



# Ecommerce Worldwide

Q3 2020



## **The Socialbakers quarterly industry report reveals insights into the latest social media trends around the world.**

Including data on the developments in both paid and organic, the report helps marketers gain knowledge about their industry.

Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Socialbakers' unified marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes.

With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform.





## Introduction

### Number of Followers

In Q3 2020, the total number of followers for ecommerce industry Worldwide increased on both Instagram and Facebook.

### Engagement

Taking a closer look at the interactions for ecommerce industry Worldwide, engagement grew on both Instagram and Facebook in Q3 2020.

### Number of Posts

The number of posts from ecommerce industry Worldwide increased on Instagram and Facebook in Q3 2020.

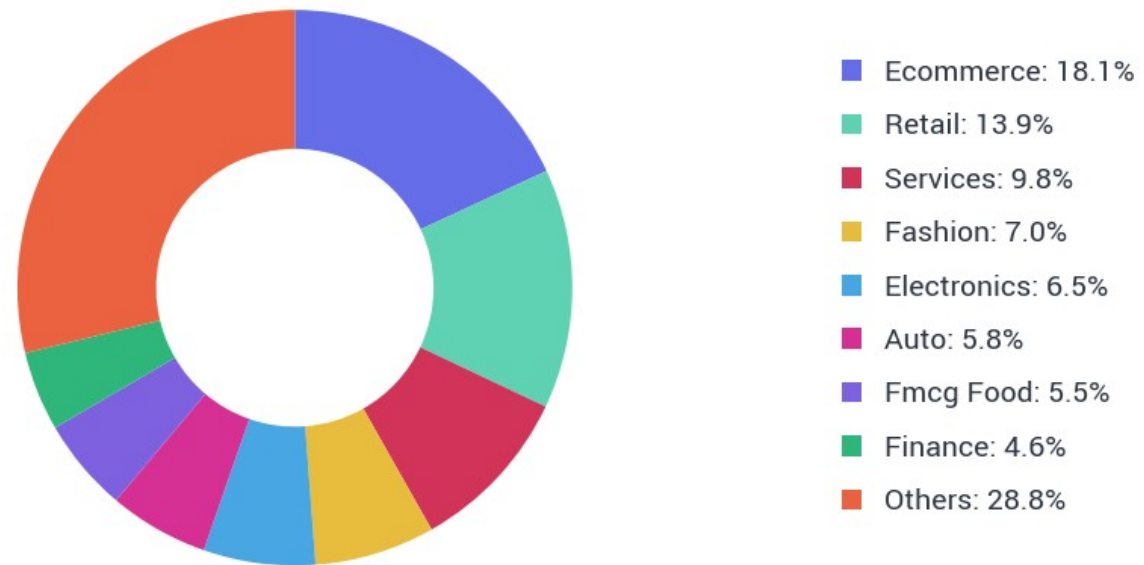
Read further to get a deeper understanding of the trends in the ecommerce industry Worldwide based on exclusive quarterly data from Socialbakers.



# Platforms Overview



# Total Interactions Distribution of Brands Pages on Facebook



Ecommerce category has the 1st highest number of interactions of Brands pages on Facebook Worldwide.

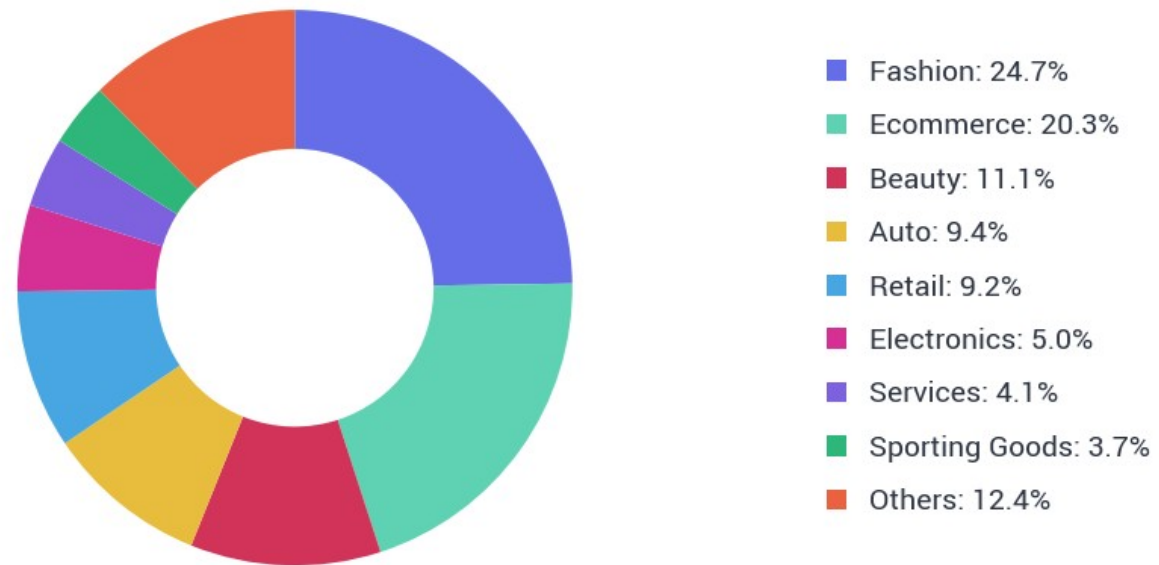
Date Range: July 01, 2020 - September 30, 2020

Sample: Facebook Brands Pages Worldwide

Source: Socialbakers Data



# Total Interactions Distribution of Brands Profiles on Instagram



Ecommerce category has the 2nd highest number of interactions of Brands profiles on Instagram Worldwide.

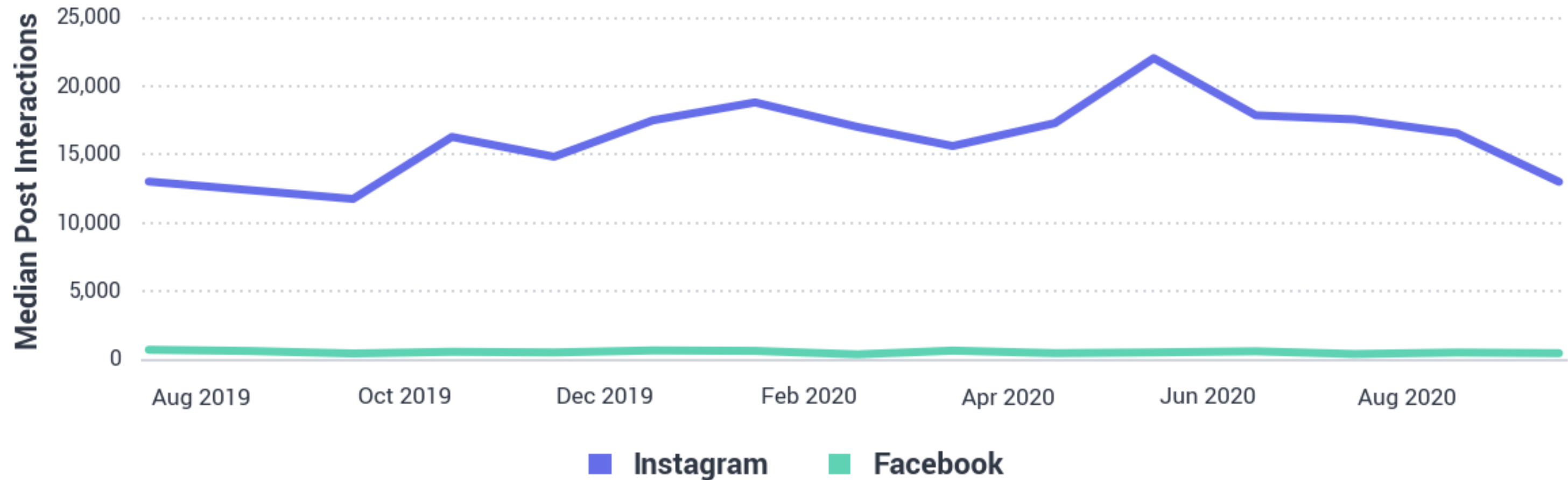
Date Range: July 01, 2020 - September 30, 2020

Sample: Instagram Brands Profiles Worldwide

Source: Socialbakers Data



# Median Post Interactions Evolution



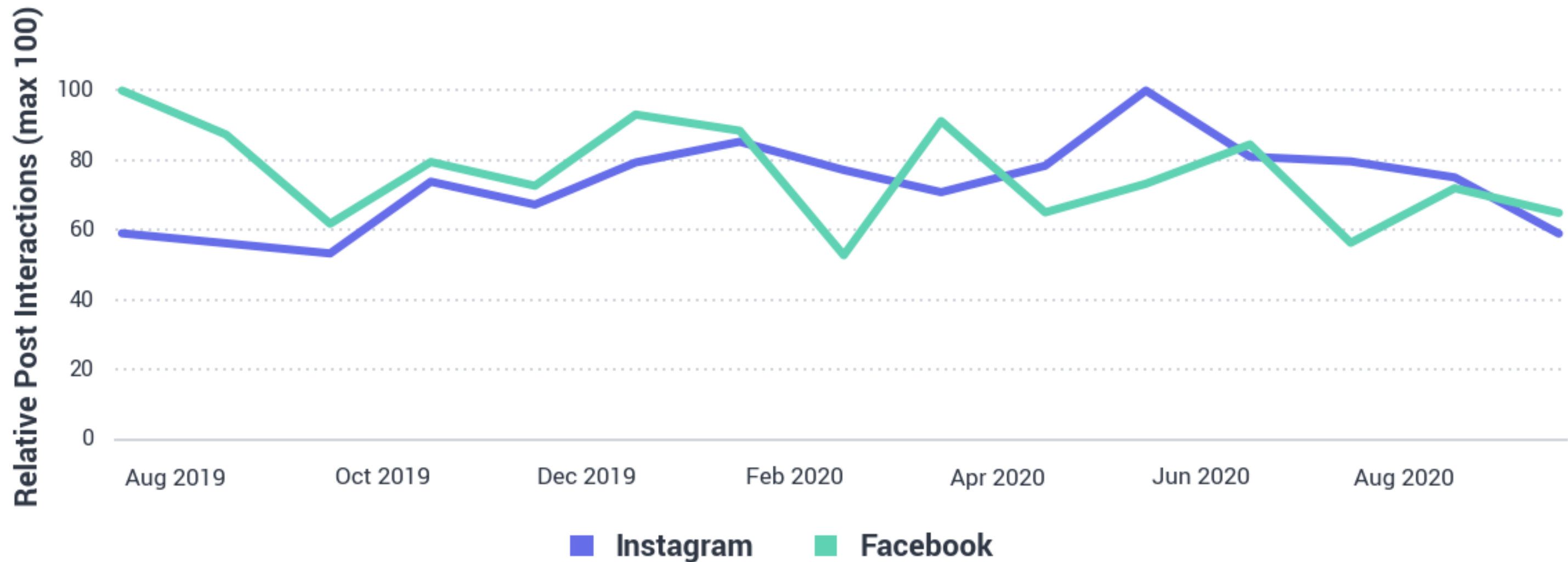
Date Range: July 01, 2019 - September 30, 2020

Sample: 50 Biggest Facebook & Instagram Ecommerce Profiles Worldwide

Source: Socialbakers Data



# Relative Median Post Interactions Evolution



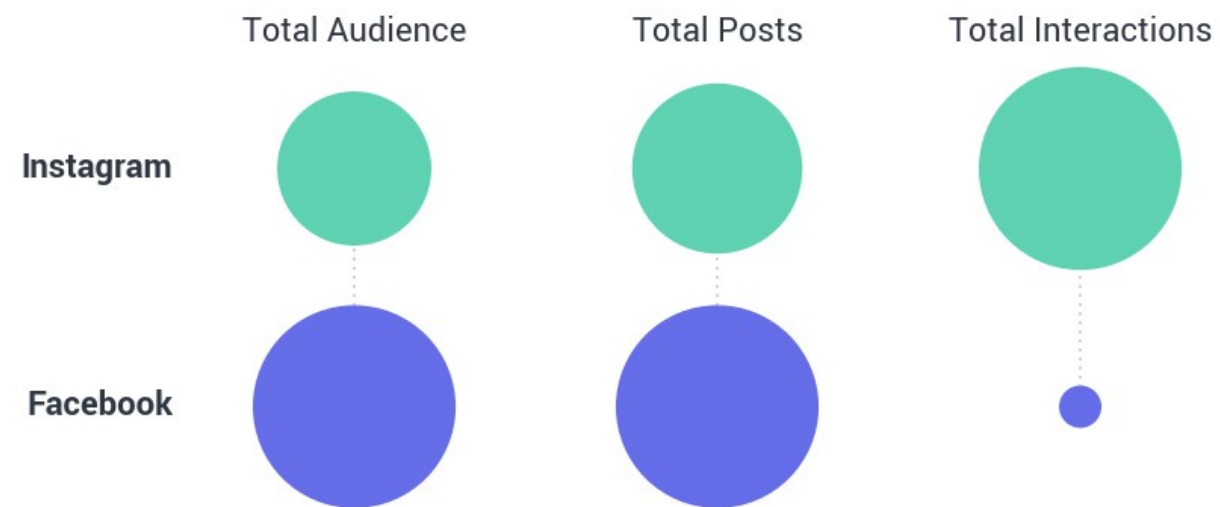
Date Range: July 01, 2019 - September 30, 2020

Sample: 50 Biggest Facebook & Instagram Ecommerce Profiles Worldwide

Source: Socialbakers Data



# Social Media Landscape



When it comes to audience size Worldwide, the total audience for the 50 biggest Instagram accounts in Ecommerce is lower than the total audience for the 50 biggest Facebook accounts. Total posts on Instagram are lower than on Facebook and total interactions on Instagram are higher than on Facebook.

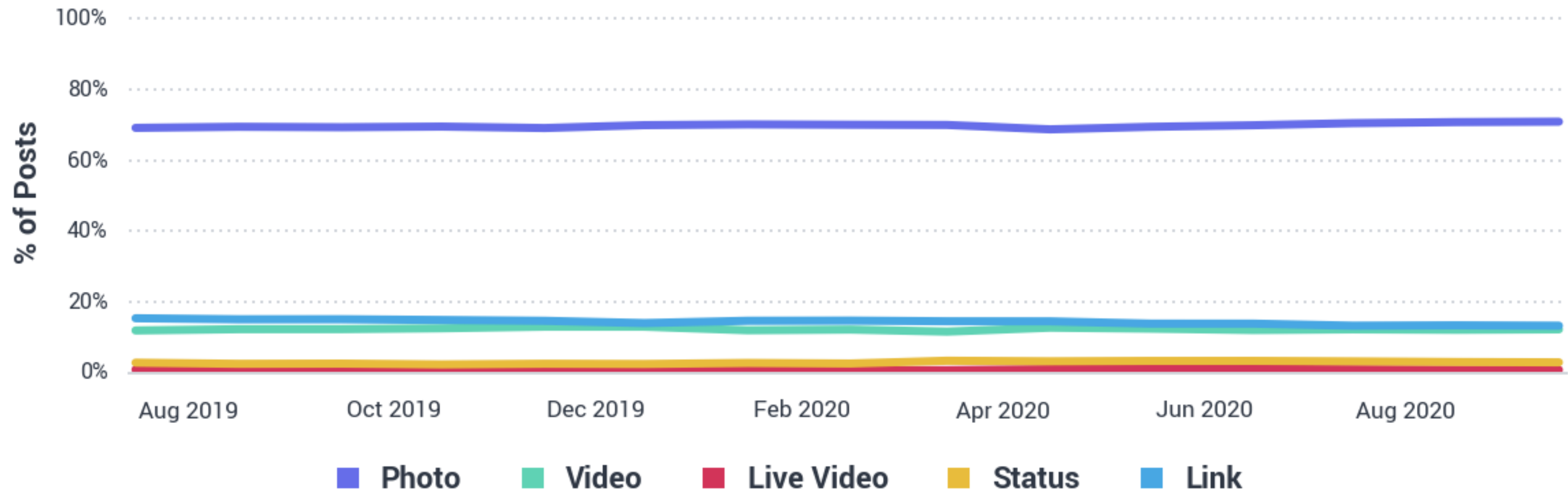
Date Range: July 01, 2020 - September 30, 2020

Sample: 50 Biggest Facebook & Instagram Ecommerce Profiles Worldwide

Source: Socialbakers Data



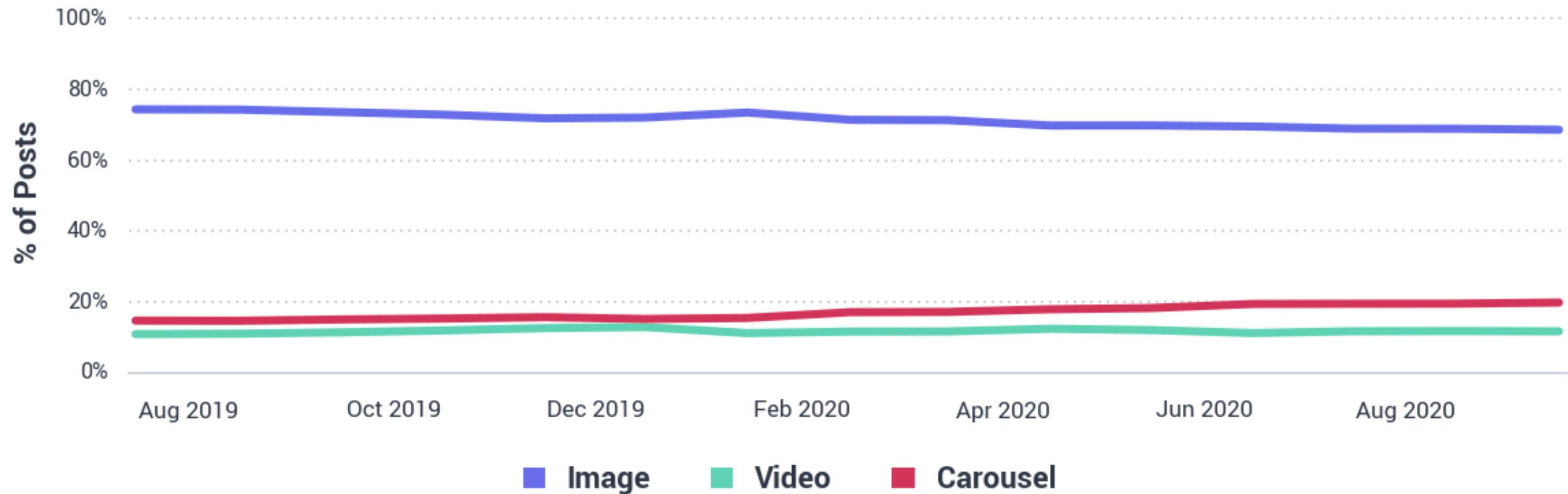
# Distribution of Post Types on Facebook Evolution



Date Range: July 01, 2019 - September 30, 2020  
Sample: 11,361 Facebook Ecommerce Pages Worldwide  
Source: Socialbakers Data



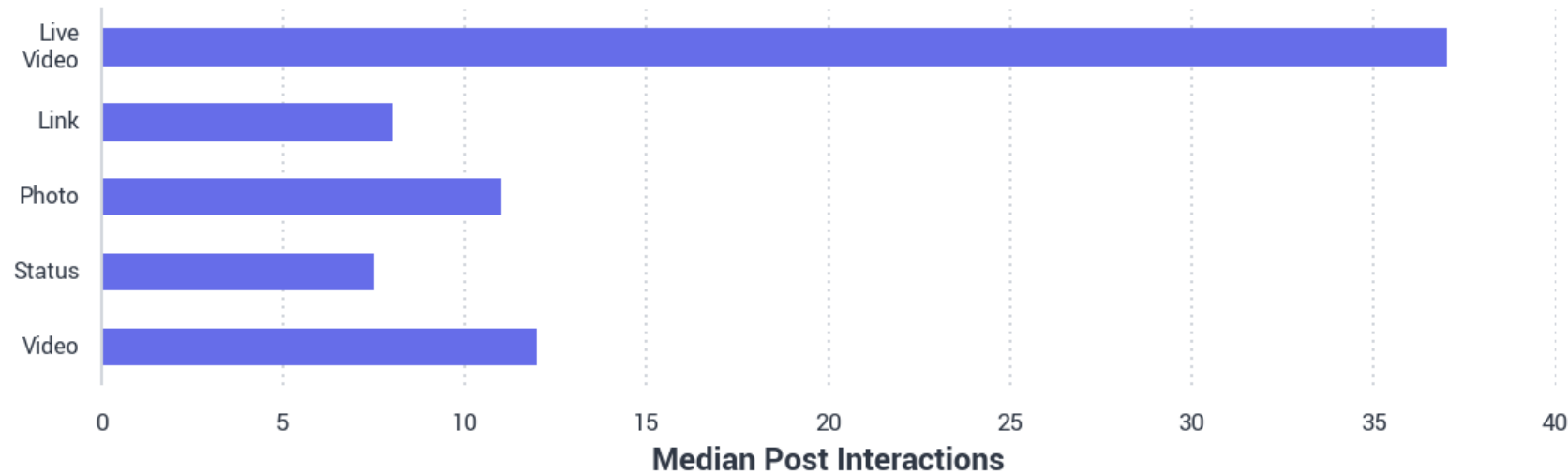
# Distribution of Post Types on Instagram Evolution



Date Range: July 01, 2019 - September 30, 2020  
Sample: 3,638 Instagram Ecommerce Profiles Worldwide  
Source: Socialbakers Data



# Organic Performance of Post Types on Facebook

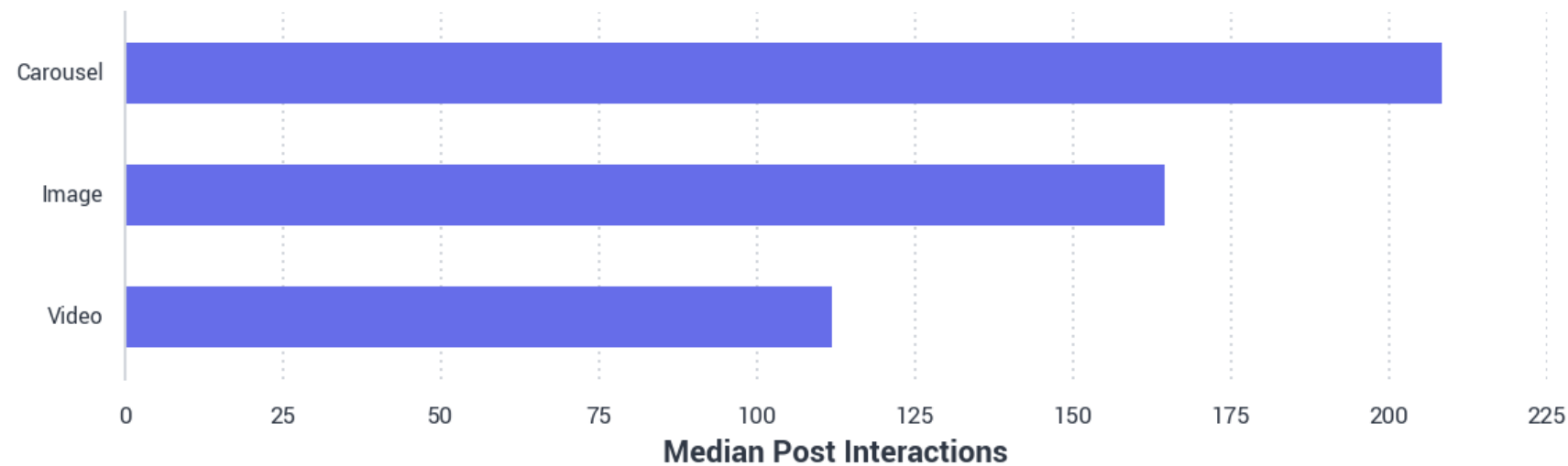


In terms of organic performance on Facebook Worldwide, Live Video performs the best with 37 median post interactions, which is 25 more than the 2nd highest post type, Video.

**Date Range:** July 01, 2020 - September 30, 2020  
**Sample:** 9,683 Facebook Ecommerce Pages Worldwide  
**Source:** Socialbakers Data








# Organic Performance of Post Types on Instagram



In terms of organic performance on Instagram Worldwide, Carousel performs the best with 208 median post interactions, which is 44 more than the 2nd highest post type, Image.



## Top Performing Pages on Facebook

Rank		Page	Fans	Posts	Interactions
1		<b>Viu Thailand</b> /viuthailand	2,567,762	1,799	12,720,804
2		<b>Shopee</b> /ShopeeVN		950	12,249,130
3		<b>Netflix</b> /Netflixmx		286	10,067,505
4		<b>Shopee</b> /ShopeePH		1,020	9,729,735
5		<b>Lazada</b> /LazadaVietnam		636	9,560,381
6		<b>ViralHog</b> /viralhog	2,687,645	215	9,126,866

For Ecommerce Worldwide, the top performing Brands page on Facebook is Viu Thailand, with 12,720,804 interactions on 1,799 posts. Other pages performing well include Shopee and Netflix.








Date Range: July 01, 2020 - September 30, 2020

Sample: 13,513 Facebook Ecommerce Pages Worldwide

Source: Socialbakers Data



# Top Performing Profiles on Instagram

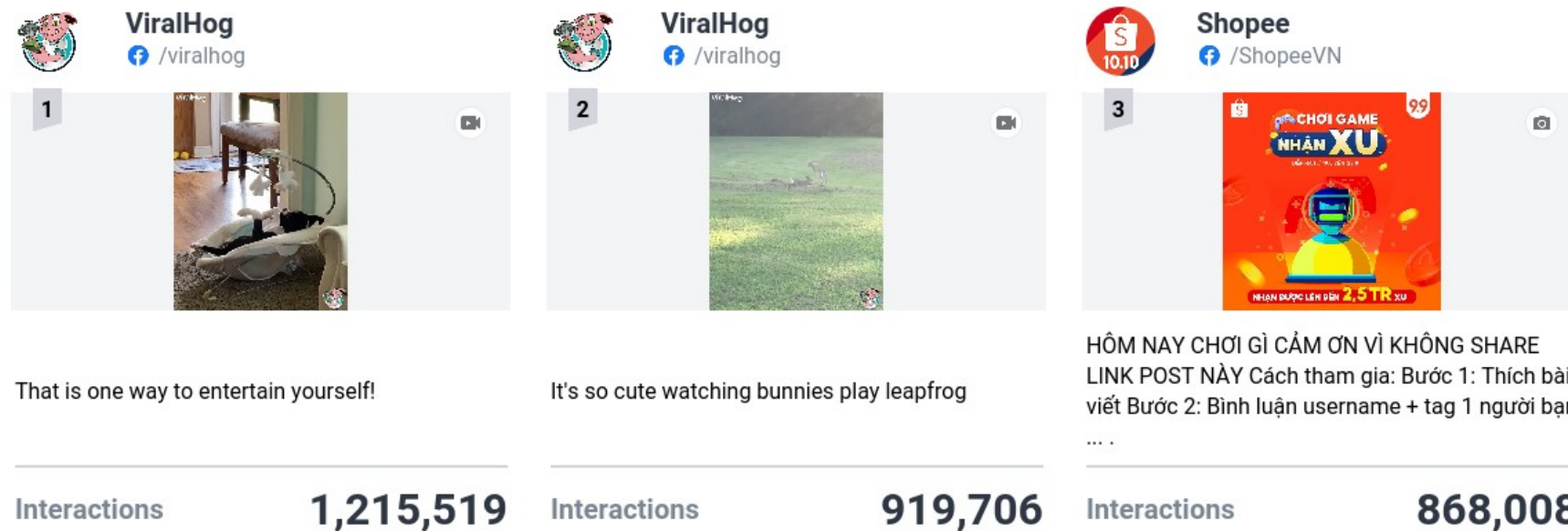
Rank		Profile	Followers	Posts	Interactions
1		<b>Netflix US</b> /netflix	24,759,092	251	<b>106,692,380</b>
2		<b>Netflix India</b> /netflix_in	3,466,986	430	<b>56,383,046</b>
3		<b>Netflix Brasil</b> /netflixbrasil	21,339,194	191	<b>48,815,039</b>
4		<b>Netflix France</b> /netflixfr	6,334,254	245	<b>40,778,779</b>
5		<b>Netflix Latinoaméri...</b> /netflixlat	14,480,852	164	<b>40,338,114</b>
6		<b>Netflix Italia</b> /netflixit	4,853,075	218	<b>28,162,286</b>

For Ecommerce Worldwide, the top performing Brands profile on Instagram is Netflix US, which has 24,759,092 followers and generated 106,692,380 interactions on 251 posts. Other profiles performing well include Netflix India and Netflix Brasil.

Date Range: July 01, 2020 - September 30, 2020  
Sample: 3,638 Instagram Ecommerce Profiles Worldwide  
Source: Socialbakers Data



# Top Posts on Facebook



What are the posts in Ecommerce that created the most engagement on Facebook Worldwide in the last quarter? Shopee and ViralHog managed to skyrocket their Facebook performance, with the top post generating 1,215,519 interactions.



# Top Posts on Instagram



What are the posts in Ecommerce that created the most engagement on Instagram Worldwide in the last quarter? Netflix US managed to completely skyrocket Instagram performance in the region as a whole, creating 4,983,954 interactions with their top three posts.

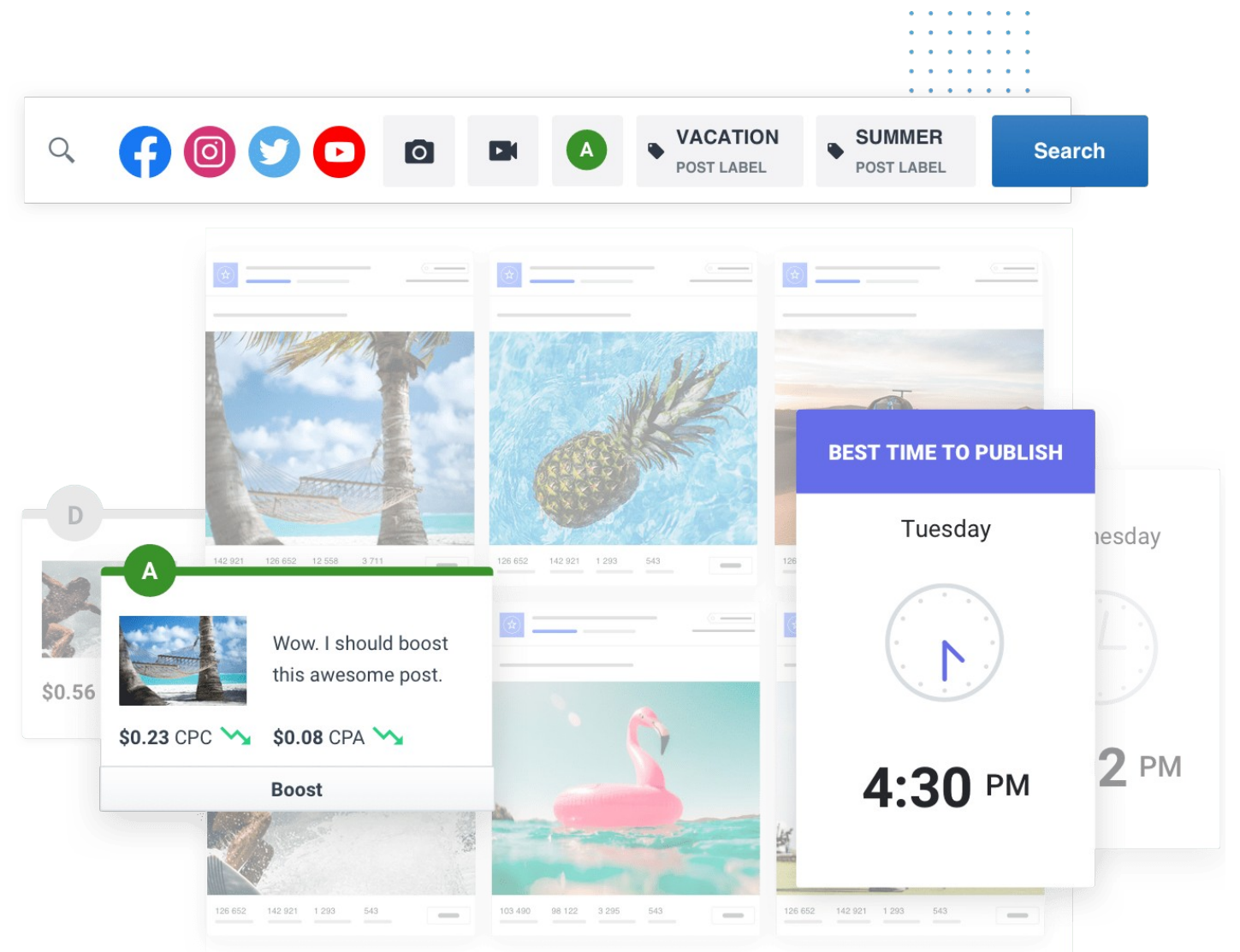


## Boost Your Engagement on Facebook and Instagram With Socialbakers

Get everything you need to create content that really drives audience engagement:

- Discover what content your audience actually likes
- Learn what to post, exactly when and where
- Uncover crucial content insights to direct your strategy

[Schedule a Personalised Demo](#)



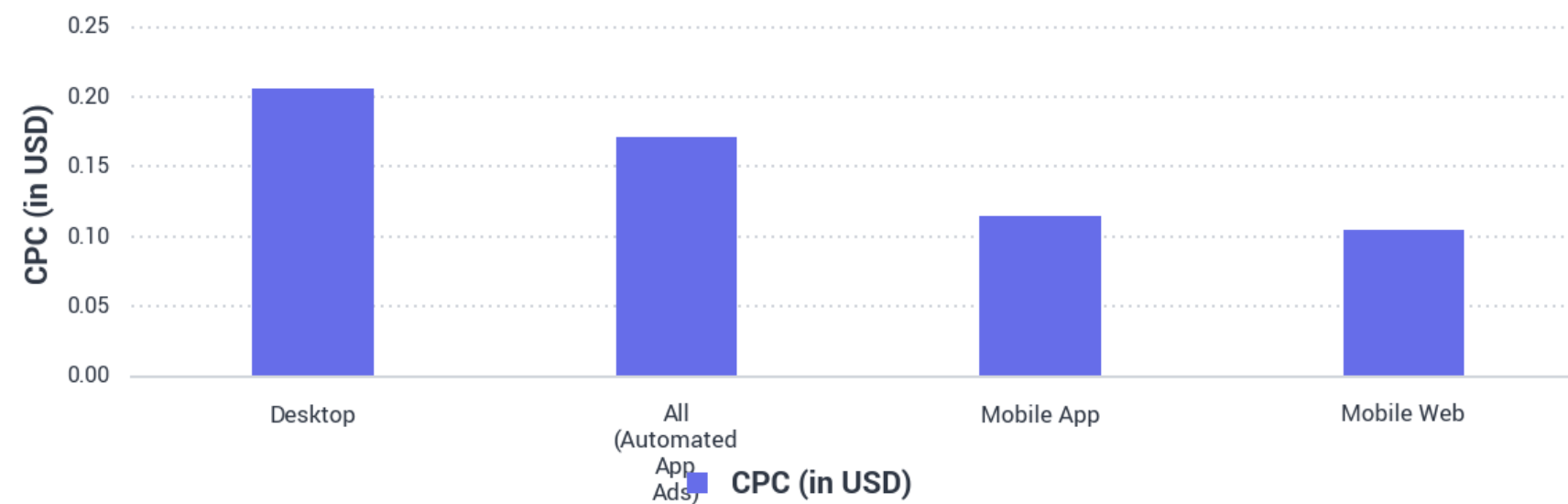
The background of the slide features a photograph of a hand holding a pen and writing on a document. The image is heavily filtered with a dark blue color, making the details of the document and the hand less distinct. The text 'Facebook & Instagram Ads' is centered over this background.

# Facebook & Instagram Ads



## Cost per Click by Device Platform (All)

Looking at All Accounts, the cost per click is higher for users engaging via desktop.



Date Range: July 01, 2020 - September 30, 2020

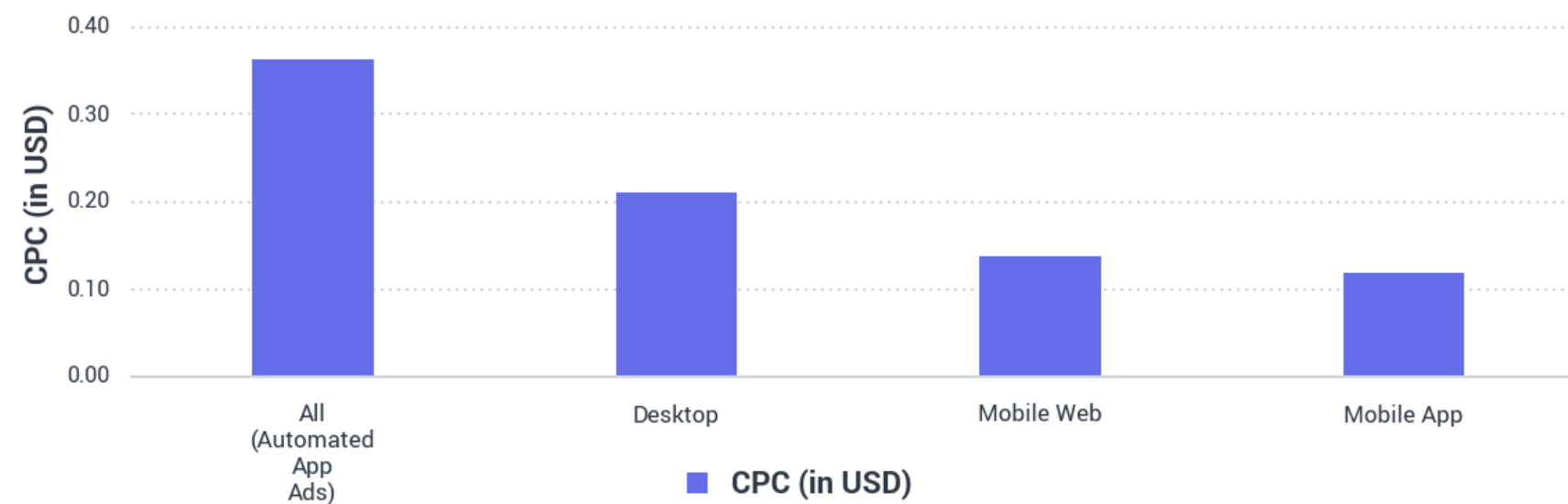
Sample: All Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



## Cost per Click by Device Platform (Ecommerce)

Looking at Ecommerce, the cost per click is higher for users engaging via All Accounts (Automated App Ads).



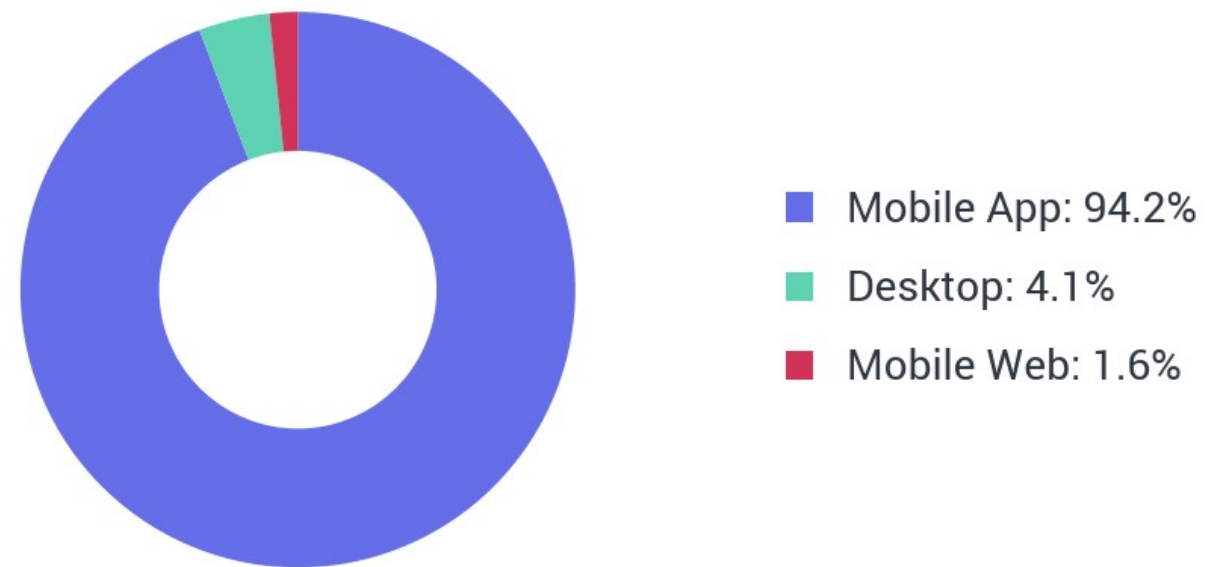
Date Range: July 01, 2020 - September 30, 2020

Sample: Ecommerce Ad Accounts Benchmark (FB and IG Aggregated)

Source: Socialbakers Data



## Impressions by Device Platform (All)



In terms of paid impressions for All Accounts, the vast majority of them were achieved on Mobile App, which is 94% of all online paid impressions.

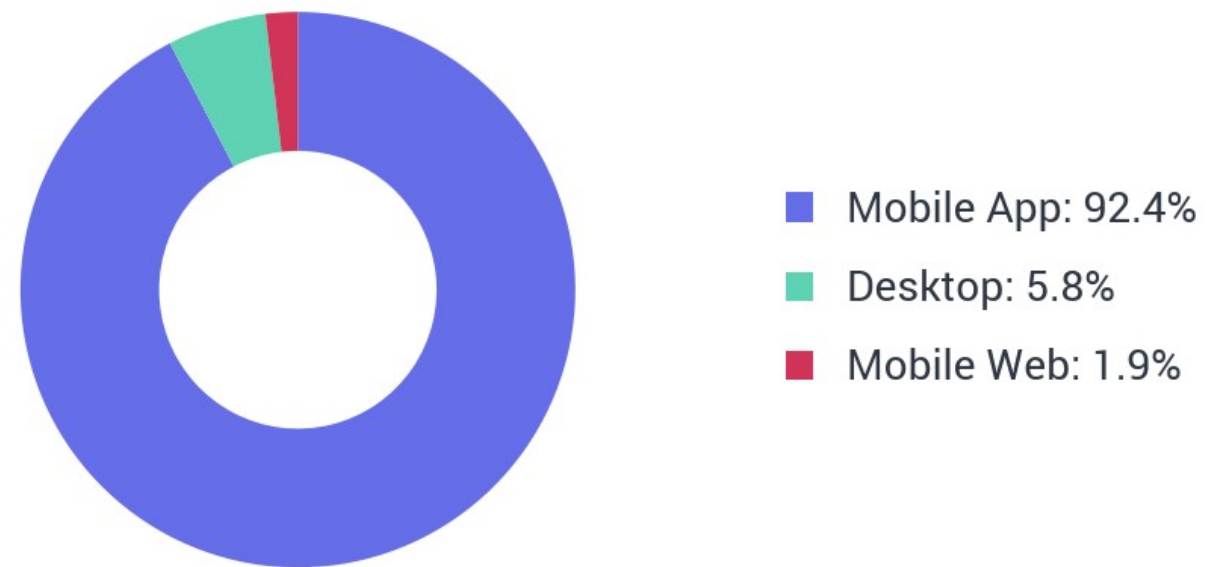
**Date Range:** July 01, 2020 - September 30, 2020

**Sample:** All Ad Accounts Benchmark (FB and IG Aggregated)

**Source:** Socialbakers Data



## Impressions by Device Platform (Ecommerce)



In terms of paid impressions for Ecommerce, the vast majority of them were achieved on Mobile App, which is 92% of all online paid impressions.

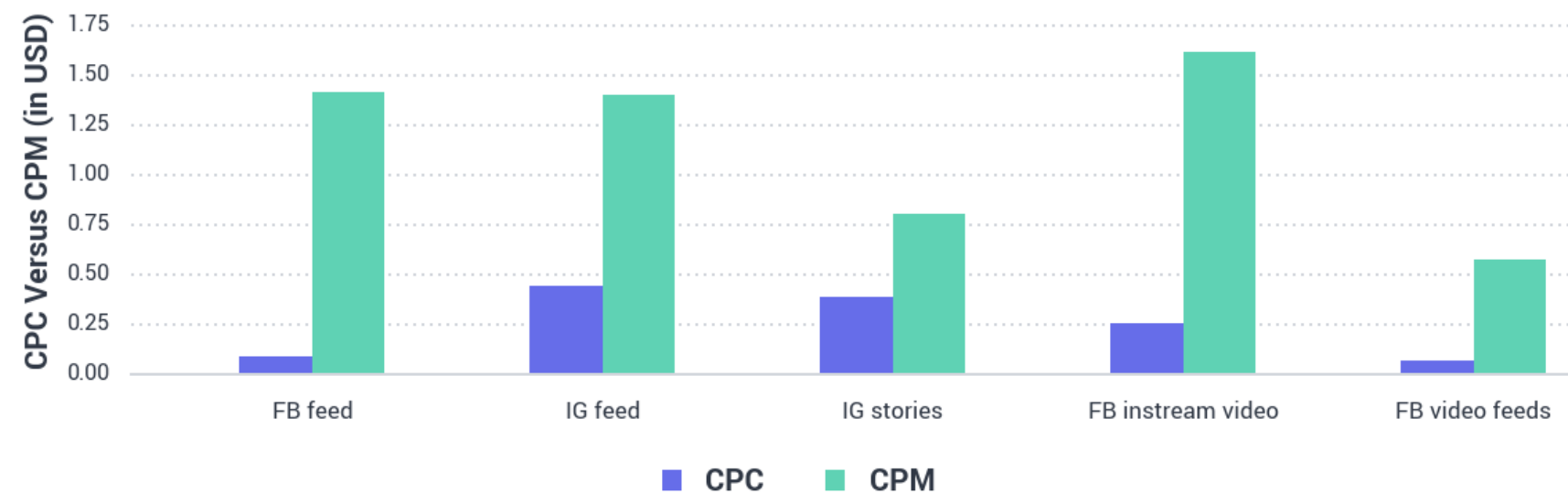
**Date Range:** July 01, 2020 - September 30, 2020

**Sample:** Ecommerce Ad Accounts Benchmark (FB and IG Aggregated)

**Source:** Socialbakers Data



## CPC and CPM by Plat. Position - TOP 5 by Relative Spend (All)



When it comes to cost per click (CPC) and cost per thousand (CPM) for All Accounts, the lowest CPC are on FB video feeds, FB feed, and FB instream video while the lowest CPM are on FB video feeds, IG stories, and IG feed.

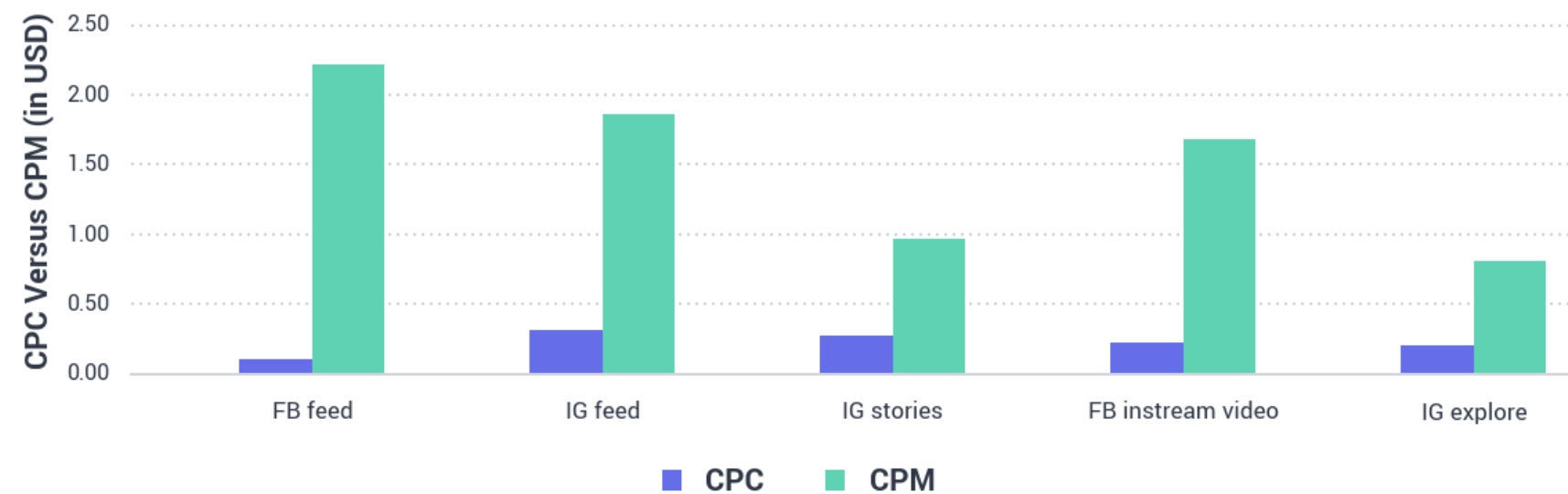
Date Range: July 01, 2020 - September 30, 2020

Sample: All Ad Accounts Benchmark

Source: Socialbakers Data



## CPC and CPM by Plat. Position - TOP 5 by Relative Spend (Ecommerce)



When it comes to cost per click (CPC) and cost per thousand (CPM) for Ecommerce, the lowest CPC are on FB feed, IG explore, and FB instream video while the lowest CPM are on IG explore, IG stories, and FB instream video.

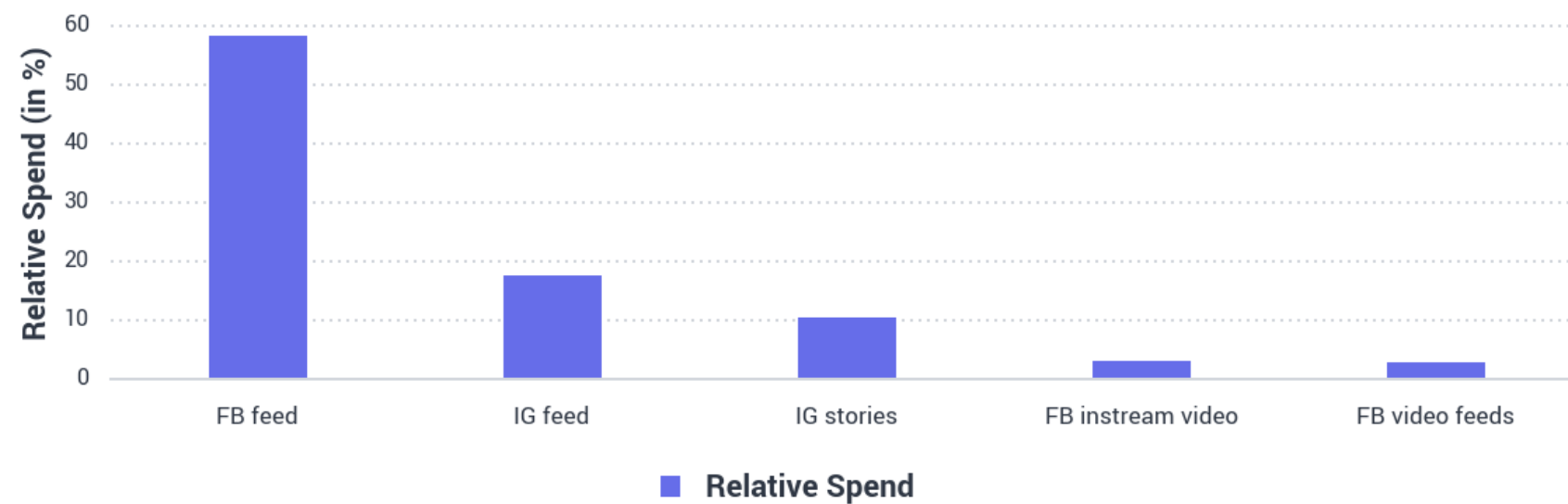
Date Range: July 01, 2020 - September 30, 2020

Sample: Ecommerce Ad Accounts Benchmark

Source: Socialbakers Data



## Relative Spend by Platform Position - TOP 5 (All)



Looking closer at All Accounts, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 40.75 p.p. higher than spending on IG feed.

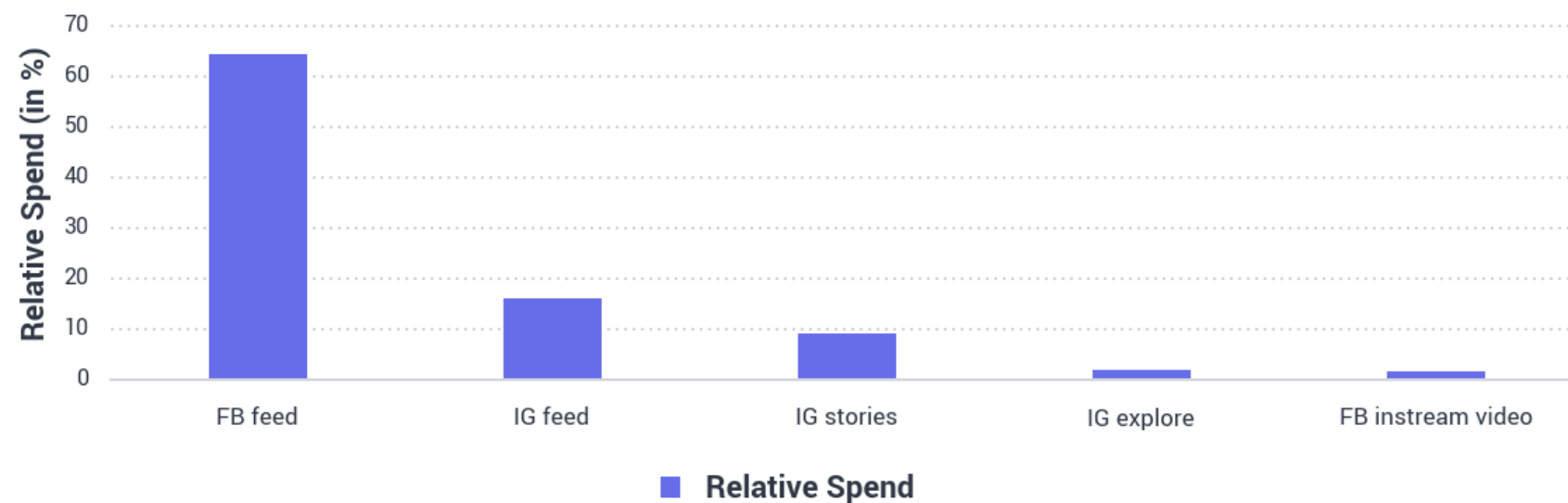
Date Range: July 01, 2020 - September 30, 2020

Sample: All Ad Accounts Benchmark

Source: Socialbakers Data



## Relative Spend by Platform Position - TOP 5 (Ecommerce)



Looking closer at Ecommerce, most of the relative spend goes to FB feed, followed by IG feed, and IG stories. Spending on FB feed is 48.28 p.p. higher than spending on IG feed.

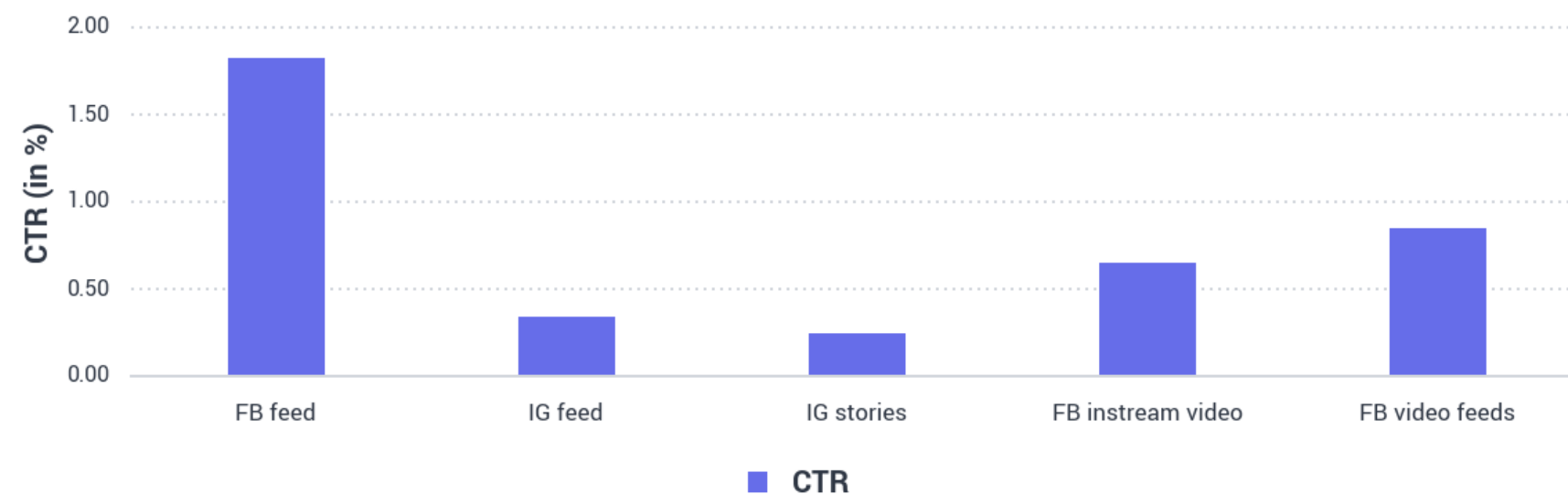
Date Range: July 01, 2020 - September 30, 2020

Sample: Ecommerce Ad Accounts Benchmark

Source: Socialbakers Data



## CTR by Platform Position - TOP 5 by Relative Spend (All)



Within All Accounts, the highest CTR is seen on FB feed, followed by FB video feeds and FB instream video. FB feed gets CTR of 1.82% compared to FB video feeds, which gets 0.85%.

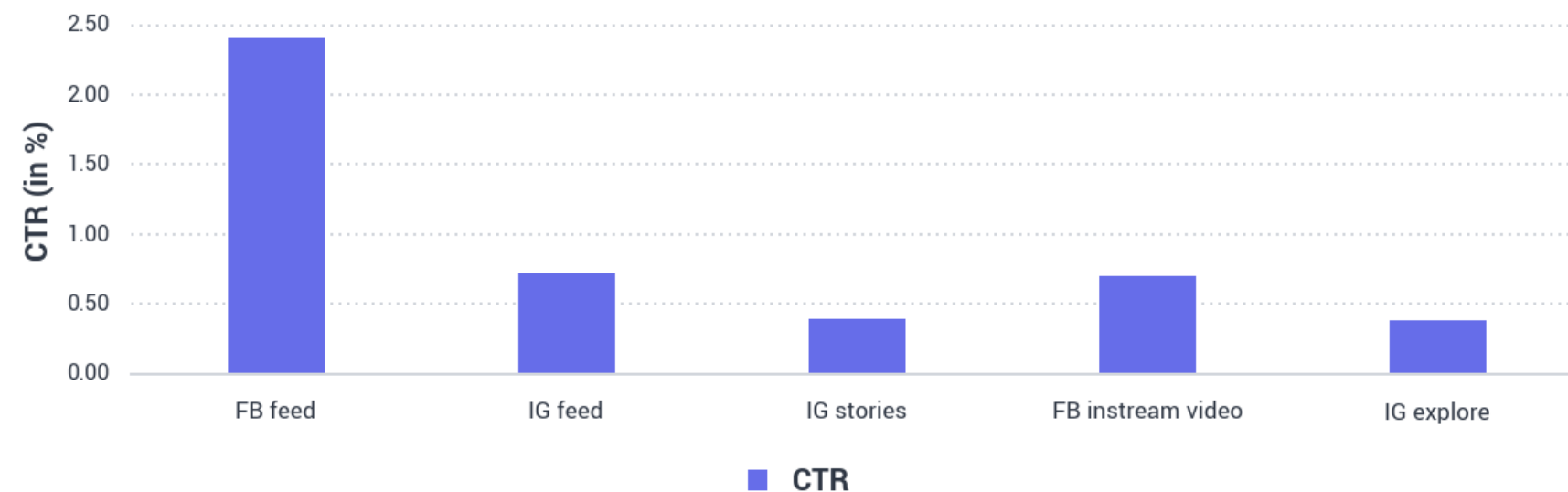
Date Range: July 01, 2020 - September 30, 2020

Sample: All Ad Accounts Benchmark

Source: Socialbakers Data



## CTR by Platform Position - TOP 5 by Relative Spend (Ecommerce)



Within Ecommerce, the highest CTR is seen on FB feed, followed by IG feed and FB instream video. FB feed gets CTR of 2.4% compared to IG feed, which gets 0.72%.

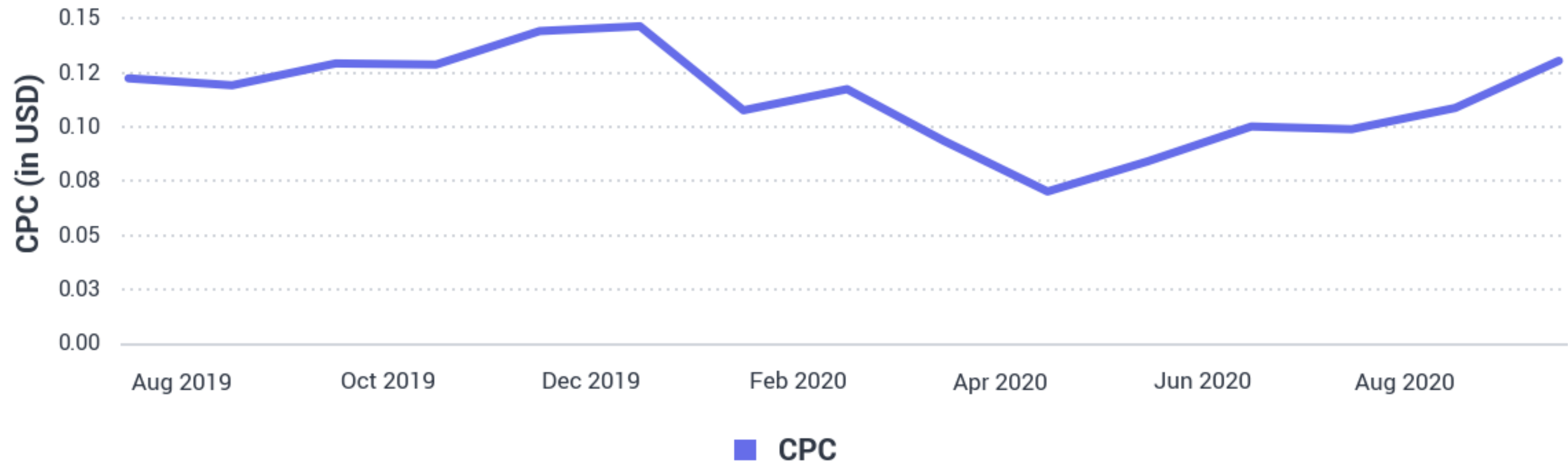
Date Range: July 01, 2020 - September 30, 2020

Sample: Ecommerce Ad Accounts Benchmark

Source: Socialbakers Data



# Cost per Click Evolution (All)



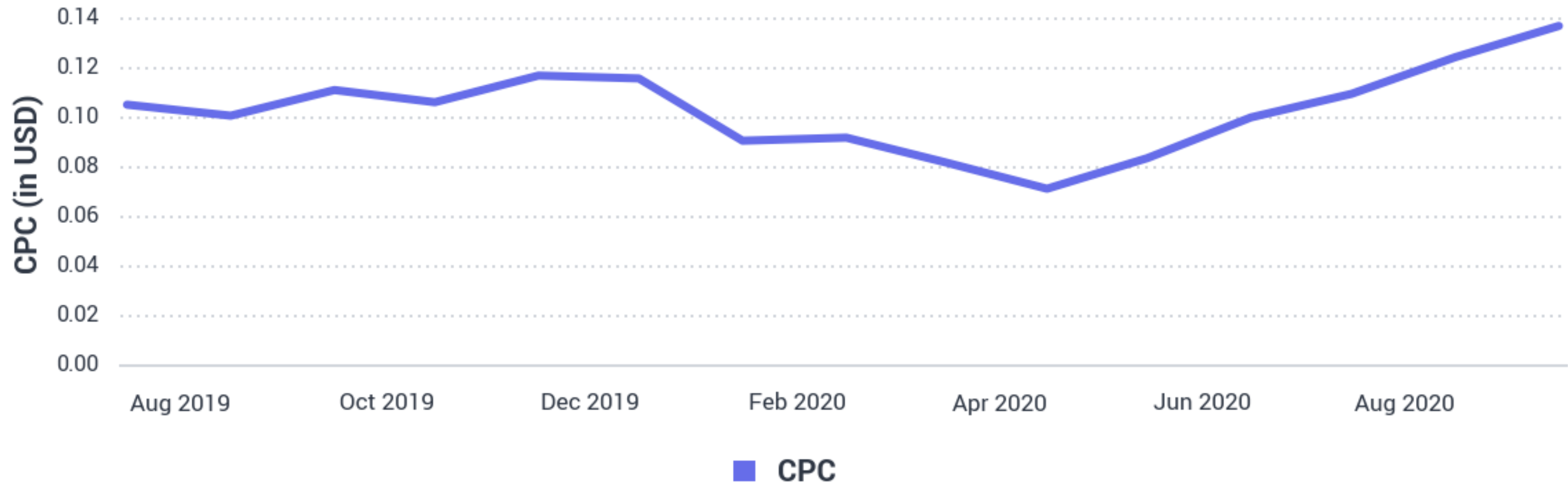
Date Range: July 01, 2019 - September 30, 2020

Sample: All Ad Accounts Benchmark

Source: Socialbakers Data



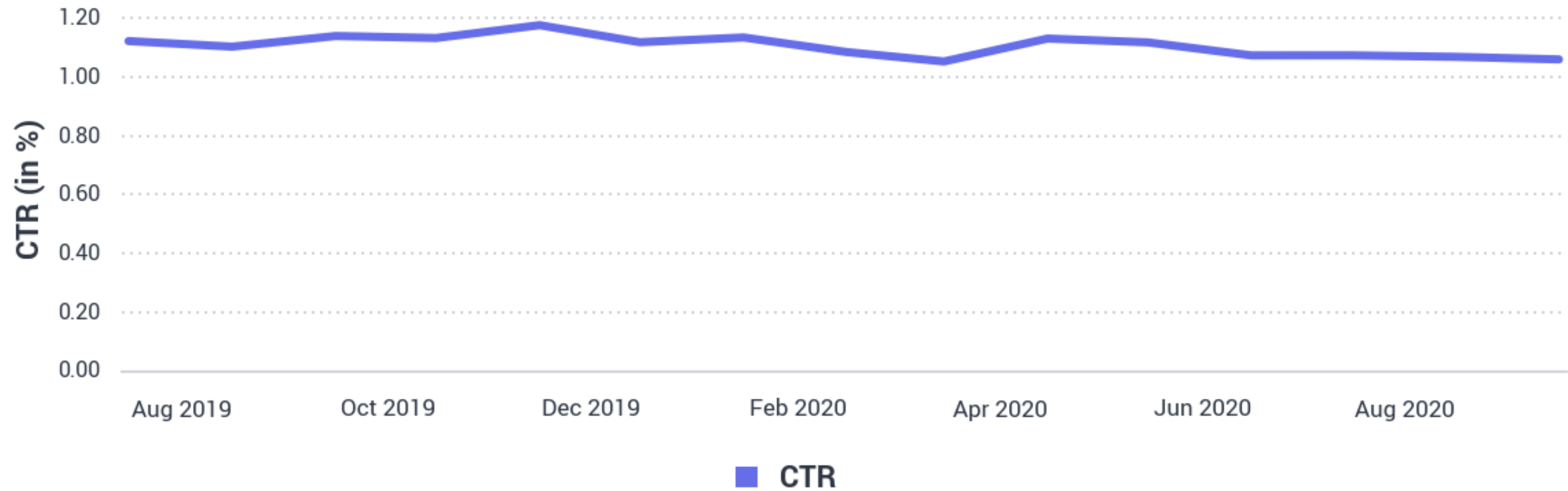
# Cost per Click Evolution (Ecommerce)



Date Range: July 01, 2019 - September 30, 2020  
Sample: Ecommerce Ad Accounts Benchmark  
Source: Socialbakers Data



# Click Through Rate Evolution (All)



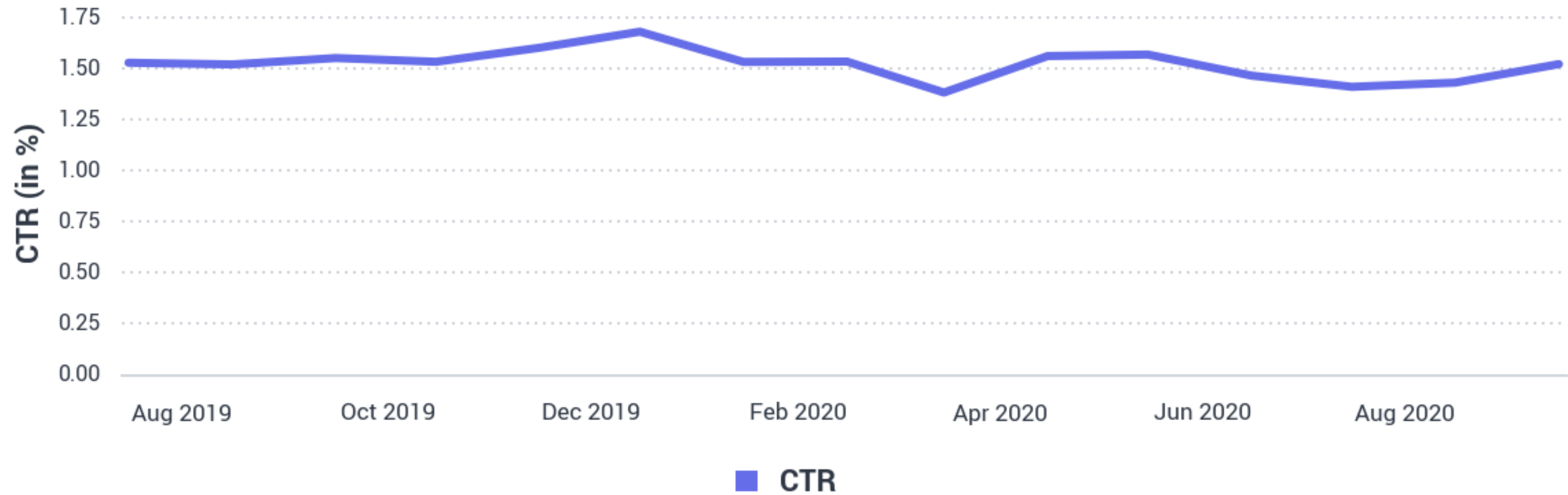
Date Range: July 01, 2019 - September 30, 2020

Sample: All Ad Accounts Benchmark

Source: Socialbakers Data



# Click Through Rate Evolution (Ecommerce)



Date Range: July 01, 2019 - September 30, 2020

Sample: Ecommerce Ad Accounts Benchmark

Source: Socialbakers Data



## Total Spend on Posts by Grade on Facebook



**Date Range:** July 01, 2020 - September 30, 2020  
**Sample:** 557 Facebook Ecommerce Pages Worldwide  
**Source:** Socialbakers Data

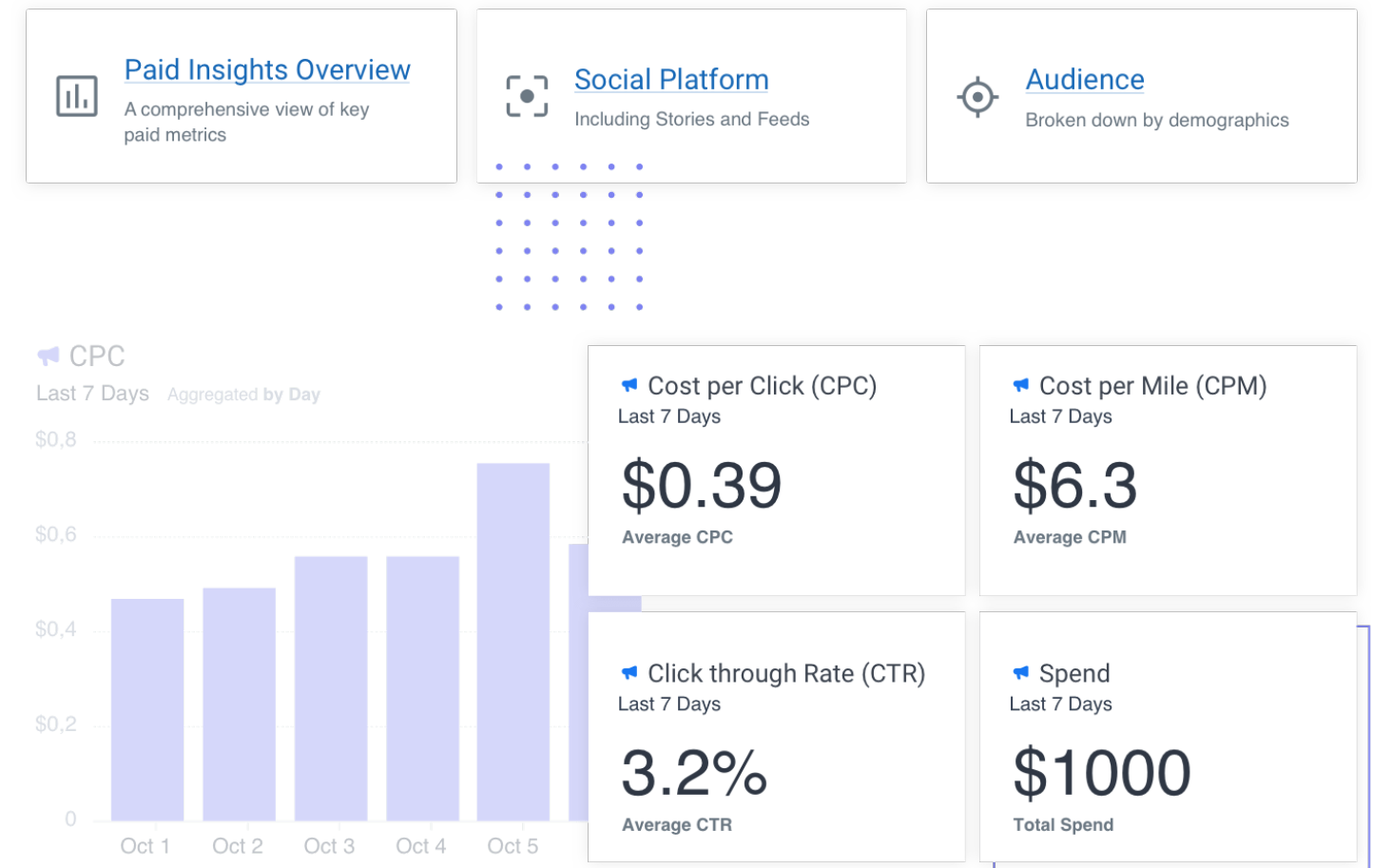


# Get the Most out of Paid Campaigns With Socialbakers' Data-Driven Metrics

Get everything you need to create content that really drives audience engagement:

- Use insights to make smarter decisions about your budget
- Instantly visualize KPIs alongside critical ad benchmarks
- Have AI help improve costs and boost click through

[Schedule a Personalised Demo](#)

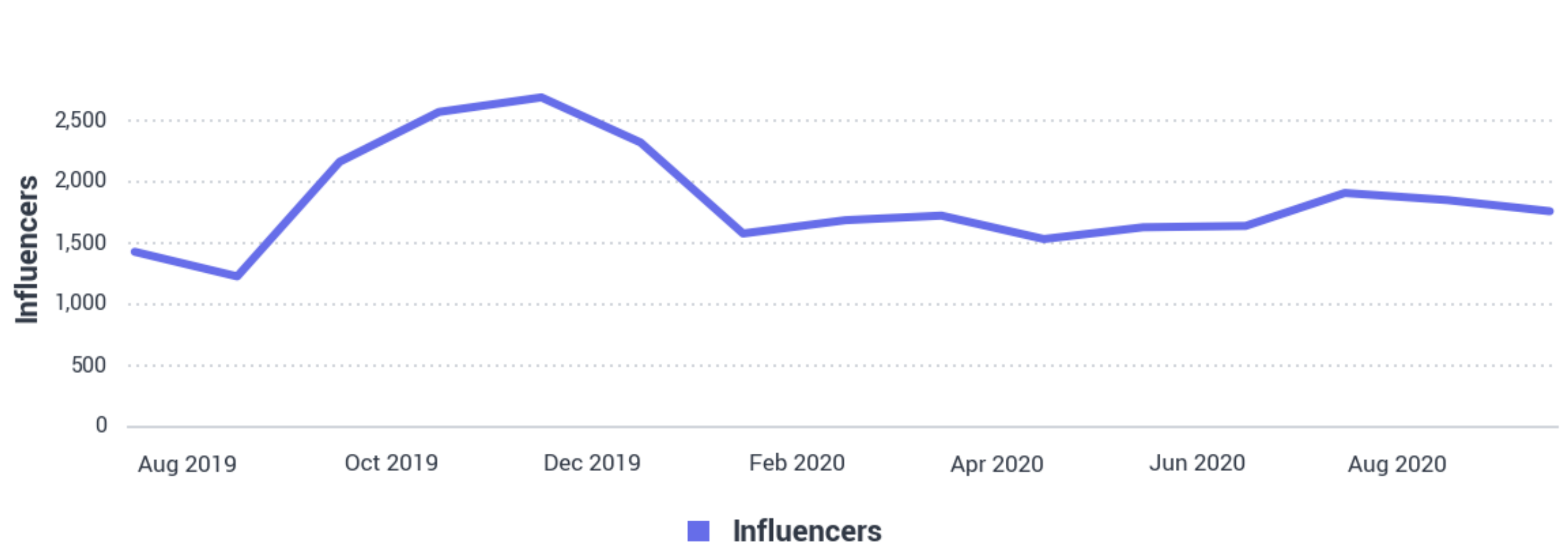




# Influencers on Instagram



# Evolution of #Ad Usage by Influencers










Date Range: July 01, 2019 - September 30, 2020

Sample: Instagram profiles associated with Ecommerce Worldwide

Source: Socialbakers Data



# Top Influencers Mentioning Ecommerce Profiles

Rank		Profile	Followers	Interactions	Scores
1		<b>Kanaan Pitan</b> /kanaan_	54,724	482,979	100
2		<b>LAUREN KETTERING</b> /laurenkettering	843,898	8,077,791	100
3		<b>Samira Ahmed</b> /iamsamiira	106,231	604,605	100
4		<b>sadie</b> /sadiealdis	197,810	1,942,222	100
5		<b>Bramty Juliette</b> /bramty	910,026	4,187,405	100
6		<b>ONLY PAGE *blue che...</b> /belike.ariana	33,382	234,192	100

Worldwide, the top influencers mentioning Ecommerce on Instagram include Kanaan Pitan, LAUREN KETTERING ☆, and Samira Ahmed.








Date Range: July 01, 2020 - September 30, 2020

Sample: Instagram profiles associated with Ecommerce Worldwide

Source: Socialbakers Data



# Top Regional Influencers Mentioning Ecommerce Profiles

Rank		Profile	Followers	Interactions	Scores
1		<b>Kanaan Pitan</b> /kanaan._	54,724	482,979	100
2		<b>Samira Ahmed</b> /iamsamiira	106,231	604,605	100
3		<b>sadie</b> /sadiealdis	197,810	1,942,222	100
4		<b>Billykiss   YourFavo...</b> /billykiss	20,246	119,897	100
5		<b>Maile Akln</b> /maileakln	390,482	1,629,617	100
6		<b>Nella Rose</b> /nellarosee	285,726	2,259,044	100

Worldwide, the top presumed regional influencers mentioning Ecommerce on Instagram include Kanaan Pitan, Samira Ahmed, and ☆ sadie ☆.








Date Range: July 01, 2020 - September 30, 2020

Sample: Instagram profiles associated with Ecommerce Worldwide

Source: Socialbakers Data



## Top Ecommerce Profiles Cooperating with Influencers

Rank		Profile	# Mentions	# Influencers
1		<b>FASHION • BEAUTY • L...</b> /prettylittlething	1,018	351
2		<b>Netflix US</b> /netflix	268	242
3		<b>NA-KD.com</b> /nakdfashion	352	239
4		<b>Spotify</b> /spotify	337	236
5		<b>boohoo</b> /boohoo	490	176
6		<b>Amazon Fashion India</b> /amazonfashionin	122	100

The top Ecommerce profile associated with Instagram influencers Worldwide is FASHION • BEAUTY • LIFESTYLE, which has 1,018 mentions from 351 influencers. Other profiles with successful influencer partnerships include Netflix US, NA-KD.com, and Spotify.








Date Range: July 01, 2020 - September 30, 2020

Sample: Instagram profiles associated with Ecommerce Worldwide

Source: Socialbakers Data



# Profiles With The Best Influencer Marketing Efficiency

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		<b>Vertbaudet Portugal</b> /vertbaudet.pt	99.85%	1.64%	<b>39,547.83x</b>
2		<b>Carousell Philippine...</b> /carousell.ph	99.79%	1.56%	<b>30,058.36x</b>
3		<b>Canada's #1 Meal Kit</b> /goodfoodca	99.80%	1.69%	<b>29,371.17x</b>
4		<b>Agua Doce Praia</b> /aguadocepraia	99.82%	2.78%	<b>19,103.63x</b>
5		<b>ClickBus</b> /clickbus	99.81%	3.85%	<b>13,465.81x</b>
6		<b>Hotels.com</b> /hotelsdotcom	99.96%	15.38%	<b>13,232.90x</b>

The Ecommerce profile Worldwide that has the best influencer marketing efficiency is Vertbaudet Portugal which has a cooperation efficiency of 39,547.83x and only 1.64% of the overall posts featured by influencers. Other profiles doing well in this area includes Carousell Philippines, Canada's #1 Meal Kit, and Agua Doce Praia. Cooperation Efficiency: the metric is the ratio of average interactions on an influencer's post mentioning the brand compared to a post published by the brand itself.

Date Range: July 01, 2020 - September 30, 2020

Sample: Instagram profiles associated with Ecommerce Worldwide

Source: Socialbakers Data

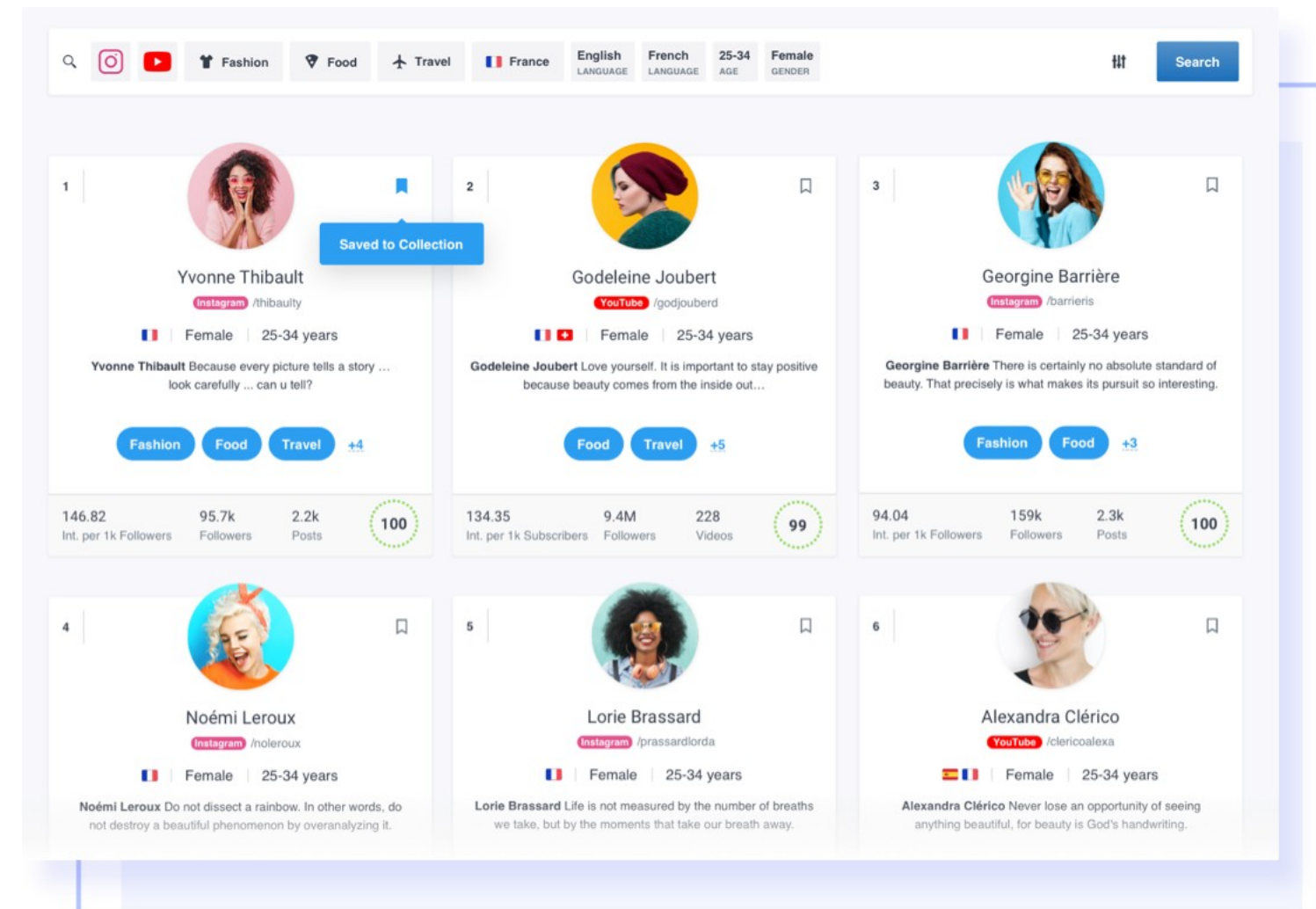


# Discover the Right Influencers for Your Audience Instantly

Finding the right influencers for your audience can be as easy as clicking a button. AI analyzes and finds the right influencers for you based on your audience preferences.

- Instantly find top-performing influencers in any industry or region
- Shortlist influencers that best match your requirements
- Easily monitor the business impact of all your influencer campaigns

[Schedule a Personalised Demo](#)





# Appendix



## Appendix - Facebook

Metric	Location	Q3 2020	Q-to-Q	Y-to-Y
Interactions on Profile Posts	Global	14,932.87	0.80%	-6.12%
Number of Followers	Global	216,352.00	0.50%	0.63%
Profile Posts	Global	35.08	4.89%	-12.53%
Video Views	Global	10,807.38	-10.03%	26.99%

**Date Range:** July 01, 2019 - September 30, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Facebook

Metric	Location	Q3 2020	Q-to-Q	Y-to-Y
% Comments	Global	13.97%	-6.77%	0.13%
% Live Video	Global	9.13%	-12.64%	-2.31%
% Other Than Like	Global	11.03%	-10.72%	3.69%
% Reactions	Global	76.93%	3.27%	0.78%
% Shares	Global	9.10%	-13.53%	-6.29%

**Date Range:** July 01, 2019 - September 30, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Facebook Ads

Metric	Location	Q3 2020	Q-to-Q	Y-to-Y
\$ CPC	All	0.10	22.38%	-15.99%
\$ CPC	Ecommerce	0.12	37.66%	10.68%
\$ Spend	All	2,031.03	16.08%	15.20%
\$ Spend	Ecommerce	5,575.66	54.34%	55.53%

**Date Range:** July 01, 2019 - September 30, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Instagram

Metric	Location	Q3 2020	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Global	7,640.00	14.73%	11.70%
Interactions on Profile Posts	Global	126,648.77	11.55%	30.07%
Number of Followers	Global	221,481.33	4.27%	5.09%
Profile Posts	Global	41.37	5.31%	-2.15%

**Date Range:** July 01, 2019 - September 30, 2020

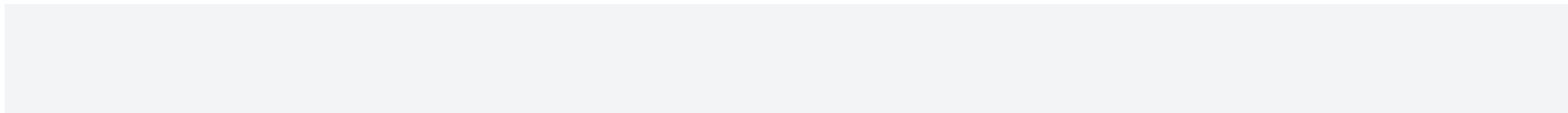
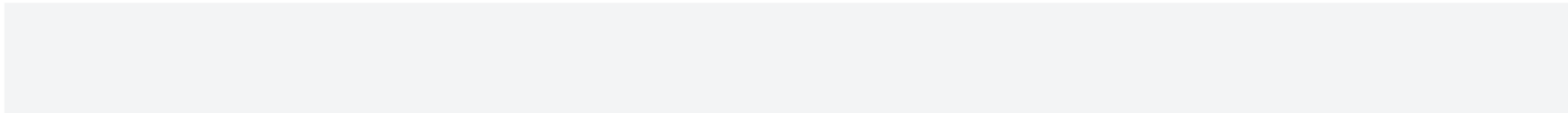
**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Appendix - Youtube

Metric	Location	Q3 2020	Q-to-Q	Y-to-Y
Number of Followers	Global	92,690.44	6.17%	5.87%



**Date Range:** July 01, 2019 - September 30, 2020

**Sample:** The sample varies across the metrics. Data for countries with limited number of Pages / Profiles may be replaced with regional data.

**Source:** Socialbakers Data



## Methodology & Glossary

Quarterly Industry Reports reflect the state of Socialbakers database at the beginning of the following quarter to the quarter of the reports. The data is pulled only once and is not updated between releases.

Minimum threshold for the report to be generated is 50 Profiles on Instagram & 50 Pages on Facebook for the given region and category combination. When the combination for a specific slide does not meet the threshold, if possible, data for broader area is provided instead.

In Q3 2020, the scope of our Instagram database was narrowed, thus resulting in possible discrepancies between the new and older reports in the reporting of long term trends. However, data shown in individual reports are consistent in time.

**Note:** additional thresholds may be applied for specific slides:

- **Total Interactions Distribution at a minimum of 300**
- **Internal Ads-Benchmarks at a minimum 200 active benchmarks from a region/industry**
- **#AD hashtags at a minimum of 10 #AD hashtags per month in the influencers section, etc**



**Reactions:**

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook.

**Interactions:**

Interactions on Facebook are calculated as a sum of all Reactions, Comments and Shares on posts published by a Page. Interactions on Instagram are calculated as a sum of Likes and Comments on posts published by a Profile.

**Median post interactions in time:**

The middle page when ranking Pages (Profiles) by average monthly post interaction (interactions gathered on posts published in a given month divided by the total number of posts published in the month).

**Relative median interactions in time:**

Same as Median Interactions in time, but the values are the ratios of the maximum value in the given time period (separately for each platform).

**SOCIAL MEDIA LANDSCAPE**

**Audience size:** Sum of all Followers (or Fans) of the profiles in the sample

**Activity volume:**

Sum of all posts published in given time period (stories are not included)

**User engagement:**

Sum of all interactions on posts published in a given time period. The bubble sizes are calculated for each metric separately in order to compare each pair of metrics between platforms

**ADS**

**Organic** means **not promoted** (not paid to be shown in the feed). We use Socialbakers' internal algorithm that detects with almost 100% accuracy whether a post has been promoted or not.

**Cost per Click (CPC) or Impressions by Device Platform:**

Median of given metric for all available Ad Accounts. As an Ad Account can be used on Facebook, Instagram in Messenger or Audience Network, data is for all platforms together.

**Cost per Click (CPC) and Cost per mille (CPM) by Platform Position:**

Median for all available Ad accounts. Platform positions are different for Facebook and Instagram. The chart shows only the top 5 positions by relative spend (see below).

**Relative Spend by Platform Position:**

Identifies on which positions the highest budget was allocated. The data is normalized (%) and shows the average distribution of an account's spend.

**Click-Through Rate (CTR) by Platform Position:** CTR median values of the top 5 positions by relative spend.

**CPC, CPM and Spend** metrics are in USD.

**Post grade:**

Post grade is a metric provided exclusively by Socialbakers for performance prediction and uses an A+ to D grading system to show how each post is predicted to perform based on the previous 72 hours organic performance.

**INFLUENCERS****Influencer:**

Instagram business profile of a person followed by more than 1000 profiles.

**Evolution of #AD Usage:**

The total number of distinct Influencers who have posted #AD (or available local equivalent) aggregated by month. To be included, the post must contain both the #AD hashtag and a mention of a profile from the given region and category.

**Influencer's score:**

The score represents influencer's relative performance in key metrics: the sum of interactions, Interactions per 1000 followers, number of followers and their posting activity.

**Top Influencers Mentioning {category} Profiles:**

Ranking of influencers who mentioned at least one profile from a given category and region in the given time range. Influencers are not filtered by country and therefore may occur in multiple rankings.

**Top Profiles Cooperating with Influencers:**

Profiles in given categories and regions that were mentioned by at least one influencer in the given time range.



**Influencer Marketing Efficiency:**

Is the ratio of Interactions acquired on influencer's (e.g. Hermione Granger) post mentioning the profile (e.g. Hogwarts Express) compared to post published by the Hogwarts Express itself.

The higher the score is, the more efficient the cooperation. To be included in the ranking, the influencers posts must include both #AD (or local equivalent) and a profile mention (@Hogwarts\_Express) to be displayed in the report (transportation brands in the UK).

**APPENDIX**

% **Comments:** the percentage of total interactions on comments

% **Reactions:** the percentage of total interactions on reactions

% **Shares:** the percentage of total interactions on shares

% **Live Video:** the percentage of all posts on live video posts

% **Other Than Like:** shows the percentage of reactions excluding like reactions (love, haha, wow, sorry, anger)

% **Paid Media:** percentage of all posts on promoted posts

**Activity:** Average posts published by a profile on the platform in a given time period.

**Community Size:** Average Fans/Followers/Subscribers count on the platform

**Interactions:** Average Interactions per page received on posts published in the given time period

**#AD Usage:** The total number of influencers who used #AD (or available local equivalent) in Instagram posts

Extended glossary available on Socialbakers website:

<https://support.socialbakers.com/hc/en-us/articles/115007663707-Glossary-of-Metrics-Analytics-Facebook->

