

Bamboo Benchmarking Resources

Blogs & Reports

- Avinash Kaushik's post on benchmarks - [Benchmarking Performance: Your Options, Dos, Don'ts and To-Die-Fors!](#)
- [Databox 2022 State of Facebook Ads Performance](#)
- [SEM Rush Data Collection Methods](#)

Online Benchmark Data

- Vendor Benchmarks (2nd Party)
 - Google Analytics Benchmarking Reports
 - Databox Benchmark Groups
 - ◆ Google Ads
 - ◆ Meta
 - ◆ Analytics
- Industry Analyst (3rd Party)
 - eMarketer
 - ◆ Search Marketing KPIs
 - ◆ Display/Programmatic KPIs
 - ◆ Video Marketing KPIs
 - ◆ Email/SMS KPIs
- Creative Libraries
 - [Meta](#)
 - [TikTok](#)
 - [Youtube](#)

Vendor Reports to Request

- Meta
 - Headroom Analysis - Understand scalability of region and tactic.
 - Creative Digest - review of creative performance & suggestions
- Google
 - Competitive Benchmarks - spend, clicks, impressions vs. competition
 - QBR - areas of improvement vs. benchmarks
 - Housekeeper report - in depth automated audit of the account
 - Mobile speed - presentation showing revenue lost and how to repair issues
 - Industry Trends & Case Studies