

# FACEBOOK ADVERTISING HEAD-TO-HEAD

## EUROPE

vs.

## The AMERICAS

How does Facebook advertising compare on both sides of the Atlantic?  
The top 4 economies in Europe and the Americas go head-to-head.

### EUROPE



GERMANY

**32%** Population on Facebook

3% higher than European average

**\$0.52** CPC

22% lower than European average

**1%** CTR

63% higher than European average



UNITED KINGDOM

**56%** Population on Facebook

78% higher than European average

**\$0.96** CPC

44% higher than European average

**0.5%** CTR

20% lower than European average



FRANCE

**42%** Population on Facebook

36% higher than European average

**\$0.66** CPC

2% lower than European average

**0.5%** CTR

12% lower than European average



ITALY

**43%** Population on Facebook

37% higher than European average

**\$0.31** CPC

54% lower than European average

**0.7%** CTR

21% higher than European average

#### DID YOU KNOW?

**89.3%**

of Facebook users in the Netherlands use the platform on their mobile phones. This is the highest mobile penetration in Western Europe.

SOURCE: EMARKETER, JUNE 2015

#### STANDOUT STATS



ICELAND

Highest Percentage of Population on Facebook:

**67%**



#1 Worldwide

NORWAY

Highest Mobile CPC:

**118%**

higher than European average



GERMANY

Highest Mobile CTR:

**60%**

higher than European average

### The AMERICAS



UNITED STATES

**56%** Population on Facebook

22% higher than Americas average

**\$0.67** CPC

11% higher than Americas average

**1.2%** CTR

14% higher than Americas average



BRAZIL

**42%** Population on Facebook

8% lower than Americas average

**\$0.18** CPC

69% lower than Americas average

**0.7%** CTR

33% lower than Americas average



CANADA

**54%** Population on Facebook

18% higher than Americas average

**\$0.70** CPC

16% higher than Americas average

**0.9%** CTR

19% lower than Americas average



MEXICO

**41%** Population on Facebook

10% lower than Americas average

**\$0.17** CPC

71% lower than Americas average

**1.1%** CTR

1% lower than Americas average

#### DID YOU KNOW?

**217.5 million**

is the total number of Facebook users in Latin America. Outside of Asia-Pacific, Latin America is Facebook's largest market in the world.

SOURCE: EMARKETER, JUNE 2015

#### STANDOUT STATS



3-Way Tie

ARGENTINA  
UNITED STATES  
URUGUAY

Highest Percentage of Population on Facebook:

**56%**



CANADA

Highest Mobile CPC:

**181%**

higher than Americas average



CHILE

Highest Mobile CTR:

**14%**

higher than Americas average

#### ABOUT THE DATA

This data is representative of Facebook® ad impressions delivered by marketers leveraging Nanigans advertising automation software. It includes ad spend on both Facebook desktop and mobile, and excludes Facebook Exchange. The sample consists of tens of billions of Facebook ad impressions observed in Europe, North America, and South America between January 1, 2015 and April 30, 2015, along with corresponding spend and click metrics. Facebook® is a registered trademark of Facebook Inc.