

Social Advertising for Agencies

Q2 2023

Benchmark Report



Introduction

In recent years, the advertising landscape has experienced a seismic shift. Many brands are opting for in-house agencies, and consequently redefining the rules of the game for external advertising firms. As the tides change, are you prepared to not only stay afloat but lead the pack?

Collaborating with in-house agencies on local social advertising can be mutually beneficial. It paves the way for external agencies to increase their revenue, diversify their service offerings, enhance client satisfaction, and augment the size and budget of their campaigns. Furthermore, it opens access to previously untapped channel, field, or franchisee marketing budgets and enables agencies to position themselves as experts in location-based marketing.

Local social advertising campaigns are more cost-efficient, drive higher conversion rates, and better sales results.



Introduction

High-quality, local social advertising is a vital tool for growth, and agencies that invest in social advertising automation ensure profitable programs for themselves and their clients.

Designed for efficiency, Tiger Pistol's Collaborative Advertising Platform™ simplifies ad creation, removes logistical complexities, and automates data collection across multiple locations. This allows agencies to expand their service offerings and client base without increasing their headcount. In essence, the platform equips agencies with the tools they need to tap into new revenue streams, adhere to industry best practices, and ensure resilience and success in a rapidly evolving advertising landscape.

Don't let the rise of in-house agencies disrupt your trajectory. Instead, let it be the catalyst for your agency's next evolution. This report explores how ads via Tiger Pistol's platform decrease advertising costs and ensure every dollar spent is an investment in your client's future.



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.

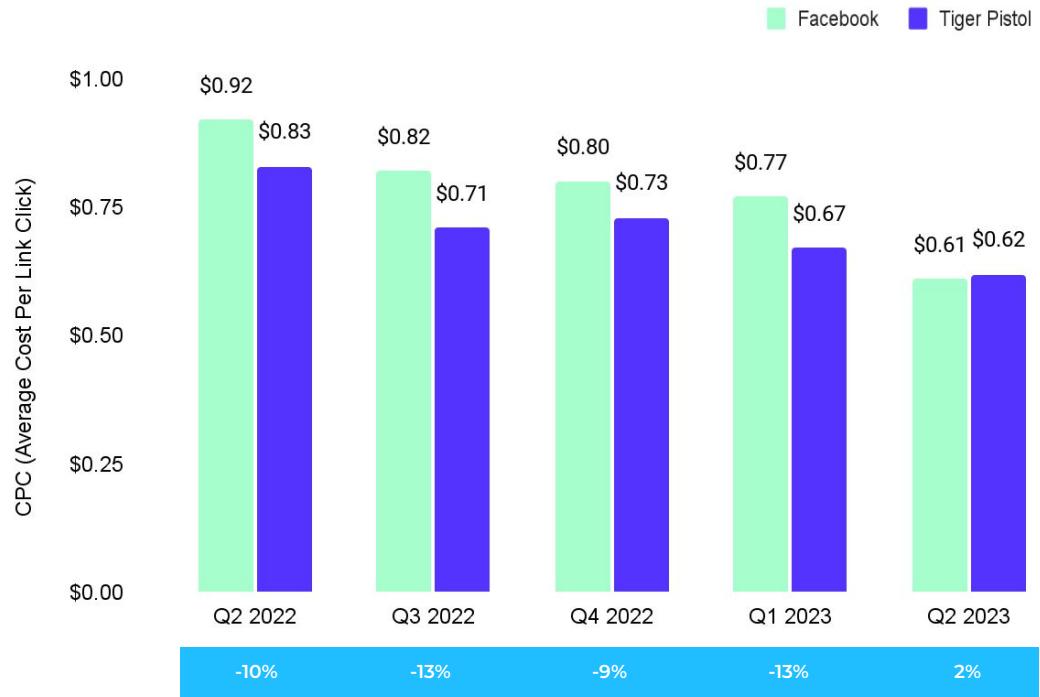
Even as Facebook's CPC dipped slightly below Tiger Pistol's in Q2 2023, the overall trend strongly favored Tiger Pistol, showcasing its continuous optimization and sharp focus on advertisers' budgets.

What sets Tiger Pistol apart is not just the numbers but the specialization in local social advertising. This expertise translates into targeted and effective campaigns, connecting brands with local communities - without breaking the bank. In a fluctuating market, Tiger Pistol has proven to be a steadfast ally for agencies servicing multi-location brands, merging cost savings with community engagement.

Cost-Per-Click (CPC) - All Industries

Q2 2022 - Q2 2023

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Traffic Objective Benchmark Summary

Examining the industry breakdown, Tiger Pistol delivered across-the-board advertising savings for Traffic Objective Campaigns, slashing CPC in every sector, from a **40% decrease** in apparel to a **70% decrease or better** in fitness, automotive, beauty, finance and insurance, and home services.

The chart on the right shows the dramatic decrease in cost of advertising for Traffic campaigns launched through Tiger Pistol as compared to those launched through Facebook Ads Manager.

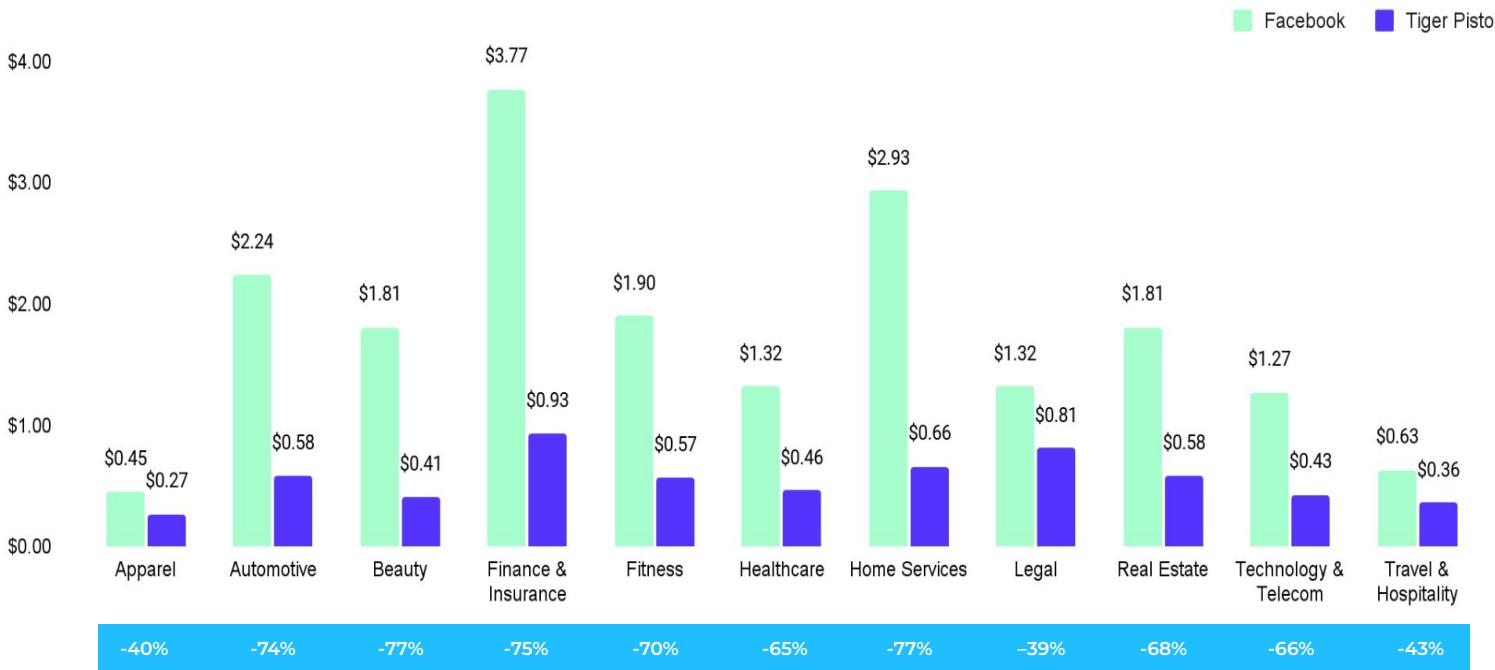


	Apparel	-40%
	Automotive	-74%
	Beauty	-77%
	Finance & Insurance	-75%
	Fitness	-70%
	Healthcare	-65%
	Home Services	-77%
	Legal	-39%
	Real Estate	-68%
	Technology & Telecom	-66%
	Travel & Hospitality	-43%

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



Traffic Objective Benchmark Summary



The battle of click-through-rate (CTR) between Facebook Ads Manager and Tiger Pistol unfolds in a more nuanced arena. Tiger Pistol triumphs in apparel, beauty, healthcare, and travel & hospitality, outstripping Facebook's CTR by as much as 108%.

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 exceptions in automotive and legal serve as an important reminder that industry-specific objective strategies may vary, but the overall trend indicates a consistent cost-saving opportunity with Tiger Pistol.

This dichotomy of performance amplifies the necessity of aligning advertising objectives with industry-specific needs. For businesses seeking to navigate this intricate landscape, strategic selections like leads or awareness objectives can pave a superior path to engaging potential customers, especially in industries like legal.

Tiger Pistol's success serves as a stark reminder that one size doesn't fit all, and tailored solutions breed success.

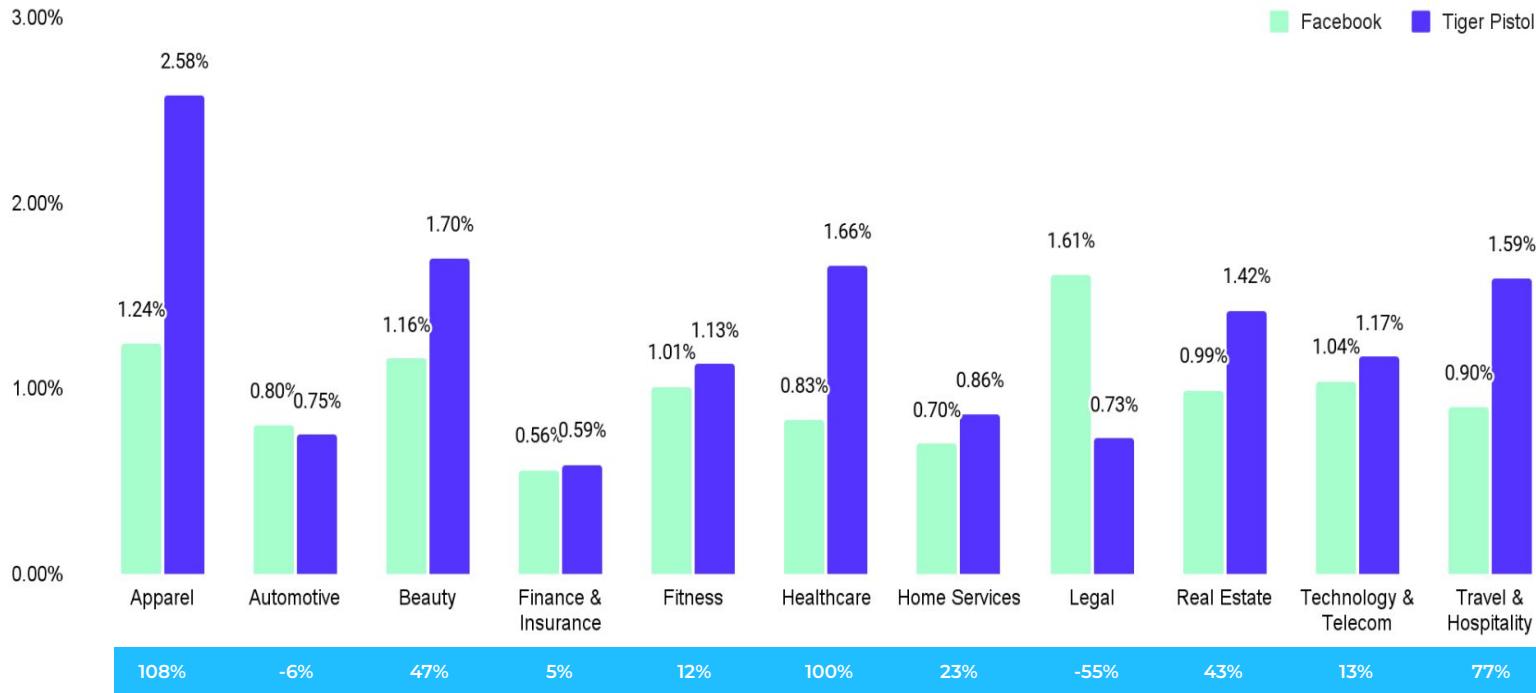
The chart below shows the percentage higher or lower CTR for Traffic campaigns launched through Tiger Pistol as compared to those launched through Facebook Ads Manager.

	Apparel	108%		Home Services	23%
	Automotive	-6%		Legal	-55%
	Beauty	47%		Real Estate	43%
	Finance & Insurance	5%		Technology & Telecom	13%
	Fitness	12%		Travel & Hospitality	77%
	Healthcare	100%			

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



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 69% in home services and reach an impressive 84% in healthcare.

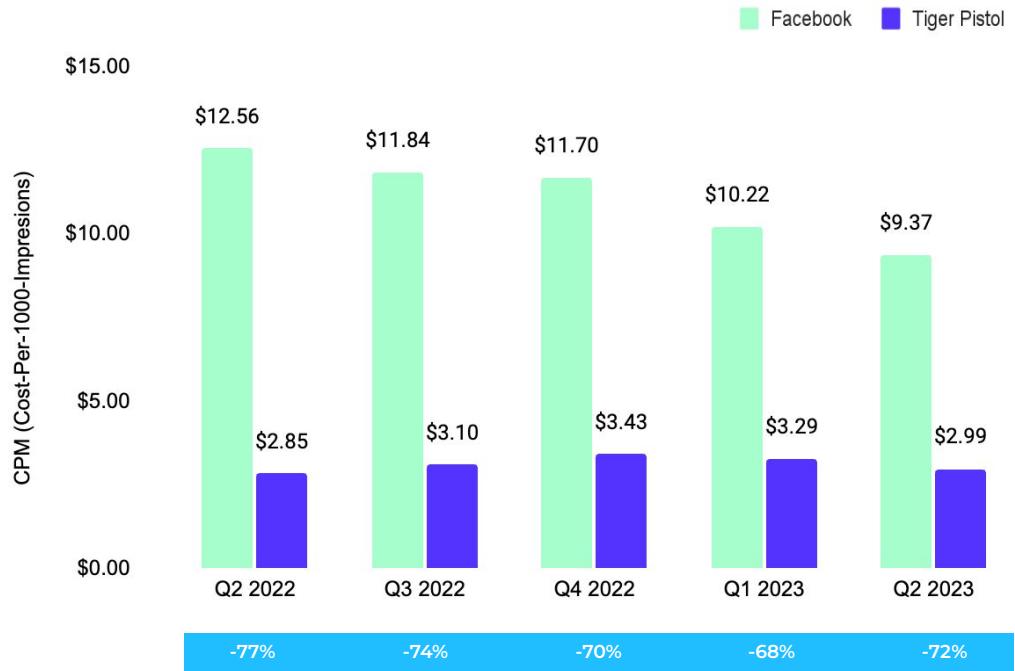
48% ↓ CPM REAL ESTATE Q2 2023	67% ↓ CPM RESTAURANTS Q2 2023	84% ↓ CPM HEALTHCARE Q2 2023
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These figures don't merely echo what is happening across the wider advertising landscape – they lead it with conviction. It's a testament to Tiger Pistol's mastery in local social advertising across Meta's extensive properties, including Facebook, Instagram, Marketplace, and Messenger. These staggering savings reflect a sharp acumen in leveraging local insights at scale, a quality that has far-reaching implications for multi-location brands seeking to resonate with their communities without the burden of exorbitant costs.

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

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



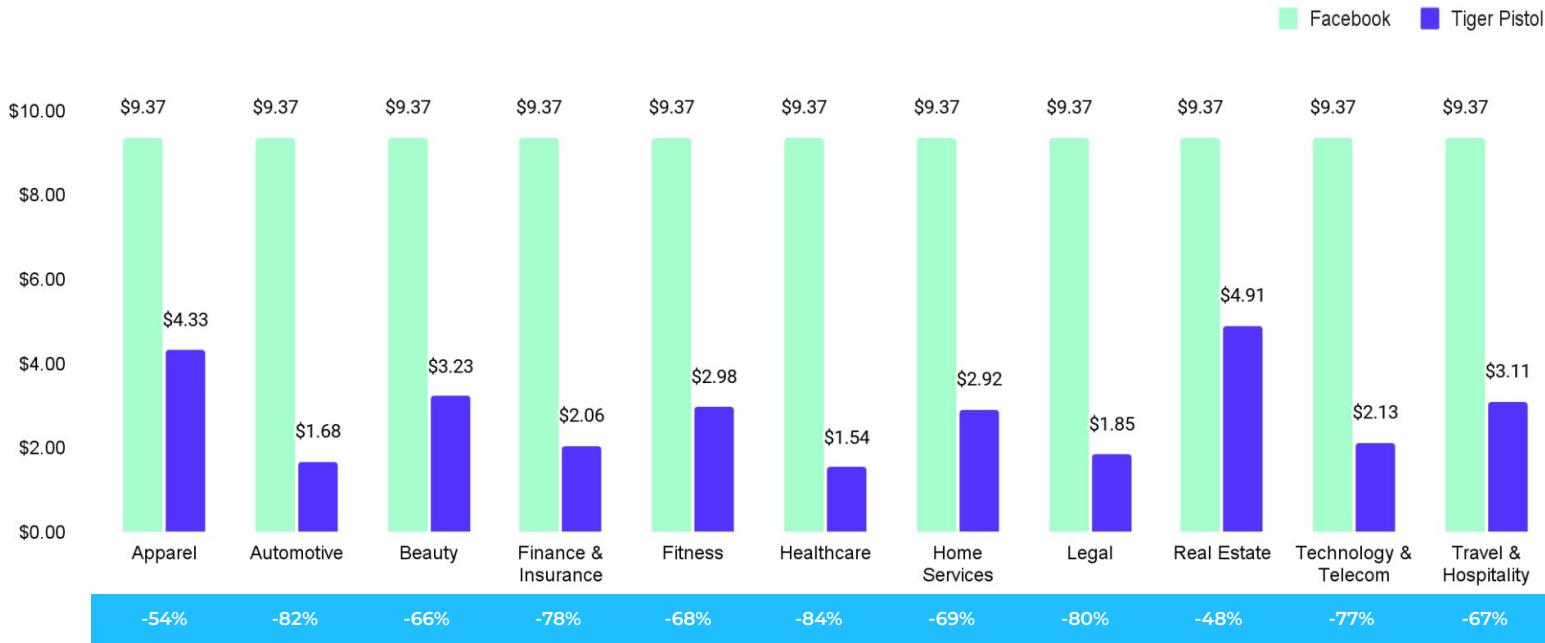
Sources: Revealbot, Tiger Pistol Internal Data



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



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.

Specialized Local Expertise: Tiger Pistol's focus on local social advertising translates to targeted, effective campaigns that connect brands with their communities affordably, a vital asset in today's market.

Scalability: The savings are consistent across industries, showcasing the scalability of the approach and making it suitable for agencies servicing a diverse customer base.

Leading with Conviction: These figures reflect Tiger Pistol's mastery of local social advertising across Meta's properties, positioning it as an intelligent strategy for agencies to thrive.



A Smart Strategy for Agencies: Tiger Pistol's Proven Approach to Local Social Advertising

Tiger Pistol emerges as the best choice for agencies through a combination of key strengths that translate to tangible benefits.

Tiger Pistol addresses the core pain points faced by agencies and their multi-location brand clients, positioning itself as the optimal solution to these challenges. In a time where budget constraints are keenly felt by brands, every penny counts. Tiger Pistol ensures that marketing investments translate into growth without breaking the bank.



The versatility of Tiger Pistol's approach, slashing costs across various sectors and tailoring solutions according to industry-specific needs, underscores its adaptability. It recognizes that small businesses operate in diverse markets and require flexible strategies to thrive.

Lastly, Tiger Pistol's emphasis on innovation and mastery in leveraging local insights at scale reflects an understanding of the need for strategic advertising that extends beyond mere visibility. The company is finely attuned to the unique struggles and needs of your clients' channel partners, ready to pave the way for success in an intricate and fluctuating market landscape.

These combined qualities make Tiger Pistol not just a choice, but an intelligent strategy for agencies. Its commitment to cost-effective, local, tailored solutions, backed by proven results, paves the way for agencies to thrive in an ever-changing market.

Grow Client Engagements Through Local Social

Tiger Pistol makes it easy for agencies to grow client engagements by offering local social advertising.

- Expand your service offerings and client base without adding headcount
- Enhance client retention and satisfaction
- Scale campaigns, increase budgets, and access untapped budgets
- Help brands cultivate local advocacy and loyalty with their partners
- Offer consulting and strategy services with location-level and consolidated reporting and analytics



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 Agencies

Thought Leadership

- [Staying Ahead Amidst In-House Agency Growth: The Key to Marketing Agency Evolution](#)
- [Unlocking Revenue Potential: Why Your Agency Should Offer Local Social Advertising](#)
- [How Local Social AdTech Drives Profitability for Marketing Agencies](#)
- [Solving Common Marketing Agency Social Advertising Myths](#)
- [Operational Excellence: The Tiger Pistol Advantage for Agencies](#)

Playbooks

- [The Ultimate Local Social Advertising Playbook for Agencies](#)
- [How to Scale Your Local Social Advertising with Meta's Performance 5](#)

