

POWERED BY

[a]emv

INDEX

2017



Ayzenberg Earned Media Value Index – Full List

Articles/Blog Posts

VPP (Value Per Post)	\$853.00
CPM (Cost Per 1K Impressions)	\$44.36
VPCO (Value Per Comment)	\$0.09

sourced by **Ayzenberg Group**

facebook.

VPV (Value Per View)	\$0.09
CPM (Cost Per 1K Impressions)	\$4.82
CPE (Cost Per Engagement)	\$1.84
VPC (Value Per Link Click)	\$2.28
VPCO (Value Per Comment)	\$3.17
VPL (Value Per Like)	\$0.21
VPS (Value Per Share)	\$2.14
VPPL (Value Per Page Like)	\$1.84

sourced by **Ayzenberg Group**

snapchat

CPM (Cost Per 1K Impressions)	\$20.00
CPE (Cost Per Engagement)	\$2.07
VPV (Value Per View)	\$0.02

sourced by **Ayzenberg Group**

twitter

VPV (Value Per View)	\$0.09
CPM (Cost Per 1K Impression)	\$6.00
CPE (Cost Per Engagement)	\$1.27
VPC (Value Per Link Click)	\$1.47
VPR (Value Per Reply)	\$2.63
VPF (Value Per Favorite)	\$0.68
VPS (Value Per Retweet/Share)	\$1.67
VPF (Value Per Follower)	\$1.02

sourced by **Ayzenberg Group**

LinkedIn

CPM (Cost Per 1K Impressions)	\$41.98
CPE (Cost Per Engagement)	\$8.30
VPC (Value Per Click)	\$8.56
VPPL (Value Per Page Like)	\$2.81

sourced by **Ayzenberg Group**

Pinterest

CPM (Cost Per 1K Impressions)	\$5.30
CPE (Cost Per Engagement)	\$0.27
VPC (Value Per Click)	\$1.52
VPCO (Value Per Comment)	\$0.12
VPL (Value Per Like)	\$0.04
VPS (Value Per Pin/Share)	\$0.10

sourced by **Ayzenberg Group**

tumblr.

CPM (Cost Per 1K Impressions)	\$59.17
VPL (Value Per Like)	\$2.26
VPS (Value Per Reblog/Share)	\$2.58
VPF (Value Per Follower)	\$6.95

sourced by **Ayzenberg Group**

Ayzenberg Earned Media Value Index – Full List

Instagram (Feed)

Instagram	
VPV (Value Per View)	\$0.16
CPM (Cost Per 1K Impressions)	\$1.33
CPE (Cost Per Engagement)	\$4.24
VPCO (Value Per Comment)	\$4.14
VPL (Value Per Like)	\$0.09
VPF (Value Per Follower)	\$1.87

sourced by **Ayzenberg Group**

Instagram (Story)

Instagram	
VPV (Value Per View)	\$0.30
CPM (Cost Per 1K Impressions)	\$2.97
VPC (Value Per Click)	\$6.03

sourced by **Ayzenberg Group**

YouTube	
VPV (Value Per View)	\$0.04
CPM (Cost Per 1K Impression)	\$14.40
CPE (Cost Per Engagement)	\$1.19
VPC (Value Per Click)	\$4.47
VPCO (Value Per Comment)	\$2.42
VPL (Value Per Like)	\$0.23
VPS (Value Per Share)	\$0.91
VPSUB (Value Per Subscriber)	\$21.63

sourced by **Ayzenberg Group**

Ayzenberg's Earned Media Value Index Update for Q3 2017

Analysis and understanding of Earned Media Value has evolved and EMV is now becoming a clearer way for companies to judge the value of their investment in social media. At Ayzenberg, we are proud to have a role in helping the industry realize the value of the actions and endorsements that make up social media engagement.

In early 2016, our research team was reviewing the way we report on social media actions and endorsements prior to a meeting with a Fortune 100 client. Our head of analytics, Robin Boytos, maintained values she had compiled from various outside sources but knew that a blended understanding of marketing perspective, media buying and data analytics would be a better way to set these values. Working with our media and data science experts, the Ayzenberg team launched the Ayzenberg EMV Index.

Since then, over a thousand industry professionals have downloaded the Ayzenberg EMV Index and used the values for tracking the success of their marketing campaigns. Hundreds of brands, agencies and many marketing platforms are referencing these values when tracking the return on investment for content, social media and influencer marketing.

Even better has been the participation from the marketing and advertising community. We field lots of questions from marketers about how to apply the metrics, how they can be used in different situations (for example: seasonally or geographically) and many of these Index users have provided additional comparisons to help build out the standards specific to certain industries. The spirit of collaboration in the interest of advancing this knowledge for the industry as a whole has been strong and Ayzenberg appreciates the input. Our goal has always been to help the industry value these efforts.

The cooperation and collaboration is helping us achieve greater accuracy and comprehensiveness.

As a result of this extensive work, we have crafted the latest version of the Ayzenberg EMV Index. Since our last report, several things have changed.

- Platforms we track have introduced new concepts, content types and trackable options.
- Auction pricing has changed for all verticals so our values have been updated to roll in those fluctuations.
- Some platforms have seen significant growth while others have pivoted their focus and we continue to see how the effect of our social actions and endorsement have an impact on sales and brand-building.

Knowing many thousands of marketers have come to use our Index, we updated our methodology further to both capture these demands and meet the challenges of partners seeking to make the Ayzenberg EMV Index work with their tools and processes.

This revised version of the Ayzenberg EMV Index has many facets, which we outline below, and also has some significantly updated values based on changes in the industry and price increases.

Ayzenberg's research and science teams remain committed to keeping up with the changes and even looking further to how we can continue to refine the way companies can track their marketing success. More details on our next initiative are outlined toward the end of this report.

Ayzenberg EMV Index: What's New and Updated

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

In response to the valuable feedback provided by the community of marketers that have downloaded the Index and reached out to us, the Ayzenberg team conducted another review of our methodology in order to revise it to meet the needs of companies, marketing technology platforms and agencies that are now using the Index to track the performance of their campaigns. That led us to our Ayzenberg EMV 2.0 Index project.

EMV 2.0

With the experience of carefully monitoring the parameters of the Earned Media Value Index over the course of the last 18 months, we learned a lot about what marketers need for their businesses.

We have fielded questions about how the metrics could be used in various regions, during certain seasons and with channels of differing sizes. Most frequently, we were asked about whether we could help with predictive capabilities and if we could provide metrics that were specific to the needs of companies in a certain vertical or industry.

As a result, our research team has updated our model to take into account a longer history of pricing information to help line up the right values for each industry vertical. We further improved our model by expanding our dataset to incorporate the top 150 brands on social media. This helps us further strengthen the normalization of our values across all verticals. Our study led us to publish articles about Top 100 EMV earners, garnering more feedback from readers of alistdaily.

With the extended data available to us, we have begun our process of providing predictive metrics for EMV information, allowing companies to do a better job of budgeting for their paid engagements.

With the flow of comparable reports coming in and this wider data set, we have the data to expand our reporting to include industry-specific values for all networks. More importantly, we introduced our Ayzenberg EMV 2.0 model that that incorporates machine learning and predictive analytics to help effectively track real-time changes in pricing that affect either our baselines values or those we have now calculated specifically for an industry such as Beauty or Gaming.

Vincent Juarez, the head of the Influencer Orchestration Network and one of the creators of the Ayzenberg EMV Index noted that these industry breakdowns were always part of the plan.

“As a company with a long history in paid media, we knew that our baseline values were just the first step. Our plan has always been that once we had more information from the industry as well as a programmatic way to monitor changes in pricing on the platforms, we would revise our method and produce a nearly real-time Index,” Juarez noted.

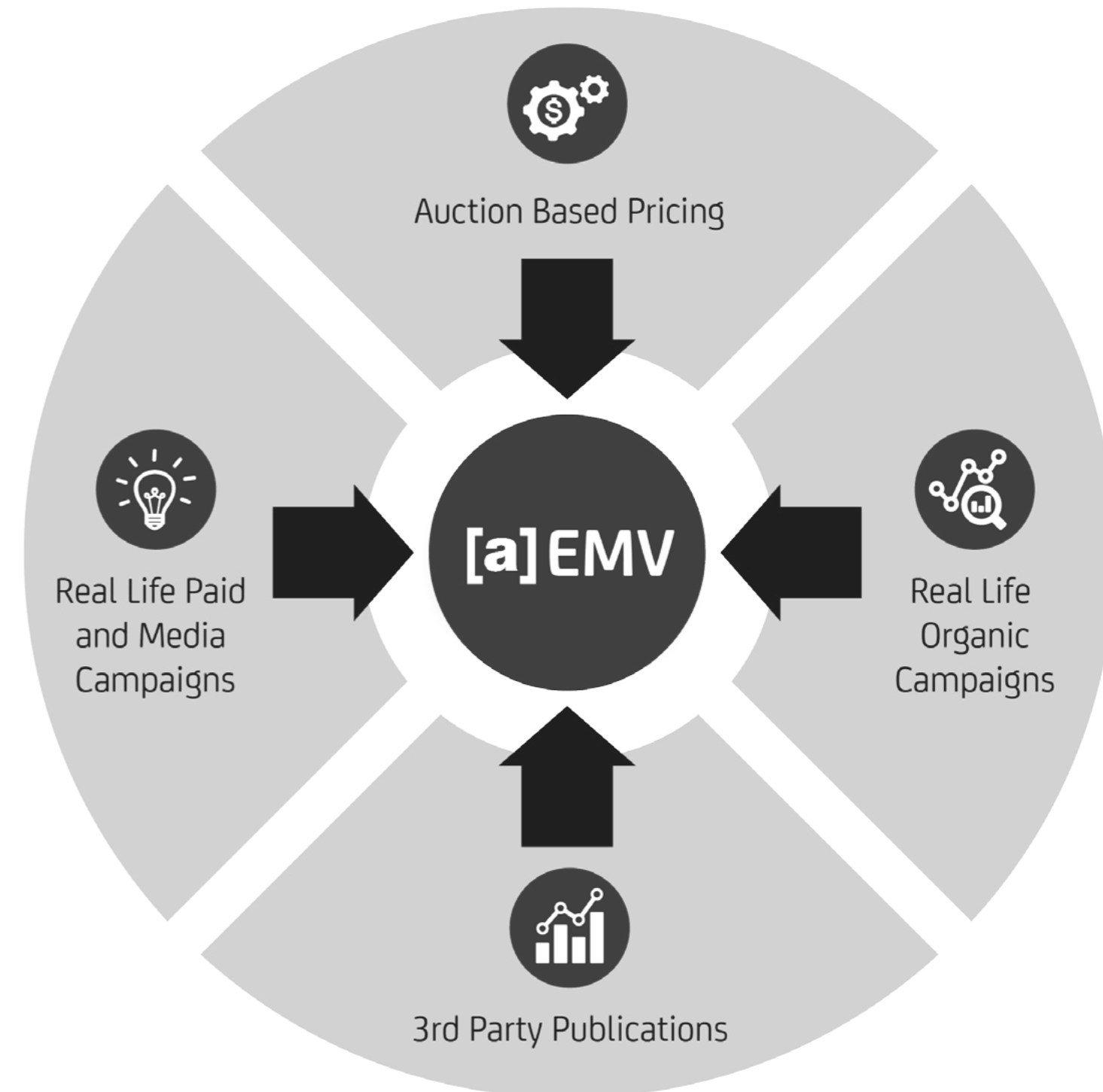
Robin Boytos, also one of the creators of the Index, leads analytics and study of the data for client engagements at Ayzenberg Insights, the team responsible for data-driven research, technology assessment and reporting at Ayzenberg. This is the centerpiece of the EMV Index alchemy given the way the Ayzenberg Insights team works is both an art and a science.

“Understanding the value of these efforts takes more than a review and calculation of numbers available from the networks,” said Boytos. “The endorsements and additional analysis of how companies are valuing these actions matters. We talk to Fortune 500 companies every day to get validation of our numbers. That feedback helps, along with other comps we bring into the mix.”

Lastly, the automated feed of information and review through the work of the Soulmates.ai team, Ayzenberg’s data science group, helps validate and scale the operation. The Soulmates team gathers much of this information for the creation of the Soulmates.ai platform. This data enrichment helps provide more detailed analysis for use in the Ayzenberg EMV Index.

Eric Burgess, VP of Product Management for Ayzenberg’s SciTech team, notes that the future holds so much promise for this work. “The Ayzenberg EMV Index represents the first effort by Ayzenberg Group to advance the industry’s understanding of how to track success. Our Soulmates technology platforms, which help power the live Ayzenberg EMV Index, are built to support tracking not just impressions or engagements, but actual influence on customers.”

This team layers in the first-party research and then processes in the experience of the ION team with the data from the SciTech team. The Ayzenberg Insights team brings those pieces together to produce the rate cards found in this document.



sourced by **Ayzenberg Group**

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 time we compile this report, 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 2017, many platforms expanded their options to include popular content creation tools from their rivals. The Ayzenberg EMV Index 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.



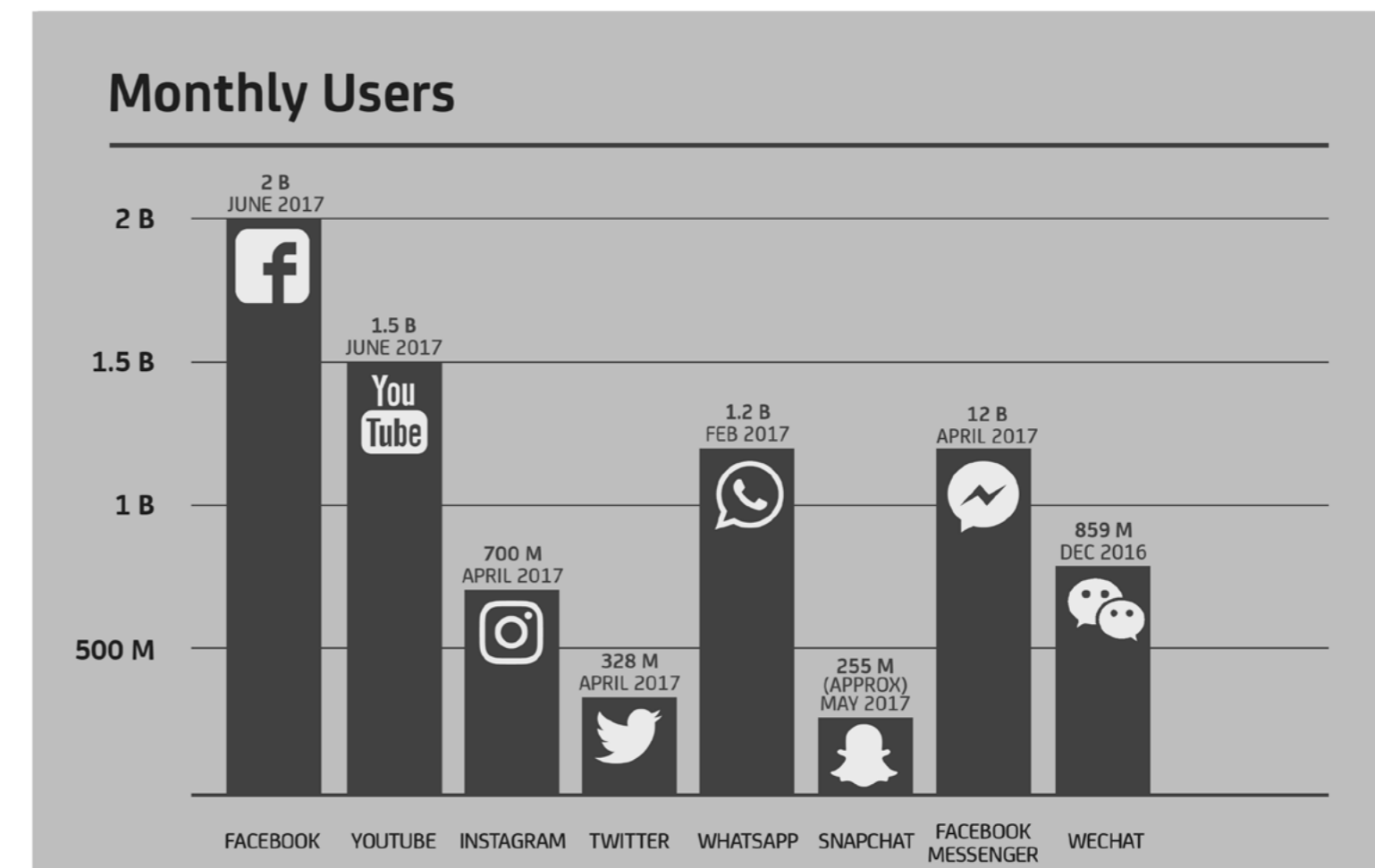
Detailed Changes for Q3 2017

Our research team has compiled key points to help marketers understand how we have changed the methodology for what we call the 2.0 version of the Ayzenberg EMV Index.

- Ayzenberg EMV 2.0 emphasizes the differences between engagement types. In our analysis, we noted that different types of engagements occur at different frequencies and thus it should be reflected in their media values.
- For example, liking a post has a lower engagement threshold than commenting on a post so Comments should be worth more than Likes. Therefore, Value-per-Comment in most platforms saw an increase in value.
- With the increase in comparative reports coming in across the marketing world, we were able to build a separate reporting model and rate card for key industries.
- Our baseline EMV is still provided to reflect the entire marketplace and industries that are not singled out for inclusion as a separate model and card.
- Seasonality is built into the model. Hence, all the rate cards are now reflecting their respective monthly periods with more to come as we update the Index regularly.
- Close attention has been paid to historical EMV in order to track the ability to get predictive numbers.
- The process for collecting auction prices has been updated to closely monitor market changes and customized towards each industry.

David Loker, the senior data scientist at Ayzenberg, noted, "Now that we can deliver EMV in an API, the expectation is that we need to deliver timely updates. With our predictive models in place and automation coming to the simple data-gathering portion of our process, it was natural that these values should get more accurate and change with market conditions as well as insight from the Ayzenberg team."

What follows below are the baseline EMVs for the industry as a whole, which we continue to offer to the entire industry. This information is also now available via our API. For more detailed information specific to an industry, please contact us for more information and access to the Rate Cards, at emv@ayzenberg.com.



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 Ayzenberg EMV Index. Plus, most social platforms act as amplification tools to get audiences to these valuable, long-form 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 Ayzenberg EMV Index represents 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 guru 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

VPP (Value Per Post)	\$853.00
CPM (Cost Per 1K Impressions)	\$44.36
VPCO (Value Per Comment)	\$0.09

sourced by **Ayzenberg Group**

Facebook

With [two billion users](#) (as of June 2017), Facebook continues to build on its lead in social media users worldwide. Over time Facebook has evened out the updates from friends and family versus that of brands, so that an individual's feed has nearly as many ads or promoted content items as it has a friend's marathon time or micro-influencer posts. While the platform has hit YouTube and video platforms hard with Facebook Live and video, it still struggles for relevance with the youngest users. Even so, Mark Zuckerberg's social giant has made headway so far in 2017 and marketers know that it is the "television of social." The vast majority of marketers still call it the top platform their marketing efforts.



Analyst Notes

- More Facebook Live data has been collected since our last report. Facebook Live drives more traffic and engagement than standard Facebook Posts. Proportionally, Facebook Live generates more likes and fewer shares and comments. We recommend a 0.5x modifier to Value per Like, 1.25x to Value per Share and 1.5x modifier to Value per Comment on Facebook Live.
- Value per View went up considerably as well, due to the incredible exposure that Facebook video gives a brand by appearing directly in a user's feed. By contrast, a view on YouTube has fewer paths to a conversion.
- Value per View caveat – we still believe that YouTube's counting methodology is the gold standard because it guarantees a completed view. Be aware that Facebook video is based on 3 second dwell time and could be counted even if the video is not fully in view on a screen.
- Value per Comment is higher than other metrics because it is the most difficult type of engagement to acquire. On average, comments only make up ~5.9% of engagements for Facebook posts.
- The Facebook algorithm update in June 2016 ensured that content posted by friends will have priority in the News Feed. As a result, publishers have seen ~25% decreases in traffic according to a report in [Digiday](#).

Facebook

Facebook is also increasingly tied to its efforts on its dark social platforms, the Messenger app and WhatsApp. While marketers are just emerging into the messaging space, Facebook is uniquely positioned to dominate with the two largest apps in this space both falling under the purview of Mark Zuckerberg.



facebook.

VPV (Value Per View)	\$0.09
CPM (Cost Per 1K Impressions)	\$4.82
CPE (Cost Per Engagement)	\$1.84
VPC (Value Per Link Click)	\$2.28
VPCO (Value Per Comment)	\$3.17
VPL (Value Per Like)	\$0.21
VPS (Value Per Share)	\$2.14
VPPL (Value Per Page Like)	\$1.84

sourced by **Ayzenberg Group**

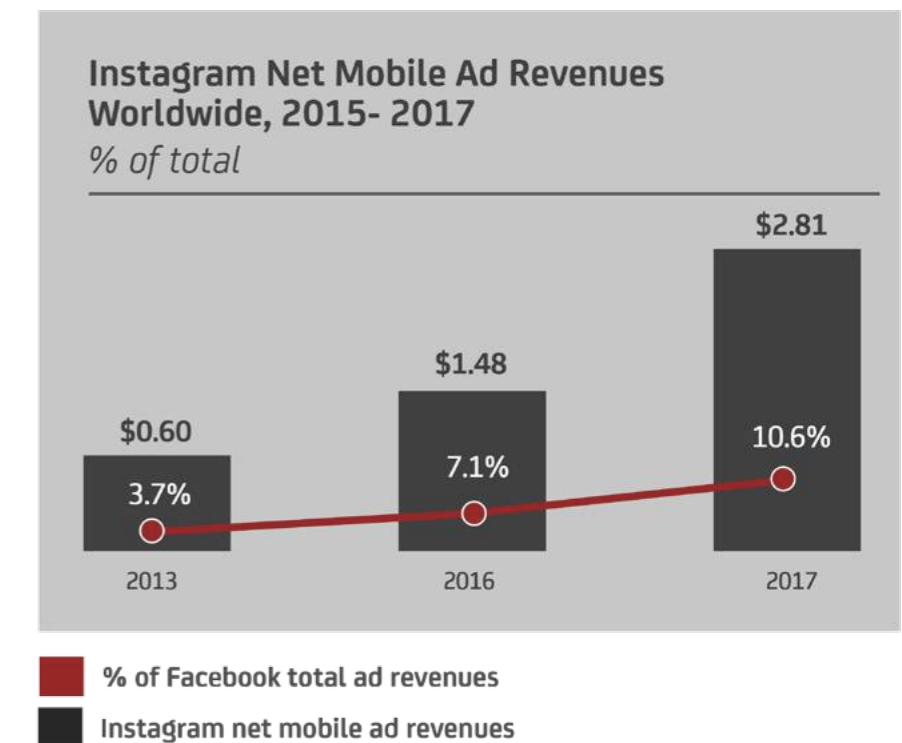
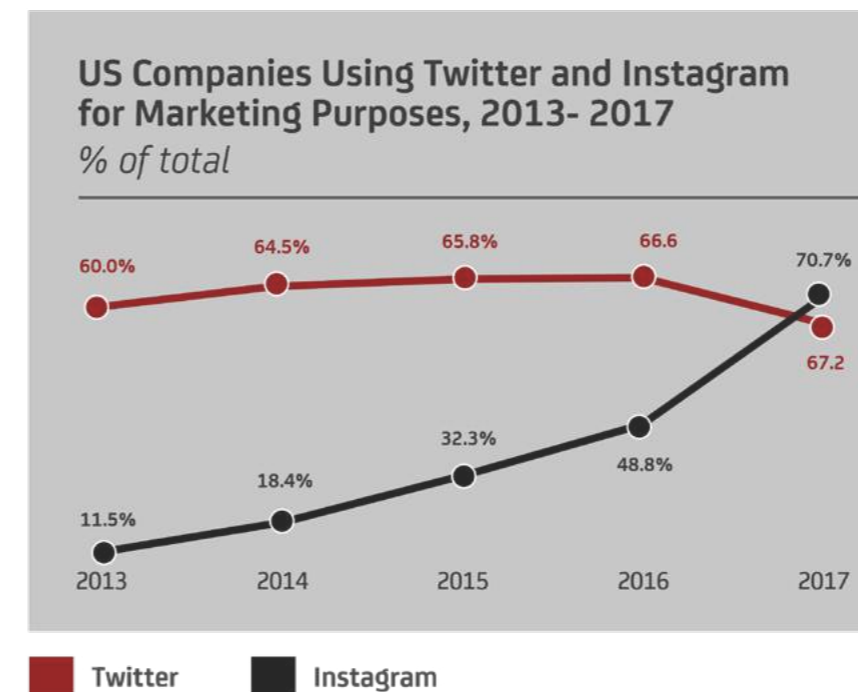
Instagram

While the dominant position in messaging apps is a key tool in Facebook’s strategy for dominance in the future, it’s Instagram that is keeping it strong in the spots where it is weaker in traditional social. Facebook is still the behemoth in the space but it is the smaller but potent Instagram that draws in some of the most desirable users that marketers seek. Proving the power of low-effort creativity, Instagram has grown to over 700 million users and the pace of growth continues to ramp up.

Instagram feels made for both users and brands because of the easy method for expressing a feeling with an image. Brands have started to see that a lighter touch and a focus on celebrating the lifestyle of a brand or product is the path to success. This leads some brands to build deep relationships with their followers and customers, [like the way LaCroix brings in the work of its fans](#), responding to every single mention on the platform. This dominance has led to predictions that sponsored content on the platform [could hit \\$2 billion](#) in the next two years.

The biggest change, perhaps, is the new introduction of Instagram Stories, which works just like Snapchat stories. The nearly identical functionality has led to both a flood of creators moving to Instagram and an increase in brand interest in using the platform.

This rush to the platform and increase in its effectiveness has led to a sizable increase in the cost of placement on the platform, which had a significant impact on the EMV data on Instagram’s rate card.



Instagram

Analyst Notes

- After Instagram introduced its algorithm update last year, the auction prices have increased significantly (figure 1). [According to Instagram](#), "... no matter how many accounts you follow, you should see your best friend's latest posts."

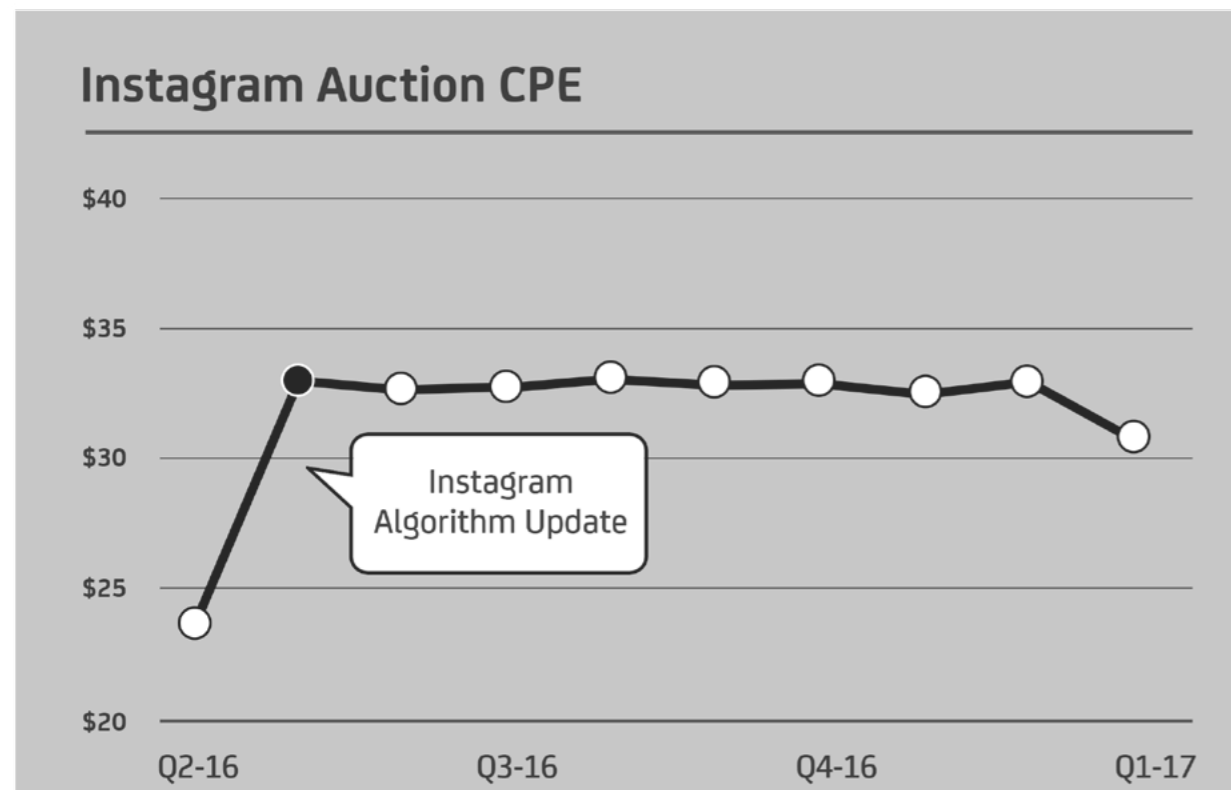


Figure 1. Instagram Auction Price Trend

- Instagram is becoming increasingly competitive driving up prices:

This is similar to when Snap ads first came out on Snapchat costs were efficient due to low demand – once advertisers entered the auction, costs went up drastically. Instagram currently only has 2 available placements (IG Story and In-feed) making the platform that much more competitive. Additionally Instagram’s main demographic is between ages 18 and 34 and is very active on social media. This “key demographic” group is highly sought after and that is reflected in the marketplace value for this platform.

- This iteration introduces Cost per Thousand Impressions since Instagram has improved reporting to include impressions to marketers.
- Link Clicks in Instagram are still limited to profile links. Only Verified users with more than 10K followers can add clickable links to Instagram Stories.

Instagram (Feed)

Instagram	
VPV (Value Per View)	\$0.16
CPM (Cost Per 1K Impressions)	\$1.33
CPE (Cost Per Engagement)	\$4.24
VPCO (Value Per Comment)	\$4.14
VPL (Value Per Like)	\$0.09
VPF (Value Per Follower)	\$1.87

sourced by **Ayzenberg Group**

Instagram (Story)

Instagram	
VPV (Value Per View)	\$0.30
CPM (Cost Per 1K Impressions)	\$2.97
VPC (Value Per Click)	\$6.03

sourced by **Ayzenberg Group**

LinkedIn

This is the second Ayzenberg EMV Index report with 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—click-throughs 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

- Changes in LinkedIn are minimal, reflecting a lack of significant shifts in the market.
- The Healthcare Industry was added to LinkedIn. However, this drives up the generic Cost-per-Thousand Impressions since the Healthcare Industry is less popular on social media.



CPM (Cost Per 1K Impressions)	\$41.98
CPE (Cost Per Engagement)	\$8.30
VPC (Value Per Click)	\$8.56
VPPL (Value Per Page Like)	\$2.81

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 2017. Having topped [150 million users](#) earlier this year, 85 percent of whom are female, discovery is key for Pinterest and still a major reason why users use the app and may [start using their camera](#). Like Instagram, the visuals ‘pinned’ by users are ideally suited for Apparel and Beauty brands, where a picture can 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 metric values are based on a combination of third-party sources and Ayzenberg data.

- 81 percent of existing users and 60 percent new users on Pinterest are female. Therefore, Pinterest is a beneficial platform for [marketers that want to target a female audience](#).
- The Cost-per-Engagement became available for this report, which is reflected in the updated Value-per-Engagement types.

	
CPM (Cost Per 1K Impressions)	\$5.30
CPE (Cost Per Engagement)	\$0.27
VPC (Value Per Click)	\$1.52
VPCO (Value Per Comment)	\$0.12
VPL (Value Per Like)	\$0.04
VPS (Value Per Pin/Share)	\$0.10

sourced by **Ayzenberg Group**

Snapchat

While 2016 was perhaps the year of Snapchat, but 2017 has not been as kind to the platform. They were white-hot with their powerful Stories platform in 2016, which fueled a successful IPO, but things changed when Instagram got into the same format. Instagram Stories, which have soared in popularity, seemed to take a bite out of Snap since the unique option became available on a network with far more daily active users. Even as Snap choose to position itself as a camera company with the [introduction of Spectacles](#) as a consumer product, it was simultaneously finding ways to draw marketers into its ecosystem with some additional options and metrics [like location-based tools](#). As a result, the Ayzenberg EMV index gets a chance to add more metrics to our tracking for “the Ghost.”

At the same time, Snap has been [far less interested](#) in finding a way for social media creators to make a living from using the platform. In response to a creator expressing frustration at being unable to understand personal stats, she was told, “Snapchat is an app for friends, not creators.” This is why the platform sees a lot fewer creators making their name there. Most have moved to Instagram.

Will the Ghost get back its “snap” in the latter half of 2017? The influencers don’t think so. Only [one percent of them expect it to be the top platform](#) in five years’ time. Yet marketers may have their chance to take greater advantage now that a [self-service ad dashboard](#) has been added to the platform.

Analyst Notes

- Both Snapchat and Instagram are attracting massive traffic from the Gen Z population. [81 percent of this age group is active on Snapchat](#) and 79 percent on Instagram. Facebook and Twitter are behind with a rate of approximately 50 percent.
- Snapchat users still spend more minutes each day on the app than Instagram users despite the launch of Instagram Stories since 2016, [according to Business Insider](#).

snapchat

CPM (Cost Per 1K Impressions)	\$20.00
CPE (Cost Per Engagement)	\$2.07
VPV (Value Per View)	\$0.02

sourced by **Ayzenberg Group**

Tumblr

With over 350 million blogs and billions of posts, Tumblr is a quirky force for nerdy discussions, deep pop culture weirdness and sometimes extreme ideas. 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, a platform that has given the world more than its share of memes. Execution is critical as using the wrong tone can turn an audience against you. Of the major social networks, Tumblr is also the closest to being anonymous, making true connections for brands harder than most others.

Analyst Notes

- Tumblr houses a unique population that is engaged and active. However, Tumblr is lagging behind its competitors when it comes to user base growth. As of last report, Tumblr only has a user population that is 25 percent as many as Instagram's and it also [has the slowest growth rate of all platforms](#).
- With slow user population growth rate, yet engaged existing users, the marketplace value has remained stagnant since the last report.

tumblr.

CPM (Cost Per 1K Impressions)	\$59.17
VPL (Value Per Like)	\$2.26
VPS (Value Per Reblog/Share)	\$2.58
VPF (Value Per Follower)	\$6.95

sourced by **Ayzenberg Group**

Twitter

While Twitter has been in the news constantly with the political world during 2016 and 2017, growth on the 140-character platform remains slow. While much is discussed about the tweets from the President and many others responding to them, the opportunity for brands and creators on the platform has not changed in a large way. Updates to Twitter’s algorithm were made to help improve the experience but this has not translated into engagement or growth. While Twitter is still an important part of supporting or promotional content, none of the efforts to expand creation on the platform have made it a go-to place for creators or brands to do anything innovative.

Analyst Notes

- Twitter had an algorithm update since the release of the previous Ayzenberg EMV Index. However, the impact was minimal since Twitter provided the option to turn this feature off.
- The Twitter audience traditionally favors liking and retweeting at a higher rate than replying to tweets. On average, the engagement on a tweet consists of 18.9 percent retweets and 3.4 percent replies.
- In general, Twitter is still decreasing in user activity and platform popularity, which is causing the prices to decrease.

- Twitter Value-per-View adopts a two-second in-view model, in accordance with Twitter’s paid placement platform.

twitter	
VPV (Value Per View)	\$0.09
CPM (Cost Per 1K Impression)	\$6.00
CPE (Cost Per Engagement)	\$1.27
VPC (Value Per Link Click)	\$1.47
VPR (Value Per Reply)	\$2.63
VPFAV (Value Per Favorite)	\$0.68
VPS (Value Per Retweet/Share)	\$1.67
VPF (Value Per Follower)	\$1.02

sourced by **Ayzenberg Group**

YouTube

With 1.5 billion users, YouTube may still be a dominant force in advertising, but it has gone through a rough patch in 2017 so far. While exciting things like [YouTube TV](#) and the further development of YouTube Red were in the news this year, the most prominent story concerned the “Adpocalypse,” a finding that the [platform was running ads for some U.K.](#) companies next to videos promoting hate speech and terrorism. The resulting flee of advertisers from the platform was followed by harsh words from the YouTuber community as well (many of whom lost a lot of revenue after brands pull their ads). In the end, the damage was smaller than expected among the five billion daily views on the platform. The controversy did [prompt Google to make some significant changes](#) in the way it polices content and it is working with many partners to achieve that goal.

The bad news may seem small in comparison to the good news, however. YouTube’s actual use continues to grow. The number of hours people spend watching videos on the platform is [up 60 percent year-over-year](#), with mobile watch time doubling. Despite incursions from the Facebook empire, YouTube is still the prime player in the field.

Analyst Notes

- Changes in YouTube from our last report are minimal, reflecting natural shifts in the market.

- Value per Subscriber is the only metric that saw significant change due to the methodology that assigns more weight to metrics that are harder to acquire. On average, the subscribing rate for a YouTube video is approximately 0.05 percent.
- To keep consistent with YouTube, this iteration has adopted a 30-second in-view model.
- Pending: YouTube cancelled “in-stream” ads displaying options. The next update of the Ayzenberg EMV Index will include research on the impact of the change.

	
VPV (Value Per View)	\$0.04
CPM (Cost Per 1K Impression)	\$14.40
CPE (Cost Per Engagement)	\$1.19
VPC (Value Per Click)	\$4.47
VPCO (Value Per Comment)	\$2.42
VPL (Value Per Like)	\$0.23
VPS (Value Per Share)	\$0.91
VPSUB (Value Per Subscriber)	\$21.63

sourced by **Ayzenberg Group**

[a] EMV Index's Continuing Evolution

With over a thousand companies, including many of the largest brands in the world, agencies and marketing platforms using it to track their success, the Ayzenberg EMV Index will continue to evolve. We have specifically set it up to do so.

As of now, we are making the Ayzenberg EMV Index available via API to allow companies to immediately access our values so they can be part of calculations for any company's content, social and influencer campaigns.

This API is available for our baseline values but there are also options for getting specific values based on certain industries and verticals. As mentioned above, the Ayzenberg EMV Index is now more dynamic so this method for tracking the changing values should be especially useful.

In fact, the more feedback we get, the faster we will see the Ayzenberg EMV Index get regular updates. In Q4 2017, Ayzenberg will be announcing Ayzenberg EMV Live, a daily tracker of earned media values based on continual changes in the marketplace.

This will give marketers the latest insights into how they can judge the ROI of campaigns, knowing that seasonal changes can have a significant impact on engagement and pricing.

The extended information also helps power our other efforts to help the industry meet modern marketing challenges, such as our Ayzenberg Brand Trust Index and our new efforts to track the gained units of influence from social, content and influencer campaigns. More details are to come about those metrics we have defined to meet the needs of brands seeking to build enduring relationships with their customers.

For more information on use of the Ayzenberg EMV Index API, please contact us at:

apisupport@ayzenberg.com.

Ayzenberg Wants Your Feedback

We want to thank you for the multitude of additional submissions and contributions we received since we launched the Ayzenberg EMV Index 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

Appendix A: Citing the [a] EMV Index for Business Use

Ayzenberg Group welcomes use of the values in the Ayzenberg EMV Index with proper attribution. The values can be used in platforms, reports and media at no cost with the citation from Ayzenberg Group.

The citation has two forms, but must always include a link back to the [Ayzenberg EMV Index web page](#). This link is required for use in platform use and internal and external references to the Index.

Use in Digital and Print Media

Metrics courtesy of [Ayzenberg Group's EMV Index](#).

Use in Platforms or Internal Documentation

EMV per [Ayzenberg Group's EMV Index](#).



Appendix B: Sources

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- As a result, our research team has updated our model to take into account a longer history of pricing information to help line up the right values for each industry vertical. We further improved our model by expanding our dataset to incorporate the top 150 brands on social media. This helps us further strengthen the normalization of our values across all verticals. Our study led us to publish articles about Top 100 EMV earners, garnering more feedback from readers of alistdaily.
- Please note that some corrections were made on values in the [a] EMV Index since the report pre-release. Please use the rate card here for the latest version as of September 1, 2017.

Credits

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