10 Facebook Ad Facts

- There are 4 million businesses actively advertising on Facebook.
- However, only 5 percent of business pages advertise on Facebook.
- From 2015 to 2016, Facebook advertising grew by 50 percent.
- The average Facebook ad only costs $0.64 per click.
- Prices for Facebook ads have increased by 241 percent in the past couple of years. This shows just how important it is for businesses to understand their key demographics and target audiences before advertising.
- By the third quarter of 2016, Facebook had increased its advertising revenue from $4.1 billion in 2015 to $4.6 billion, showing just how many more businesses are starting to use Facebook ads for business.
- Call of action buttons such as "Learn More" or "Sign Up" have a click-through rate 2.85 times greater than those that do not include a call to action button.
- 75 percent of brands use Facebook advertising to boost their Facebook posts.
- 37 percent of Facebook advertising budgets are directed to mobile users. This allows businesses to advertise more to local customers.
- When compared with other online ads, Facebook desktop ads have a click-through rate 8 times higher, and mobile click-through rates that are 9 times higher.

Sources:
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