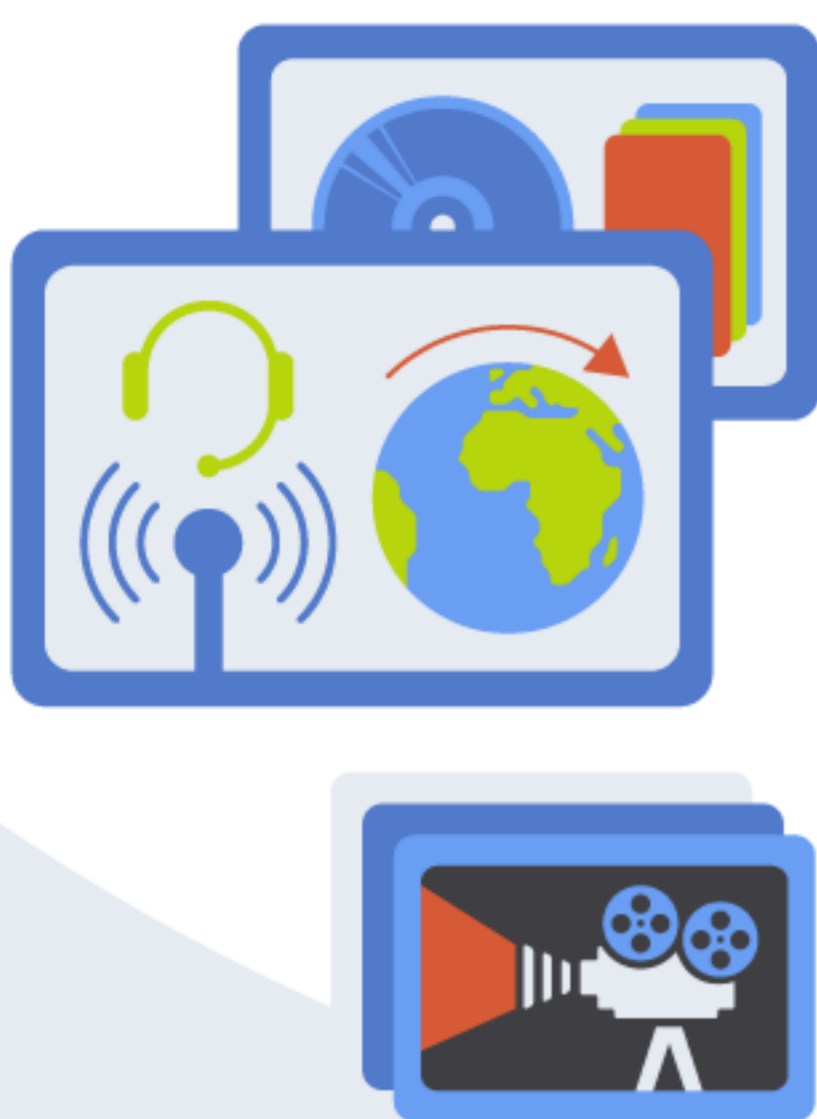


WHAT ENTERTAINMENT COMPANIES NEED TO KNOW ABOUT

Facebook Advertising



ENTERTAINMENT DRAMATICALLY OUTPERFORMS OTHER FACEBOOK VERTICALS

No surprise, **Facebook users love to be entertained.** Advertisers in the entertainment vertical see dramatically better performance than other Facebook verticals. This vertical includes movies, TV shows, cable networks, live music, and sports.



Unified has served billions of Entertainment impressions on Facebook, and our data science team has uncovered important findings for Entertainment marketers.

Fans are **26%** cheaper to acquire



QUICK TIP Entertainment advertisers should leverage Facebook's interest targeting to pinpoint users who have already identified themselves as fans of similar bands/celebrities movies/tv shows.

COMPARED TO OTHER VERTICALS

Mobile users are **2X** more likely to click on entertainment ads



Mobile ads for entertainment are **40%** cheaper per click

Desktop users are **4.3X** more likely to click on entertainment ads



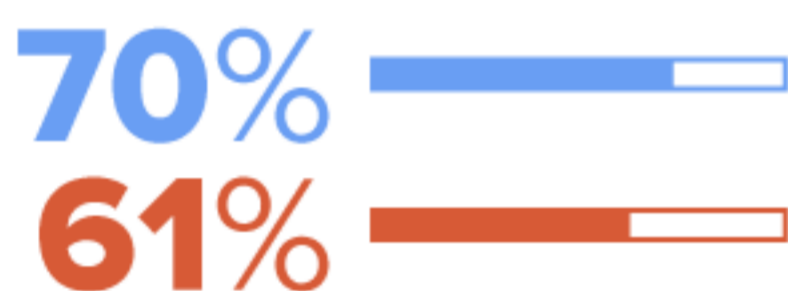
Desktop ads for entertainment are **3.5X** cheaper per click



WHEN COMPARED TO OTHER VERTICALS, TARGETED ENTERTAINMENT ADS RESULT IN:

MALE FEMALE

Cheaper ad impressions (CPM)



Cheaper clicks (CPC)



More frequently respond to entertainment ads by

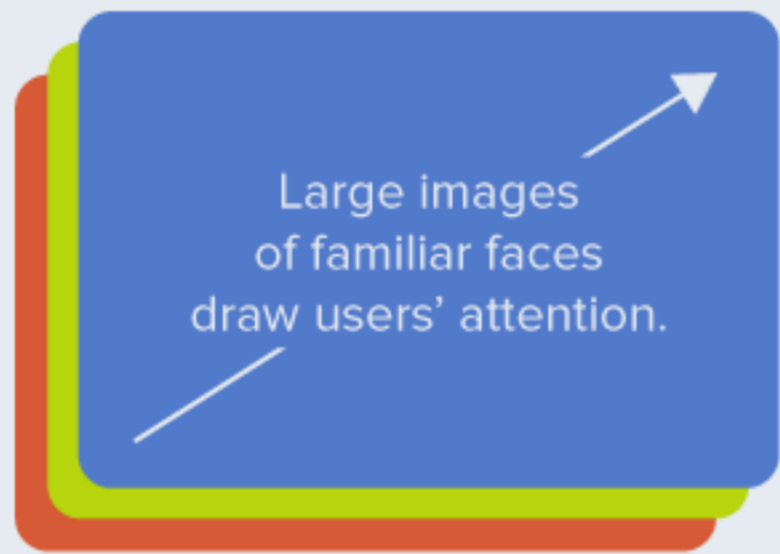


Compared to how men respond to ads from other verticals



But less frequently view photos compared to how women respond to ads from other verticals

PHOTOS ARE SUPER POPULAR, PARTICULARLY ON DESKTOP



On desktop **5.1%** of entertainment ad impressions result in a photo view

People are **2x more** likely to view an entertainment photo instead of clicking elsewhere on the ad in the newsfeed

Desktop users are **8.4X** more likely to view a photo compared to mobile users

Mobile users like posts **51%** more frequently



DESKTOP IS JUST AS IMPORTANT AS MOBILE

Users are just as likely to click on entertainment ads on desktop as on mobile. This is rather unusual--most verticals see mobile ads clicked twice as frequently as desktop.

Desktop users comment **78%** more frequently than mobile users



To achieve entertainment success, contact the team at Unified: info@unifiedsocial.com