

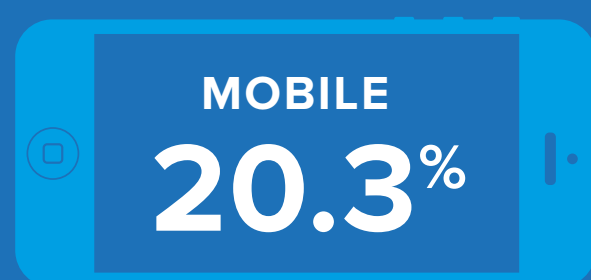
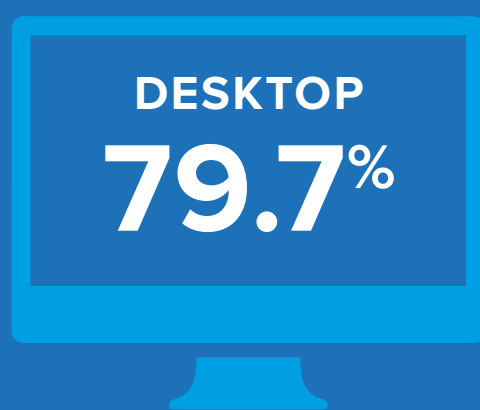
Facebook® Mobile Advertising Performance

This research reflects a representative sample of global advertisers using Kenshoo Social to manage Facebook advertising campaigns tracking impressions, clicks, and conversions. The data set covers more than 2 million Facebook ad clicks and conversions delivered in November and December of 2012 across a wide range of verticals including retail, financial services, software, games, entertainment, and travel. Mobile metrics are inclusive of phones and tablets.



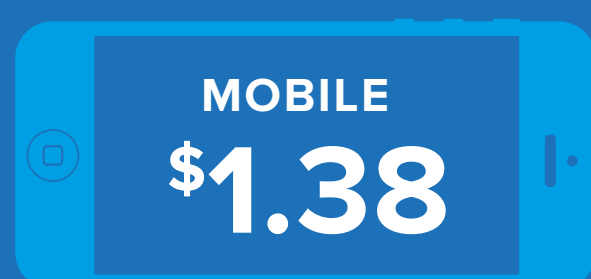
MORE THAN 1 IN EVERY 5 DOLLARS SPENT ON FACEBOOK ADS ARE DELIVERED ON MOBILE DEVICES

Facebook Ad Spend by Device



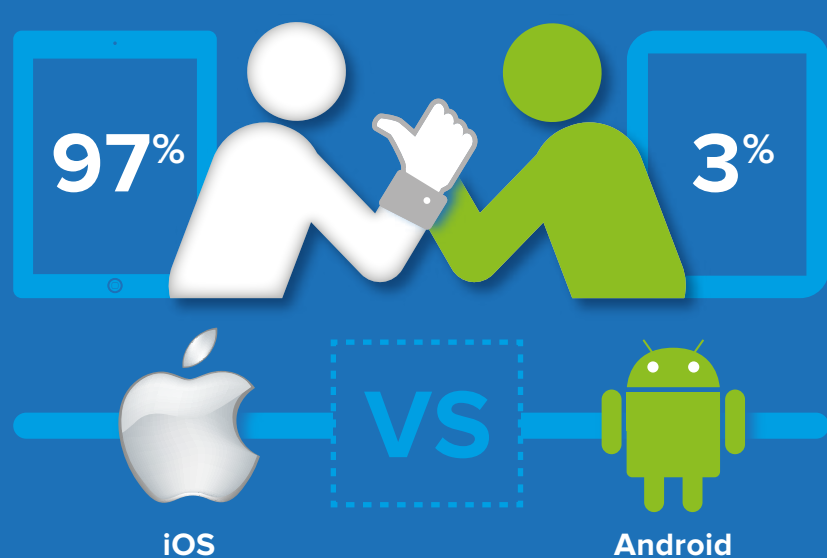
FACEBOOK ADS CARRY A 70% PRICE PREMIUM ON MOBILE

Facebook Ad Cost-per-Click Rates by Device



APPLE® IS TOPS FOR TABLETS BUT ANDROID™ GETS PROPS FOR PHONES

Facebook Ad Spend TABLET OPERATING SYSTEM COMPARISON



Facebook Ad Spend PHONE OPERATING SYSTEM COMPARISON

