

# Franchise Social Advertising

Q2 2023

Benchmark Report for  
Franchise Marketers



# Introduction

Your franchisees want social advertising. In fact, they do it today without you. Many of them hire agencies or family members, and some even attempt to do it themselves. While their intentions are admirable, the reality is their efforts cause brand control headaches for franchise marketers like you.

## **Take Back Control**

The Tiger Pistol Collaborative Advertising Platform™ enables you to proactively manage your brand, collaborate with your franchisees, and consolidate campaign data across all locations.

## **Eliminate Competency Gaps**

Simple and scalable, Tiger Pistol's best-in-class technology and automation streamline paid social advertising management. Workflows built for non-marketers enable your franchisees to publish and pay for high-quality, on-brand ads in less than 5 minutes.



# Introduction

## Satisfy Franchisee Needs

To your franchisees, your brand is a rallying cry for potential customers and an air horn to cut through the noise of a competitive marketplace. With Tiger Pistol, you can harness that energy and empower your franchisees with on-brand, on-demand social advertising that meets their business needs. Social ads launch from individual franchisee Facebook Business Pages to ensure direct benefit to their unique location.

Whether you wish to work directly with your franchisees or through regional agencies, Tiger Pistol offers the flexibility to align with your local strategy.

This report explores how local social ads launched via Tiger Pistol's platform across Meta's properties decrease advertising costs and **ensure every dollar spent is an investment in your franchisees' success.**



# Traffic Objective

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



# Traffic Objective Benchmark Summary



Over a span of five quarters, from Q2 2022 to Q2 2023, Tiger Pistol consistently demonstrated a winning edge over Facebook in cost efficiency for Traffic Objective Campaigns.



While both platforms worked to reduce their Cost Per Click (CPC), Tiger Pistol triumphed with a **9% lower** advertising cost. The consistent savings ranged from **-\$0.01 to \$0.11 per ad**, making Tiger Pistol a reliable symbol of cost-effective advertising.

Even as Facebook's CPC dipped slightly below Tiger Pistol's in Q2 2023, the overall trend strongly favored Tiger Pistol, showcasing its continuous optimization and sharp focus on advertisers' budgets. In a fluctuating market, Tiger Pistol has proven to be a steadfast ally for franchise marketers, merging cost-savings with community engagement.

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Examining the industry breakdown, Tiger Pistol delivered across-the-board advertising savings for Traffic Objective Campaigns, slashing CPC in every sector: From a more than 40% decrease in restaurants to a whopping 77% decrease in beauty and home services.

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**41% ↓**  
CPC  
RESTAURANTS

**77% ↓**  
CPC  
BEAUTY

**77% ↓**  
CPC  
HOME SERVICES

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For franchise marketers, these aren't just numbers; they're opportunities. They are the proof that localized social advertising isn't a theoretical concept but a practical, efficient reality that enables franchisees to drive traffic to their stores without stretching their budgets.

# Cost-Per-Click (CPC) - All Industries

Q2 2022 - Q2 2023

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



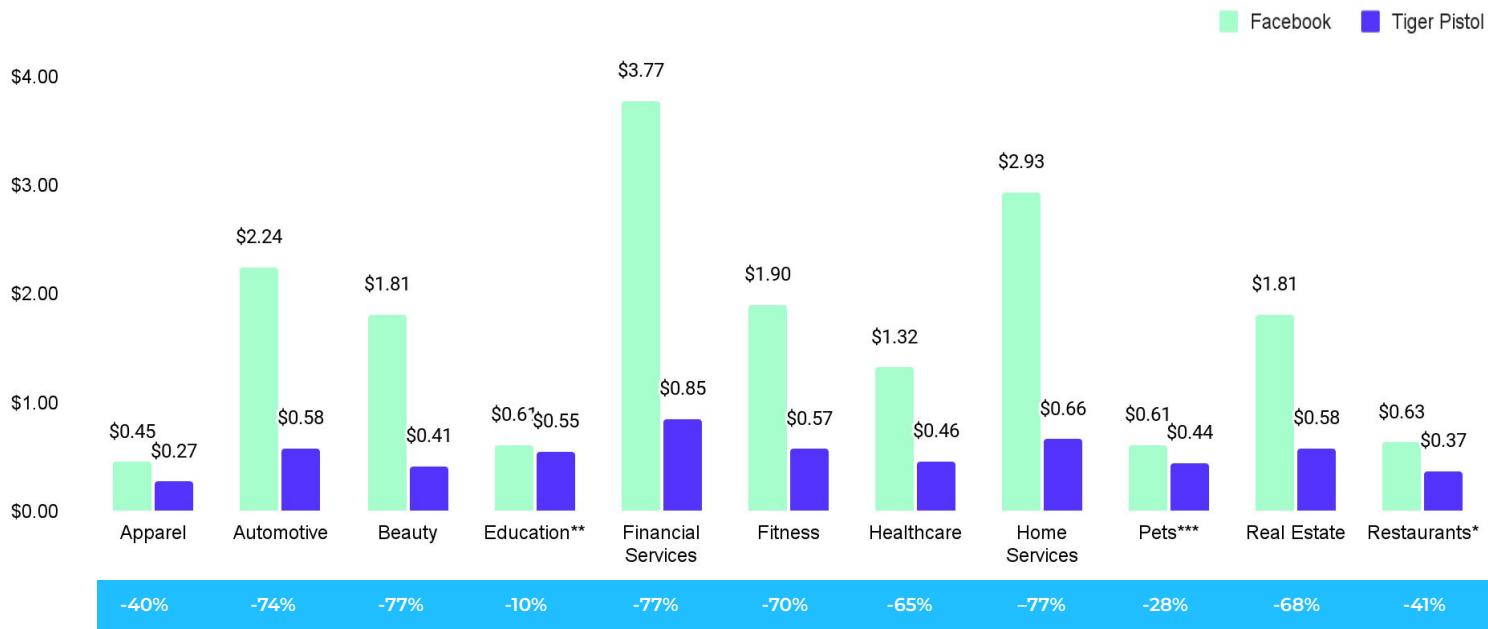
Sources: Revealbot, Tiger Pistol Internal Data



# Cost-Per-Click (CPC) by Industry

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Wordstream, Tiger Pistol Internal Data  
\*Facebook Average for Travel & Hospitality Industry vs. Tiger Pistol Average for Restaurants  
\*\*Facebook Average Across All Industries vs. Tiger Pistol Average for Education  
\*\*\*Facebook Average Across All Industries vs. Tiger Pistol Average for Pets



# Traffic Objective

## Benchmark Summary



The battle of click-through-rate (CTR) between Facebook Ads Manager and Tiger Pistol unfolds in a more nuanced arena. In the apparel industry, Tiger Pistol boasts a remarkable 2.58% CTR, more than doubling the 1.24% observed on Facebook. The beauty and healthcare industries also favor Tiger Pistol, with CTRs 47% and 100% higher, respectively.



The superior performance of Tiger Pistol in most categories reveals a crucial trend; local social advertising at scale can be both more efficient and effective. The sole exception in automotive serves as an important reminder that industry-specific objective strategies may vary, but the overall trend indicates a consistent cost-saving opportunity with Tiger Pistol.

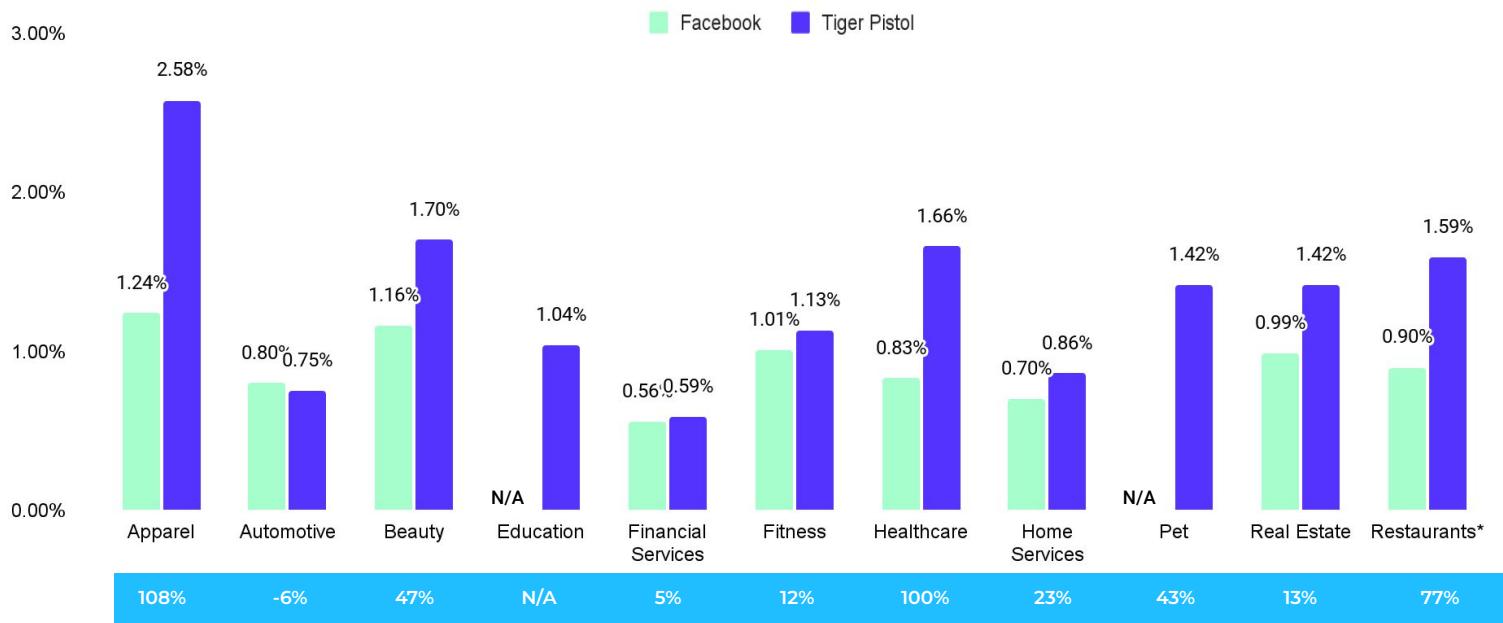
We also noted the absence of benchmarks for education and pets. We aligned restaurants with the best-fitted industry, travel & hospitality, against Tiger Pistol's average for restaurants.

In essence, our findings underscore a compelling narrative for franchise marketers: Tiger Pistol's local social advertising offers a more targeted, responsive, and cost-effective solution across most industries than campaigns launched through Facebook Ads Manager. This advantage not only amplifies reach but also strengthens engagement, transforming clicks into tangible growth.

# Click-Through-Rate (CTR) by Industry

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Wordstream, Tiger Pistol Internal Data  
Facebook Average for Travel & Hospitality Industry vs. Tiger Pistol Average for Restaurants



# Awareness Objective

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



# Awareness Objective Benchmark Summary

In examining Awareness Objective Campaigns, the competition between Facebook Ads Manager and Tiger Pistol takes on striking dimensions.



From Q2 2022 to Q2 2023, Tiger Pistol's performance shattered expectations, delivering an impressive **72% lower** advertising cost. The figures unveil a trend where Facebook's CPM (cost-per-1000-campaigns) gradually declines from \$12.56 to \$9.37, while Tiger Pistol holds steadfast in a cost-effective range between **\$2.85 to \$3.43**.

An industry breakdown of Facebook CPMs was unavailable for comparison. However, when contrasting the Q2 2023 average Facebook CPM with Tiger Pistol's CPMs by industry, a vivid picture of efficiency emerges.

Tiger Pistol's innovative approach to local social advertising has resulted in staggering cost savings across various industries. The savings span from 48% in real estate to 67% in restaurants and reach an impressive 84% in healthcare.

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**48% ↓**  
CPM  
REAL ESTATE  
Q2 2023

**67% ↓**  
CPM  
RESTAURANTS  
Q2 2023

**84% ↓**  
CPM  
HEALTHCARE  
Q2 2023

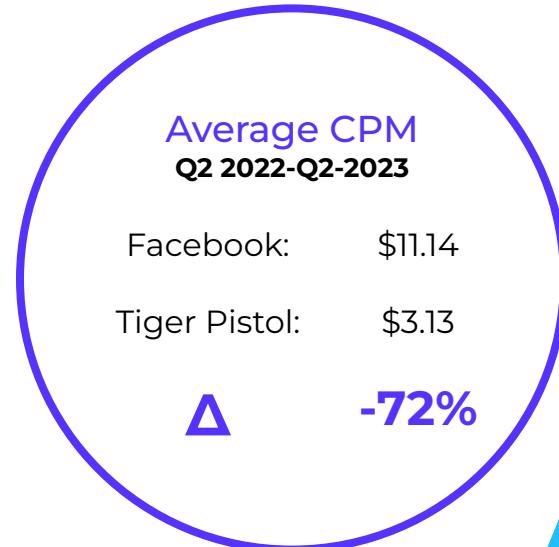
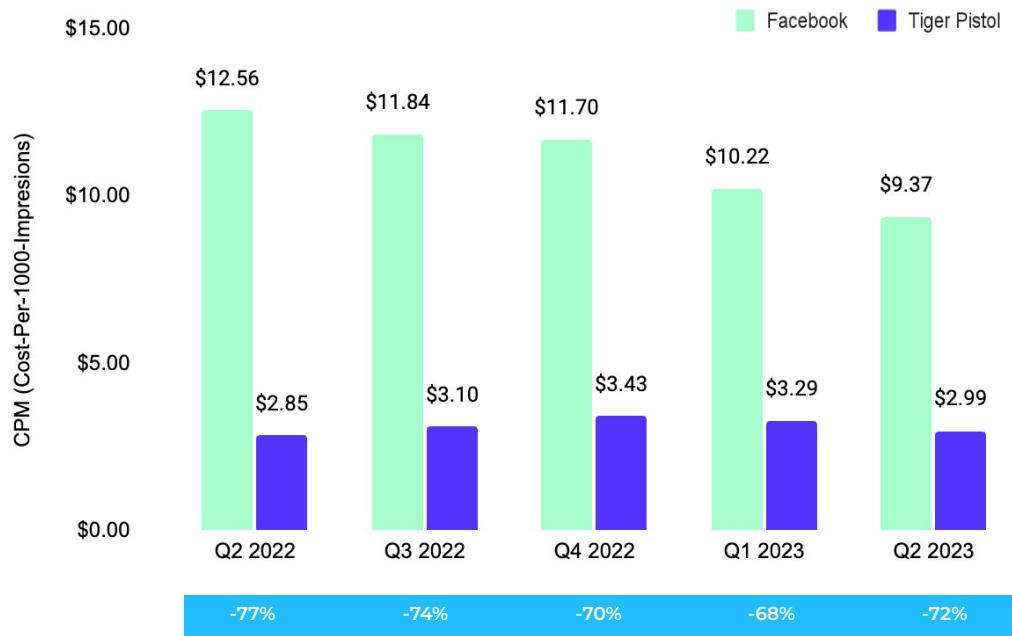
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These figures don't merely echo what is happening across the wider advertising landscape – they lead it with conviction. By harnessing the power of precise, locally targeted campaigns, Tiger Pistol empowers franchise brands to amplify their franchisees' reach without inflating their budgets. The advertising costs, significantly undercutting Facebook's average CPM, underscore the advantages of local social advertising at scale.

# Cost-Per-1000-Impressions (CPM) - All Industries

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Revealbot, Tiger Pistol Internal Data

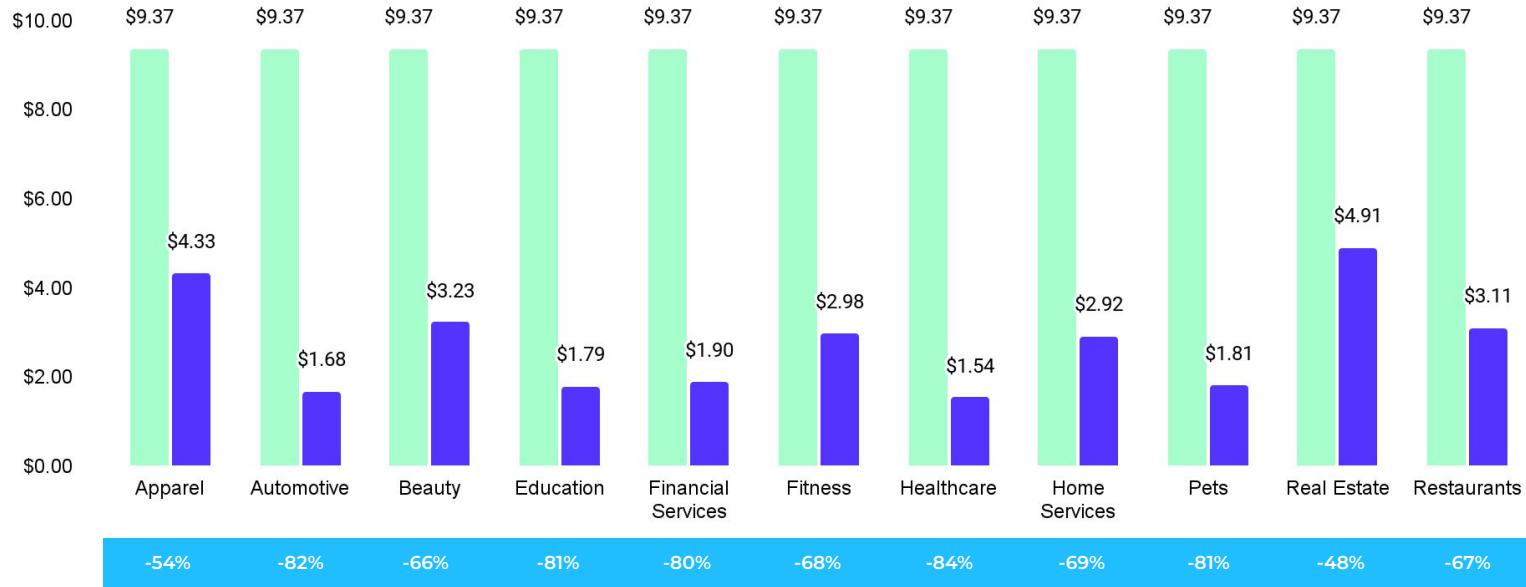


# Cost-Per-1000-Impressions (CPM): Facebook All Industries vs. Tiger Pistol Industry Breakdown

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol

Facebook  Tiger Pistol 



Sources: Revealbot, Tiger Pistol Internal Data



# Conclusion



# Key Takeaways

**Cost-Effectiveness:** Tiger Pistol consistently outperforms Facebook Ads Manager, offering substantial cost savings without sacrificing reach or quality.

**Local Reach:** Focusing on local social advertising allows a more targeted approach, connecting franchises with their immediate communities.

**Scalability:** The savings are consistent across industries, showcasing the scalability of the approach and making it suitable for diverse franchise brands and franchisees.

**Alignment with Different Sectors:** Even in areas without specific benchmarks, Tiger Pistol provides better or comparable results, showcasing its adaptability.

**Future Focus:** The data hints at a broader trend toward local social advertising, something franchise marketers can leverage for future campaigns.



# The Power of Local Social Advertising at Scale



What sets Tiger Pistol apart is its commitment to local social advertising at scale. It's not about just reaching people; it's about reaching the right people, at the right time, in the right place. It's about understanding that every local franchise operation has a local heart, and every local heart deserves a personalized touch.

With Tiger Pistol, you're not just saving money; you're investing in an approach that understands the unique pulse of your franchisees. You're embracing a strategy that resonates with the very essence of the communities your franchisees serve.

The evidence is clear: choosing Tiger Pistol means choosing a strategy that optimizes engagement, maximizes reach, and minimizes costs.

The world of advertising is evolving, and the local landscape is more vibrant and dynamic than ever before. In connecting with the community, fostering relationships, and building trust among consumers and your franchisees, local social advertising through Tiger Pistol is not just an option; it's the answer.

# Invest in Your Franchisees' Success

Tiger Pistol makes it easy to empower your franchisees with on-brand, on-demand social advertising that:

- Meets franchisees' business needs
- Drives traffic to a franchisee's unique location
- Makes social advertising easy with a workflow built for non-marketers
- Maintains brand integrity
- Bulk publishing across multiple ad accounts and Business Pages
- Centralizes disparate campaign data for comprehensive analysis



# Let's Talk.



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# Appendix



# Tiger Pistol Internal Data

Tiger Pistol, the most advanced collaborative advertising platform, makes high-performance social advertising simple and scalable for businesses and their partners, removing the barriers to customer acquisition, sales growth, and partner loyalty. Tiger Pistol utilizes best-in-class technology and automation to unite enterprise brands, resellers, and agencies with their partners to acquire and engage new customers within their local communities.



A Meta Business Partner for more than a decade, Tiger Pistol is the largest third-party publisher of collaborative social ads in the world, supporting clients in more than 25 global markets and accommodating more than 30 languages and currencies.



The Tiger Pistol Internal Data referenced in this report is based on Traffic and Awareness Objective Campaigns totalling more than \$50MM in ad spend.

# Additional Resources for Franchise Marketers

## Thought Leadership

- [Revolutionizing Franchise Recruitment: How Facebook Advertising Overcomes Labor Challenges](#)
- [If They Post a Lot, Why Do My Franchisees Need Paid Social Advertising Too?](#)
- [From Brand-Level Data to Franchisee Success: Maximizing Loyalty Program Potential](#)
- [Driving Franchisee Adoption for Local Advertising](#)

## Playbooks

- [The Definitive Guide to Paid Social Management for Franchise Marketers](#)
- [How to Scale Your Local Social Advertising with Meta's Performance 5](#)

## TigerPistol.com

- [Franchise Solution Overview](#)

