How Mattress Brands Spent $136M in Digital Advertising in H1 2022 with an Overall Average CPM of $10.00

Furniture & Home Goods

Key Takeaways

Mattress brands in the competitive set invested $136M into digital ads in H1 2022. Here's how:

Channel Identification
- Brands allocated 26% of their total ad budget to OTT ads and 18% to Paid Search ads.
- Twitter saw the highest increase (+5,434%) followed by Instagram ads (+12%) from Q1 to Q2 2022.
- Display ads saw the lowest average CPM at $3.1.

Advertising Trends
- From January 2022 to June 2022, the competitive set decreased advertising spending by -11%.
- OTT had the highest advertising budget in the competitive set at $35.2M.
- Only OTT, Search, YouTube, Display Images, and Display Videos saw a decrease in spend from Q1 to Q2 2022.
- Ashley Furniture saw the highest advertising spend at $49.7M.

Ad Creatives
- Ashley Furniture aims to link the importance of building a comfortable home with the perfect pieces.
- Purple focuses on brand awareness ads that highlight the internal structure and science behind their product.
- Sleep Number creates ads linking the benefits of sleep and biometric data for users to athletic performance.
- Mattress Firm uses Snapchat to reach and help customers struggling with sleeping in or bad nights.

The following companies were included in the competitive set for this analysis:
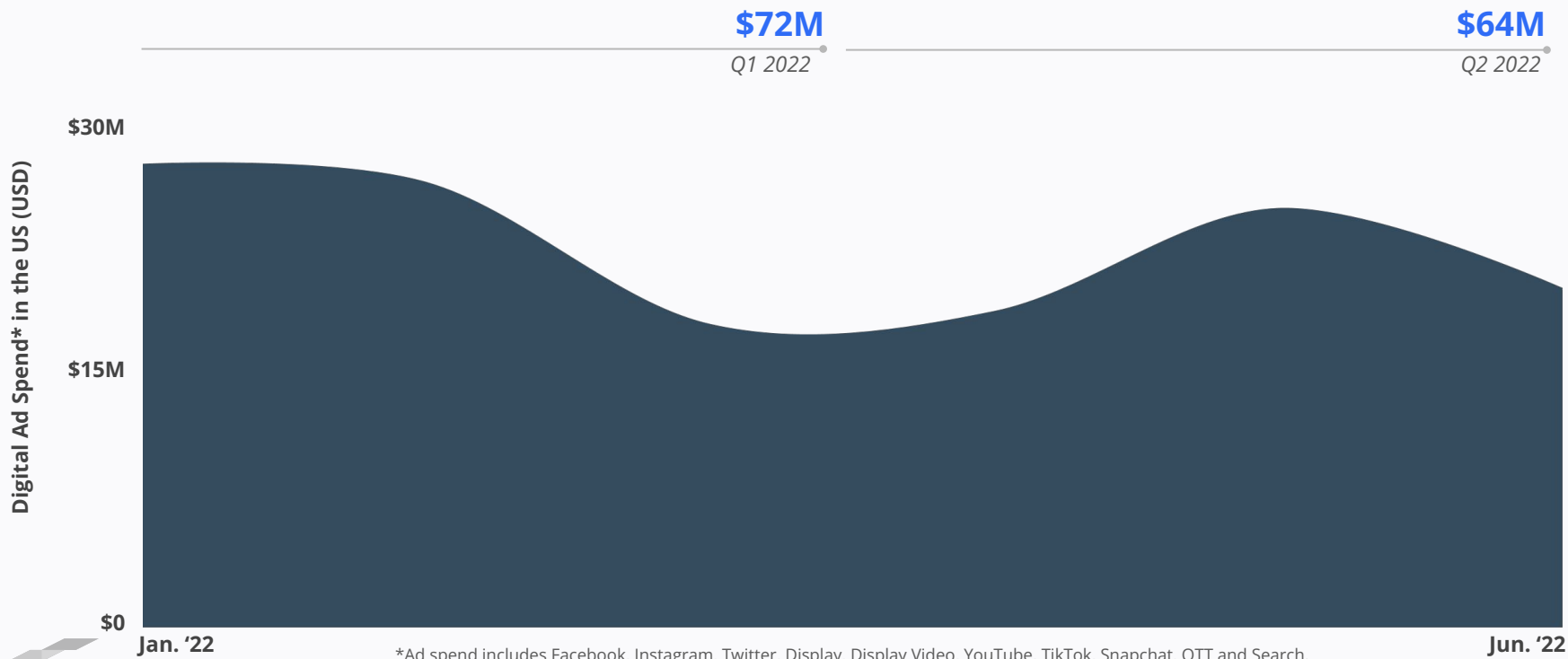
JCPenney

MattressFIRM®

ASHLEY

sleep number

purple®

From January 2022 to June 2022, companies in the competitive set decreased their digital advertising spend by **-11%** from Q1 to Q2. **January 2022** saw the highest ad spend at **$27M** and **March 2022** saw the lowest ad spend at **$18M**.

$72M
Q1 2022

$64M
Q2 2022

$30M

Digital Ad Spend* in the US (USD)

$15M

$0

Jan. '22

Jun. '22

*Ad spend includes Facebook, Instagram, Twitter, Display, Display Video, YouTube, TikTok, Snapchat, OTT and Search.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RightMetric
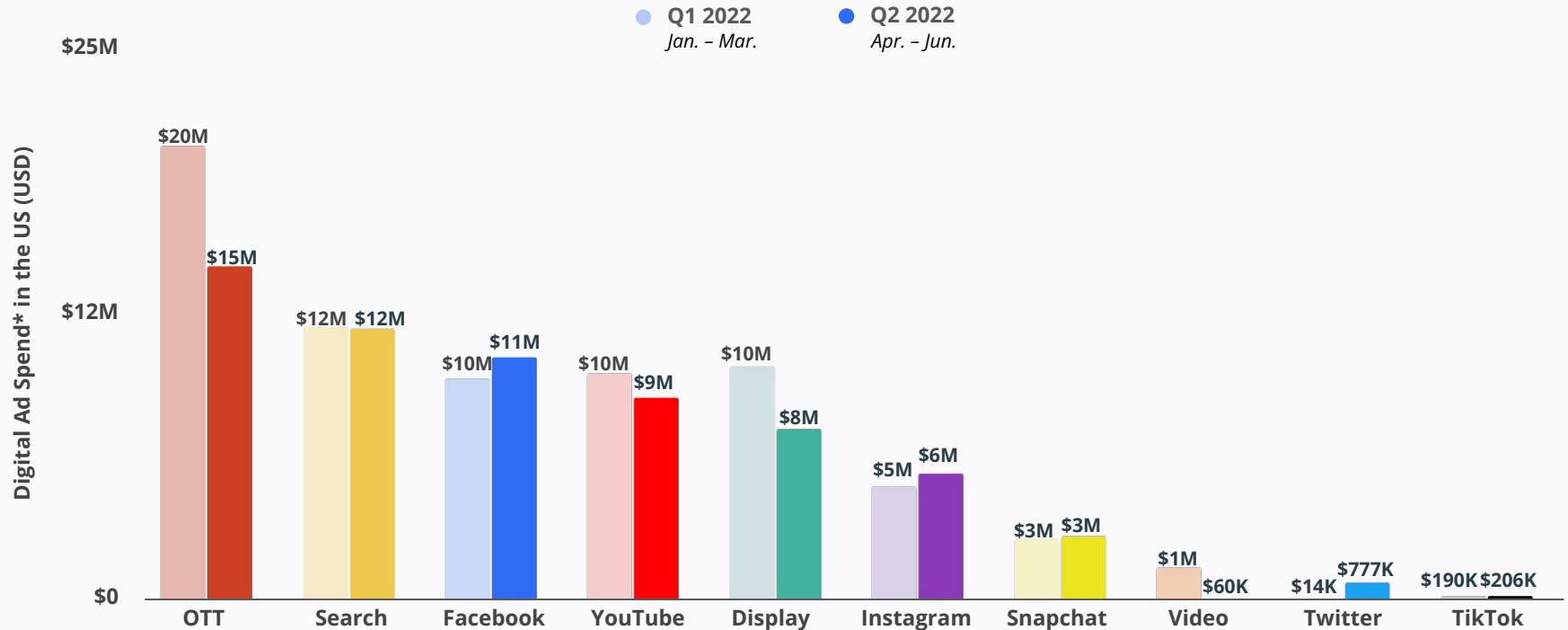
Overall **Ashley Furniture ($49.7M)** invested the most advertising dollars in digital advertising in the competitive set. All brands except Mattress Firm **(+19%)** decreased their advertising spend in Q2 2022.

Digital Ad Spend* in the US (USD), Jan. – Jun. '22

● Q1 2022
Jan. – Mar.

● Q2 2022
Apr. – Jun.

	Q1 2022	Q2 2022
Ashley Furniture	$27.2M	$22.5M
Sleep Number	$21.6M	$17.1M
Mattress Firm	$13.6M	$16.3M
Purple	$9.4M	$7.8M
JCPenney	$284K	$246K

*Ad spend includes Facebook, Instagram, Twitter, Display, YouTube, TikTok, Snapchat, OTT and Search.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RightMetric

In Q2 2022, **50%** of channels saw an **increase** in spend including Facebook, Instagram, Snapchat, Twitter and TikTok while OTT, Search, YouTube, Display Images, and Display Videos saw a **decrease** in spend. **Twitter** and **Instagram** saw the highest increases at **+5,434%** and **+12%** respectively.

● **Q1 2022**
Jan. – Mar.

● **Q2 2022**
Apr. – Jun.

Digital Ad Spend* in the US (USD)

$25M

$12M

$0

	OTT	Search	Facebook	YouTube	Display	Instagram	Snapchat	Video	Twitter	TikTok
Q1 2022	$20M	$12M	$10M	$10M	$10M	$5M	$3M	$1M	$14K	$190K
Q2 2022	$15M	$12M	$11M	$9M	$8M	$6M	$3M	$60K	$777K	$206K

*Ad spend includes Facebook, Instagram, Twitter, Display, YouTube, TikTok, Snapchat, OTT and Search.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RightMetric
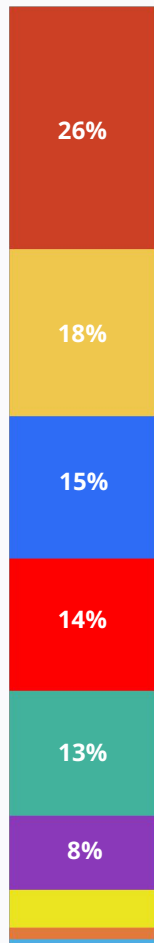
Channel	Budget
● OTT	$35.2M (26%)
● Paid Search	$24.3M (18%)
● Facebook	$20.7M (15%)
● YouTube	$19.1M (14%)
● Display Image	$18M (13%)
● Instagram	$10.7M (8%)
● Snapchat	$5.6M (4%)
● Display Video	$1.5M (1%)
● Twitter	$791K (0.5%)
● TikTok	$397K (0.3%)

From January 2022 to June 2022, the competitive set invested **$136M** into digital advertising. **OTT** and **Paid Search** saw the highest spending of **$35M** and **$24M** respectively, followed by Facebook ($20.7M).
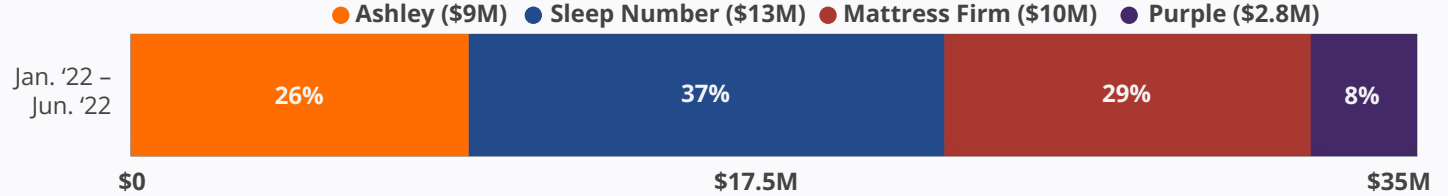
Spend is a directional approximation and does not include retargeting, or behavioural targeting.

RIGHTMetric

Sleep Number had the largest **OTT** spend ($13M) and spent the most on **Paid Search** ($9M). **Ashley Furniture** spent the most on **Facebook ads** at $6.5M.
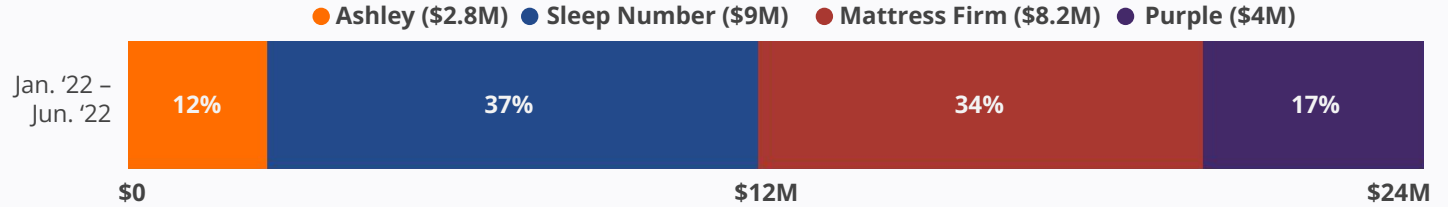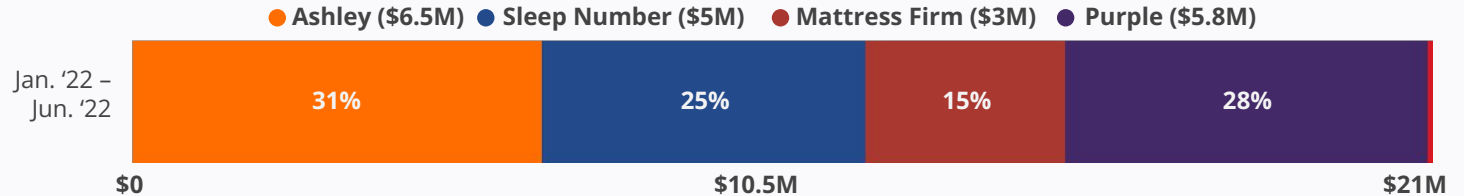
OTT Ads

Avg. CPM **$26.1**

● Ashley ($9M) ● Sleep Number ($13M) ● Mattress Firm ($10M) ● Purple ($2.8M)

| Jan. '22 – Jun. '22 | 26% | 37% | 29% | 8% |

$0 — $17.5M — $35M

Paid Search

Avg. CPC **$3.3**

● Ashley ($2.8M) ● Sleep Number ($9M) ● Mattress Firm ($8.2M) ● Purple ($4M)

| Jan. '22 – Jun. '22 | 12% | 37% | 34% | 17% |

$0 — $12M — $24M

Facebook Ads

Avg. CPM **$8.2**

● Ashley ($6.5M) ● Sleep Number ($5M) ● Mattress Firm ($3M) ● Purple ($5.8M)

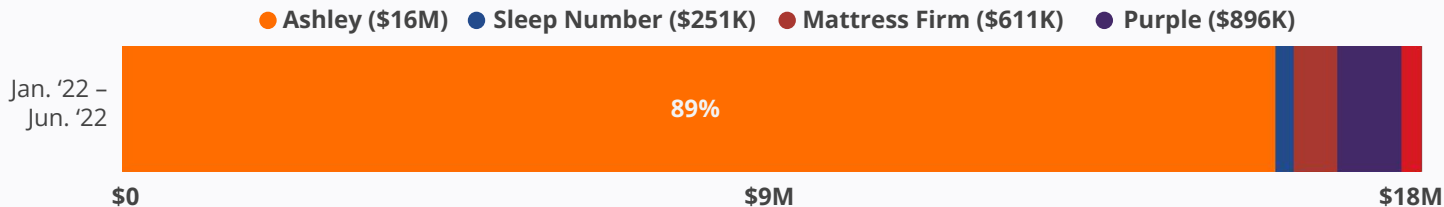| Jan. '22 – Jun. '22 | 31% | 25% | 15% | 28% |

$0 — $10.5M — $21M

Ashley Furniture invested the most on **YouTube, Display Images** and **Instagram ads** at $10.7M, $16M and $4M respectively. Compared to other brands in the competitive set, Ashley Furniture made up **89%** of the Display Image ad spend.
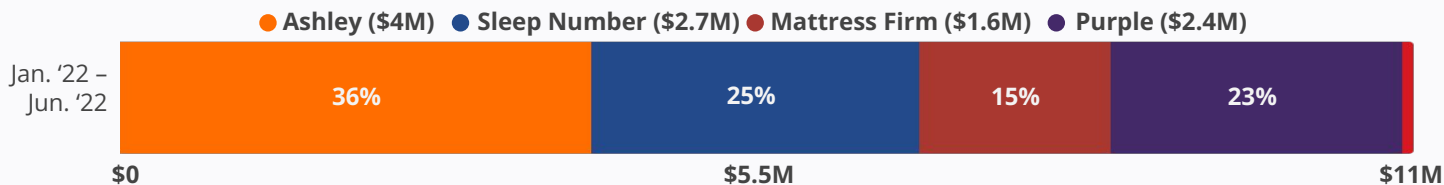
YouTube Ads

Avg. CPM **$16.8**

● Ashley ($10.7M)　● Sleep Number ($7M)　● Mattress Firm ($1M)　● Purple ($48K)

Jan. '22 – Jun. '22

| 56% | 37% | 7% |

$0　　　　　　　　　　$10M　　　　　　　　　　$20M
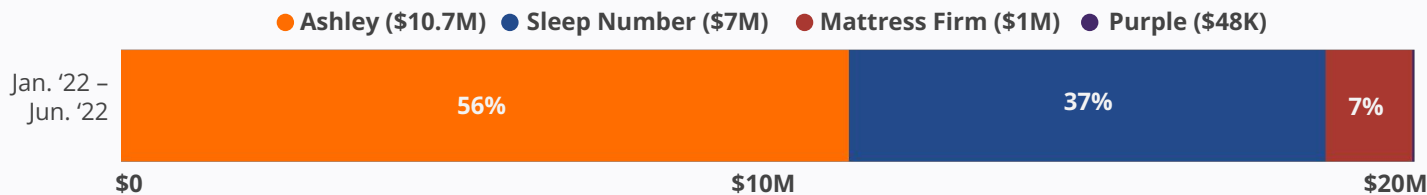
Display Image Ads

Avg. CPM **$3.1**

● Ashley ($16M)　● Sleep Number ($251K)　● Mattress Firm ($611K)　● Purple ($896K)

Jan. '22 – Jun. '22

| 89% |

$0　　　　　　　　　　$9M　　　　　　　　　　$18M

Instagram Ads

Avg. CPM **$7.9**

● Ashley ($4M)　● Sleep Number ($2.7M)　● Mattress Firm ($1.6M)　● Purple ($2.4M)

Jan. '22 – Jun. '22

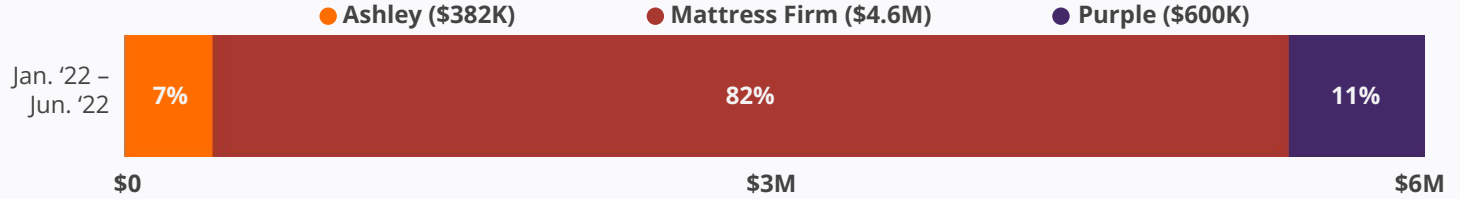| 36% | 25% | 15% | 23% |

$0　　　　　　　　　　$5.5M　　　　　　　　　　$11M

Only top 4 out of 5 brand spends demonstrated in legend.
Spend is a directional approximation and does not include retargeting, or behavioural targeting.
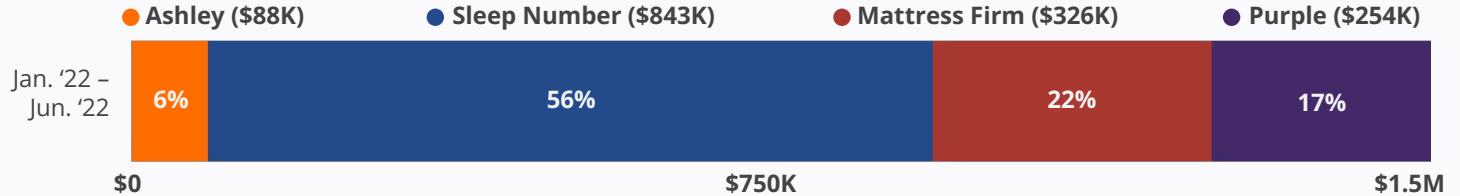
RightMetric

Mattress Firm invested $4.6M into **Snapchat ads** while **Sleep Number** invested the most in **Display Video ads** ($843K). Only two companies in the competitive set ran **Twitter ads** — **Sleep Number** spent the most at $791K, followed by a small investment from Mattress Firm ($278).
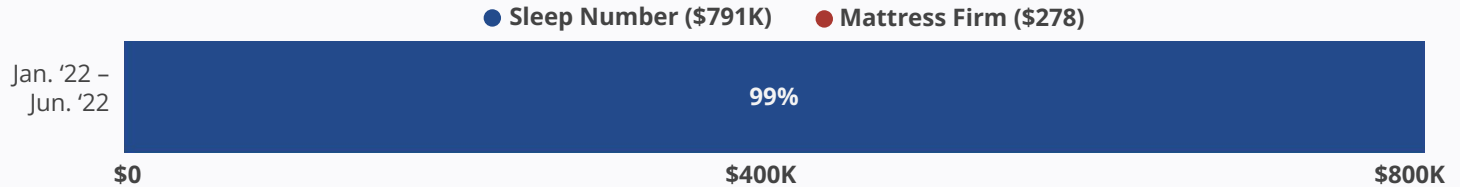
Snapchat Ads
Avg. CPM **$6.3**

● Ashley ($382K)　　● Mattress Firm ($4.6M)　　● Purple ($600K)

Jan. '22 – Jun. '22	7%	82%	11%

$0　　　　　　　　　　　$3M　　　　　　　　　　　$6M

Display Video Ads
Avg. CPM **$13.7**

● Ashley ($88K)　　● Sleep Number ($843K)　　● Mattress Firm ($326K)　　● Purple ($254K)

Jan. '22 – Jun. '22	6%	56%	22%	17%

$0　　　　　　　　　　　$750K　　　　　　　　　　　$1.5M

Twitter Ads
Avg. CPM **$5.9**

● Sleep Number ($791K)　　● Mattress Firm ($278)

Jan. '22 – Jun. '22	99%

$0　　　　　　　　　　　$400K　　　　　　　　　　　$800K

RightMetric

The competitive set invested only $400K to advertise on **TikTok**. **Purple** ran $250K worth of TikTok ads, followed by Mattress Firm with $125K and Ashley Furniture with $22K.
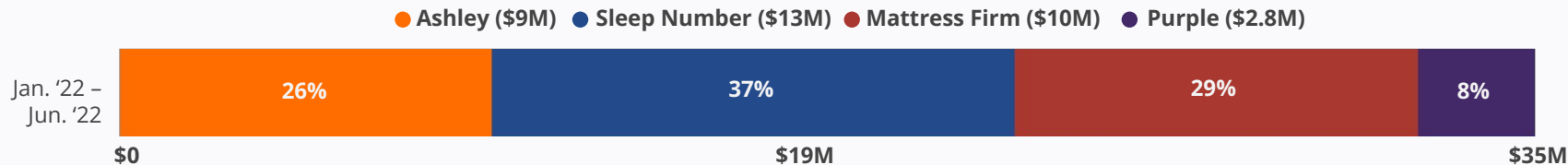
TikTok Ads

Avg. CPM **$10.0**

● **Ashley ($22K)**   ● **Mattress Firm ($125K)**   ● **Purple ($250K)**

Jan. '22 – Jun. '22

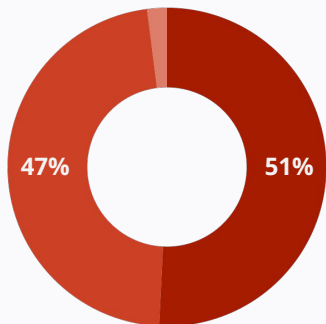| 6% | 31% | 63% |

$0 $200K $400K

From January 2022 to June 2022, **OTT*** saw a total spend of **$35M** and an **average CPM of $26.1** across the competitive set. **Other OTT Streaming Services** saw the highest distribution of ad spend (6%) followed by Hulu (42%).
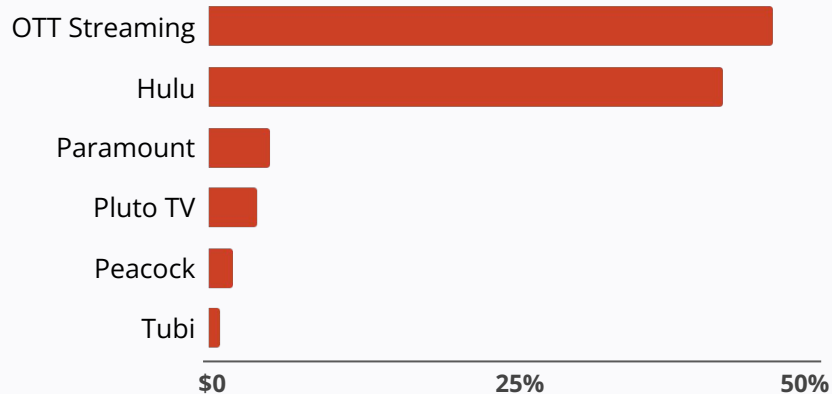
● **Ashley ($9M)** ● **Sleep Number ($13M)** ● **Mattress Firm ($10M)** ● **Purple ($2.8M)**

Jan. '22 – Jun. '22	26%	37%	29%	8%

$0 $19M $35M

OTT Ad Duration, Seconds (Jan. '22 - Jun. '22)

● **30-45**   ● **15-29**   ● **0-14**

51%
47%

Top Streaming Service Publishers (Jan. 22 – Jun. 22)

- OTT Streaming
- Hulu
- Paramount
- Pluto TV
- Peacock
- Tubi

$0   25%   50%

Share of Spend
*based on Sleep Number targeting*

RightMetric

Ashley Furniture, Sleep Number, Mattress Firm and Purple spent an average of **51%** of their respective budgets in OTT to advertise videos with a duration of **30-45 seconds**. The top 10 ads for OTT in the competitive set focused on end-of-funnel conversion messaging such as sales and promotions.

When it comes to brand awareness, **Purple** invested **$676K** into an ad that uses visuals and text on screen to help explain the science behind their mattresses. Purple starts the ad with a digital representation of their mattress and a voice-over saying "*What am I looking at here?*". **Sleep Number** invested **$536K** into a 30-second ad that highlights the technology of their mattress to help users track biometrics digitally, the ad uses people speaking to the camera about their sleep habits and pain-points.
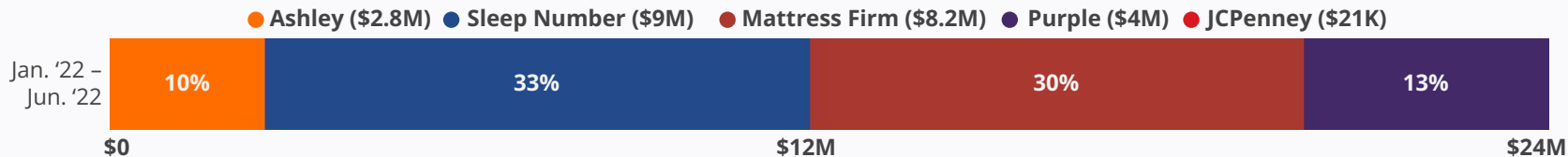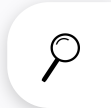

The Purple GelFlex™ Grid
purple.com

sleep number.
SleepIQ® Score
92

Spend: **$676K** | Impressions: **28M** | CPM: **$24.0**
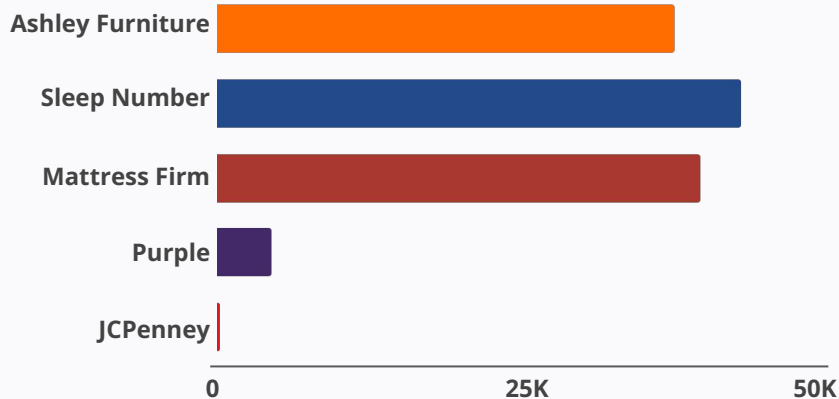Click to watch
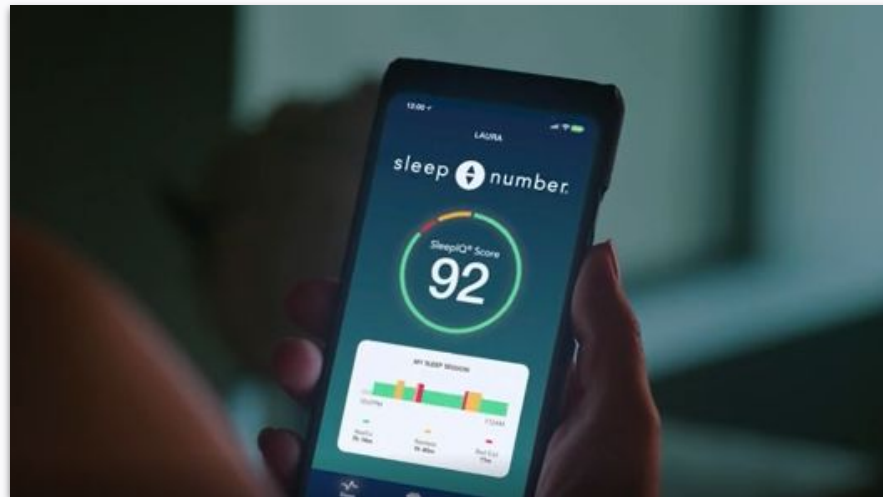
Spend: **$536K** | Impressions: **10M** | CPM: **$55.6**
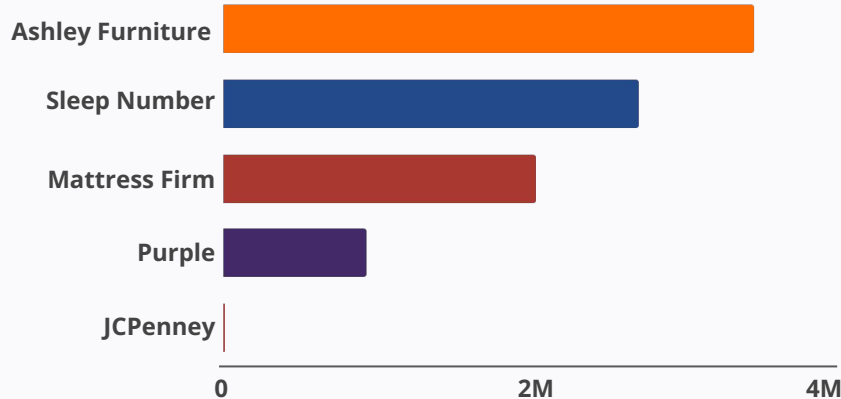Click to watch

RightMetric

Sleep Number spent the most advertising dollars on **Paid Search** in the competitive set, at **$9M**. **Ashley Furniture** generated the highest amount of paid search traffic at 3.2M.

Legend: ● Ashley ($2.8M) ● Sleep Number ($9M) ● Mattress Firm ($8.2M) ● Purple ($4M) ● JCPenney ($21K)

Jan. '22 – Jun. '22

| 10% | 33% | 30% | 13% |

$0 $12M $24M

Number of Paid Keywords by Brand (Jan. '22 - Jun. '22)

- Ashley Furniture
- Sleep Number
- Mattress Firm
- Purple
- JCPenney

0   25K   50K

Estimated Search Traffic by Brand (Jan. '22 - Jun. '22)

- Ashley Furniture
- Sleep Number
- Mattress Firm
- Purple
- JCPenney

0   2M   4M

RIGHTMetric

Brands in the competitive set generated an **average CPC** of **$3.33**. Top ads from **Mattress Firm** and **Purple** demonstrate priority on branded keywords advertising store locators and mattress collections respectively.

Paid Search Ads

MattressFirm.com - Mattress Firm® Official Site - Find a Store Near You
www.mattressfirm.com ▾

Purple.com - The Purple Mattress - The Ultimate Mattress
www.purple.com/shop/purple® ▾
#1 In Customer Satisfaction Two Years Running. Try Out The Top Online Mattress Of 2021. Comfort innovation that's instantly soft where you want it & firm where you need it.

Keywords

mattress firm

Spend: **$196.6K** | Traffic: **57K** | CPC: **$3.43**
Device: Mobile
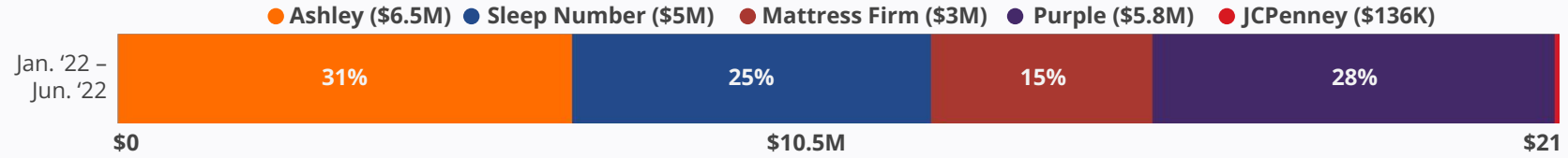View landing page

purple mattress

Spend: **$192K** | Traffic: **31K** | CPC: **$6.09**
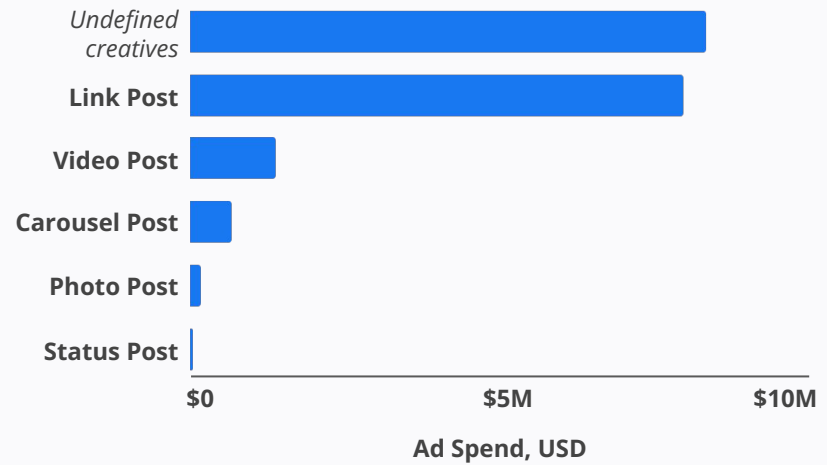**Device:** Desktop
View landing page

RightMetric

From January 2022 to June 2022, **Facebook** saw a total spend of **$21M** and an **average CPM of $8.2** across the competitive set. **Ashley Furniture** saw the highest investment at **$6.5M**. Link posts were the most popular ad format with 43% of the ad spend.

● **Ashley ($6.5M)** ● **Sleep Number ($5M)** ● **Mattress Firm ($3M)** ● **Purple ($5.8M)** ● **JCPenney ($136K)**

Jan. '22 – Jun. '22	31%	25%	15%	28%

$0 $10.5M $21

Top Facebook Ad Formats (Jan. '22 - Jun. '22)

- *Undefined creatives*
- **Link Post**
- **Video Post**
- **Carousel Post**
- **Photo Post**
- **Status Post**

$0 $5M $10M

Ad Spend, USD

Top Five Facebook Metro Targets (Jan. '22 - Jun. '22)

Metro	Share %
Chicago	6%
Tampa Bay Area	5%
New York	4%
Atlanta	3%
Dallas	3%

based on Ashley Furniture targeting

RightMetric

Purple spent **$452K** and **$372K** on two ads with the same copy but different creative. The ad with a higher spend featured a simple graphic. Purple used the description area to inform prospects while incentivising visits with an offer for free sheets and pillows. In the third ad ($217K) Purple highlights a free shipping policy with a 100 day return window.

Make better sleep your New Year's resolution 🥱 with the only mattress that's soft, supportive, adaptive, and breathable. 🛏️ 🎉

purple

Free Sheets + Pillows

With select mattress. Up to a $350 value!

Terms Apply

PURPLE.COM
New Year, New Mattress
Get FREE shipping + returns

SHOP NOW

Spend: **$452K** | Impressions: **53M**
CPM: **$8.54**
Click to view

Make better sleep your New Year's resolution 🥱 with the only mattress that's soft, supportive, adaptive, and breathable. 🛏️ 🎉

Free Sheets + Pillows

With select mattress. Up to a $350 value!

Terms Apply

PURPLE.COM
New Year, New Mattress
Get FREE shipping + returns

SHOP NOW

Spend: **$372K** | Impressions: **44M**
CPM: **$8.54**
Click to view

✨ Ready for life-changing comfort and 🥱 infinitely better sleep? We've got just the thing...👀
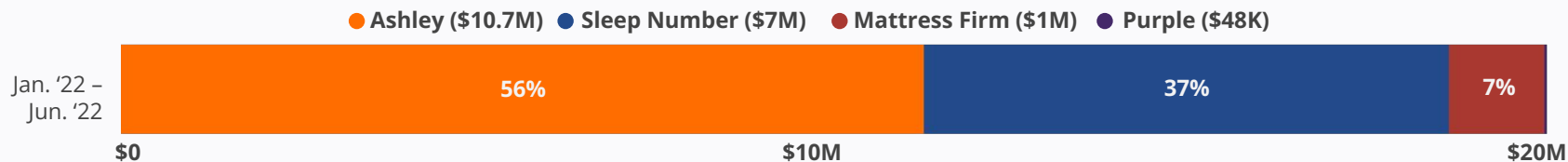
purple
Life-Changing Comfort

PURPLE.COM
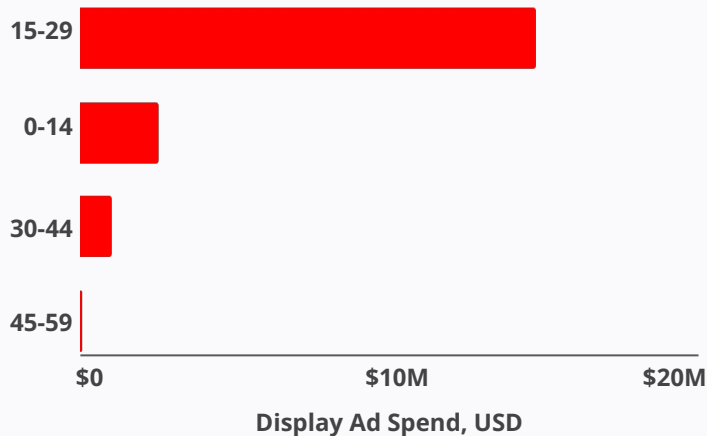Try It for 100 Nights
Enjoy FREE shipping + returns.

SHOP NOW

Spend: **$217K** | Impressions: **25M**
CPM: **$8.54**
Click to view

The competitive set invested **$19M** in **YouTube ads** between January 2022 and June 2022, with **Ashley Furniture** spending the most at $10.7M. Ad creative between **15-29 seconds** in length saw the highest ad spend allocation at $15M.

● **Ashley ($10.7M)** ● **Sleep Number ($7M)** ● **Mattress Firm ($1M)** ● **Purple ($48K)**

Jan. '22 – Jun. '22			
56%	37%		7%

$0 $10M $20M

YouTube Ad Duration, Seconds (Jan. 22 – Jun. 22)

15-29

0-14

30-44

45-59

$0 $10M $20M

Display Ad Spend, USD

RightMetric

Brands in the competitive set saw an average **YouTube CPM** of **$16.8.**

Sleep Number invested **$913K** and **$865K** into two 6 second ads that follow similar scripts but are tailored to different audiences. The first ad advertises the idea of sleeping at a custom temperature suited to the viewer while the second ad shows a chaotic household with children and reminds the viewer how important getting a good night sleep is. Both ads use the same outro tile with the slogan "Proven Quality Sleep is Life-Changing Sleep".
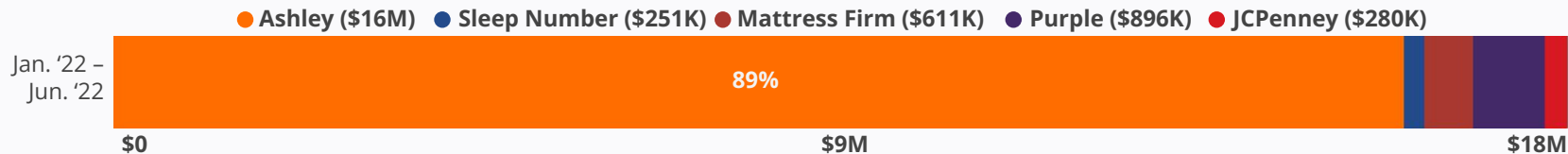

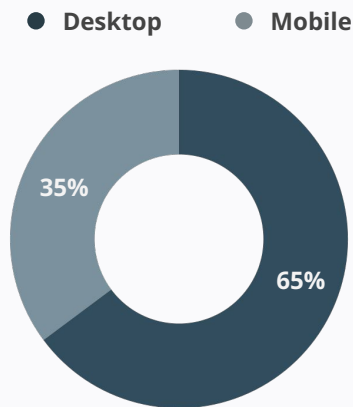Spend: **$913K** | Impressions: **51M** | CPM: **$18.1**
Click to watch

Spend: **$865K** | Impressions: **48M** | CPM: **$18.1**
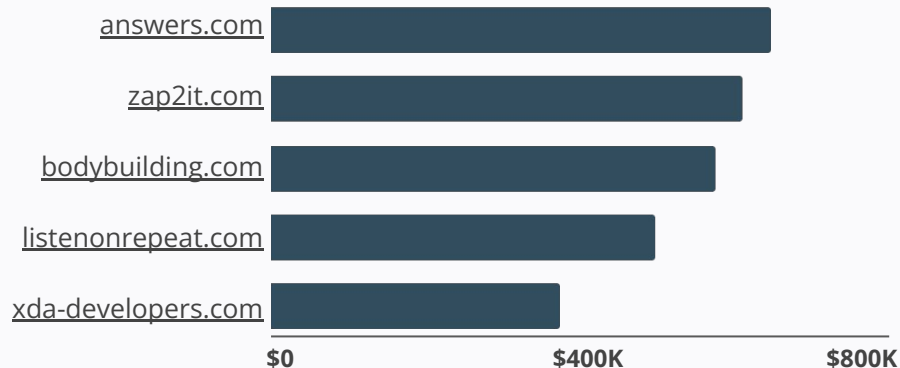Click to watch

RightMetric

The competitive set invested **$18M** into **Display Image ads** with an **average CPM of $3.1**, the lowest average CPM amongst the advertising channels. **Ashley Furniture** saw the highest investment of **$16M**, which is **89%** of the total competitive set spend.

● Ashley ($16M) ● Sleep Number ($251K) ● Mattress Firm ($611K) ● Purple ($896K) ● JCPenney ($280K)

Jan. '22 –
Jun. '22

89%

$0 $9M $18M

Display Ad Devices (Jan. 22 – Jun. 22)

● **Desktop**   ● **Mobile**

35%

65%

Top Five Display Publishers (Jan. 22 – Jun. 22)

answers.com

zap2it.com

bodybuilding.com

listenonrepeat.com

xda-developers.com

$0 $400K $800K

Display Ad Spend, USD

based on Ashley Furniture targeting

Spend: **$296K** Impressions: **105M** CPM: **$2.03**
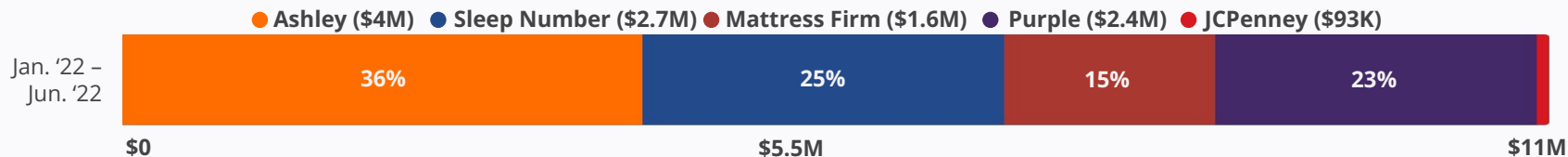

Spend: **$114K** Impressions: **38M** CPM: **$3.01**
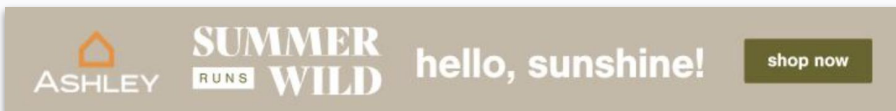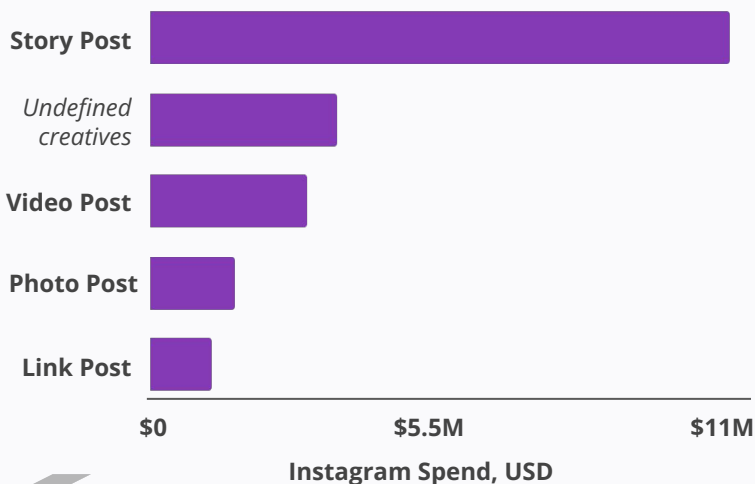

Spend: **$87K** Impressions: **25M** CPM: **$3.52**

Brands in the competitive set primarily ran display ads on **desktop devices** (65%), investing 24% of the total **Display Image ad** budget on answers.com followed by zap2it.com (23%).

Ashley Furniture saw the highest spends on Display ads with conceptual messages about finding a deeper sleep ($296K), being comfortable at home where customers now tend to not only sleep and relax but also work and play ($114K) and a reminder to prepare your home for the summer ($87K).

RightMetric

Ashley Furniture invested **$4M** in **Instagram ads**, which is 36% of the total competitive set spend. The brands in the competitive set mainly ran story post ads (53%), targeting mostly the Tampa Bay Area (8%) and Atlanta (7%).

● **Ashley ($4M)** ● **Sleep Number ($2.7M)** ● **Mattress Firm ($1.6M)** ● **Purple ($2.4M)** ● **JCPenney ($93K)**

Jan. '22 – Jun. '22

36%	25%	15%	23%	

$0 $5.5M $11M

Instagram Ad Formats (Jan. '22 - Jun. '22)

Story Post

Undefined creatives

Video Post

Photo Post

Link Post

$0 $5.5M $11M

Instagram Spend, USD

Top Five Instagram Metro Targets (Jan. '22 - Jun. '22)

Metro	Share %
Tampa Bay Area	8%
Atlanta	7%
New York	6%
Orlando	6%
Philadelphia	4%

based on Ashley Furniture targeting

RightMetric

Instagram ads had an **average CPM of $7.9**. Both of **Purple's** top ads focused on Purple mattress' benefits and technology, using emojis to convey branding. **Ashley Furniture's** top Instagram ad featured a contest for a $3K Ashley shopping spree and tickets to see Ne-Yo live.

purple **Purple** ✓
October 13 at 5:29 PM · 🌐

✨ Responsive. Soft + firm. Not too hot, not too cold. 🙌 Only Purple can boast all these benefits!

PURPLE.COM
The Purple Mattress
This is what great sleep looks like.
LEARN MORE

Spend: **$168K** Impressions: **20M**
CPM: **$8.4**
Click to view*

purple **Purple** ✓
Yesterday at 5:29 PM · 🌐

80% air is pretty darn cool. Also cool? ✨ A mattress that's not too hot and not too cold – so you 🛏 sleep comfortably and soundly all night. 😴 Meet: Purple. 🟪

PURPLE.COM
The Purple Mattress
This is what great sleep looks like.
LEARN MORE

Spend: **$152K** |Impressions: **18M**
CPM: **$8.4****

View more on Instagram

201 likes

ashleyofficial
An incredible VIP experience can be yours — all expenses paid — PLUS a $3,000 Ashley shopping spree 🎁 when you enter to win the Sound of Home sweepstakes. Get a chance to see Ne-Yo perform live in Philly and pay nothing to get there and stay for the night. Now that's 💯 a great time✨✨ Enter by June 12, 2022, to snag this exclusive opportunity! 🔥🔥
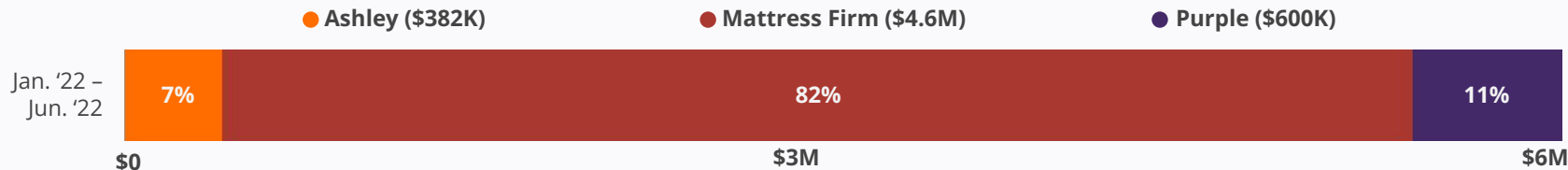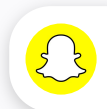
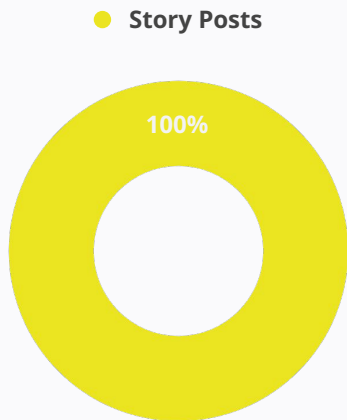Spend: **$78K** |Impressions: **9M**
CPM: **$8.4**
Click to view

RightMetric

Mattress Firm invested **$4.6M** between January 2022 and June 2022, which is 82% of the total competitive set spend for **Snapchat**. 8% of the budget went towards Chicago, followed by Minneapolis (5%).
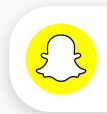
● Ashley ($382K)   ● Mattress Firm ($4.6M)   ● Purple ($600K)

Jan. '22 – Jun. '22	7%	82%	11%

$0 $3M $6M

Top Snapchat Ad Formats (Jan. '22 - Jun. '22)

● Story Posts

100%

Top Five Snapchat Metro Targets (Jan. '22 - Jun. '22)

Metro	Share %
Chicago	8%
Minneapolis	5%
Denver	4%
San Francisco Bay Area	3%
Washington, DC	3%

based on Mattress Firm targeting

RightMetric

"Sleeping in? We've got you covered"

Spend: **$422K** Impressions: **62M** CPM: **$6.7**

"Save up to $500"

Spend: **$381K** Impressions: **64M** CPM: **$5.9**
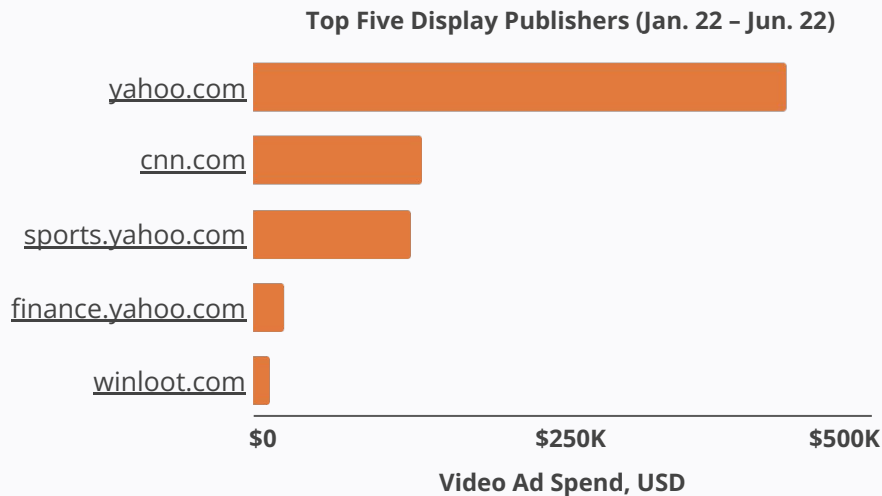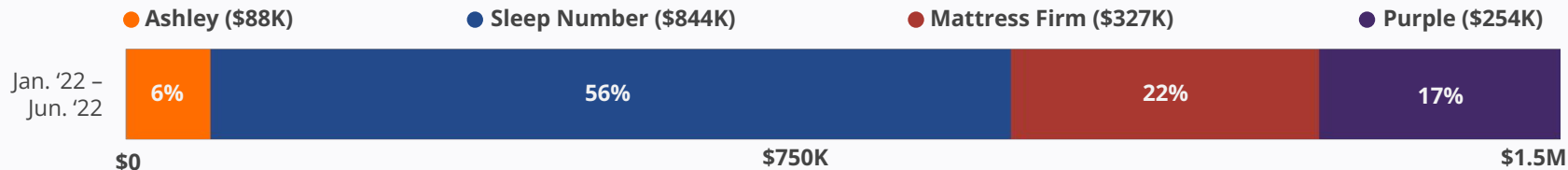
"Junk Sleep, meet Sleep Expert"

Spend: **$179K** Impressions: **30M** CPM: **$5.9**

"Wake Up Refreshed This Spring"

Spend: **$173K** Impressions: **26M** CPM: **$6.7**

Mattress Firm's top four ad copies on **Snapchat** include simple titles that are catchy and geared towards Snapchat's younger demographic. The top snapchat ad of **$422K** uses the copy "*Sleeping in? We've got you covered*" as a way to connect with viewers who are struggling with waking up in the morning.

RightMetric

Sleep Number invested **$844K** between January 2022 and June 2022 to run **Display Video ads** on websites. 59% of the spend focused on distribution through yahoo.com.

● Ashley ($88K)   ● Sleep Number ($844K)   ● Mattress Firm ($327K)   ● Purple ($254K)

Jan. '22 – Jun. '22	6%	56%	22%	17%

$0 $750K $1.5M

Top Five Display Publishers (Jan. 22 – Jun. 22)

yahoo.com

cnn.com

sports.yahoo.com

finance.yahoo.com

winloot.com

$0 $250K $500K

Video Ad Spend, USD

based on Sleep Number targeting

RightMetric

Display Videos saw an **average CPM of $13.7**. The top brand awareness **Video ad** ($276K) features **Sleep Number's** mattress quality for active couples, demonstrating how important a good night sleep is to athletic performance. **Sleep Number's** top awareness video ad ($40K) features Cowboys' Quarterback Dak Prescott and his sleep biometrics demonstrating how Sleep Number has led to improved sleep and in turn improved football performance.
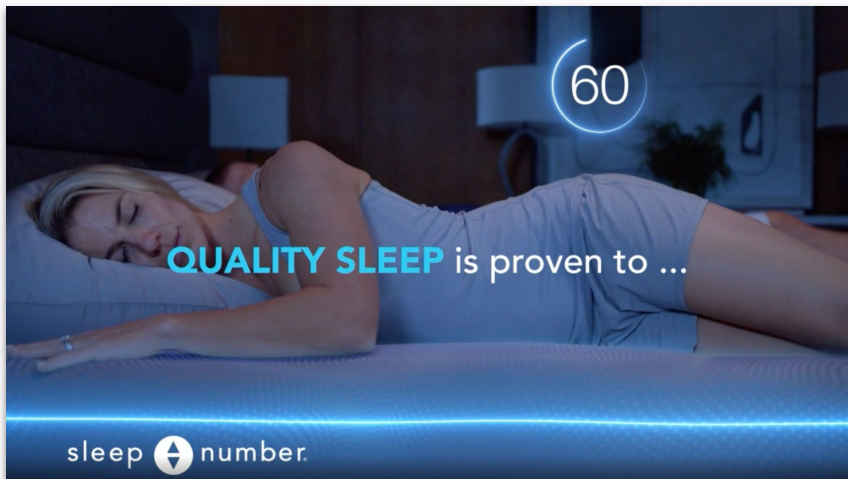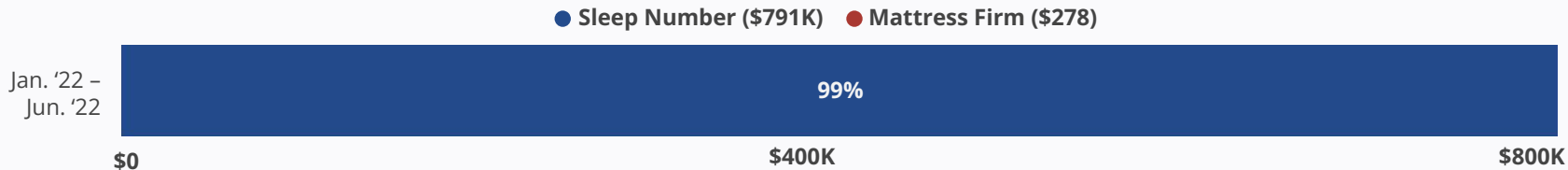

Spend: $**276K** | Impressions: **80M** | CPM: **$3.4**
Click to watch
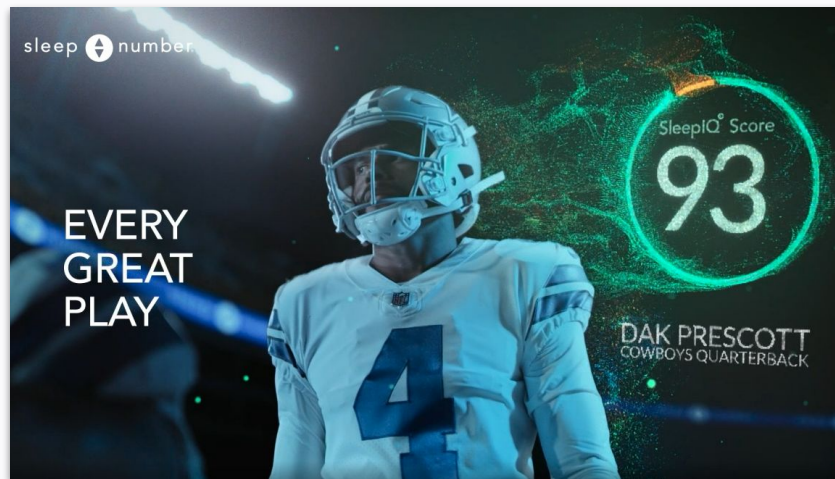
Spend: $**40K** | Impressions: **2M** | CPM: **$20.0**
Click to watch

RightMetric

Sleep Number invested **$791K** between January 2022 and June 2022, which is 99% of the total competitive set spend. The brands in the competitive set mainly ran **link ads (98%)** on **Twitter**.

● Sleep Number ($791K)   ● Mattress Firm ($278)

Jan. '22 – Jun. '22

99%

$0 $400K $800K

Twitter Ad Formats (Jan. '22 - Jun. '22)
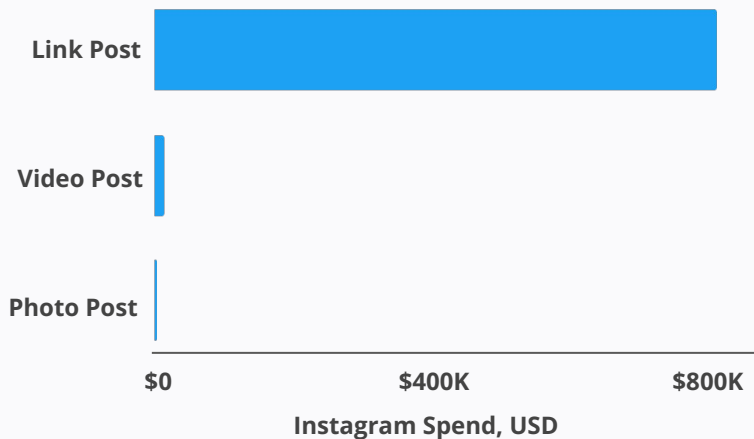
Link Post

Video Post

Photo Post

$0 $400K $800K

Instagram Spend, USD

RightMetric

Sleep Number spent $774K on a simple **Twitter ad** with an image carousel and link to a [collection information page](#) with a [bed quiz](#) making up 98% of their Twitter budget. The ad features the promise and result of achieving better sleep with a branded hashtag #SmarterSleep.

Spend: **$774K**   Impressions: **131M** CPM: **$5.9**

[Click to view](#)

Purple invested **$250K** between January 2022 and June 2022, which is 63% of the total competitive set spend for **TikTok ads**. Purple targeted Los Angeles (7%) the most followed by New York (6%).

● Ashley ($22K)   ● Mattress Firm ($125K)   ● Purple ($250K)

Jan. '22 – Jun. '22	6%	31%	63%

$0 $200K $400K

Top Five TikTok Metro Targets (Jan. '22 - Jun. '22)

Metro	Share %
Los Angeles	7%
New York	6%
Denver	5%
Chicago	4%
Portland	4%

based on Purple targeting

Purple

"Responsive. Soft + firm. Not too hot, not too cold. Only Purple can boast all these benefits!"

Spend: **$50K** Impressions: **5M** CPM: **$10**

MATTRESSFIRM

"Junk Sleep is a slippery slope, America. It's time to visit the Sleep Experts."

Spend: **$27K** Impressions: **2.7M** CPM: **$10**

Purple

"Purple makes mattresses for life-changing sleep. Don't believe us? Here's the scoop."

Spend: **$25K** Impressions: **2.5M** CPM: **$10**

ASHLEY

"4 ways to hide clutter in plain sight! Which hack was your favorite?"

Spend: **$19K** Impressions: **1.5M** CPM: **$10**

Three brands in the competitive set ran $400K worth of **TikTok ads** from January 2022 to June 2022 generating an **average CPM of $10**.
Purple saw the highest ad spend investment in TikTok at $250K.

The top four ad copies on TikTok typically include 2-3 short sentences that ask a question or speak directly to the viewer about how their product solves a pain-point.

Purple spent $50K on an ad that demonstrates the perfect comfort their mattresses achieve by being not too firm and soft or hot and cold.

RightMetric
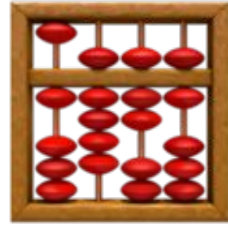
Methodology & Data

Things to know when reading this report

Data Collection Methodology

5 Categories of Digital Metrics

Are used to track the performance & tactics of principle brands in the industry vertical, as well as the attention of that industry's online audience per relevant time frames (MoM, QoQ, YoY).

Digital Advertising

Major Paid Social Platforms
(Facebook, Instagram, Twitter, YouTube, Reddit)

Ad spend by channel, Impressions, Active creatives, Spend by creative, CPM, Top performing CTAs, Top performing creatives, Top performing creative themes, Targeting (Gender, age, geo — Facebook only), Landing pages, Split tests, UTM parameters.

Paid Search
Traffic from paid search, Ad Spend, Top performing CTAs, Top performing copy, Keywords & phrases targeted, Landing pages, Split tests, UTM parameters.

Display & Native
Traffic from display, Impressions, Ad Spend, CPM, Top performing CTAs, Top performing copy, website placements, Landing pages, Split tests, UTM parameters,

All Channels + Emerging Social Platforms
(Pinterest, TikTok)

Retargeting tactics, Funnel tactics, Active creatives, Active CTAs & Messaging, Active creative themes.

Social, Content, & Messaging

Platforms Covered: Facebook, Instagram, YouTube, Twitter, Twitch, Reddit, Pinterest, Snapchat, TikTok.

Brand-Specific Metrics
Traffic driven via social platforms, Post cadence, Following size, # of contests run, Engagement rate, Video viewership.

Audience-Specific Metrics
Video views, Engagement rate, & relative search volume by topic, theme, and format; Same-day social sessions on brand site + social platform (to determine audience attention), App user overlap.

Email

List size, Inbox %, Spam %, Open Rate, Top performing subject lines, Top performing email content (creative & copy), Segmentation %, Subscriber journey mapping.

Site, Search, & eCommerce

General Site Data Points
Traffic volume, Traffic by source channel, Traffic % by device, Avg. session duration, bounce rate, top & growing pages / subdomains by traffic, visitor geo, visitor demographics, referral sources, website technologies implemented, UX & lead capture.

Search
Keyword rankings, paid vs. organic keywords, branded vs. non-branded keywords, backlink profile, domain authority.

eCommerce
URL taxonomy, PDP features, Checkout features, Cart features, upsells & cross-sells, visual merchandising, reviews, lead capture.

Apps

Google Play Store & iOS
Downloads, Active Users,, Rating, Category Rank,
Google Play only
Avg. Session Duration, Retention, Demographics, Audience Interests, App audience overlap

Principle Data Partners

Data is collected via our principle data partners, a variety of additional tools, and our own manual observation techniques.

eDATA source · tubular · BuzzSumo · semrush
SimilarWeb · Pathmatics · SPARKPOST · unmetric

RightMetric

💡 Things To Know About Marketing Intelligence Data

Metrics from marketing intelligence tools will never exactly match 'internal' tools

We typically expect metrics from marketing intelligence tools to vary by 5-25% compared to internal measurement tools like Google Analytics, Advertising Accounts, and so on. It all varies from tool to tool because each tool collects data differently. Sometimes metrics match bang on, other times there's a significant spread. The most common reason for variations is how different tools handle bot traffic. For this reason, we don't base our analyses too heavily on *absolute* figures, but rather focus on *relative* figures and trends over time.

Relationships between brands tend to be very reliable

We can see how 'big' or 'small' brands' metrics are in comparison to each other really accurately. For example, that Red Bull's website traffic is 4x higher than Monster Energy. Or that Loblaw's ad spend in Canada is 10x more than Safeway's. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately the relationship between brands is more strategically important than matching exact figures.

Trendlines over time tend to be very reliable

We can see how metrics are changing *over time* quite accurately. For example, that Canadian Tire's web traffic increased by 20% in Q2 and 40% in Q3. We've verified this with multiple past clients whose 'internal' data we had access to. Knowing accurately how things trend over time is more strategically important than matching exact figures.

WHAT brands are doing is the easiest thing to observe

This is the most important point. Once we measure *how much* a brand's metrics are changing over time, we hone in on the biggest shifts and can see *the actions* that brand is taking to move those metrics. We can see the exact ads that brands run on all major platforms, how all their social posts are performing, where their traffic is coming from, what technologies and conversion strategies they're using on their sites, what emails they are sending, to what segment of their list, and how often, etc. This is the best source to identify the causation of changes to the metrics.

Principle Data Partners

eDATA source   tubular   BuzzSumo   semrush

SimilarWeb   Pathmatics   SPARKPOST   unmetric

RightMetric

RightMetric