

**[ayzenberg]**

# EMV INDEX



2017

## Ayzenberg's Earned Media Value Index (AEMVI)

Social media marketing ROI is real, and the establishment of the Ayzenberg Earned Media Value Index earlier this year helped clear up misconceptions about values that change as quickly as the industry itself.

2016 has been a turbulent year in digital media and social networks in particular. As new apps launch and stake their soul on a key feature or format, traditional networks expand the ground battle for users by swiping each other's feature sets. Live streaming, chat format, expiring content, participatory shows, and more have entered the common marketing vernacular in a big way.

Tracking the value brands can gain by participating in social media networks remains a daunting task, but it's one that progressive marketers know is worthwhile. Simply, social media remains a powerful vehicle for building relationships with consumers, developing communities, and forging partnerships with influencers and advocates that can help brands connect with audiences in an authentic and fruitful way.

For decades, vanity metrics from the paid media era have been in use but hard to track. The industry seemed convinced that it could simply apply these outdated concepts to social media as well, despite having a digital component built into the system. Without metrics tied directly to customer actions, conversions or a future opportunity, social media can seem like it's only good for branding. While social media is indeed an excellent way to raise top-of-mind awareness, reporting the value of actual engagements or social endorsements (e.g., Comments, Retweets,

Likes) provides a meaningful way to understand gains from campaigns, especially against what the same kind of exposure would cost as a paid placement.

This is why Ayzenberg Group established the AEMVI and assigned a quantifiable dollar amount for marketing gains a brand receives from a campaign or individual engagement that includes social media networks and similar digital properties.

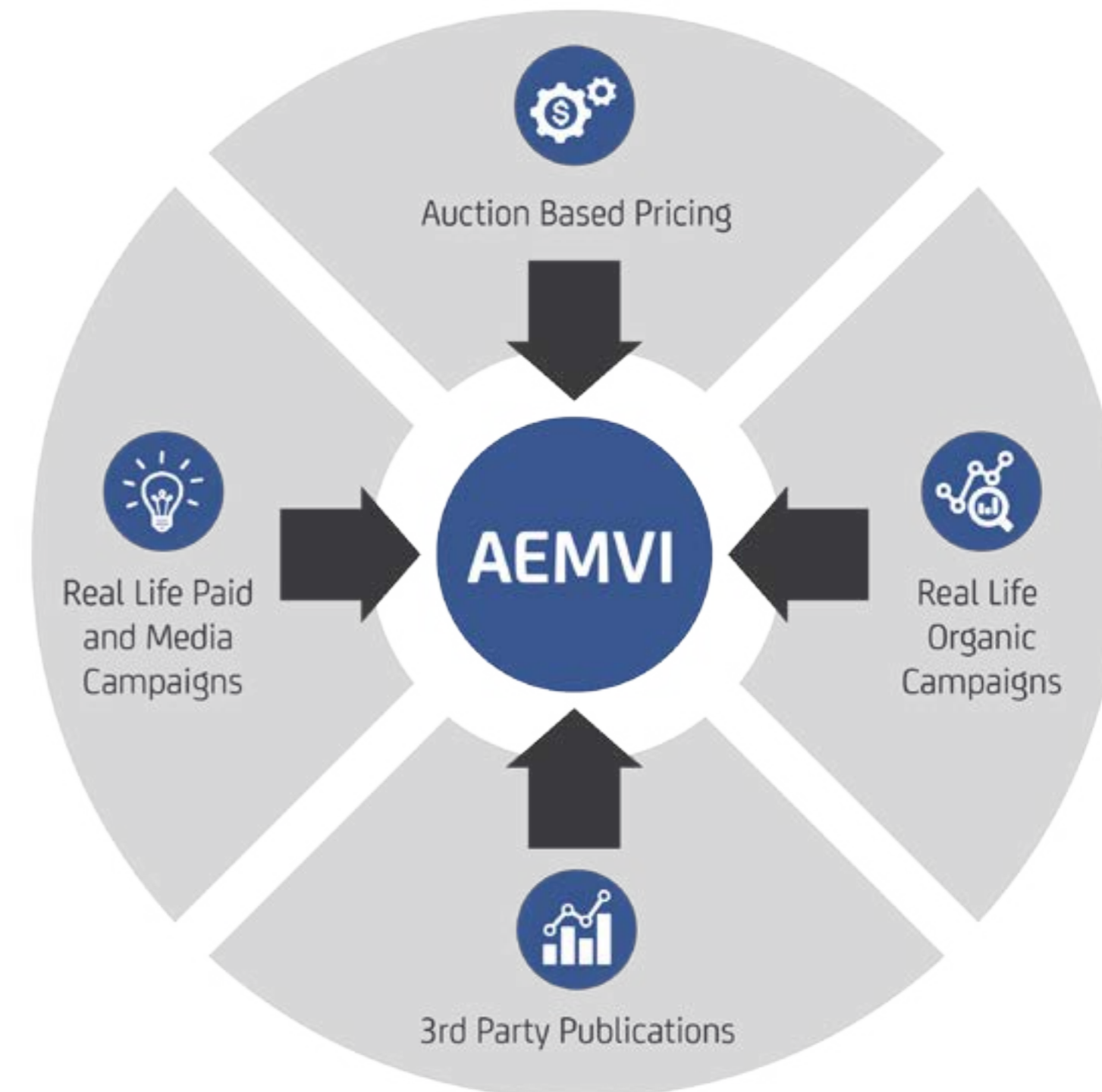
While we have heard from a variety of sources that social referrals can drive more traffic than search, not every business will gain value from a click in the same way. This makes judging the true value of each type of social media endorsement and interaction elusive. The only way to approach setting a standard is to take a wider view that incorporates a variety of data points and voices to determine baseline earned media values for these actions.

## Earned Media Has Changed While Staying the Same

- ▶ **TRADITIONAL DEFINITION:** “Earned media” is getting your brand free media rather than having to pay for it through advertising (courtesy of Forrester).

Earned media is an old term and its definition has evolved over the years. While the idea of earned media being ‘word-of-mouth’ marketing is still central to the concept, marketers now also earn social endorsements and actions from the audience, rather than just passive impressions. The scale and delivery systems of earned media are vastly different in the age of social media, ad-blocking software, and information overload. Simply getting one’s message to the target audience is no longer just about buying enough mass media to get attention. Now that we can track interactions, we can monitor real value from actual reactions to content we produce or partner with influencers to create.

The notion that all earned media is just free of cost is outdated, because marketers have figured out better ways to help build interest from journalists, influencers and audiences to encourage them to share content and comments about their products and services – and many of those involve costs that are minimal compared to the influence or engagement value gained.



sourced by **Ayzenberg Group**

## Methodology

Clearly, there is no perfect formula for calculating these values and it would be impossible for the industry to agree upon one perception of what the various interactions and endorsements are worth. With Ayzenberg's long history of social media marketing, over a decade of media buying, and the last five years of the Influencer Orchestration Network team working closely with Fortune 1000 brands on influencer marketing campaigns, we draw on examples across numerous industry verticals.

Even within our team of experts (including longtime media buyers, social media strategists, B2B and B2C marketers, influencer marketing experts, data scientists and agency account managers), there were many different views about how to track these numbers across various platforms where interactions have different values and tracking methods. Plus, client experience has shown us that values would vary based on a company's function, industry, size, type, geographical region and seasonally. Regardless of the modifiers applied, there needs to be a baseline value.

In order to establish a baseline Earned Media Value (EMV) to each kind of social media endorsement, Ayzenberg took a holistic point of view that included research from third-party reports, data science analysis through our internal and external monitoring tools and our real-world experience in pricing creative media placements across industry verticals and venues. We also layered into the data a cross-section of pricing factors specific to each platform (e.g., RTB, auction-based pricing for Facebook, YouTube, LinkedIn and other platforms). Our external references include ROI reports from different industries, including analyst briefs, agency tracking, competitive influencer companies, clients and internal brand reporting. All data points were weighted and normalized based on Ayzenberg's proprietary methodology.

Our research made it clear that the EMV of social media endorsements should be higher than that of direct paid advertising. This is both because of the similar or greater cost to produce the creative work that goes into these interactions as well as the increased value from influencer content because a third-party is actively engaged and speaking positively about a product or service (as opposed to a purely branded message).

This last point is important because consumers will either consciously or subconsciously view a traditional advertisement as the brand simply talking about itself. Research shows that consumers are increasingly ad-averse and prefer to learn about products from content rather than advertising. More importantly, they trust endorsements from third-party experts, online reviews and other parties far more than they do traditional advertising ([source](#)).

While social media endorsements can take a variety of forms, from a live broadcast on Facebook to a feature-length blog post, a momentary reference in a video on Snapchat, to a Retweet on Twitter, or a reblog with comments on Tumblr, every kind of interaction from the leading social platforms was included in the Index.

At Ayzenberg, we already monitor all social media channels 24/7 with a mix of proprietary and third-party tools as part of our regular business. We routinely update the Index values to reflect market conditions, new campaign reports from internal and external sources and additional research that our team continues to conduct. With this update, we are adding vertical-specific numbers, platforms and values for existing ones, and introducing some additional factors that are helping us deliver more accurate values.

## Criteria for Endorsements and Interaction Types

While there are definitely some norms in the social media world (e.g., the concept of a follower/fan), each quarter, we see the creation of new interactions (e.g., comments, likes on a piece of content) and micro-interactions (e.g., a like of a reply to a comment). In 2016, many platforms expanded their options to include popular content creation tools from their rivals. The AEMVI has adjustments and additions to account for these changes.

Not all social media endorsements are equal but they do all provide some level of value. While a high follower or subscriber count is sometimes dismissed as lacking a conversion-related action, these metrics indicate the potential reach and ability to build a relationship with the audience. While the connection through a Page Like does not necessarily mean the audience member is highly engaged with your brand, it still means you have a direct channel to reach them with future messages.

More direct social endorsements such as Likes, Comments and Shares on an individual piece of content can be tracked together with real-world conversion rates. Brands can adjust these values directly based on the reportable conversion rates by channel, as is done with our client reporting.

The Ayzenberg Earned Media Value Index tracks the following platforms:

<p><b>Articles/Blog Posts</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPP (Value Per Post)</li> <li>• VPC (Value Per Comment)</li> </ul> <p><b>Facebook</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> <li>• CPM (Cost Per Thousand Impressions)</li> <li>• CPE (Cost Per Engagement)</li> <li>• VPC (Value Per Click)</li> <li>• VPCO (Value Per Comment)</li> <li>• VPL (Value Per Like)</li> <li>• VPS (Value Per Share)</li> <li>• VPPL (Value Per Page Like)</li> <li>• VPME (Value Per Mention)</li> </ul> <p><b>Instagram</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> <li>• VPCO (Value Per Comment)</li> <li>• VPL (Value Per Like)</li> <li>• VPF (Value Per Follower)</li> <li>• VPME (Value Per Mention)</li> </ul> <p><b>LinkedIn</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> <li>• VPC (Value per Click)</li> <li>• VPCO (Value Per Comment)</li> <li>• VPL (Value Per Like)</li> <li>• VPS (Value Per Share)</li> <li>• VPPL (Value Per Page Like)</li> <li>• CPM (Cost Per Thousand Impressions)</li> <li>• CPE (Cost Per Engagement)</li> </ul>	<p><b>Pinterest</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPCO (Value Per Comment)</li> <li>• VPL (Value Per Like)</li> <li>• VPP (Value Per Repin/Share)</li> <li>• VPF (Value Per Follower)</li> <li>• VPME (Value Per Mention)</li> </ul> <p><b>Snapchat</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> </ul> <p><b>Tumblr</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPL (Value Per Like)</li> <li>• VPR (Value Per Reblog/Share)</li> <li>• VPF (Value Per Follower)</li> <li>• VPME (Value Per Mention)</li> </ul> <p><b>Twitter</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> <li>• CPM (Cost Per Thousand Impressions)</li> <li>• CPE (Cost Per Engagement)</li> <li>• VPC (Value Per Click)</li> <li>• VPR (Value Per Reply)</li> <li>• VPL (Value Per Like)</li> <li>• VPRT (Value Per Retweet)</li> <li>• VPPL (Value Per Page Like)</li> <li>• VPME (Value Per Mention)</li> </ul> <p><b>YouTube</b></p> <hr/> <ul style="list-style-type: none"> <li>• VPV (Value Per View)</li> <li>• CPM (Cost Per Thousand Impressions)</li> <li>• CPE (Cost Per Engagement)</li> <li>• VPC (Value Per Click)</li> <li>• VPCO (Value Per Comment)</li> <li>• VPL (Value Per Like)</li> <li>• VPS (Value Per Share)</li> <li>• VPSUB (Value Per Subscriber)</li> </ul>
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sourced by **Ayzenberg Group**

## Detailed Changes for Q4 2016

This update to the AEMVI report includes a new version of the Index values that have been normalized through our reporting and analytics team.

- Value Per – The AEMVI metrics are mostly reported in “Value Per” now, as opposed to “Cost Per.” This is to be clearer about what the Index communicates and account for the proprietary waiting and optimizations made by the Ayzenberg team. Both actual prices and other research about the value of social endorsements and actions are included so the term “Value” is more appropriate.
- CPM and CPE – Some traditional cost-based metrics are included for reference with the values. The abbreviation CPM references Cost Per Thousand Impressions, while CPE references Cost Per Engagement.
- Added new verticals: Finance and Healthcare.
  - Due to popular demand after the release of the Q1 2016 AEMVI, our analysts worked hard to find enough evidence to generate baseline values for these industries.
- Added and expanded new platforms: LinkedIn and Snapchat.
- Added cost per post for some platforms: Facebook, Instagram, Twitter.
  - If engagement metrics are absent from data provided to you as a marketer or provider, then cost per post can be applied to help prove value of marketing initiatives. Our goal is to aggregate as much information as possible to help show the value of earned media.
- Excluded (for the most part) Finance and Consumer Electronics.
  - These industries tended to be significant outliers, so they have been excluded from calculations.
- The AEMVI recommends adding a 2x multiplier if applying these values to finance or consumer electronics.
- Finance auction pricing skewed higher.
- Getting organic engagement for consumer electronics tends to be more challenging, driving up the value of these metrics.
- Adjusted Vine based on recent announcement that the platform will cease to exist.

## Articles and Blog Posts

The value of a long-form piece of content is higher than any other in this report. This is not because of its opportunity to 'go viral' but because of the weight such an endorsement carries when it appears in an article or blog post. Since they require more research and effort, articles and blog posts are on the higher end of cost to produce. With more space to prove a point as well as build trust and authority, this format is the most likely to have a big impact on readers.

Articles may also contain multimedia, including elements found on social media platforms, including a video from YouTube or Twitch, Twitter cards, Instagram embeds, Pinterest Pins and plugins to bring in nearly any element from the other channels tracked on the AEMVI. Plus, most social platforms act as amplification tools to get audiences to these long-form and valuable pieces of content.

While B2B categories rely more heavily on long-form content, B2C categories can gain from a single positive reference in an article. The AEMVI reflects a cross-section of values for blog posts from a variety of categories. The range on cost of creation can be huge, from getting an influential industry figure to write a thoughtful article to a quick blog post from a writer-for-hire platform. Quality is very important for this format and low-cost solutions to produce them will result in lower gains.

### Analyst Notes

- Research Expanded – While source data and research increased since the last report, the detail just validated the value set for these long-form content pieces.
- Added CPM and VPCO – The additional reporting allowed for expanded metrics for this format, including Cost Per Thousand Impressions and Value Per Post.

## Articles/Blog Posts

Value Metric	Value Per
VPP (Value Per Post)	\$20.00
VPC (Value Per Comment)	\$0.06
Cost Per Thousand Impressions	\$2.07

sourced by **Ayzenberg Group**

## Facebook

With 1.7 billion users, Facebook continues to grow and be a top player in the world of social media. While Facebook continues to prioritize updates from friends and family, brands have found ways to stand out with the use of Facebook Live, 360-degree photos and videos.

Facebook Live, in particular, has had a major impact on the platform, drawing users to the platform for both viral content like [Chewbacca Mom](#), and news updates, like the Congressional sit-in and Dallas shootings. The feature is still very new to the platform, but it opens the door to new types of real, raw, and unfiltered content that would never be seen otherwise.

► “Facebook’s forays into video, particularly live video, have brought back younger audiences that have migrated to niche social apps. Both the viewers and the creators are now coming back to Facebook.”

*Erik Schmitt, Social Media Strategist, Ayzenberg*

Facebook’s focus on video in general is helping to bring younger users to the platform as more influencers move to it and reap the benefits of Facebook’s expanded video reach.

With continued updates and changes, Facebook has helped to bring a larger cross-section of demographics to its platform and pull both users and influencers away from networks like Periscope.

Tracking the EMV of Facebook endorsements is complicated by the platform’s auction-based paid ad system that varies based on the time of year, category, targeted user and other factors. As a result, blended auction pricing has been included in the AEMVI’s calculations to come up with baseline values.





# Facebook

## Analyst Notes

- CPM – The Gaming vertical has driven up this value, largely due to Facebook’s work to compete in this space with Twitch and YouTube.
- Clicks – Facebook changes now allow users to market to a lot more people and do a lot better targeting. In turn, this makes it much more competitive to get a click. That has raised the value of the click above that of a like. This is logical since the click means the person not only engaged with your brand, but they want to learn more. Marketing trends (per eMarketer) show 74 percent of sales from social come from Facebook. Consumers are getting used to buying through social, especially with the Buy Now button launch on Facebook.
- Page Like - January and June are more competitive network pricing months, driving up the value here. More content is published by brands during these months, so you may want to consider a 1.5x multiplier to represent the difficulty in standing out in the crowd during these peak periods.
- Remaining Metrics – The other values fluctuated up or down within \$1, as expected with the ever-changing marketplace and major adjustments in the platform as noted above.
- Pending: Video Views - Facebook Live is quite new and proving to be valuable for brands. More research is needed to set these baselines and the AEMVI will be updated to include them soon.

facebook.	
Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	\$0.91
Value Per Comment	\$1.75
Value Per Like	\$0.62
Value Per Share	\$2.83
Value Per Page Like	\$2.51
Value Per Post	\$250.00
Cost Per Thousand Impressions	\$5.30
Cost Per Engagement	\$1.79

sourced by **Ayzenberg Group**

## Instagram

Instagram has grown to over 500 million users, 300 million of whom use Instagram every day. While video is the best way for brands to stand out on Facebook, photos are still best for Instagram. Video use is increasing as the platform continues to refine their options through longer form videos (up to 60 seconds) and deeper integration within Instagram Stories. While users are growing accustomed to seeing video on Instagram, photos continue to dominate on engagement. Engagement remains very high on the platform that encourages low-effort creativity. There are still many tactics to ensure that content is discoverable on Instagram, from hashtags and geotags to paid media plays.

► **“Instagram content should be encouraging and aspirational. By resisting sales offers and focusing instead on content that serves as a visual celebration of our brands, the platform can be used to strengthen brand love amongst advocates.”**

*Caroline Collins, Director, Social Media, Ayzenberg*

For brands, 'Insta' is still best utilized by keeping branding and sales light and celebrating the lifestyle of a brand or product. It is a place for niches to shine.

The biggest development from Instagram comes from its brand new Snapchat-inspired Stories feature. While focus for many brands trends towards higher quality images and photography, Stories give brands and influencers a chance to provide followers a more day-to-day/behind the scenes look. For now, it's also a great way to pop to the front of user feeds and get extra view time from followers and fans.

Another big development is the addition of Instagram business profiles. With business profiles, brands can access insights to their followers as well as give their customers a way to contact them. Whether brand profiles will be penalized in the feed like Facebook's business pages remains to be seen.

Instagram excels in many B2C categories. Notably, hospitality brands have the largest median audience on Facebook but interaction across the vertical on Instagram is almost 20 times higher. Instagram users are reportedly two and half times more likely to click on ads than on other social media networks.

# Instagram

## Analyst Notes

- Comment - Consumers on Instagram are still getting used to the idea of engaging with paid media on this platform, making it harder to obtain engagement. This factor is driving up the value of earned media on Instagram.
- Followers - Instagram is one of the fastest growing social media platforms and brands are seeing exponential channel growth, which in turn drives down the value of this metric at this time. Instagram is still worth the investment, though. While less work is required to acquire the fan, the engagement on this platform remains astounding. As a marketer, you want to know people are doing more than seeing the content; they need to be inspired to engage.
- Attention on this platform is strong (according to eMarketer, social engagement metrics average 15k per post from brands on Instagram, compared to 2K on Facebook and <1K on Twitter), making each post and comment valuable on this platform.
- Pending: Video Views - Instagram Stories are helping drive engagement in the same way that similar functionality did on Snapchat. The next update of the AEMVI will include research on values for the interactions driven by Stories
- Video values here use a methodology similar to that on Facebook.

Instagram	
Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	N/A
Value Per Comment	\$3.82
Value Per Like	\$0.32
Value Per Share	N/A
Value Per Page Like	\$0.57
Value Per Post	\$250.00
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

sourced by **Ayzenberg Group**

## LinkedIn

New to the AEMVI is LinkedIn, the undisputed leader in business social media. Many others have tried and are still trying to establish themselves as an alternative network for companies with no sign of success. LinkedIn is a deliberate audience - clicks through mean the person wants to learn more with a solid expectation of what they'll be consuming beyond the gate of the social platform. Since they are on LinkedIn for more than just regular content consumption, this consumer has carefully curated their professional feed. These are valuable clicks.

### Analyst Notes

- LinkedIn is new to the Index this report.
- LinkedIn requests from Consumer Electronics and Healthcare customers and AEMVI inquiries helped encourage more research and numbers of actions on this popular social business platform.

LinkedIn	
Value Metric	Value Per
Value Per View	N/A
Value per Click	\$8.56
Value Per Comment	TBD
Value Per Like	TBD
Value Per Share	TBD
Value Per Page Like	\$2.81
Cost Per Thousand Impressions	\$41.98
Cost Per Engagement	\$8.30

sourced by **Ayzenberg Group**

## Pinterest

Pinterest has been introducing new features this year to reverse the slow growth on the platform. Native video ads, hyper-local curation and additional marketing options have come to this engagement-heavy network over the course of 2016. Yet, it still counts just about 100 million users, 85 percent of whom are female. Discovery is key for Pinterest and still a major reason why users use the app. Like Instagram, the visuals 'pinned' by users are ideally suited for Apparel and Beauty brands, where a picture can really convey a brand message more powerfully than a thousand-word blog post.

Pinterest has a few amazing engagement statistics that make brands still view it as worthwhile. While their user count is dwarfed by other networks, the average number of interactions per post on the platform is sky-high in key industries.

An amazing 87 percent of Pinterest users have purchased something they found while using the platform. Sharing is also an enormous component on the platform. 80 percent of content posted is a repin from another board, meaning there is a lot of opportunity for brands to get quality content (and the associated calls-to-action) distributed on other boards.

### Analyst Notes

- Pinterest value changes were limited. The media network is expanding their product offerings [to include native video](#). The next report will include additional view metrics.

Pinterest	
Value Metric	Value Per
Value Per View	N/A
Value Per Click	N/A
Value Per Comment	\$1.50
Value Per Like	\$0.50
Value Per Pin/Share	\$1.25
Value Per Follower	N/A
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

*sourced by Ayzenberg Group*

# Snapchat

With 10 billion daily video views and an entirely new suite of product features, there's no stopping the power of Snapchat in 2016. Like other social platforms, it's evident the development team behind this fast-moving app is set on continuing to build more dynamic, immersive experiences that will keep its users coming back for more each day.

Selfies got a little bit stranger (and a whole lot more fun) with the addition of brand-exclusivity to lenses – the hottest ad product to join Snapchat's arsenal. Using facial recognition technology to layer visual and audio modifications to a user's snap, the flexibility and virality of this new product is proving highly effective, gaining reach and publicity at a rapid rate. Despite the hefty price tag, these new ad products have earned their reputation as the preferred method for creating memorable moments with millennials. As a result, the value of Snapchat views was adjusted upward.

In what may come as the most surprising strategic shift, Snapchat extended the lifespan of its notoriously ephemeral content with the introduction of Memories, giving users a means to organize and re-share old snaps with friends. The app's growing status as the default camera for its 200 million users, coupled with heated competition from Instagram Stories leaves us wondering – what will Snapchat do next?

## Analyst Notes

- Snapchat expanded the information available to marketers this year, making it possible for the AEMVI to provide more insight into this red-hot social media/chat mashup.
- Snapchat's exclusive line on FOMO-driven (Fear of Missing Out) video and message content is waning as Facebook and Instagram have developed similar features.
- Added in CPM (Cost Per Thousand Impressions) – Expanded research provided more confidence to set a baseline value for this metric.
- View values for Snapchat are lower than other platforms primarily due to a less precise page load vs. dwell time or completed view methodology used by other platforms.

## snapchat

Value Metric	Value Per
Value Per Engagement	\$2.07
Value Per View	\$0.04
Cost Per Thousand Impressions	\$20.00

sourced by **Ayzenberg Group**

## Tumblr

With over 300 million blogs and 138 billion posts, Tumblr is still a force to be reckoned with. Though not as brand-friendly as some of the other platforms, if utilized properly, Tumblr can be a powerful tool for connecting with niche audiences. Creative gifs, beautiful imagery, and internet humor all work well on Tumblr. Execution is critical, as using the wrong tone can turn an audience against you. Of the major social networks, Tumblr is also the most anonymous.

► “Tumblr is basically the same, aside from the fact they were acquired by Verizon.”

*Jen Goldberg, Associate Director, Strategy, Ayzenberg*

Understanding the culture of Tumblr has sometimes been a barrier for brands, but, with an effort to learn how communication works within Tumblr, brands can find a unique voice that will connect well with the community there. In fact, brands can often create a unique stream of content by interacting with its community of followers and reblogging the work they create on the brand’s page.

The audience on the platform remains young and educated, which makes it ideal for brands targeting high-value consumers, but it does take effort to stay connected with the community on Tumblr and ensure the content you create suits the platform’s character.

### Analyst Notes

- Followers – Metrics are beginning to normalize with additional reporting and research on the platform.
- Change of Ownership – Tumblr was part of the Yahoo sale to Verizon. Tumblr already announced improvements to help users monetize their blogs. More is likely to come as they discover their direction as part of their new parent company.

### tumblr.

Value Metric	Value Per
Value Per View	N/A
Value Per Click	N/A
Value Per Comment	N/A
Value Per Like	\$2.26
Value Per Reblog	\$2.58
Value Per Follower	\$6.95
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

sourced by **Ayzenberg Group**

## Twitter

Hovering at just over 300 million users, Twitter has suffered from a lot of bad press in 2016. Despite attempts to expand its feature set with Moments and Conversational Ads and making a play to grab the attention of gaming and sports fans, Twitter has mostly been in the news for other social platforms declaring they are bigger than Twitter. The shutdown of Twitter-owned Vine only added more evidence suggesting that single-format social apps are struggling as Snapchat, Instagram and Facebook continue to expand.

While a well-crafted tweet alongside a call-to-action can be compelling, Twitter is still frequently used as the gateway to articles, blogs and longer-form posts on other platforms. This is part of the challenge of assigning EMV numbers to engagements on the platform. Twitter users are, however, interested in up-to-date news and being part of real-time conversations.

Like Facebook, the tracking of EMV is affected by an auction-based paid advertising system that varies widely based on numerous factors and targeting choices. However, Twitter’s system is focused exclusively on Cost Per Engagement pricing. Blended auction pricing is included in the AEMVI’s calculations and they will affect future values as updates are made for categories, types and seasons.

### Analyst Notes

- Metric Fluctuations - All are within \$1, representing the slow year for Twitter despite

introductions such as [Twitter Moments](#), [Polling](#) and [expanded character counts](#).

- Added in CPM and VPC – Expanded research provided more confidence to set baseline values for these metrics.
- Added in Cost Per Post – This metric is lower on Twitter due to the quick consumption habits inherent on this platform and high posting cadence on this network. Posts are easier and quicker to produce on Twitter than just about any other social media network.
- View pricing has been normalized in a way to reflect Twitter’s count methodology.

twitter	
Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	\$2.32
Value Per Comment	\$1.75
Value Per Follower	\$2.40
Value Per Retweet	\$1.92
Value Per Like	\$1.40
Value Per Post	\$115.00
Cost Per Thousand Impressions	\$10.56
Cost Per Engagement	\$1.56

sourced by **Ayzenberg Group**



# Vine

NOTE: As we went to publication on this report, Vine’s parent company Twitter announced that the platform would cease regular operation. Users can no longer upload to Vine and the future of the content there is uncertain. We are still including Vine values here for historical purposes or recent campaigns but the platform will be removed from the next AEMVI report.

The short-form video platform, owned by Twitter, has not reported user numbers since late last year, when it claimed 200 million active users. That number may have fallen due to other platforms introducing Vine-like functionality. Furthermore, Facebook Live and Snapchat introduced features and opportunities that drew away a lot of Vine influencers. Like its parent company Twitter, Vine’s format is what makes it unique. With Facebook, Snapchat and Instagram all providing some similar options, Vine has struggled to remain relevant.

► **“The completion rate of short-form video should be noted. 25% of viewers complete 15-second videos vs. only 10% completing 60-second spots.”**

*Jack Appleby, Social Media Strategist, Ayzenberg*

Snackable content remains a debated topic, as the rise in online video has brought the traditional 15- and 30-second lengths to other platforms, especially considering completion rates versus longer forms.

## Analyst Notes

- Value changes were small and reflect regular market changes.
- For counting purposes, Loops are converted to views at a rate of six Loops (appearance in a Loop) to one view.

Vine	
Value Metric	Value Per
Value Per View	\$0.02
Value Per Click	N/A
Value Per Comment	\$1.50
Value Per Like	\$0.50
Value Per Share	\$1.25
Value Per Follower	N/A
Value Per Mention	N/A
Cost Per Thousand Impressions	TBD
Cost Per Engagement	

sourced by **Ayzenberg Group**

## YouTube

The monolithic video-sharing site is now also the second-largest search engine (only behind sister site Google) and one of the most popular platforms for content and influencer marketing. Fifty-one percent of marketers say that video is the type of content with the best ROI and YouTube remains the king of social video platforms, even with Facebook Live, Twitch, Periscope and upstarts like YouNow and Live.me rising in popularity in recent years ([source](#)).

YouTube's own livestreaming has led to some increased opportunities, although Facebook Live has the attention right now. YouTube is trying to change that with added mobile livestreaming features built into their app. Their forays into 360 video, particularly for eSports events, provide some additional tools for delivering powerful content.

YouTube has always been one of the hotbeds of influencer marketing as many formats grew organically from its own community of creators. Unboxing, makeup tutorials, how-to's of all formats, walkthroughs and so many other types of content originated from the simple concept of letting people post videos that could be hosted free of charge. From an audience perspective, YouTube remains broad and inclusive of both men and women. YouTube has even introduced YouTube Red to use subscription revenue to pay creators whose videos are watched.

Setting EMVs for YouTube interactions is relatively straightforward as the video giant has had clear pricing on a Cost Per View basis for a long time. While that information can vary widely based on factors like target, region and category, the AEMVI includes base values for this number as well as social endorsement numbers for other interactions on the platform



## YouTube

► “YouTube remains the top destination for teenagers, who also rate it the ‘coolest’ social platform and they trust the creators on it much more than they do traditional celebrities.”

*Caroline Collins, Director, Social Media, Ayzenberg*

### Analyst Notes

- YouTube value changes were within +/- \$1 from last report, which reflect natural shifts in the market.
- The introduction of [YouTube Community](#) will lead to new metrics once we have gathered enough information to report on the non-video posts that are becoming available.

YouTube	
Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	TBD
Value Per Comment	\$3.34
Value Per Like	\$0.56
Value Per Share	\$2.69
Value Subscriber	\$1.39
Cost Per Thousand Impressions	TBD
Cost Per Engagement	TBD

*sourced by Ayzenberg Group*

## Final Assessment and the Way Forward

Understanding the value of earned media is a core component of any marketing strategy. While some methods like Mixed Media Modeling attempt to capture a full view of the value a brand receives from a multichannel campaign, breaking down the particulars helps provide modular building blocks for future campaigns and strategies.

By ensuring a real dollar amount to word-of-mouth marketing campaigns, marketers can report true value they have received from their efforts. While brands may choose to modify stated values based on industry, seasonal or other factors, the AEMVI was established to provide a starting point for those calculations.

## Ayzenberg Wants Your Feedback

We want to thank you for the multitude of additional submissions and contributions we received since we launched the AEMVI early in 2016. We are excited that the community is interested in a scientific and data-driven approach to quantifying marketing campaigns in the social space.

We will continue to monitor the industry for pricing and value information so we can incorporate that information into updates to our Index. While we are increasingly doing this tracking through automation, we still need your submissions to help validate not just the EMV numbers by social media network, but also by perception within a vertical. We want to obtain a sufficient number of comparable values in each category to broaden our reporting.



Share your thoughts with Ayzenberg.  
Send us your feedback, reports and values at:  
**[emv@ayzenberg.com](mailto:emv@ayzenberg.com)**

## Ayzenberg Earned Media Value Index – Full List

### Articles/Blog Posts

Value Metric	Value Per
Value Per Post	\$20.00
Value Per Comment	\$0.06
Cost Per Thousand Impressions	\$2.07

sourced by **Ayzenberg Group**

### facebook.

Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	\$0.91
Value Per Comment	\$1.75
Value Per Like	\$0.62
Value Per Share	\$2.83
Value Per Page Like	\$2.51
Value Per Post	\$250.00
Cost Per Thousand Impressions	\$5.30
Cost Per Engagement	\$1.79

sourced by **Ayzenberg Group**

### snapchat

Value Metric	Value Per
Value Per Engagement	\$2.07
Value Per View	\$0.04
Cost Per Thousand Impressions	\$20.00

sourced by **Ayzenberg Group**

### Instagram

Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	N/A
Value Per Comment	\$3.82
Value Per Like	\$0.32
Value Per Share	N/A
Value Per Page Like	\$0.57
Value Per Post	\$250.00
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

sourced by **Ayzenberg Group**

### LinkedIn

Value Metric	Value Per
Value Per View	N/A
Value per Click	\$8.56
Value Per Comment	TBD
Value Per Like	TBD
Value Per Share	TBD
Value Per Page Like	\$2.81
Cost Per Thousand Impressions	\$41.98
Cost Per Engagement	\$8.30

sourced by **Ayzenberg Group**

### Pinterest

Value Metric	Value Per
Value Per View	N/A
Value Per Click	N/A
Value Per Comment	\$1.50
Value Per Like	\$0.50
Value Per Pin/Share	\$1.25
Value Per Follower	N/A
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

sourced by **Ayzenberg Group**

### tumblr.

Value Metric	Value Per
Value Per View	N/A
Value Per Click	N/A
Value Per Comment	N/A
Value Per Like	\$2.26
Value Per Reblog	\$2.58
Value Per Follower	\$6.95
Cost Per Thousand Impressions	N/A
Cost Per Engagement	N/A

sourced by **Ayzenberg Group**

## Ayzenberg Earned Media Value Index – Full List

### twitter

Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	\$2.32
Value Per Comment	\$1.75
Value Per Follower	\$2.40
Value Per Retweet	\$1.92
Value Per Like	\$1.40
Value Per Post	\$115.00
Cost Per Thousand Impressions	\$10.56
Cost Per Engagement	\$1.56

sourced by **Ayzenberg Group**

### Vine

Value Metric	Value Per
Value Per View	\$0.02
Value Per Click	N/A
Value Per Comment	\$1.50
Value Per Like	\$0.50
Value Per Share	\$1.25
Value Per Follower	N/A
Value Per Mention	N/A
Cost Per Thousand Impressions	TBD
Cost Per Engagement	

sourced by **Ayzenberg Group**

### You Tube

Value Metric	Value Per
Value Per View	\$0.12
Value Per Click	TBD
Value Per Comment	\$3.34
Value Per Like	\$0.56
Value Per Share	\$2.69
Value Subscriber	\$1.39
Cost Per Thousand Impressions	TBD
Cost Per Engagement	TBD

sourced by **Ayzenberg Group**

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