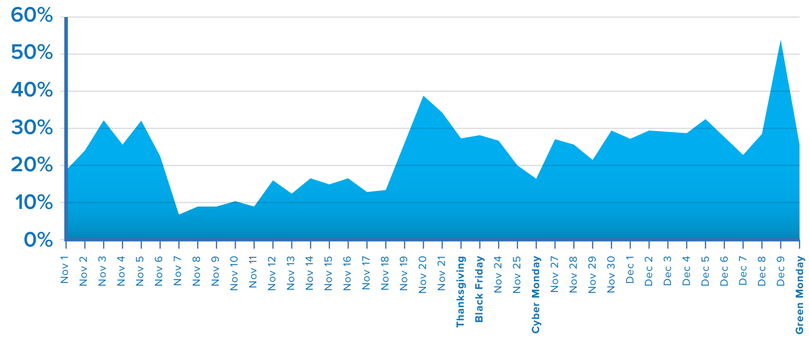
KENSHOO social

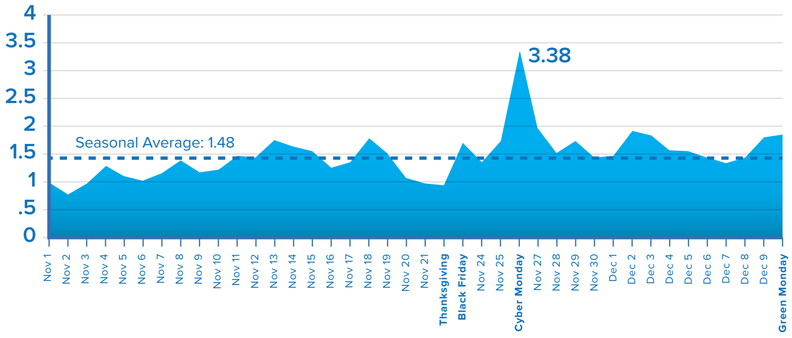
Facebook® Ads Boost Holiday Revenue and Interaction for Top U.S. Retailers

Facebook Ad Interaction Rates in U.S. Rise by **46%** after Thanksgiving



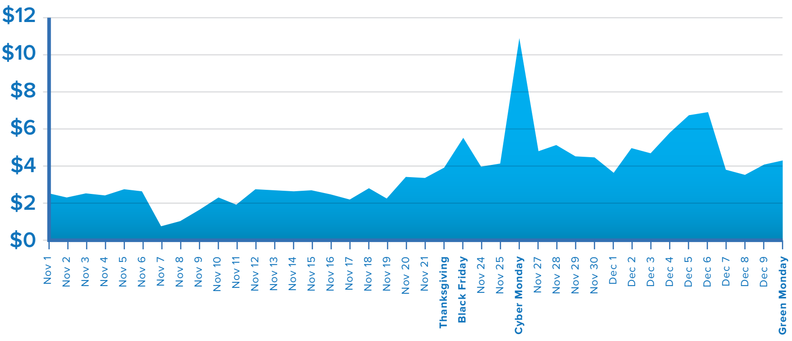
Note: Interaction Rate is defined as any interaction with a brand following a click on a Facebook ad such as page like, app download, or sales transaction.

Direct Sales Revenue Driven through Facebook Ads in U.S. Spiked on Cyber Monday by **129%** Over Daily Seasonal Average



Note: Direct sales revenue is defined as retail revenue from online sales transactions following a Facebook ad click. Volume metrics have been normalized to a factor of 1 based on the initial volume of revenue for the first day of data. Data points from subsequent days are based on a multiplier from the first day. For example, 3.38 means that volume is 238% greater than volume on initial day measured (November 1, 2012)

Return on Ad Spend from Facebook Ads for U.S. Retailers Reaches **$10.95** on Cyber Monday



Note: Return on ad spend calculated using aggregate retail revenue from direct online sales following a Facebook ad click divided by total cost to retail marketers of all such Facebook ads.

Methodology: The data analyzed by Kenshoo Social reflects a representative sample of Kenshoo retail clients -- advertisers and agencies managing paid social media programs for the retail vertical -- in the United States with active campaigns tracking impressions, clicks, conversions and revenue. The data set covers more than 3 billion Facebook ad impressions and clicks which resulted in over 400,000 post-click interactions. An interaction is defined as any interaction with a brand following a click on a Facebook ad such as page like, app download, or sales transaction.

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