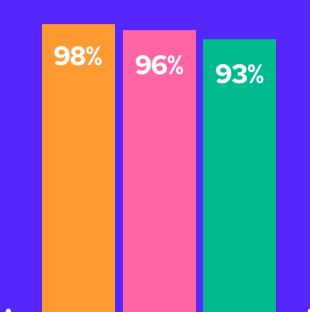


The State of Marketing Spend Trends 2022

Do you know where your ad budget is going? How about where it should be going?

Rockerbox compiled the latest developments in marketing and advertising spending so you don't have to. Use these stats to measure your spend against the trends and understand what's staying strong, growing in popularity, or seeing a dropoff.

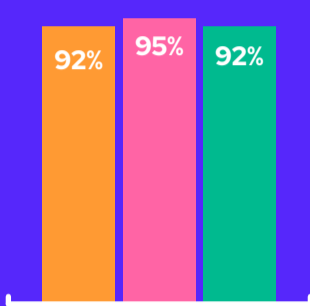


facebook

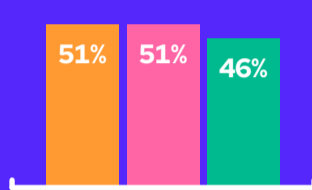
Who's Spending on Social Media?



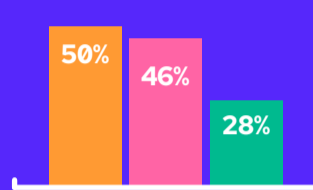
Presence of US D2C Brands on Social Media by Business Size
% of total in each group



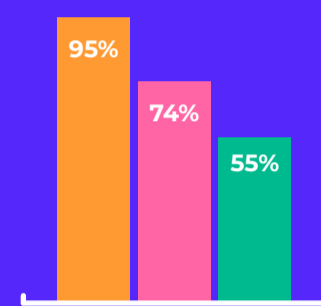
Instagram



Pinterest



YouTube



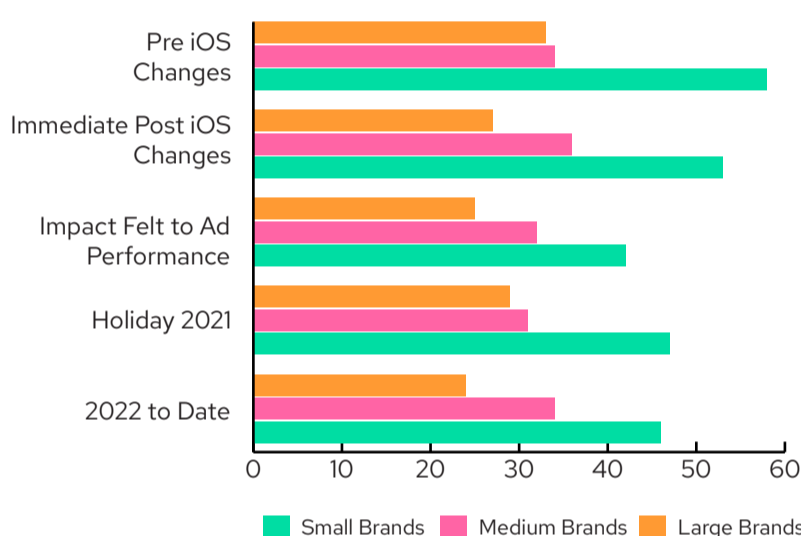
twitter

TREND 1

Facebook is... Unpredictable

iOS14 changes affected Facebook's performance and reliability, driving many businesses to jump ship for other channels with better return and instant scalability, like offline. In late 2021, however, some brands started to return to Facebook. Why? Small and medium brands were less likely to invest in and see value from channels like linear TV and OTT, so instead they returned to something familiar.

Facebook Impact to Spend

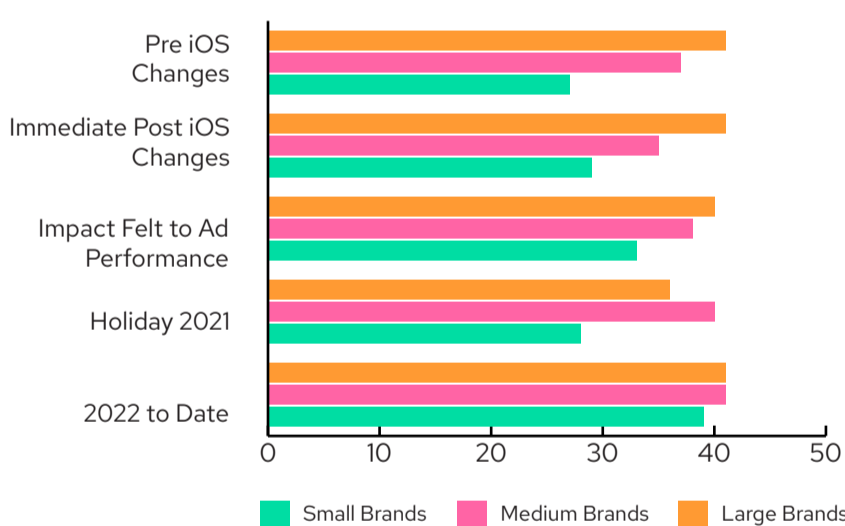


TREND 2

Google is King

No surprises here—Google remains a large piece of the ad spend pie. Not sure why? Just think of all the times you've Googled something and made a buying decision from the search page. Might not be sexy, but Google non-branded search and shopping campaigns really work.

Google Impact to Spend



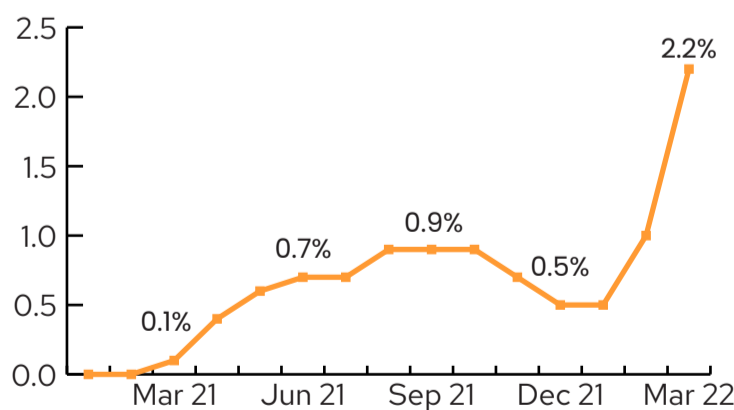
TREND 3

TikTok is on the Upswing

Big for Gen Z and advertisers, TikTok grew from .2% of ad spend to over 2.2% from January 2021 to March 2022.

- Best for:** Beauty, apparel, nutrition, supplements
- Not worth the investment:** High price point, audience not on TikTok, non visual product

% of Spend on TikTok MoM



Want to get this level of clarity into your own spend AND understand what's working?

Rockerbox provides a single source of truth for your marketing and advertising activities so you can take action on your data make better, smarter decisions for your business.

GET A DEMO