



DDMA Social Advertising Benchmark 2025

Key trends in social advertising in the Netherlands

Research Report
October 2025

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Welcome to the third edition of the DDMA Social Advertising Benchmark! With this report, our aim is once again to help improve campaigns, support sharper strategic decisions, and increase impact across social platforms.

Following the positive feedback on previous editions, we have expanded and refined this year's benchmark. New sectors such as Construction & Real Estate Services, Government, and Healthcare have been added, along with a practical Channel Comparison page — offering even more opportunities to analyse and compare performance effectively. Behind the scenes, we've also worked hard to further improve data processing and quality, so you can rely on the insights the dashboard provides.

In this report, we highlight the most important figures and trends to help you quickly identify where the opportunities lie. During the launch event, we'll also demonstrate how the dashboard works in practice, including an inspiring use case. We hope this edition supports you in investing in social advertising with greater confidence and clarity.

The dashboard is exclusively available to DDMA members and participating agencies and includes the most relevant figures and trends. As in previous years, the data can be explored by platform, campaign objective (awareness, video views, traffic & engagement, and conversions), sector, and audience. This report provides context and interpretation of these figures.

Wishing you plenty of insights and inspiration!

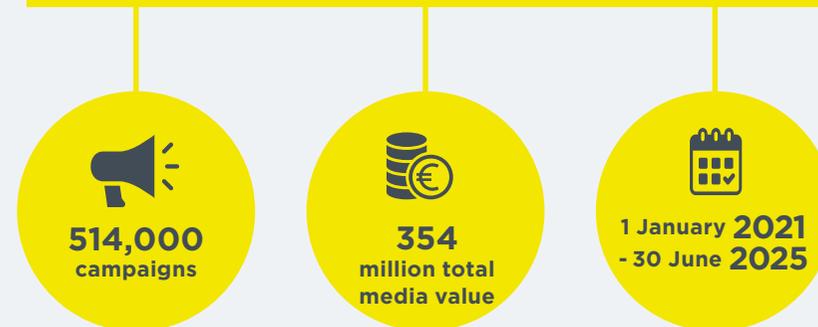
On behalf of the DDMA Social Media Committee,

Head of Social at Accenture Song & Chair of the DDMA Social Media Committee

About the DDMA Social Advertising Benchmark 2025

The Social Advertising Benchmark is an independent initiative by DDMA, the largest trade association for marketing and data in the Netherlands, and the DDMA Social Media Committee. In this third edition, a total of 514,000 social advertising campaigns were analysed (2024: 290,000), covering the period from 1 January 2021 to 30 June 2025. Together, these campaigns represent a total media value of €354 million (2024: €255 million).

The anonymised campaign data was provided by 19 participating agencies (2024: 18), including: *A Bigger Circle, Abovo Maxlead, Accenture Song, Artefact, Doublesmart, Draft Digital, Goldfizz, Happy Horizon, iO, KINESSO, Maatwerk Online, MondoMarketing, Netprofiler, ODIV, OMD, PHD, SDIM, WeConnect, and WIJ Special Media*. The benchmark results are broken down by platform: LinkedIn, Meta, Pinterest, Reddit, Snapchat, and TikTok.



Executive Summary

The DDMA Social Advertising Benchmark 2025 reveals a growing focus on conversion campaigns and a more diverse platform mix among advertisers. Reddit continues its steady rise, while TikTok gains market share at the expense of Meta, although pace and dynamics vary significantly across industries. LinkedIn has become more expensive, but improved results reinforce its value.

This third edition of the DDMA Social Advertising Benchmark analysed 514,000 social advertising campaigns (2024: 290,000) from 1 January 2021 to 30 June 2025, representing a total media spend of €354 million (2024: €255 million).

The key trends shaping social advertising in the Netherlands in 2025:

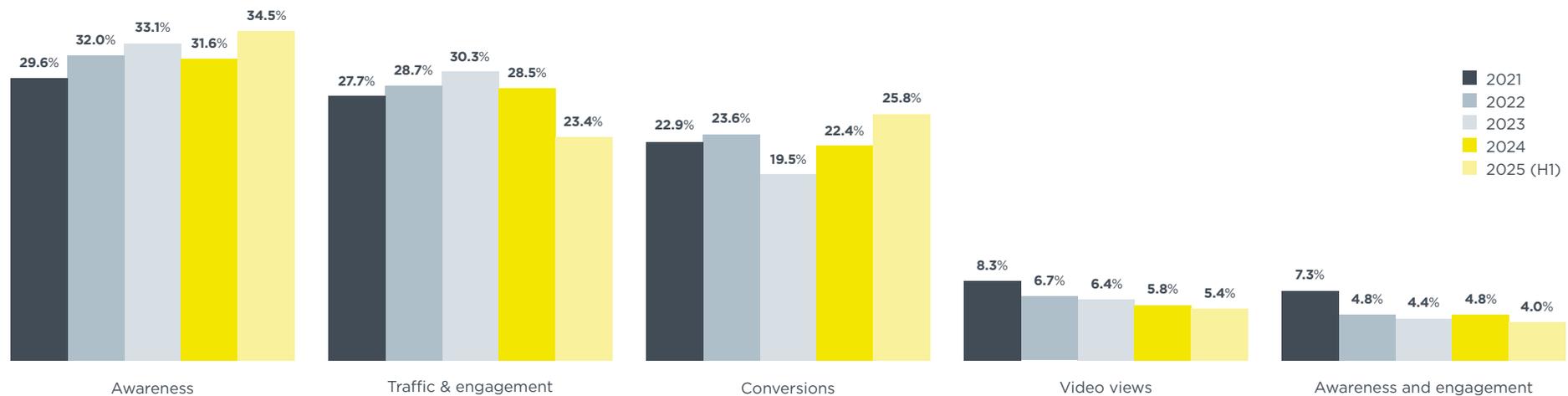
- 1. Conversions make a comeback, video views lose**
Conversion campaigns are surging again, especially on Meta. Meanwhile, video view campaigns are losing ground, with only TikTok - and to a lesser extent LinkedIn - still performing. Awareness campaigns are on the rise in B2C via TikTok and Meta, while in B2B, Meta has now overtaken LinkedIn.
- 2. B2B advertisers are broadening their social mix**
The B2B sector is moving towards a more diversified and results-driven use of social advertising. LinkedIn remains a cornerstone, but more organisations are recognising the value of other platforms as their target audiences increasingly engage there too.
- 3. Shift in social spend: Reddit surpasses Pinterest**
Reddit now accounts for 1.4% of social ad spend, surpassing Pinterest at 0.9%. Strong traffic performance and improved advertising tools are making Reddit increasingly relevant in the mid-funnel, while Pinterest maintains its role for awareness and inspiration.
- 4. Industry drives pace and dynamics: shift from Meta to TikTok**
TikTok continues to grow at Meta's expense, though not uniformly across sectors. Education and Retail Mixed are shifting clearly to TikTok, while FMCG and Healthcare add it alongside Meta. Ecommerce and Travel mostly remain loyal to Meta. The shift is undeniable, but each industry moves at its own pace.
- 5. LinkedIn prices are rising, but improved results justify the cost**
LinkedIn's CPM has increased by more than 20% in 2025, a trend seen in 12 of the 14 industries analysed. While awareness and traffic & engagement campaigns show higher CTRs and VCRs to justify the costs, conversion campaigns see steep CPC growth: the average CPL is now 4.5 times higher than last year.

Conversions make a comeback, video views lose ground

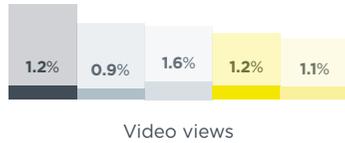
After a dip in 2023 and early 2024, conversion campaigns have made a strong return. This tactic now attracts more investment than ever before, with nearly all spend concentrated on Meta (23.2% in 2025). The rise in conversion-focused campaigns shows a strong correlation with traffic & engagement, an expected trend. Previously, advertisers seemed to shift toward traffic campaigns due to increasing challenges around measurement. That narrative has now changed. One important development not to overlook is Meta's Advantage+. This setup is becoming increasingly relevant for many advertisers. Meta has been heavily promoting it for years, although the benchmark data does not yet break it out separately.

Where video views were still growing last year, that trend has now completely reversed. Only TikTok — and to a lesser extent LinkedIn — continue to attract notable investment in this objective. It's important to note that Snapchat has restructured its campaign objectives, making direct comparisons no longer possible. TikTok saw a spend increase of over 100% from 2023 to 2024, but this growth has since levelled off. On LinkedIn, video view investment has slightly declined since 2023, although more than 1% of total spend in the benchmark is still allocated to this objective. These are almost exclusively B2B campaigns, which aligns with the platform's expected usage.

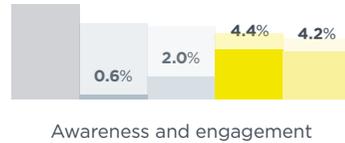
Ad Spend by Campaign Objective



Spending per campaign objective
(selection: Video views x LinkedIn)



Spending per campaign objective
(selection: Video views x TikTok)



- 2021
- 2022
- 2023
- 2024
- 2025 (H1)

Awareness campaigns are also on the rise, particularly within B2C. This growth is largely driven by TikTok, with Meta showing a smaller increase. Other platforms play a much more limited role in this objective. In B2B, we see a different picture: while LinkedIn is still widely used as expected, it has now been overtaken by Meta as the most-used platform for awareness campaigns.

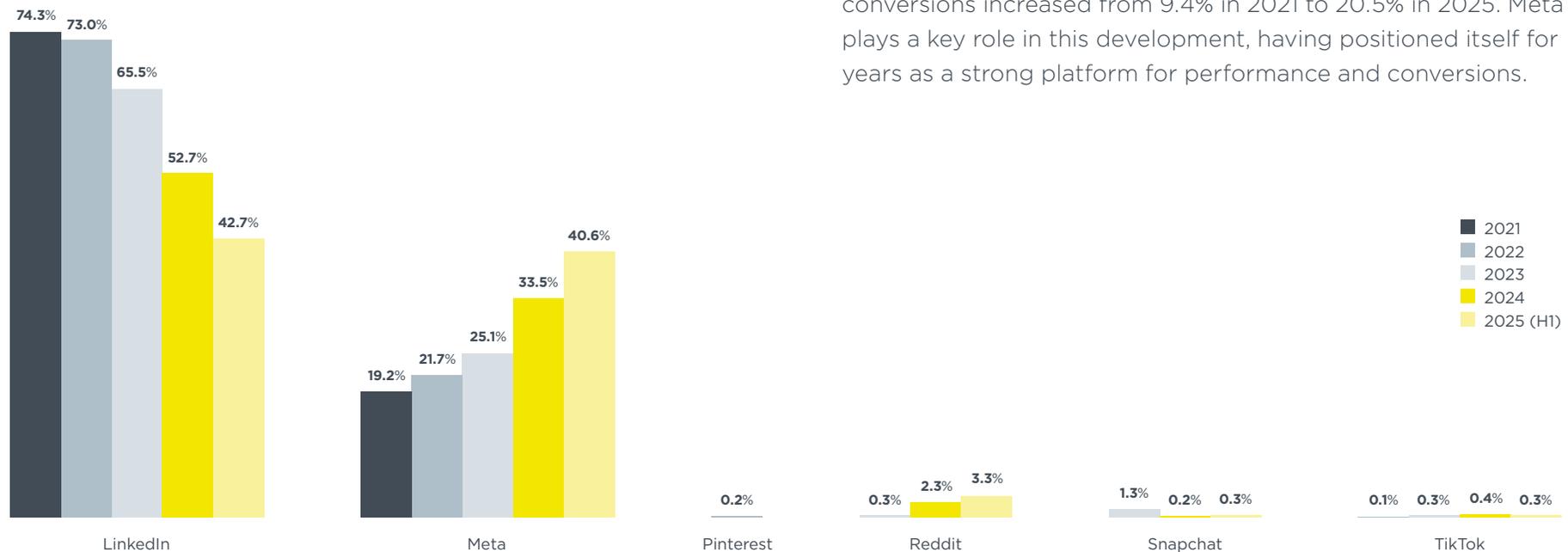


B2B advertisers are broadening their social mix

LinkedIn remains the heavyweight in B2B advertising, but advertisers are increasingly turning to other platforms as well. In 2021, over 74% of B2B budgets were allocated to LinkedIn, but by 2025 that share has dropped to 42%. This shift towards a broader channel strategy shows that businesses are making a conscious choice to diversify their social mix.

The biggest shift is visible at Meta, which has expanded its share from 19% in 2021 to over 40% in 2025. This growth closely aligns with the broader move towards conversion-focused advertising, as highlighted in *Trend 1: Conversions make a comeback, video views lose ground*. Whereas social advertising in B2B was previously used primarily for visibility and thought leadership, more and more budget is now being allocated to campaigns with measurable outcomes.

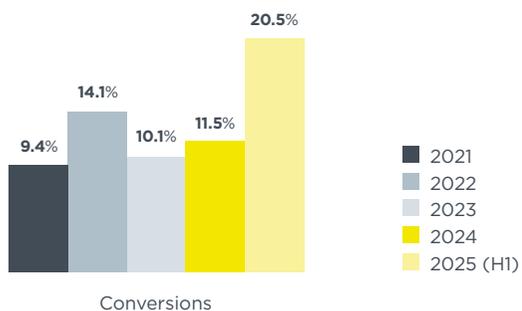
Spend per platform (selection: B2B)



The biggest shift is visible at Meta, which has expanded its share from 19% in 2021 to over 40% in 2025. This growth closely aligns with the broader move towards conversion-focused advertising, as highlighted in Trend 1: Conversions make a comeback, video views lose ground. Whereas social advertising in B2B was previously used primarily for visibility and thought leadership, more and more budget is now being allocated to campaigns with measurable outcomes.

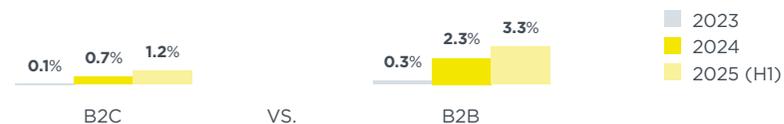
The figures confirm this: the share of total B2B spend aimed at conversions increased from 9.4% in 2021 to 20.5% in 2025. Meta plays a key role in this development, having positioned itself for years as a strong platform for performance and conversions.

Spend per campaign objective
(selection: Conversions x B2B)



Another striking development is the rise of Reddit in B2B. Although the absolute numbers remain relatively small, its share has increased from 0.3% in 2023 to 3.3% in 2025. This makes Reddit's growth in the B2B space much faster than in B2C, where the share grew from just 0.1% to 1.2% over the same period. Advertisers find Reddit appealing because it hosts valuable conversations with hard-to-reach target audiences — a key reason to keep an eye on this platform.

Spend per platform
(selection: Reddit)



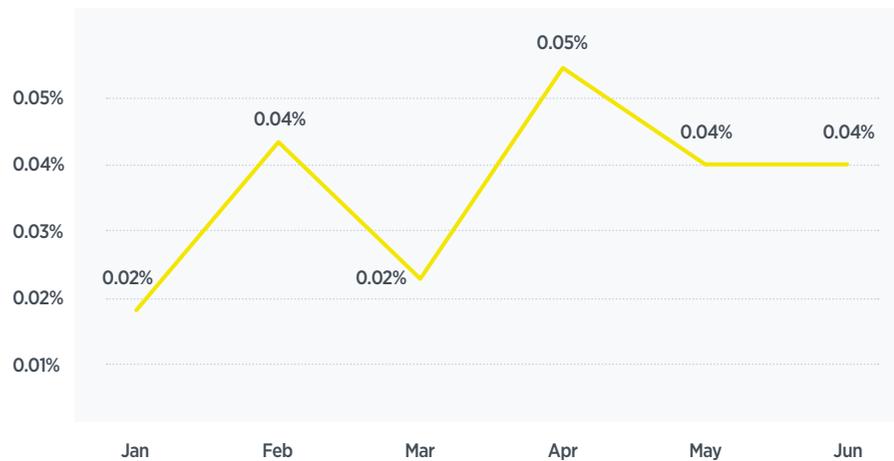
Shift in social spend: Reddit surpasses Pinterest

This year marks a clear shift: Reddit has overtaken Pinterest in media spend. In 2024, Pinterest still held 1.3% of the total spend compared to Reddit's 0.9%. By 2025, this has reversed: Pinterest drops to 0.9%, while Reddit grows to 1.4%.

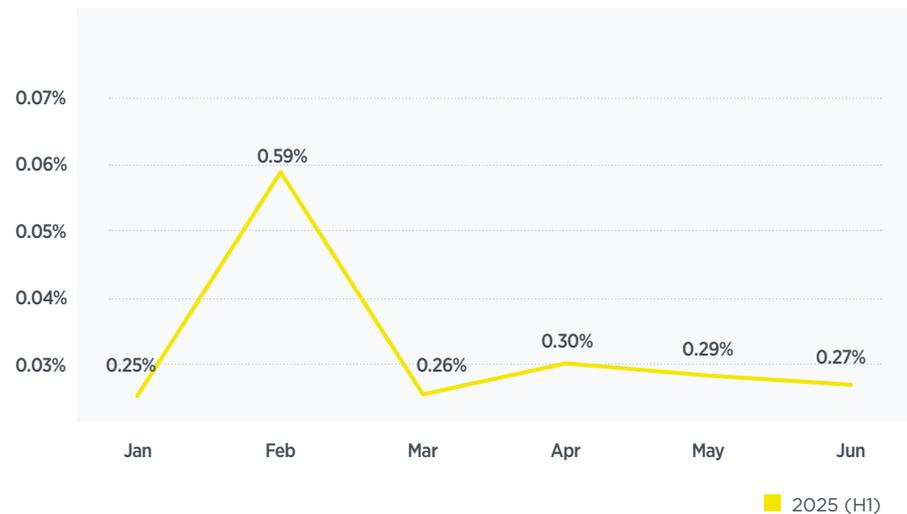
What's driving this trend? Reddit performs particularly well on traffic objectives. Its average CTR stands at 0.27%, significantly higher than Pinterest's 0.04% (as of June). Combined with low CPMs, this results in favourable CPCs, making Reddit increasingly relevant in the mid-funnel phase.

In addition, Reddit has significantly improved its advertising tools in recent years, offering more advanced targeting options, better measurability, and a user-friendly self-service platform. This lowers the threshold for advertisers to include Reddit in their media mix.

Monthly CTR Pinterest (selection: Traffic & Engagement x B2C)



Monthly CTR Reddit (selection: Traffic & Engagement x B2C)



A broader trend is the growing importance of niche communities in social advertising. With its vast array of topic-based communities, Reddit offers direct access to highly specific interests, making it an increasingly competitive player for mid-funnel campaigns.

What's notable is that this shift is relatively new in the Dutch market. Internationally, Reddit has already seen steady growth for some time, but in the Netherlands, the platform is just beginning to gain traction. This creates an interesting 'first mover advantage' for advertisers who embrace Reddit early. Of course, the percentage changes should be kept in perspective: our dashboard tracks

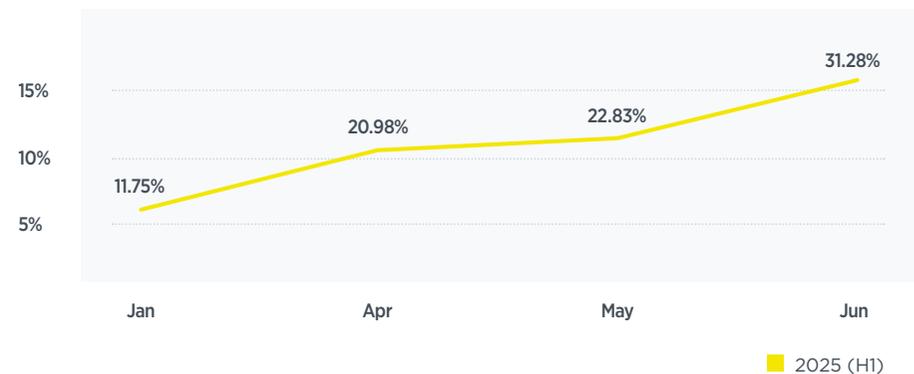
around €354 million in Dutch social ad spend in 2025 (€255 million in 2024). So even though Pinterest's share has dropped from 1.3% to 0.9%, this doesn't necessarily mean less has been spent in absolute terms. Reddit is simply gaining ground at a faster pace.

That said, Pinterest continues to hold its own. Spend remains more stable throughout the year, with clear peaks in January and March. And when it comes to video campaign objectives, Pinterest still outperforms Reddit on a structural level, maintaining its value for awareness and inspiration-focused campaigns.

Monthly Spend on Pinterest (selection: Awareness x B2C)



Monthly Spend on Pinterest (selection: Video Views x B2C)

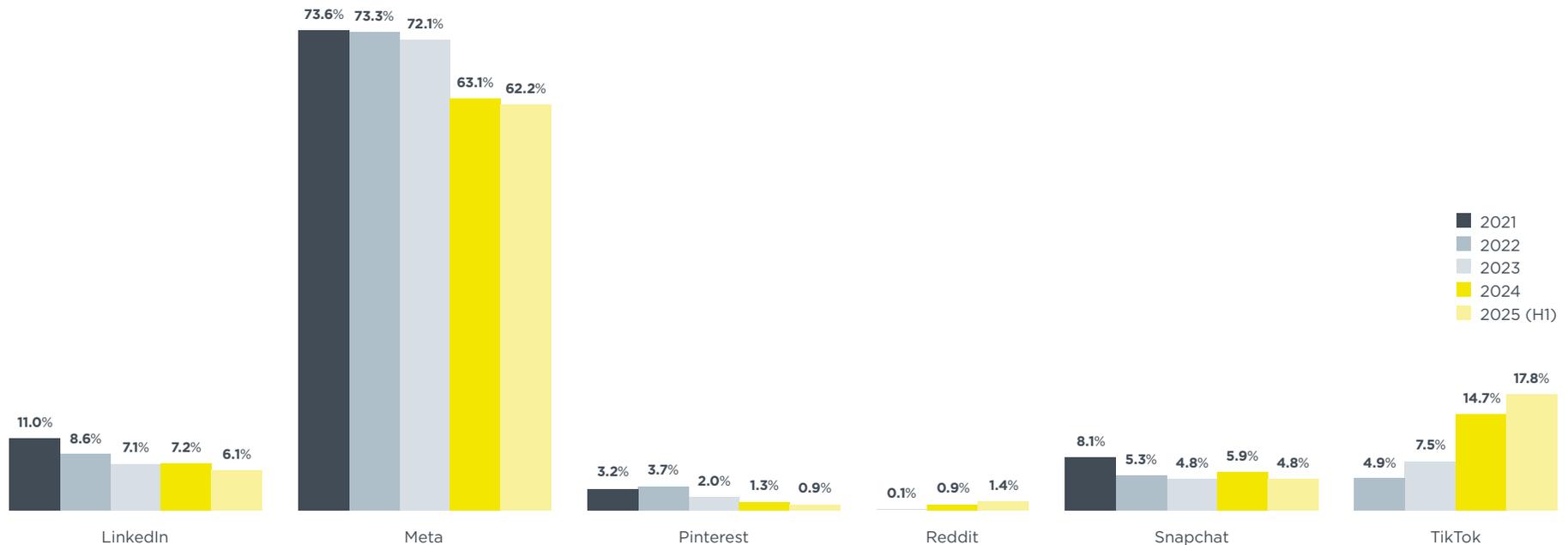


Industry drives pace and dynamics: shift from Meta to TikTok

The DDMA Social Advertising Benchmark 2025 reveals a clear shift in the landscape: Meta is losing market share, while TikTok continues to grow year over year. What started as a cautious transition in 2022 and 2023 has now firmly taken hold across 2024-2025.

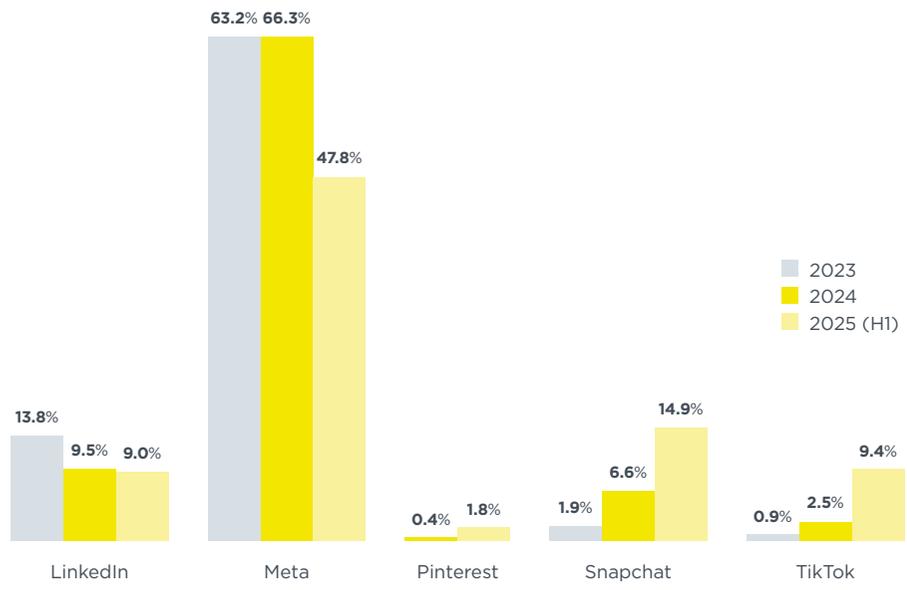
However, this shift plays out differently across industries. Some sectors have embraced TikTok wholeheartedly, others have added it alongside Meta, and some remain committed to their existing platform mix.

Spend per Platform



The most striking example comes from the **Education** sector. Here, Meta's decline in ad spend is almost directly offset by increased investment in TikTok *and* Snapchat. This shift underscores a key insight: younger audiences — vital to this industry — are increasingly active on these platforms, and advertisers are following their behavior with their budgets.

Spend per Platform (selection: Education)



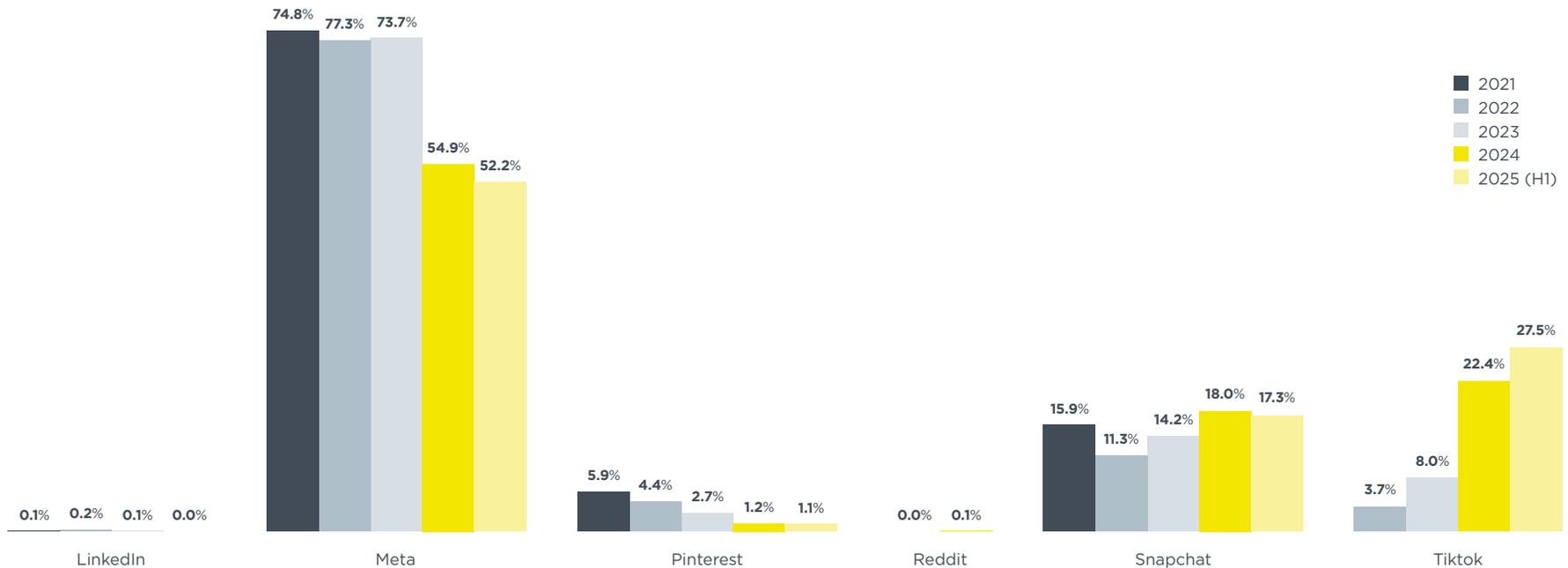
The picture is different in the **FMCG** sector. TikTok is experiencing strong growth, but not at the expense of Meta. Instead, it's being added as an extension to the media mix. Brands primarily view TikTok as an additional touchpoint — not a replacement.

Other sectors show different patterns. For instance, **Government** is scaling down budgets on Meta without shifting spend to TikTok. **Healthcare**, on the other hand, is increasing investment in both platforms, indicating a broader digital strategy. **Recruitment** is showing a decline on both Meta and TikTok, suggesting a more cautious approach to paid social overall. **Media & Publishing** is shifting more clearly: less Meta, more TikTok.

In **E-commerce** and **Retail**, the picture is mixed. Pure **E-commerce** players show a slight drop in Meta spend but have yet to adopt TikTok in earnest. **Retail mixed**, however, is clearly embracing TikTok and adapting more quickly to new platforms. **Telecom** remains notably stable, while **Travel** shows the opposite trend: Meta spend has been growing for three years, and TikTok is declining in 2025. Meta still seems to be viewed as the go-to performance platform here.

The data tells a clear story: TikTok is gaining ground, but the shift plays out differently across sectors. **Education** and **Retail mixed** are leading the transition, **FMCG** and **Healthcare** are layering TikTok on top of Meta, while E-commerce and Travel mostly stick with Meta. The takeaway: the platform shift is real — but each industry moves at its own pace and rhythm.

Spend per Platform (selection: FMCG)



LinkedIn prices are rising, but improved results justify the cost

After three years of declining CPMs, 2025 marks a clear reversal: average CPMs on LinkedIn have increased by over 20%. This pricing trend is likely driven by the growing adoption of AI-powered features like Accelerate Campaigns, the introduction of new ad formats, improved measurement tools such as Full-Funnel Account Impact, and upgraded Brand Lift studies. Together, these developments are generating renewed momentum on LinkedIn, for both B2B and B2C advertisers.

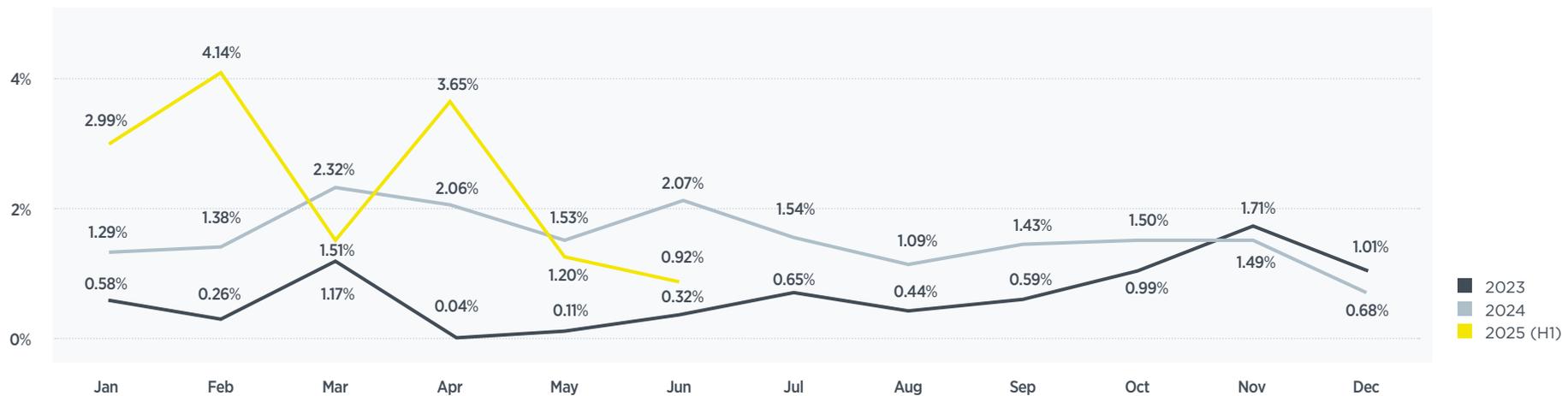
The data confirms this trend: CPMs are up in 12 of the 14 tracked industries. Retail (both mixed and e-commerce), Culture & Entertainment, and Telecom are among the biggest contributors, with increases of up to 200%. The DDMA Social Advertising Benchmark shows that advertisers are willing to pay more for upper-funnel and engagement-driven campaigns when the results justify the cost.

LinkedIn CPM by Industry (YoY)

Industry	CPM 2024 (€)	CPM 2025 (€)	YoY Change (%)
Average	€ 13.03	€ 15.68	 +20.3%
Automotive	€ 8.11	€ 11.32	 +39.6%
Banking & Insurance	€ 13.14	€ 20.89	 +59.0%
Business Services	€ 13.64	€ 15.36	 +12.6%
Charity / NGO	€ 9.90	€ 14.86	 +50.1%
Culture & Entertainment	€ 9.04	€ 22.20	 +145.6%
Education	€ 11.40	€ 11.44	 +0.4%
Energy & Utility companies	€ 17.37	€ 20.49	 +18.0%
Government	€ 12.91	€ 14.54	 +12.6%
Healthcare	€ 25.47	€ 20.84	 -18.2%
Media & Publishing	€ 17.13	€ 12.42	 -27.5%
Other	€ 13.04	€ 29.61	 +127.1%
Retail (e-commerce only)	€ 13.65	€ 20.70	 +51.6%
Retail (mixed)	€ 7.81	€ 23.23	 +197.4%
Telecom Services & Equipment	€ 17.01	€ 25.93	 +52.4%

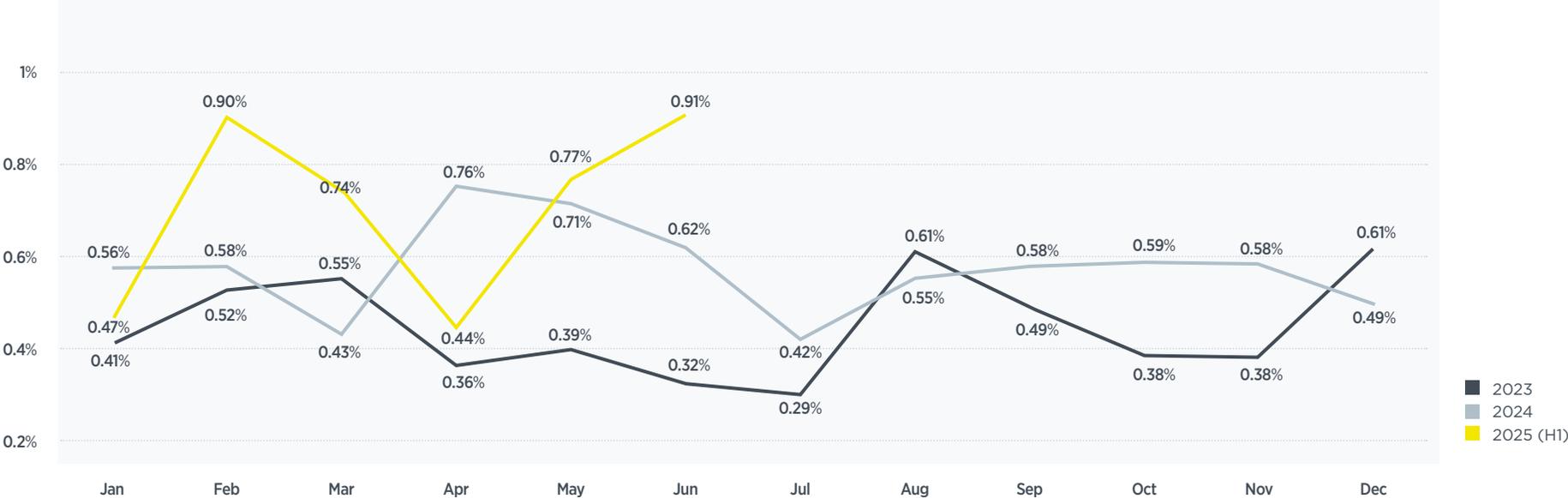
Although competition is increasing and prices are rising for awareness and traffic & engagement campaigns, this is justified by improved results: both the Click-Through Rate (CTR) and the Video Completion Rate (VCR) show a clear improvement. This indicates that advertisers are becoming more effective at both reaching and retaining users.

Video View Completion Rate LinkedIn (selection: Awareness)



When we zoom in on conversion campaigns, a different picture emerges. CPCs are rising sharply: advertisers are paying more for fewer clicks, ultimately resulting in significantly higher costs per conversion. In the first half of 2025, the Cost Per Lead (CPL) is even 4.5 times higher than the year before.

Click Through Rate (CTR) LinkedIn (selection: Traffic & Engagement)



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Final Editing

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About DDMA DDMA is the leading trade association for marketing and data in the Netherlands. We are a network of over 360 brands, non-profits, publishers, agencies, and tech providers who aim to use data successfully and responsibly for marketing purposes. We provide insights into developments in technology, regulation, and ethics, and bring together marketers, data specialists, and legal experts to help them grow in their fields. We also promote self-regulation and act as a key dialogue partner for policymakers and regulators.

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