

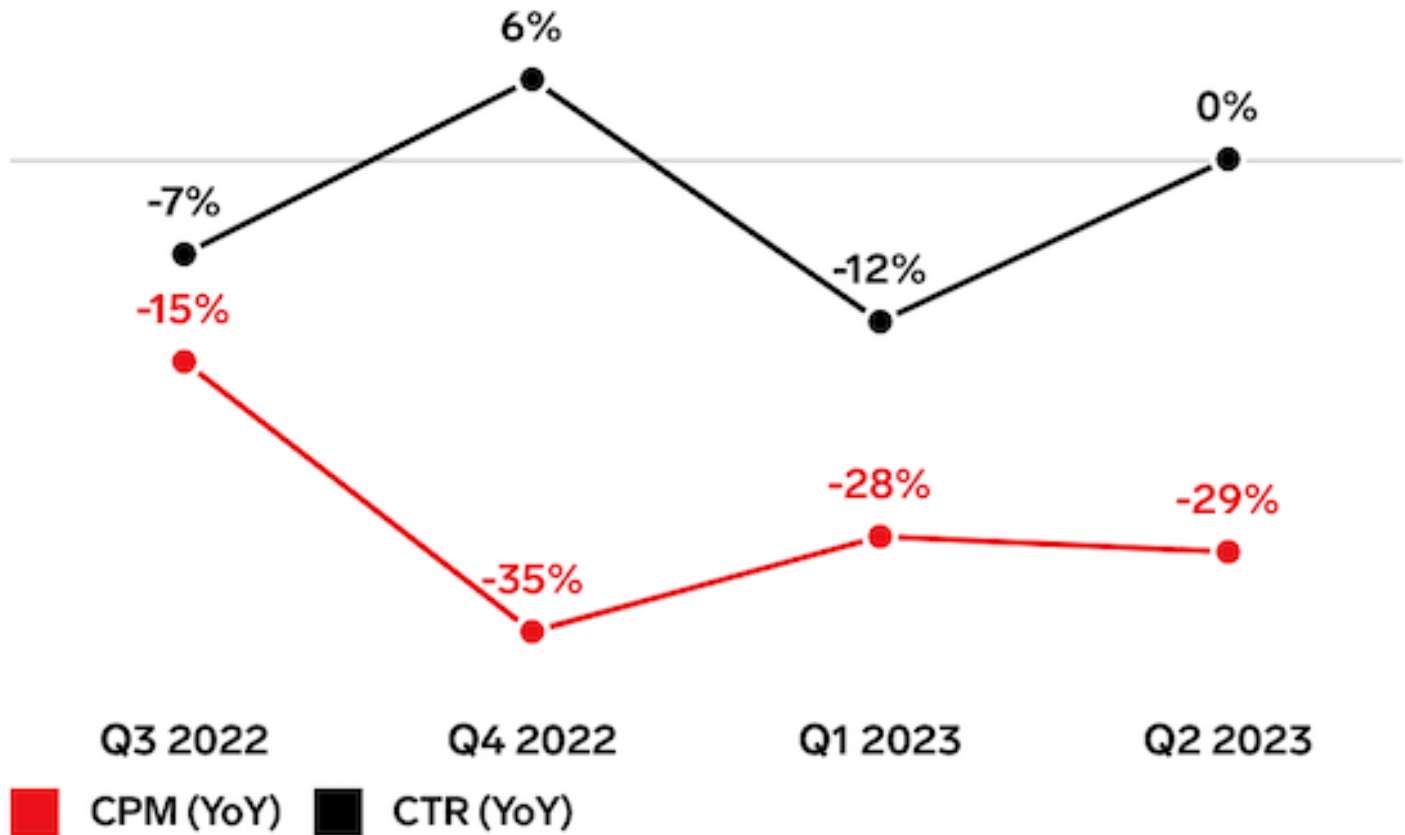
# Social CPMs dive double digits as marketers navigate monetization challenges

Article

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# Paid Social CPMs Have Declined by Double Digit Percentages YoY in Each of the Past 4 Quarters

% change YoY



Note: sample drawn from population of >1 trillion impressions and 14 billion clicks  
Source: Skai, "Quarterly Trends Report," Q2 2023

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Insider Intelligence | eMarketer

**Key stat:** Paid search CPMs declined by double digits YoY every quarter in the past four quarters—29% in Q2 2023 alone, per Skai. Paid search CTRs have not seen the same pattern of decline.

**Behind the chart:**

- As social media network user growth wanes across key platforms and advertisers navigate the complexities of measurement post AppTrackingTransparency (ATT), social media platforms have increased ad loads to boost revenue.
- Pinterest's ad load increased by 30% in Q2 of this year, while Meta's ad inventory grew by 34%. While these higher ad loads are contributing to an increase in social ad spend, we project US social network ad spend to increase just 3.4% this year.
- Social platforms will prioritize lower-funnel formats, leveraging AI to drive commerce through initiatives like Meta's Advantage+ Shopping Campaigns (ASC+).

#### **Use this chart:**

- Budget your 2024 paid social spend based on recent ad trends.

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