

Age, Gender Affect Whether Consumers Will 'Like' An Ad

Contributed by eMarketer
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Older consumers will click on an ad, while younger ones go for the "like" button.

Older consumers are more likely to click on a Facebook ad, while younger consumers, who are more comfortable with interacting with brands on Facebook, are more likely to click "like" button.

This information can help marketers target specific audiences with their Facebook ads, a tactic that can be leveraged by using Facebook's self-serve ad platform.

Over the 10 months leading up to August 2011, Facebook agency SocialCode analyzed Facebook ads for 50 clients and focused on those that included an image, text and a "like" button. The study analyzed how many consumers clicked on the ads, and from there, how many went on to "like" the company's page.

Women are more likely to click on an ad on Facebook, though both men and women are about equally likely to then click "like" once they've done so, the study found. The average clickthrough rate for women of all ages was 0.029%, compared to 0.026% for men of all ages.

The "like" rate among those who clicked an ad was 39% for women and 38% for men.

Older consumers are more likely to click on a Facebook ad, as clickthrough rates increased from 0.026% for the 18-to-29 age range, up to 0.033% for the over-50 group.

However, consumers under the age of 50 were more likely to then "like" a brand, with 18- to 29-year-olds and 40- to 49-year-olds doing so 40% of the time. Those ages 30 to 39 had a 38% "like" rate, while only 36% of those over 50 hit the "like" button.

This data supports the fact that younger consumers, having been on Facebook longer, are more familiar with showing support for a brand through a "like" and do so more often. Meanwhile, older consumers click through on an ad to learn more and investigate a brand.

Marketers can leverage this data to create Facebook ad campaigns that resonate with their target audience, and thereby increase "likes" and clickthrough rates. For example, in order to reach an older audience, brands should optimize their landing pages so these consumers can learn more about brands without necessarily clicking "like" right away.

If brands are targeting a younger, more male audience, in particular, they would be well-served to focus on the "like" button within the ad.

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