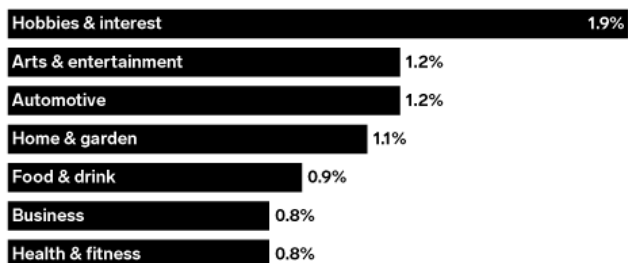


Hobbies and interests lead Meta ad clickthrough rates worldwide

Article



Industry KPIs: Worldwide Social Ad Clickthrough Rates (CTR) for Meta, by Select Industry, Q2 2024



Note: data represents activity among AdRoll clients, broader industry metrics may vary; social ad clickthrough rate (CTR) is the number of clicks an ad receives divided by the total number of times the ad is displayed (impressions) in the selected period
Source: AdRoll, June 30, 2024

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Key stat: Hobbies and interests had a 1.9% clickthrough rate (CTR) on Meta in Q2 2024, putting the industry ahead of others including arts and entertainment (1.2%) and automotive (1.2%), according to exclusive data from AdRoll.

Beyond the chart:

- **Meta's** worldwide ad revenues will grow by 14.9% next year to reach \$183.80 billion in 2025, per our November 2024 forecast.
- Meta will account for 23.1% of worldwide digital ad spend in 2025, a figure that has been slowly increasing, up from 22.8% in 2024.

Use this chart: Marketers can use this chart to benchmark their social media ad performance on Meta or make the case for partnerships across industries. Publishers can use this chart to communicate CTR expectations to advertisers and determine which industries to prioritize.

Related EMARKETER reports:

- [Ad Measurement Trends H2 2024](#)
- [The Future of Digital 2025](#)

Note: Data was provided to EMARKETER by AdRoll.

Methodology: Data is compiled from 10,000+ campaigns managed by the AdRoll platform in the 1st half of 2024. The data is aggregated from advertisers in the Asia-Pacific region, Europe, and North America.