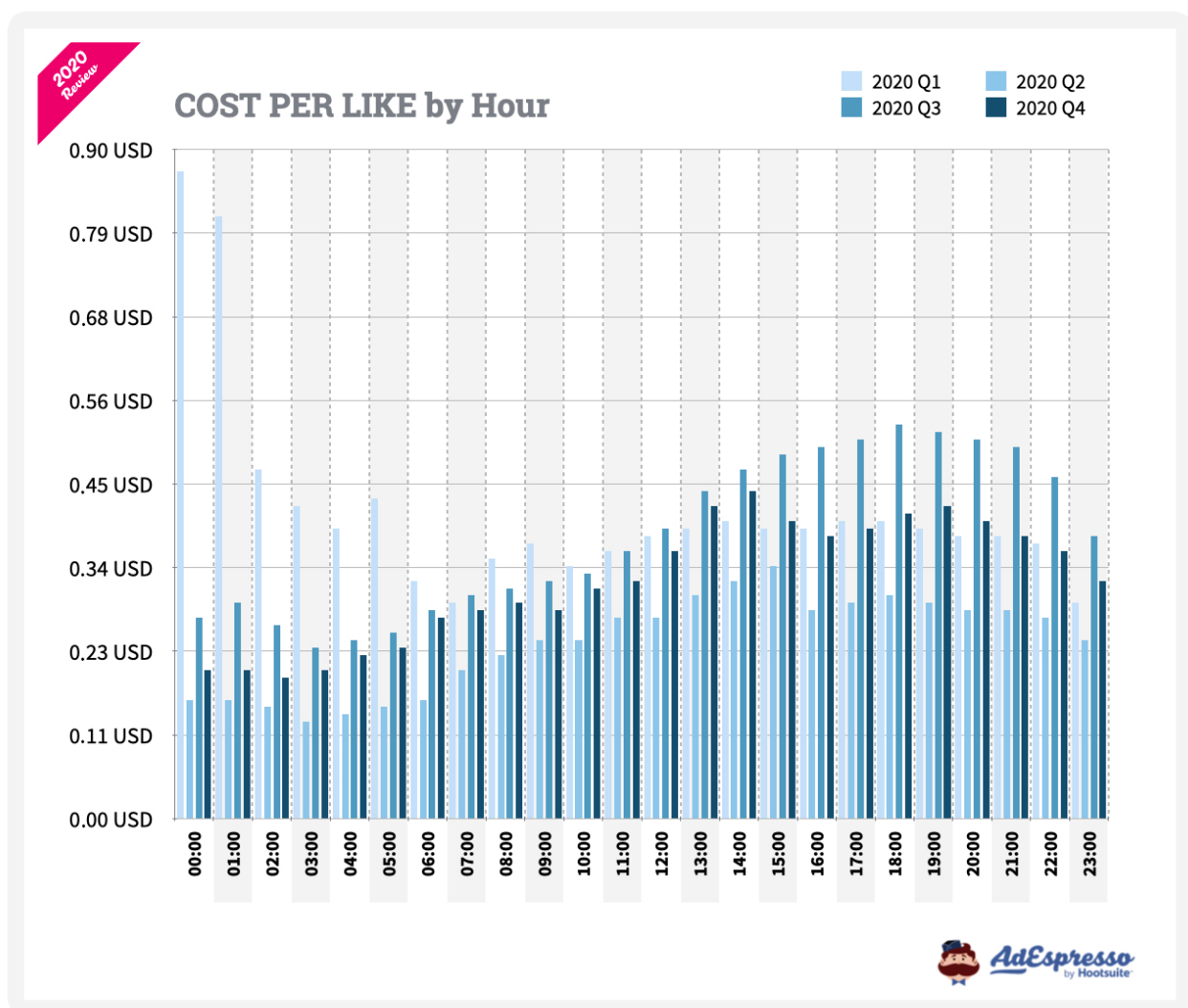
Page likes appear to be cheaper to obtain overnight, between midnight and 6 am in every time zone. However, not many Facebook users are online at that time of day, so we **wouldn't recommend scheduling your Page Like campaigns by the time of day.**



Instead, follow our advice above and [run a breakdown analysis for your particular Page](#) and see if there are any opportunities to save some advertising costs.

## Average CPL by hour in 2020

As opposed to CPC, CPL by hour was quite volatile quarter-to-quarter in 2020. Curiously, during the first quarters of both 2019 and 2020, the average cost-per-like was the highest during the night.



**This data goes against our findings for the other years** previous (2021 and 2018) where costs are traditionally cheaper during the night. Overall we consider this an outlier in the data set, and expect this number to return back to normal during 2022.

# Summary of 2021 Facebook Ad cost benchmarks

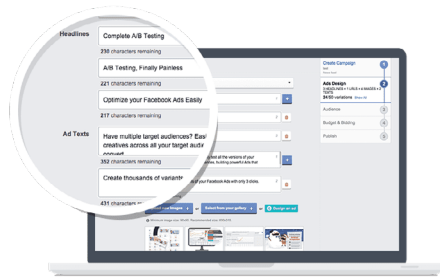
Here's a quick summary of our 2021 findings:

	AVERAGE COST PER CLICK BY MONTH	AVERAGE COST PER LIKE BY MONTH
January 2021	\$0.30	\$0.20
February 2021	\$0.33	\$0.23
March 2021	\$0.42	\$0.32
April 2021	\$0.46	\$0.29
May 2021	\$0.44	\$0.52
June 2021	\$0.47	\$0.49
July 2021	\$0.46	\$0.45
August 2021	\$0.47	\$0.48
September 2021	\$0.50	\$0.39

- The average cost-per-click has been remarkably stable by day of the week throughout 2021.
- The average cost-per-click is **the lowest between midnight and 6 am** — but low reach during these hours makes the savings null.
- Lead Generation campaigns get much cheaper clicks than Conversion campaigns and could be more effective than using traditional landing pages...
- ... but Conversion campaigns also result in good click-through rates (CTR) and high-quality traffic, and are a great choice for performance advertisers.
- Page Like campaigns are becoming increasingly more expensive and simultaneously less worthwhile to run due to declining organic reach on Facebook.

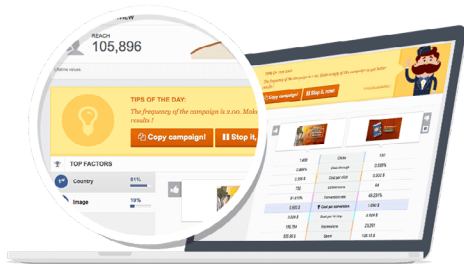


# 3 Reasons Why 10,000 Marketers love AdEspresso



## Painless A/B Testing

With just a few clicks, AdEspresso lets you test any aspect of your Facebook and Google Ad campaigns. Want to discover the most effective headline or image? Need to find your perfect audience by testing different interests, age ranges, or locations? With AdEspresso you can create as many (or as few) experiments as you need.



## Automatic Optimization

AdEspresso's sophisticated optimization engine gives your campaigns an extra edge by automatically pausing underperforming ads and reallocating budget to the winners. It's a perfect way to manage all of your ads and increase campaign ROI.



## Dynamic Email Retargeting

Speed is everything when it comes to showing the right ad to the right person at the right time. But how can you be fast when you need to rely on CSV files exports and imports to keep your Custom Audiences and Lead Ads up to date? With our Data Sync tool, you can sync your email database in real time to retarget leads and customers with Facebook and Google ads.

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