

Data report

DDMA 2024 Social Advertising Benchmark

The standout trends within the field of social advertising in the Netherlands





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Foreword

The moment has arrived for us to present the second edition of the DDMA Social Advertising Benchmark. Its aim is to provide CMOs and marketers with insights into the market, assist social advertising specialists in improving their campaigns, and to consolidate the position of social advertising as a marketing channel.

As the DDMA Social Media Committee, we are extremely proud to set the only existing Dutch Social Advertising Benchmark, and have received multiple positive reactions to its launch last year. Naturally, areas for improvement will always remain, and we have duly taken these on board.

This year has seen a number of adjustments in comparison to the previous edition: for example, we've added Reddit as an up-and-coming advertising platform, while omitting X (formerly Twitter). In addition, an industry page has been added, and new verticals

incorporated, making the dashboard even more relevant and intuitive. The interactive dashboard is again solely accessible to DDMA members and participating agencies, and includes the most relevant figures and trends. This year, we are once again presenting a wealth of data, which can be analyzed per platform, campaign objective (awareness, video views, traffic & engagement and conversions) and per vertical and target group. In this report, we will explain these figures in depth.

We wish you an insightful read!

On behalf of the DDMA Social Media Committee,

Dionne van Dijk, Head of Social Advertising at Accenture Song & Chair of the DDMA Social Media Committee.

About the DDMA Social Advertising Benchmark

The Social Advertising Benchmark is an independent initiative of DDMA, the largest trade association for marketing and data, and the DDMA Social Media Committee. In this second edition, a total of 290,000 social advertising campaigns were analyzed (edition 1 2023: 154,000) from the period 1 January 2021 – 30 June 2024, with a total value of 255 million euros (edition 1 2023: 140 million euros). The data of these campaigns has been provided anonymously by 18 participating agencies (edition 1 2023: 11): Accenture Song, Advise, Artefact, Dentsu, Draft Digital, Happy Horizon, iO, KINESSO, Maatwerk Online, Moddit, MondoMarketing, Netprofiler, ODIV, OMD, PHD, SDIM, WeConnect and WIJ Special Media. The campaign results have been specified for the following platforms: LinkedIn, Meta, Pinterest, Reddit, Snapchat and TikTok.



290.000
campaigns



EUR 255
million



1 Jan 2021 -
30 June 2024

Management Summary

In 2024, advertisers have been increasingly focusing on awareness and video campaigns. For example, the spend on awareness campaigns has risen from 36.2% to 40.4%. This is evident from the DDMA Social Advertising Benchmark, which incorporates 290,000 social advertising campaigns from the period from 1 January 2021 to 30 June 2024, with a total value of 255 million euros.

Trends across platforms

1. More focus on awareness and video objectives

Social advertising campaigns are increasingly shifting towards awareness and video objectives, while there is less focus on conversion and traffic and engagement. Whereas in 2023, the spend on awareness campaigns was 36.2%; this figure has now risen to 40.4% in the first half (H1) of 2024. The 2024 data only includes the first part of this year, but we are also witnessing the same trend in year-on-year comparisons for solely H1 in 2022, 2023 & 2024.

2. Even with Meta losing market share, the CPM remains stable

In 2023, Meta's market share was still 78.0%, in 2024 their share has dropped to 67.0%. TikTok in particular is displaying growth among participating advertisers (from 7.7% up to 16.7%). Despite the decline in market share, Meta's CPM is remaining remarkably stable over time.

3. Effect of 2024 'Summer of Sports'

Major international sporting events have had a noticeable impact on all social advertising platforms. However, there is a clear increase in CPM (and therefore increased competition) in both May and June 2024, whereas conversely, in previous years this decreased within the same period.

The standout trends within social advertising in the Netherlands

The data from the DDMA 2024 Social Advertising Benchmark shows the following standout trends and developments within social advertising in the Netherlands. These trends are explained and substantiated in more detail at a further stage of the report.

Platform highlights

4. LinkedIn repositioning

LinkedIn is undergoing a strategic shift regarding new advertising opportunities. However, that has also resulted in a significant drop in the CPM (from €15.63 in 2021 to €12.76 in 2024). This is also partly due to a strong growth pattern among users, as well as a shift in user behaviour, and increasing competition from other platforms.



5. Pinterest's new strategy generates uplift in CTR and CPC

Pinterest's CTR and CPC are increasing due to its new approach. One striking aspect from July 2023 onwards, is that there is a large increase in the click through rate (CTR) and decrease in cost per click (CPC) on Pinterest, explained by an increase in the number of registered clicks. This trend has continued into 2024, particularly in the first quarter.



6. Reddit as a new player

Reddit is gaining ground as an up-and-coming advertising platform. Its volumes across the social advertising landscape are still relatively low (with a 0.5% market share), but a year-on-year comparison shows a notable increase in CPM, which is a clear indicator of increasing competition on the platform.

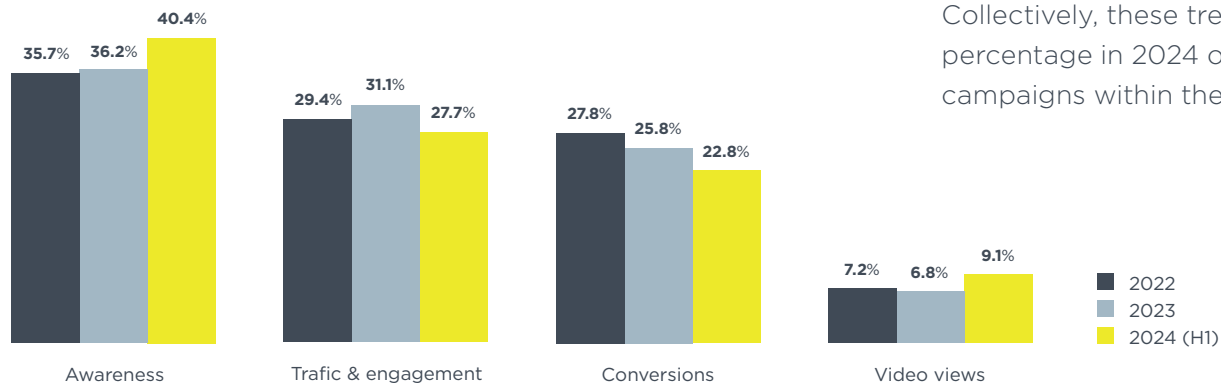


Focus on awareness and video objectives

One of the overarching trends revealed by the 2024 DDMA Social Advertising Benchmark is the increasing focus on awareness and video objectives. At the same time, this is at the expense of campaigns aimed at conversion or traffic & engagement.

In 2023, the amount spent on awareness campaigns stood at 36.2%; this has now risen to 40.4% in the first half (H1) of 2024. The 2024 data only relates to the first part of this year, but we also see the same trend in year-on-year comparisons of solely H1 in 2022, 2023 & 2024.

Spend per campaign objective



This trend is visible on almost all platforms, but the strongest shift can be seen on TikTok. On TikTok, the share of awareness campaigns doubled last year (from 4.3% to 8.1%); this has also created an impact on statistics across all social platforms, due to TikTok's rapidly growing spending.

In addition, we have learned of two additional reasons for this shift from the market that are not directly extractable from the available data;

- ▶ Market-wide, the importance of brand & awareness is becoming increasingly recognized as an enhancement for existing conversion campaigns.
- ▶ In addition, we are witnessing a trend whereby conversion campaigns are being increasingly purchased for awareness objectives.

Collectively, these trends represent a preliminary growth percentage in 2024 of more than 11% in terms of awareness campaigns within the Dutch market.

Meta losing market share, CPM remarkably stable

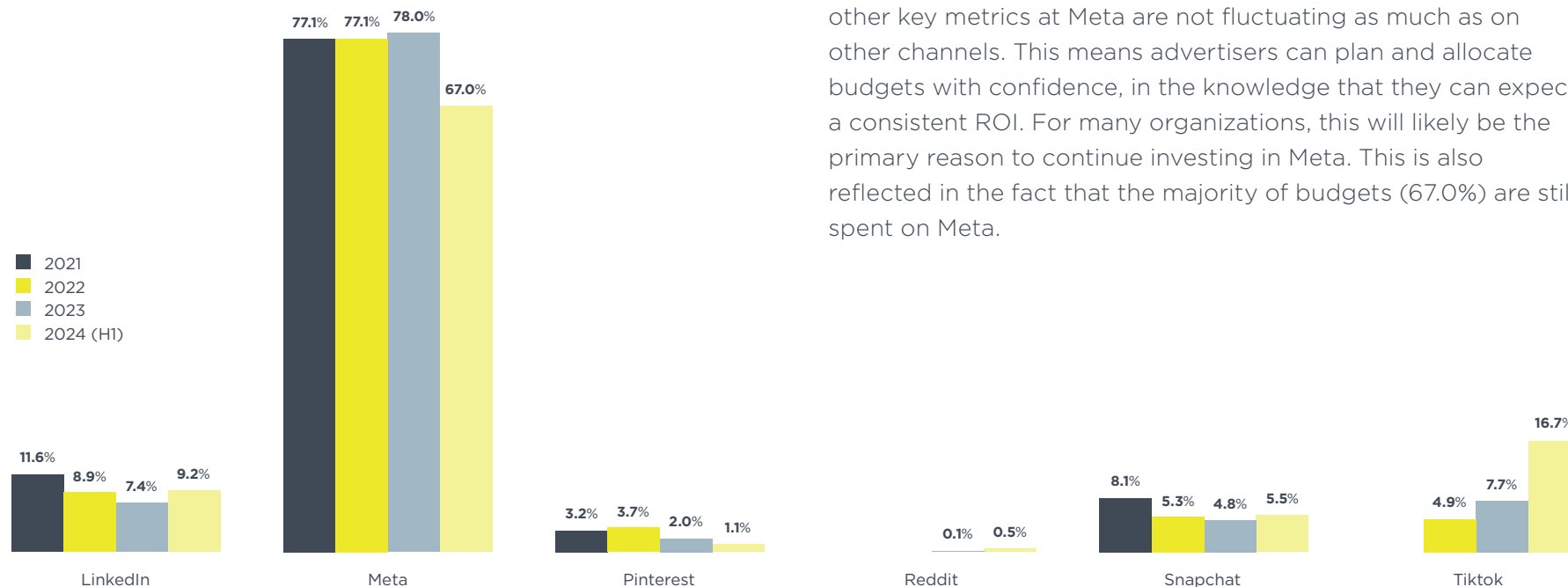
The DDMA 2024 Social Advertising Benchmark shows that **Meta is losing market share to other platforms: in 2023, Meta's market share was still 78.0%; in 2024 however, its share has dropped to 67.0%. TikTok in particular is displaying growth among the participating advertisers (from 7.7% to 16.7%).**

Despite this decline in market share, the cost per thousand (CPM) on Meta remains remarkably stable. This provides advertisers with a degree of predictability that other channels are not often able to deliver. It is reassuring for advertisers to know that the cost of reaching their audience through Meta remains relatively unchanged.

Low fluctuation rate at Meta generates confidence-boosting effect

In addition, it is evident that the cost per acquisition (CPA) and other key metrics at Meta are not fluctuating as much as on other channels. This means advertisers can plan and allocate budgets with confidence, in the knowledge that they can expect a consistent ROI. For many organizations, this will likely be the primary reason to continue investing in Meta. This is also reflected in the fact that the majority of budgets (67.0%) are still spent on Meta.

Spend per platform

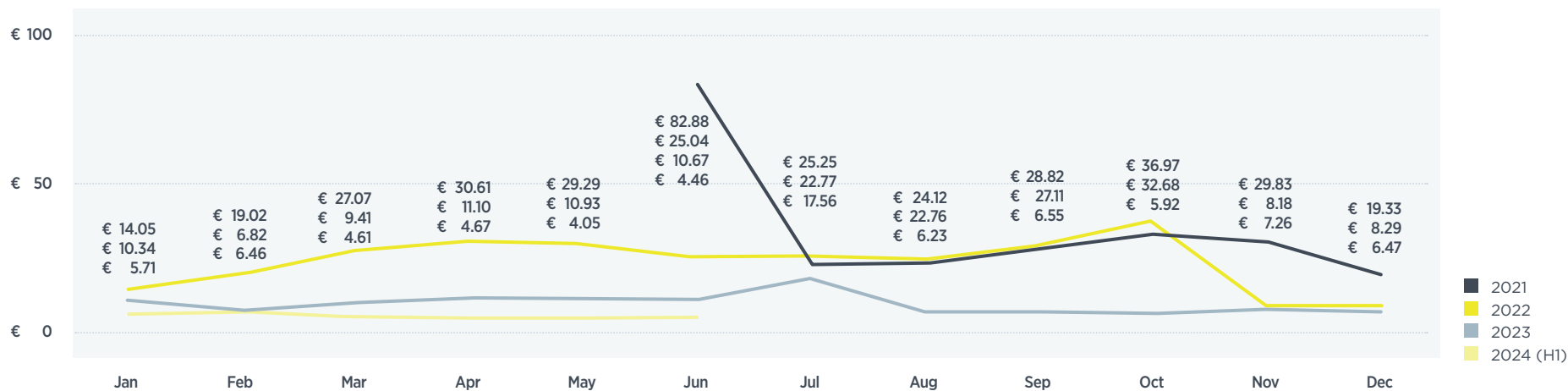


ASC+ campaigns ensure stability

Analysis of recent data shows a clear trend, namely that the launch of Meta Advantage+ shopping campaigns (ASC+ campaigns) at the end of 2022 has had a significant positive impact on the cost per acquisition (CPA) for many advertisers, especially in the e-commerce sector.

Since the introduction of ASC+ campaigns, we have seen a decrease in CPA within the retail (e-commerce) sector. In the months following its launch, the CPA has not only become lower, but also much more stable. The stability witnessed in CPA is a sign that the ASC+ campaigns are effective.

CPA Meta within retail (e-commerce)



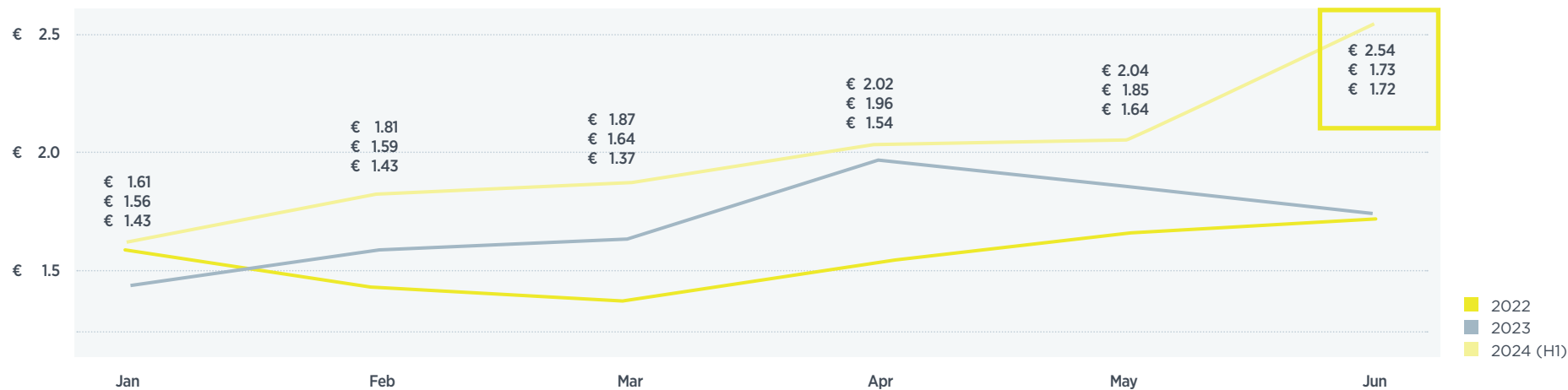
Positive 2024 'Summer of Sports' effect

Whereas there is normally a detectable slight 'slump' during the summer months, it is evident that brands were fully present both in the run-up to, and during the busy sports summer of 2024, with events such as:

- ▶ European Football Championship (from 14/06/2024)
- ▶ Tour de France (from 29/06/2024)
- ▶ Paris Olympic Games (from 26/07/2024)
- ▶ Paris Paralympic Games (from 28/08/2024)

The DDMA 2024 Social Advertising Benchmark includes campaign data up to June 2024; we have not yet been able to see the impact on CPM over the entire summer, but there was a clear increase in CPM in both May and June 2024. The contrast with previous years can be clearly seen through the CPM increase (and therefore increased competition) in June 2024, whereas this conversely showed a decrease in previous years. This can be observed across all social advertising platforms.

TikTok as example of the CPM increase trend

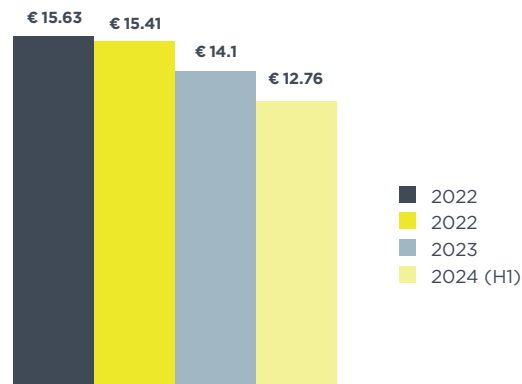


LinkedIn's repositioning

LinkedIn CPM is steadily declining, but at what cost?

The notable decline in CPM on LinkedIn over the past three years can be explained as the result of a growing range of advertising space on offer, an increase in the number of users, altered user behavior, and the emergence of competitive platforms that increasingly carve up the advertising market.

LinkedIn CPM



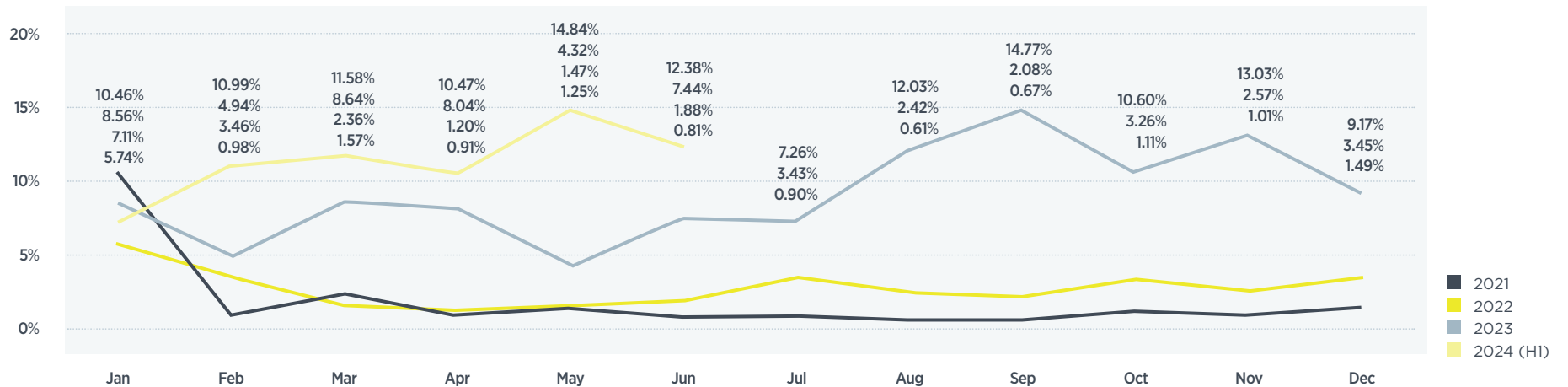
- Firstly, LinkedIn has **significantly expanded its advertising offerings**. This is due, among other things, to the introduction of new advertising formats and a broader range of advertising options. A greater range has been made available due to this increase in advertising space, resulting in a reduction in CPM. The easing of the frequency cap has also contributed to this trend. In addition, LinkedIn has significantly expanded its LinkedIn Audience Network, which displays ads outside the platform.
- the number of LinkedIn users has grown significantly**, with more than 1 billion members worldwide. This growth has led to an increase in the number of available ad impressions, particularly in emerging markets where CPM is naturally lower than in established markets. As a result, the overall CPM average has fallen further.
- 3. There is also a discernible shift in user behavior. People are spending more and more time on LinkedIn, resulting in an increase in content consumption; this in turn leads to a **greater number of ad impressions**, which also contributes to the decrease in CPM.
- In conclusion, the other influencing factor is the **increasing competition** from other platforms, such as TikTok and Instagram, which attract more advertising budgets, whereby the demand for advertising on LinkedIn is reduced, adding further pressure on CPM.

LinkedIn responds to the growing need for video content

The DDMA 2024 Social Advertising Benchmark also shows that Video View percentages have increased significantly for LinkedIn over the past 2 years. This is due to the increased range of Video Ad solutions, but also because advertisers are increasingly looking to reuse existing video content from other platforms and then proceed to place it on LinkedIn.

We are also witnessing a rise in the use of video ads since in-stream video has been made available on the LinkedIn Audience Network.

LinkedIn Video View percentage





Pinterest's new strategy generates CTR and CPC uplift

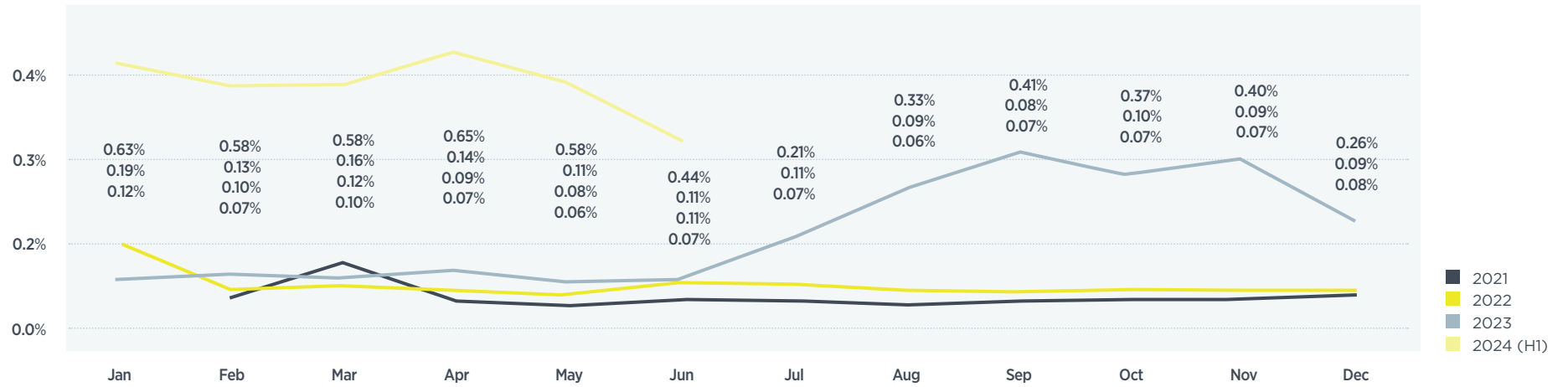
As of July 2023, it is striking that there has been a discernibly large increase in the click-through rate (CTR) and decrease in cost per click (CPC) on Pinterest. This trend continued into 2024, particularly in the first quarter. Such changes to these metrics can only be explained by an increase in the number of clicks recorded. This trend is particularly visible on traffic & engagement and conversion objectives, which is in line with expectations. The video views objective doesn't have enough data and the brand awareness objective doesn't optimize for clicks, making it less relevant to study this metric for this particular objective.

It therefore appears that for the same budget, better (in-platform) results were achieved on Pinterest from June 2023 onwards. There are several factors that can explain this increase:

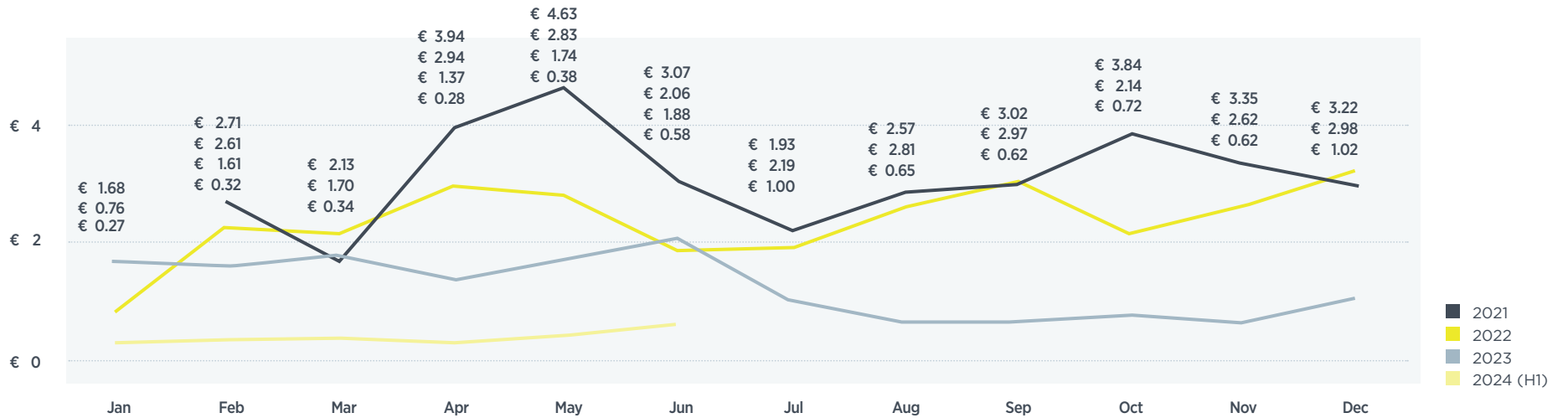
- ▼ The platform has been optimized further for conversion objectives, making it easier to find users who convert
- ▼ Better conversion campaigns are being run on Pinterest
- ▼ An amendment has been implemented in terms of the way Pinterest measures clicks

Our enquiries at Pinterest show that changes have been made to the way in which clicks on an advertisement are forwarded to an external website, whereby they are more likely to land on a 'pin'. Of course, several factors may be at play for the metrics to display a trend of this nature, but a tentative conclusion is that their introduction of 'direct clicks' - especially for traffic & engagement and conversion campaigns - is displaying an improvement in results.

Pinterest CTR



Pinterest CTR



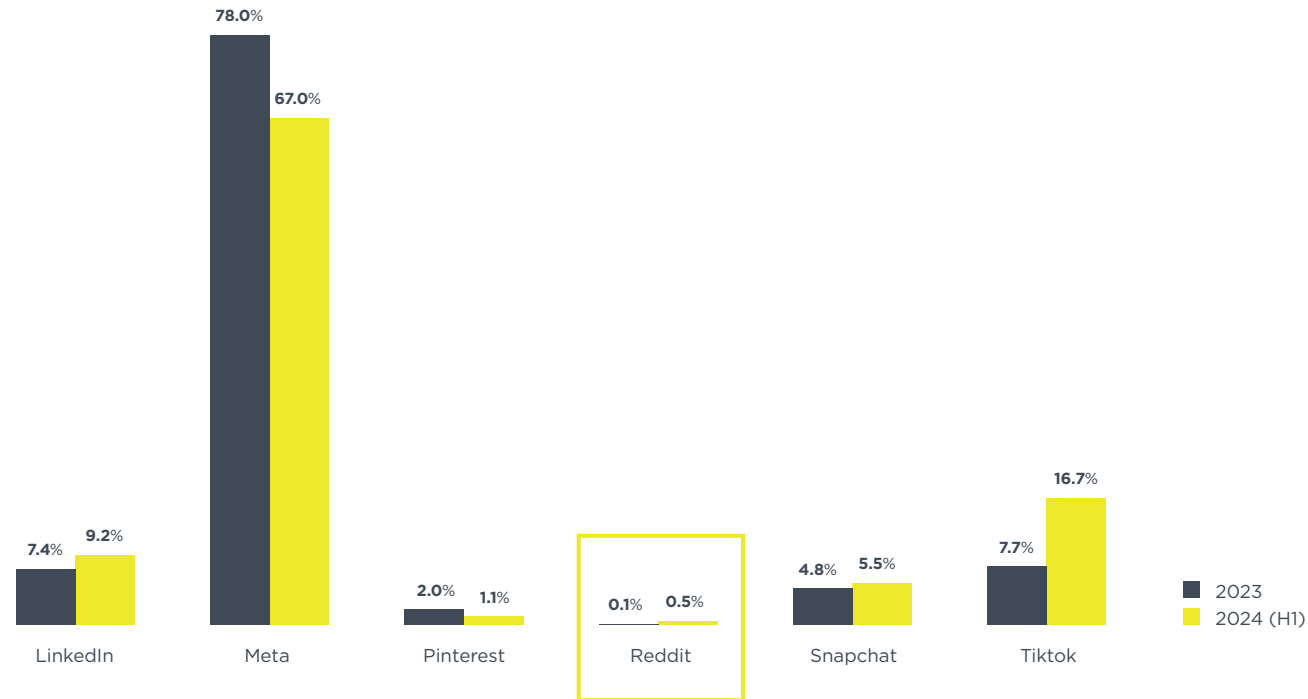


Reddit as a new player

As of this edition, we have also included Reddit in the DDMA Social Advertising Benchmark. It is immediately evident that Reddit has instantly started gaining market share in comparison to 2023, although this is still on a limited scale.

Reddit's volumes across the social advertising landscape are still relatively low, but a year-on-year comparison also shows a notable increase in CPM, which is a clear indicator of increasing competition on the platform.

Spend per platform





Reddit CPM



A further deep dive into the Reddit data shows that the platform is being utilised across multiple sectors, and its use also increasing year-on-year. It therefore appears that a growing number of advertisers are considering adding Reddit to their standard social advertising mix.

Reddit KPIs at industry level

Industries	Cost per Thousand Impressions (CPM)	Click Through Rate (CTR)	Cost per Click (CPC)	Video View Completion Rate (VCR)
Business Services	€3.29	0.36%	€0.91	
Energy & Utility companies	€1.73	0.22%	€0.77	1.01%
Fast Moving Consumer Goods	€1.37	0.26%	€0.52	0.85%
Government	€1.72	0.27%	€0.64	1.73%
Media & Publishing	€3.40	0.24%	€1.42	3.98%
Other	€1.12	0.25%	€0.45	1.36%
Retail (e-commerce only)	€1.40	0.25%	€0.56	1.21%
Total	€1.84	0.27%	€0.68	1.39%

FUN FACT

In addition to adding Reddit this year, X (formerly Twitter) is no longer part of this edition of the DDMA Social Advertising Benchmark due to declining volumes. Reddit is not a like-for-like replacement, but is nevertheless a platform where “conversation” takes place. One fun fact (and nothing more than that) is that the 2024 market share of Reddit (0.5%) exactly matches the 2023 market share of X (which was also 0.5%).

Standout industry-level trends



Automotive

The automotive sector is investing increasingly in LinkedIn, often at the expense of Meta. In addition, the popularity of campaigns aimed at traffic and engagement within this industry is growing.



Banking & Insurance

In this industry, we are actually seeing a shift back to Meta, with LinkedIn witnessing a decline. TikTok is also starting to emerge in this field as a new platform.



Retail

There is a clear focus on awareness (upper funnel) at the expense of conversions. In addition, the use of both TikTok and Pinterest in this sector is increasing.



Beauty & Cosmetics

This sector mainly focuses on Meta, TikTok and LinkedIn (conversion only). This raises the question of whether there are opportunities to also utilise platforms such as Snapchat and Pinterest, or whether previous experiences have proven that those are less suitable.

In conclusion

The DDMA 2024 Social Advertising Benchmark once again offers valuable insights into the dynamic and rapidly changing world of social advertising. This report shows how the market has shifted in recent years, and what trends have developed at both platform and industry level. What is particularly striking is the further increase in the use of awareness and video objectives, the stability of the CPM on Meta despite its declining market share, and the impact of key events such as the 2024 ‘Summer of Sports’.

In addition, we are witnessing new players such as Reddit gaining ground within the Dutch social advertising mix, while Pinterest is managing to achieve better results due to strategic changes. The evolution of LinkedIn as an increasingly important platform for specific audiences and industries is also highlighted in this edition of the benchmark.

The shifts in ad spend and platform performance not only provide insights into how advertisers are reallocating their budgets, but also into how platforms such as TikTok, Meta, and LinkedIn are adapting to changing market conditions. For marketers, this means that it is crucial to stay on top of these developments and optimize their campaigns in line with those developments.

It is clear that social advertising is becoming an increasingly complex and versatile channel, whereby a thorough strategy and correct use of data play a vital role. This report is designed to help advertisers make informed choices and provide them with benchmarks to compare and improve their own campaigns. Through this report, we hope we have provided you with a clear overview of the current state of social advertising in the Netherlands. The DDMA and DDMA Social Media Committee remain committed to the ongoing development and improvement of the benchmark, with the goal of continuing to deliver the most valuable insights to marketers, agencies, and other interested parties.

Colophon

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ABOUT DDMA

DDMA is the largest trade association for marketing and data. We are a network of more than 360 brands, non-profit organizations, publishers, agencies and tech suppliers who are looking to utilise data successfully and responsibly for marketing purposes. We pinpoint developments in the field of technology, regulatory matters and ethics, and bring together marketers, data specialists and legal experts to help them grow in their profession. We also promote self-regulation, and are a discussion partner of policymakers and regulators.

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