That’s a conservative estimate of the amount of data generated daily from social media video streaming alone. To put this in perspective, you and 999 of your closest friends could stream just under 30 years of high-definition quality video each with this amount of data. It’s no wonder advertisers increased spending on social video by an impressive 162.5% last year. Video of course, is merely just one piece of a much larger social advertising pie. When taking all campaign types into account, from photo to mobile app install and everything in between, overall social budgets are expected to swell to $41.6 billion in 2017. At Unified, we’ve seen our fair share of campaign data, generated from the world’s biggest and most successful brands. As a result, we’ve been able to unearth four key insights that represent the current state and movement of the industry.
The Unified Platform, Explained In 30 Seconds

Unified helps marketers make informed and impactful decisions with the industry’s only business intelligence platform purposely designed for social advertising. These numbers represent the growth and scale of both our platform and the Unified Marketing Graph.

$1.0B+
of social investment data

2,000+
brands

34K+
advertising initiative line items

What Is The Unified Marketing Graph?

Similarly to how Facebook's social graph illustrates user relationships and personal networks, the Unified Marketing Graph indexes and organizes the components of the marketing supply chain (e.g. tools, teams, brands, partners, etc.) to power the social advertising Business Intelligence marketers need at any altitude.
Brands Need Teamwork To Have More “Team”, Less “Work”

The number of teams (e.g. brand teams, media agencies, creative agencies, and other partners) needed to successfully deploy a single, often complex social campaign are higher than ever. And if that wasn’t enough of a challenge in and of itself, this growth often leads to significant fragmentation and lost opportunities for shared learning without a centralized platform to streamline them all.

1 There Are More And More Cooks In The Kitchen

Insight

6.1

Unique companies are connected to a single campaign line item on average

221%

Increase in companies per line item over the past 24 months

What Is A Campaign Line Item?

Line items are essentially channel-specific (e.g. Facebook, Twitter, etc.) campaigns within the Unified Platform. There can be multiple teams accessing or managing aspects of each line item, from internal brand teams to multiple agency partners.
The Complexity Of Supply Chains Are Growing, Showing A Demand For Connectivity

Think of your own company’s marketing supply chain for a moment—it might include a few sub-brands, agencies, marketing channels and software partners. There is undoubtedly an upward trend when it comes to supply chain scale and complexity, and the need to connect all the fragmented dots for marketers.

Social Supply Chains Are More Intricate Than Ever

72%

year-over-year increase in social advertising supply chain connections

56

social advertising supply chain connections per company on average

An Uptick In Hyper-Targeted Campaigns

One of the many benefits of social advertising, as opposed to other channels, is the ability to achieve one-to-one or hyper-personalized targeting like never before. With this ability, however, comes a clear and marked increase in campaign volume.

More Campaign Customization Leads To More Campaign Volume

1,906

social campaigns deployed per brand on average annually

184%

increase in the average number of social campaigns deployed per brand within 12 months

Why Are Brands Hyper-Personalizing Campaigns?

Social media platforms give advertisers an unprecedented view into the interests, likes, and behaviors of customers. By leveraging this data and the power of campaign automation to tailor content directly to these affinities, brands can achieve triple-digit view rates, engagement, and more. To view one such example, visit https://unified.com/lexus-case-study/.
With Great Data Exhaust Comes A Great Need For Data Ownership

We've already established that there have been double and triple-digit increases in teams, supply chains, and campaigns. The sheer amount of data generated from this activity means that marketers must demand more centralized data ownership and control as ad account numbers continue to skyrocket.

Accelerated Ad Account Creation Is Compounding Data Ownership And Transparency Challenges

What Is A Social Ad Account?

A social ad account is an account connected to a brand page in which ads are created, deployed, and optimized. A challenge arises when teams and partners acting on behalf of brands will create ad accounts to deploy specific initiatives without transferring ownership to the brand upon completion. Left unchecked, companies are left with multiple ad accounts for each brand that they ultimately do not own and cannot access.

The moral of this social story, if nothing else, is that the social advertising universe is still rapidly expanding. And this trend will continue to trickle down to individual companies, big and small, as they work with more teams to create more campaigns on more platforms through more ad accounts. In order to wrap their arms around this activity in a meaningful way, it is critical for marketers to streamline, track, and own the massive amount of data generated from their campaigns to achieve true social advertising business intelligence.
About

Unified helps marketers make informed and impactful decisions with the industry’s only business intelligence platform purposely designed for social advertising. With experience collecting and enriching over 1 billion dollars of social investment data, Unified is passionate about providing Fortune 2000 brands and agencies greater transparency into their many teams, tools and strategies. The Unified Platform and service teams are specifically built to ensure data quality, optimize investments and answer critical business questions. Unified has offices in New York City, San Francisco, Los Angeles, and Chicago.

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