



Ecommerce Worldwide

Q4 2022



The Emplifi 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.

Emplifi is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media dataset in the industry, Emplifi's 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, Emplifi develops the leading social media management platform.



Introduction

Number of Posts

The number of posts from Ecommerce industry Worldwide increased on Instagram.

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

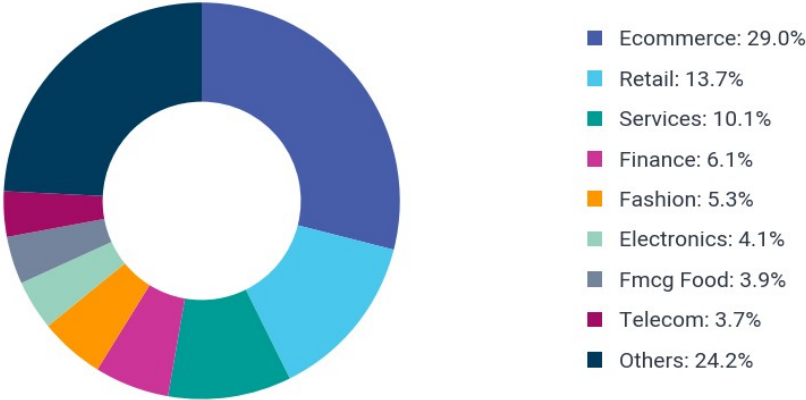


Platforms Overview

Total Interactions Distribution of brands Pages on Facebook



Ecommerce
Worldwide



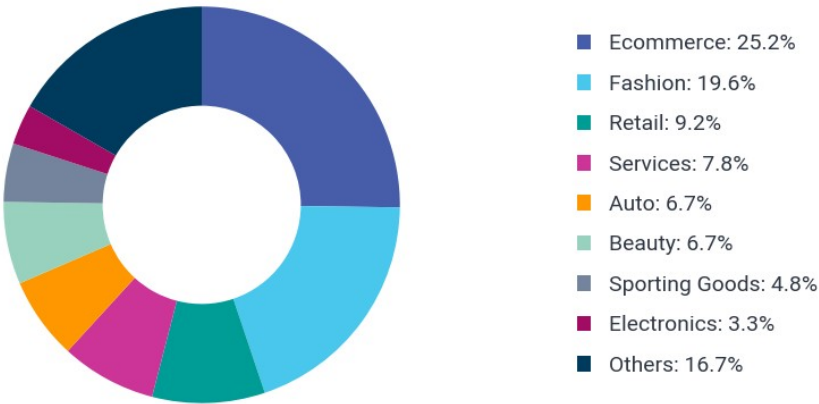
Ecommerce category has the 1st highest number of interactions of Brands pages on Facebook Worldwide.

Date range: October 01, 2022 - December 31, 2022
Sample: Facebook brands Pages in Worldwide
Source: Emplifi data

Total Interactions Distribution of brands Profiles on Instagram



Ecommerce
Worldwide



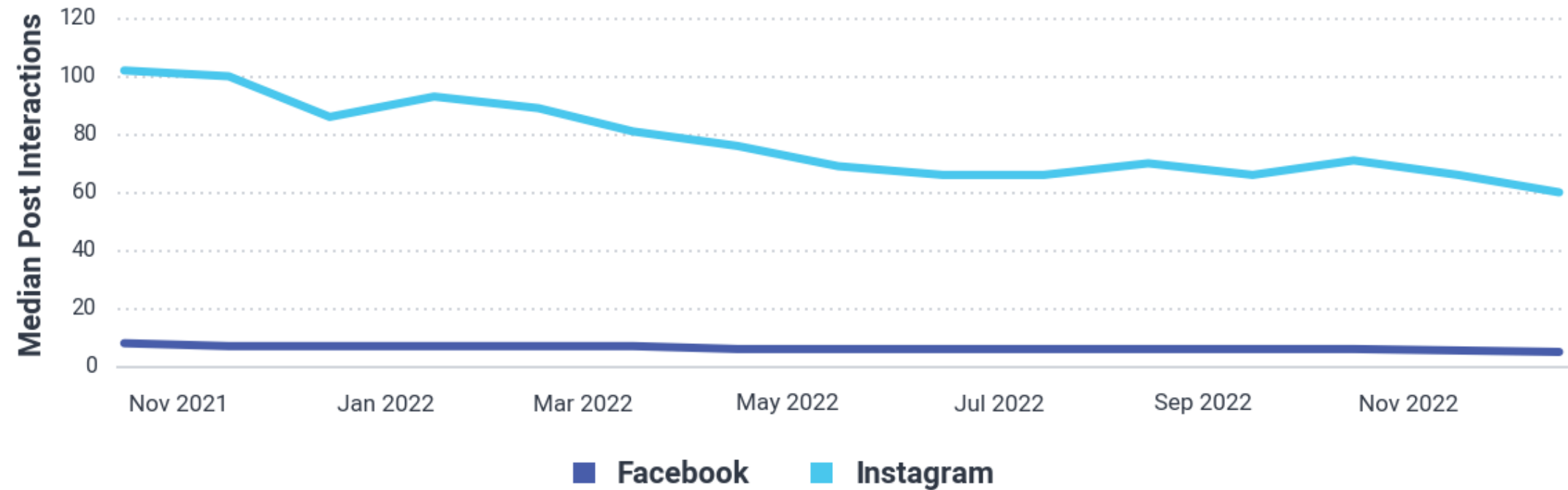
Ecommerce category has the 1st highest number of interactions of Brands profiles on Instagram Worldwide.

Date range: October 01, 2022 - December 31, 2022
Sample: Instagram brands Profiles in Worldwide
Source: Emplifi data

Median Post Interactions



Ecommerce
Worldwide

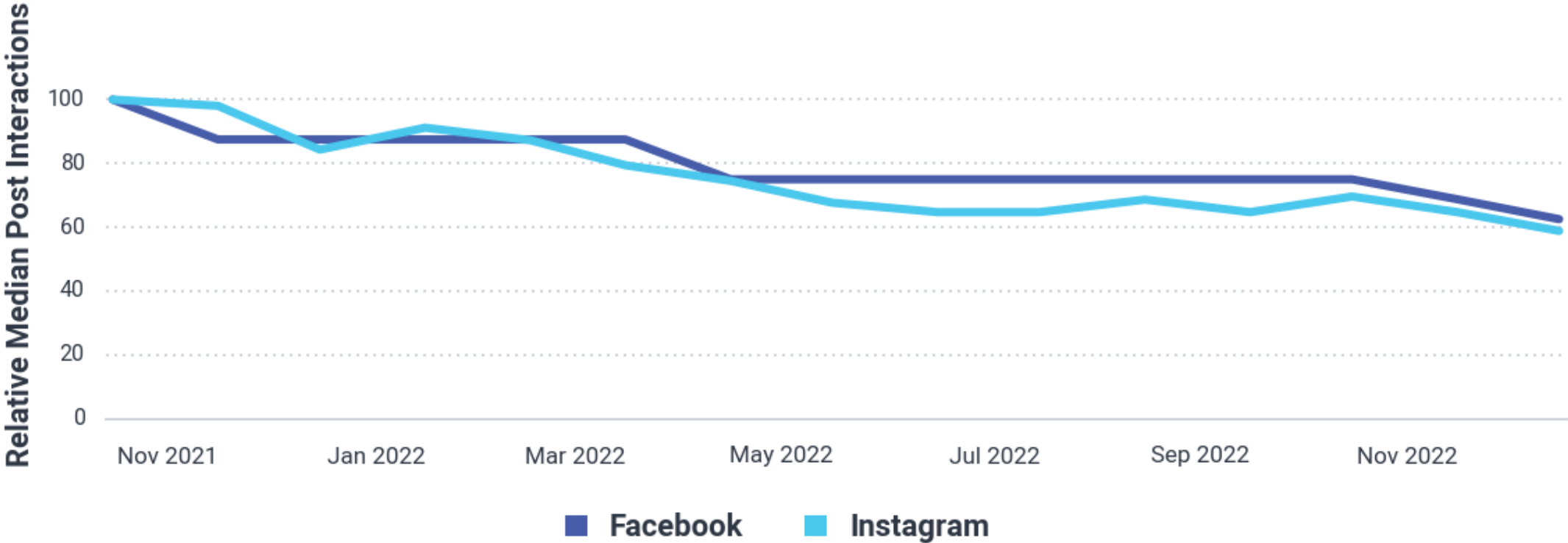


Date range: October 01, 2021 - December 31, 2022
Sample: 15,010 Facebook and 5,636 Instagram Ecommerce Profiles in Worldwide
Source: Emplifi data

Relative Median Post Interactions



Ecommerce
Worldwide

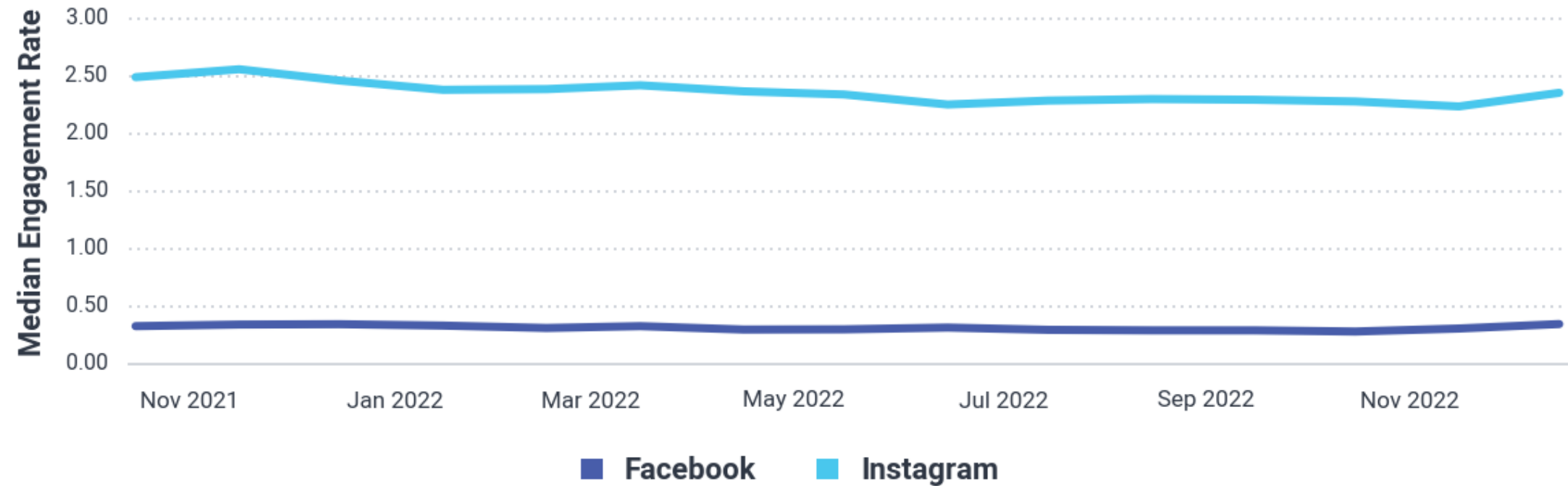


Date range: October 01, 2021 - December 31, 2022
Sample: 15,010 Facebook and 5,636 Instagram Ecommerce Profiles in Worldwide
Source: Emplifi data

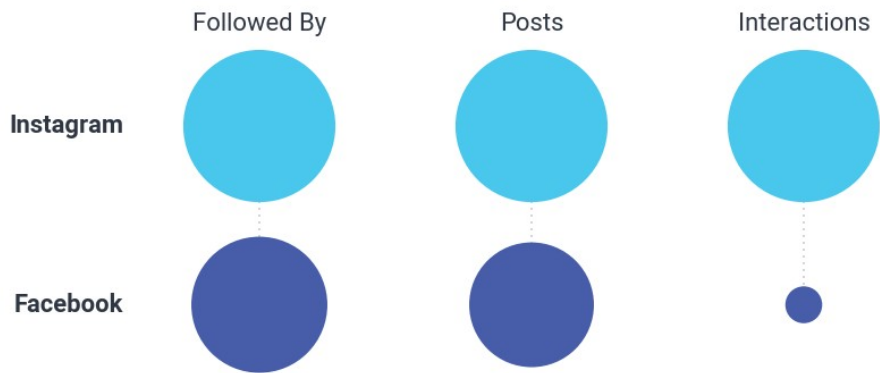
Median Post Engagement Rate



Ecommerce
Worldwide



Date range: October 01, 2021 - December 31, 2022
Sample: 15,010 Facebook and 5,636 Instagram Ecommerce Profiles in Worldwide
Source: Emplifi data

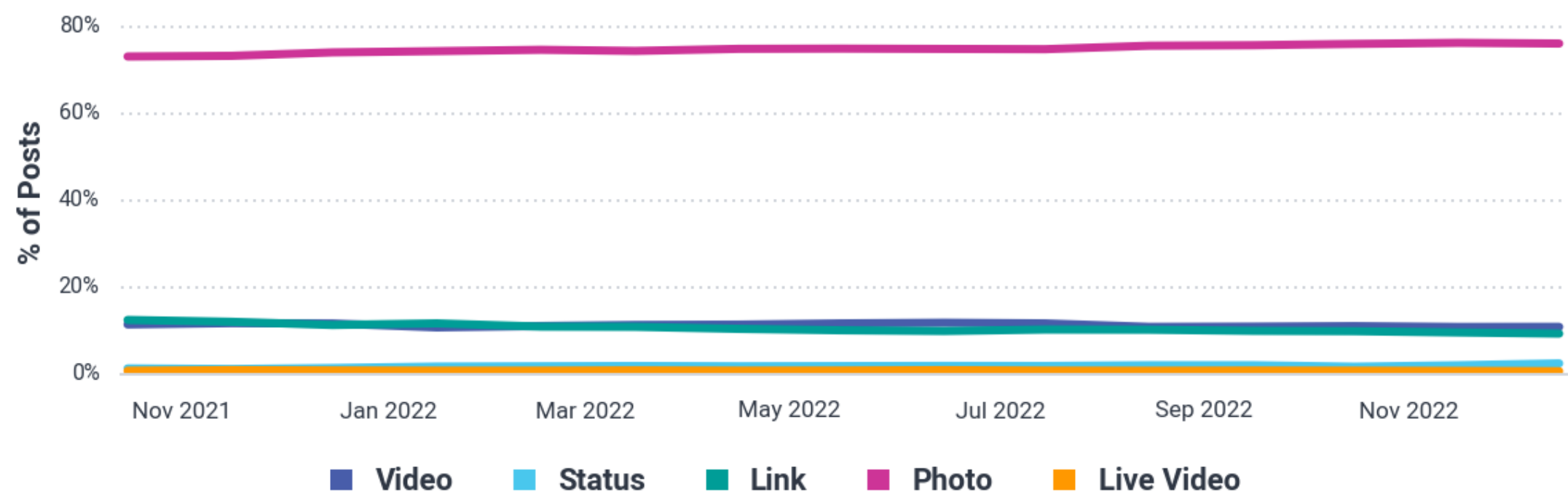


When it comes to audience size Worldwide, the median number of followers for Instagram accounts in Ecommerce is higher than the number of fans for Facebook accounts. Activity Volume on Instagram is higher than on Facebook and User Engagement on Instagram higher than on Facebook. This suggests that Instagram is a more important channel for marketers to focus their efforts on.

Distribution of Post Types on Facebook



Ecommerce
Worldwide

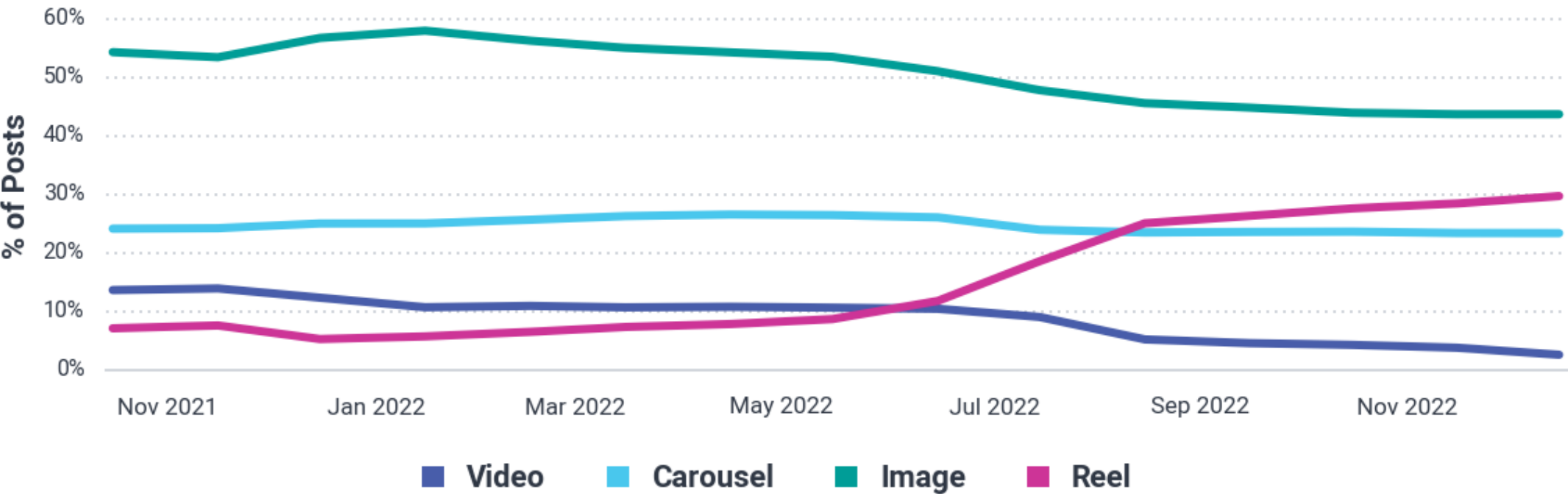


Date range: October 01, 2021 - December 31, 2022
Sample: 15,010 Facebook ecommerce Pages in Worldwide
Source: Emplifi data

Distribution of Post Types on Instagram



Ecommerce
Worldwide

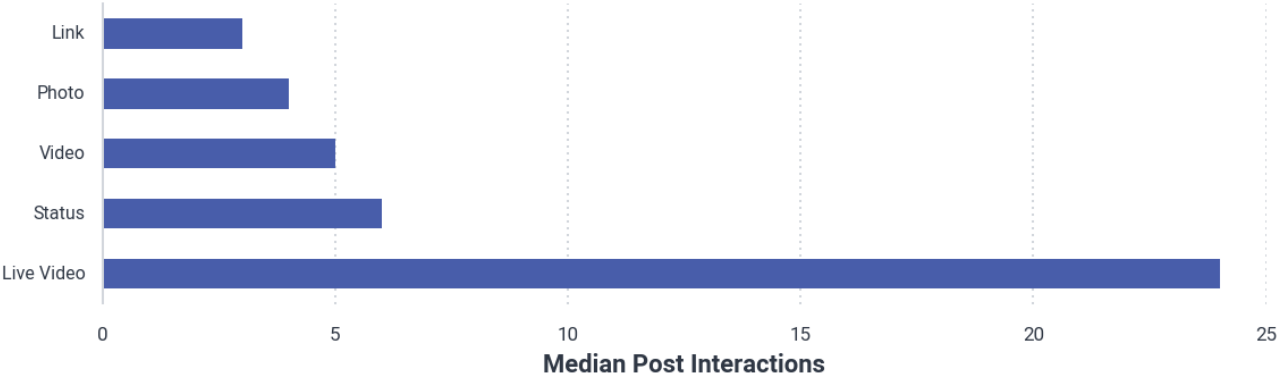


Date range: October 01, 2021 - December 31, 2022
Sample: 5,636 Instagram ecommerce Profiles in Worldwide
Source: Emplifi data

Organic Performance of Post Types on Facebook



Ecommerce
Worldwide



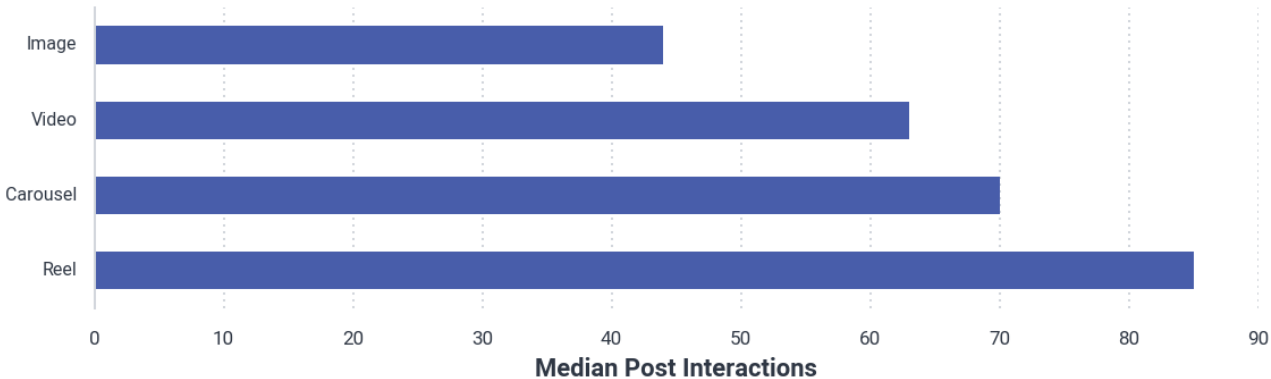
In terms of organic performance on Facebook Worldwide, Live Video performs the best with 24 median post interactions, which is 18 more than the 2nd highest post type, Status.

Date range: October 01, 2022 - December 31, 2022
Sample: 12,271 Facebook ecommerce Pages in Worldwide
Source: Emplifi data

Organic Performance of Post Types on Instagram



Ecommerce
Worldwide










In terms of organic performance on Instagram Worldwide, Reel and Carousel perform well, with 85 median post interactions for Reel and with 70 median post interactions for Carousel.

Date range: October 01, 2022 - December 31, 2022
Sample: 4,943 Instagram ecommerce Profiles in Worldwide
Source: Emplifi data

Top Performing Pages on Facebook



Ecommerce
Worldwide

Rank		Name	Fans	Posts	Interactions
1		Shopee /ShopeeVN	nan	796	164,096,460
2		Lazada /LazadaVietnam	nan	761	60,753,613
3		Netflix /netflixus	nan	429	21,538,394
4		Mahar Mobile /maharmobilemovieapp	3,271,093	1,799	20,365,682
5		UFC Fight Pass /UFCFightPass	1,357,572	644	17,921,740
6		Netflix /netflixph	nan	374	16,300,535








For Ecommerce Worldwide, the top performing page on Facebook is Shopee, with 164,096,460 interactions on 796 posts. Other pages performing well include Lazada and Netflix.

Date range: October 01, 2022 - December 31, 2022
Sample: Facebook ecommerce Pages in Worldwide
Source: Emplifi data

Top Performing Profiles on Instagram



Ecommerce
Worldwide

Rank		Name	Followers	Posts	Interactions
1		Netflix US /netflix	32,063,493	472	100,003,214
2		Netflix Brasil /netflixbrasil	34,340,480	320	86,276,179
3		Netflix India /netflix_in	7,700,875	807	49,707,231
4		Netflix Latinoaméri... /netflixlat	24,368,158	360	46,050,321
5		Netflix France /netflixfr	9,028,919	365	39,331,492
6		Crunchyroll /crunchyroll	4,664,645	563	26,175,810

For Ecommerce Worldwide, the top performing profile on Instagram is Netflix US, which has 32,063,493 followers and generated 100,003,214 interactions on 472 posts. Other profiles performing well include Netflix Brasil and Netflix India.

Date range: October 01, 2022 - December 31, 2022
Sample: Instagram ecommerce Profiles in Worldwide
Source: Emplifi data

Top Posts on Facebook



Ecommerce
Worldwide

5.1
TET SALE

Shopee
/ShopeeVN

1

<MINIGAME> MỞ QUÀ TƯƠNG TÁC - NHẬN VOUCHER BẤT NGỜ
Sân sale ngay hôm nay
<https://shopee.vn/mng-15-12-sale-giua-thang>
Thích và Theo dõi Fanpage Shopee ...

Interactions4,350,904

5.1
TET SALE

Shopee
/ShopeeVN

2

<MINIGAME> SINH NHẬT CHƠI LỚN - TẶNG VOUCHER CHẤN ĐỘNG
Sân sale ngay hôm nay
<https://shopee.vn/mng-12-12-sieu-sale-2022>
Thích và Theo dõi Fanpage Shop...

Interactions3,756,700

5.1
TET SALE

Shopee
/ShopeeVN

3

<MINIGAME> U MÊ TƯƠNG TÁC - SAY ĐÁM VOUCHER
Sân sale ngay hôm nay
<https://shopee.vn/mng-15-12-sale-giua-thang>
Thích và Theo dõi Fanpage Shopee (VN) B...

Interactions3,346,227

What are the posts in ecommerce that created the most engagement on Facebook Worldwide in the last quarter? Shopee managed to completely skyrocket Facebook performance in the region as a whole, creating 11,453,831 interactions with their top three posts.

Date range: October 01, 2022 - December 31, 2022
Sample: 12,324 Facebook ecommerce Pages in Worldwide
Source: Emplifi data

Top Posts on Instagram



Ecommerce
Worldwide

<div><div>1</div><div></div></div> <div><div>Netflix US</div><div>/netflix</div></div> <div><div>season 5. episode 1. the crawl. HAPPY STRANGER THINGS DAY</div><div>Interactions5,018,885</div></div>	<div><div>2</div><div></div></div> <div><div>Netflix US</div><div>/netflix</div></div> <div><div>the two types of girls i'm into, nothing in between</div><div>Interactions2,514,068</div></div>	<div><div>3</div><div></div></div> <div><div>ABOUT YOU</div><div>/aboutyou</div></div> <div><div>OUT NOW! The second drop of my #florencebymills collection, just in time for the holiday season As a special gift for you: My exclusive European coll... .</div><div>Interactions2,511,629</div></div>
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What are the posts in ecommerce that created the most engagement on Instagram Worldwide in the last quarter? ABOUT YOU and Netflix US managed to skyrocket their Instagram performance, with the top post generating 5,018,885 interactions.

Date range: October 01, 2022 - December 31, 2022
Sample: 4,943 Instagram ecommerce Profiles in Worldwide
Source: Emplifi data

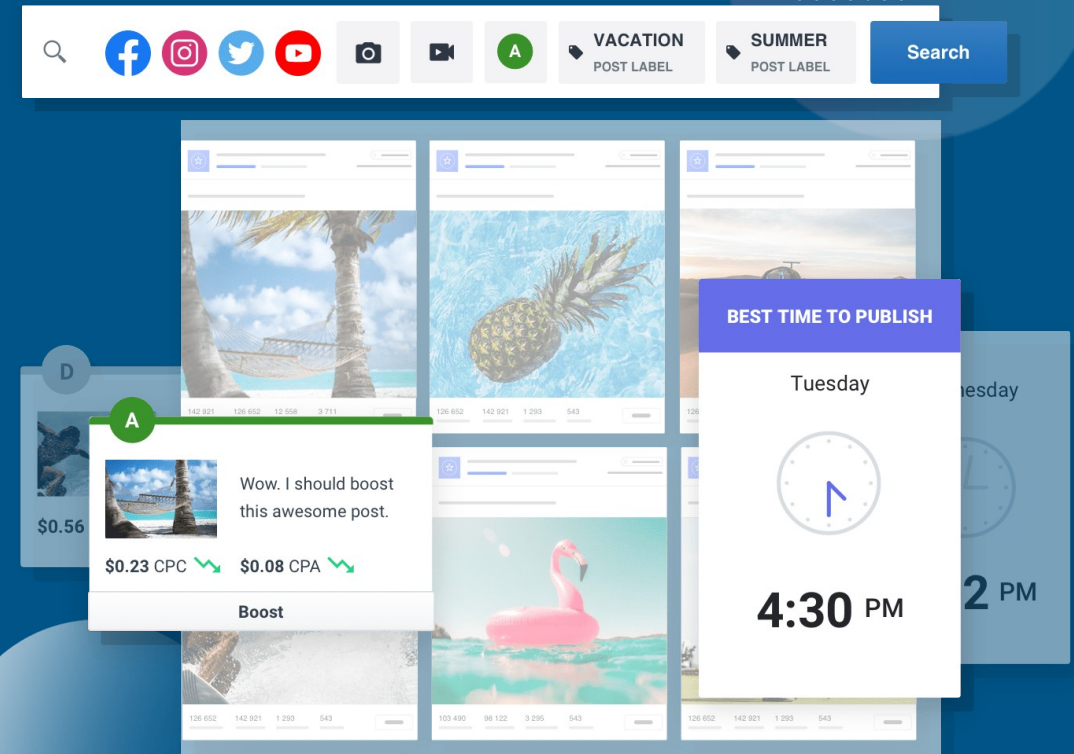
Boost your engagement on Facebook & Instagram with Emplifi



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](#)



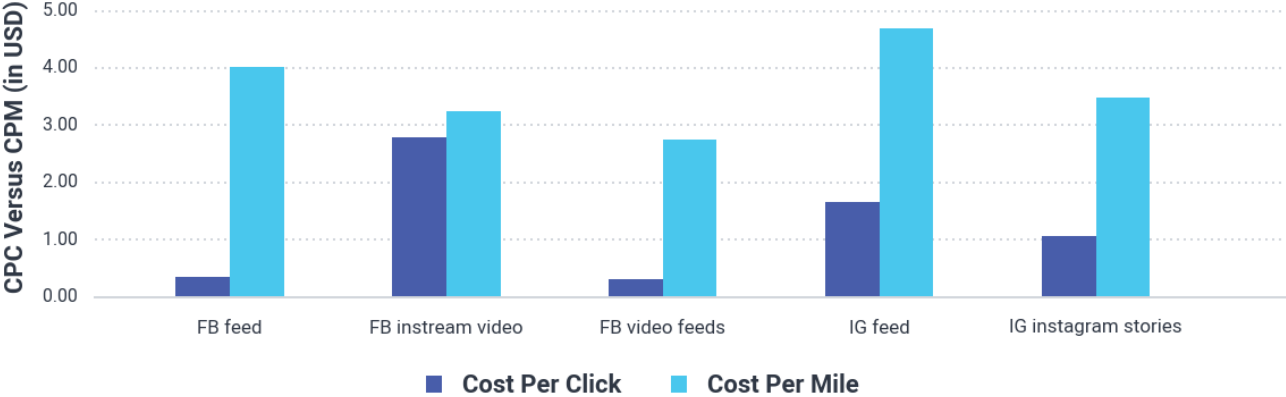


Facebook & Instagram Ads

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Ecommerce
Worldwide



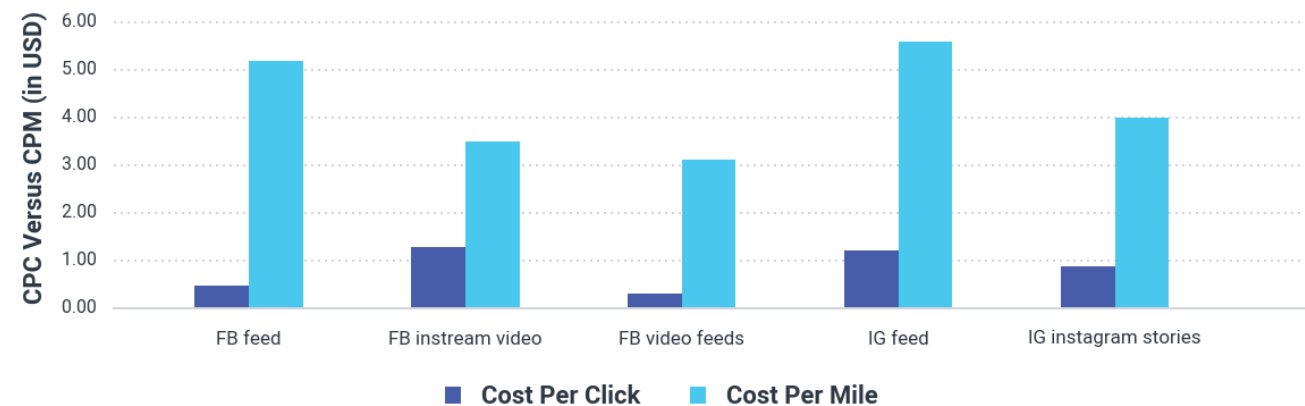
When it comes to cost per click (CPC) and cost per thousand (CPM) for Worldwide, the lowest CPC are on FB video feeds, FB feed, and IG instagram stories while the lowest CPM are on FB video feeds, FB instream video, and IG instagram stories.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

CPC and CPM by Plat. Position - TOP 5 by Relative Spend



Ecommerce
Worldwide



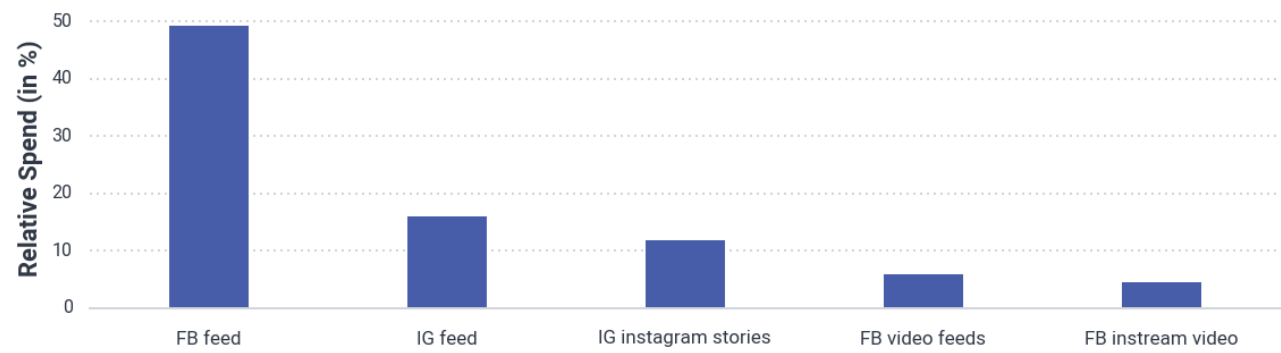
When it comes to cost per click (CPC) and cost per thousand (CPM) for ecommerce, the lowest CPC are on FB video feeds, FB feed, and IG instagram stories while the lowest CPM are on FB video feeds, FB instream video, and IG instagram stories.

Date range: October 01, 2022 - December 31, 2022
Sample: ecommerce Ad Accounts Benchmark
Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Ecommerce
Worldwide



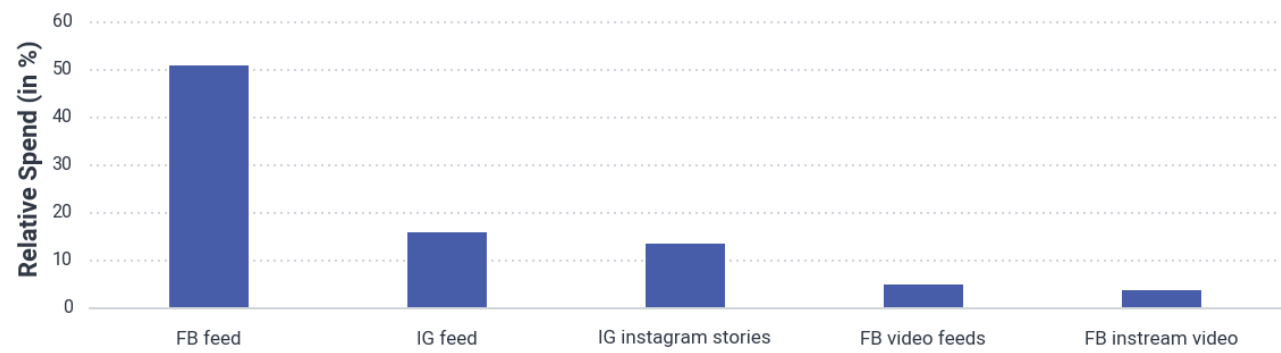
Looking closer at Worldwide, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 33.43 p.p. higher than spending on IG feed.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

Relative Spend by Platform Position - TOP 5



Ecommerce
Worldwide



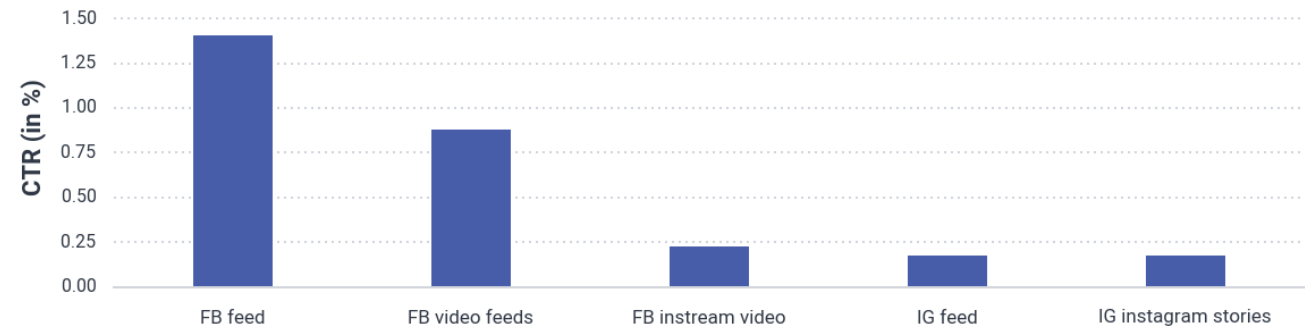
Looking closer at ecommerce, most of the relative spend goes to FB feed, followed by IG feed, and IG instagram stories. Spending on FB feed is 34.91 p.p. higher than spending on IG feed.

Date range: October 01, 2022 - December 31, 2022
Sample: ecommerce Ad Accounts Benchmark
Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Ecommerce
Worldwide



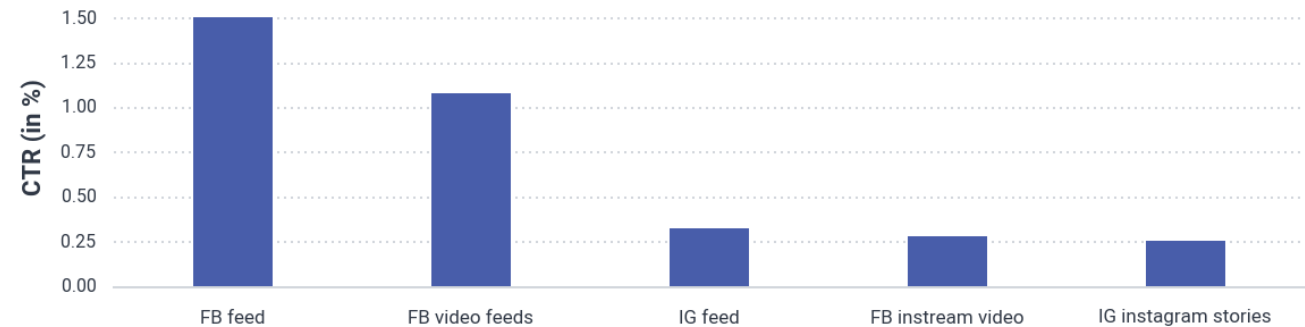
With Worldwide, the highest CTR is seen on FB feed, followed by FB video feeds, and FB instream video. FB feed gets CTR of 1.4% compared to FB video feeds, which gets 0.88%.

Date range: October 01, 2022 - December 31, 2022
Sample: Worldwide Ad Accounts Benchmark
Source: Emplifi data

CTR by Platform Position - TOP 5 by Relative Spend



Ecommerce
Worldwide



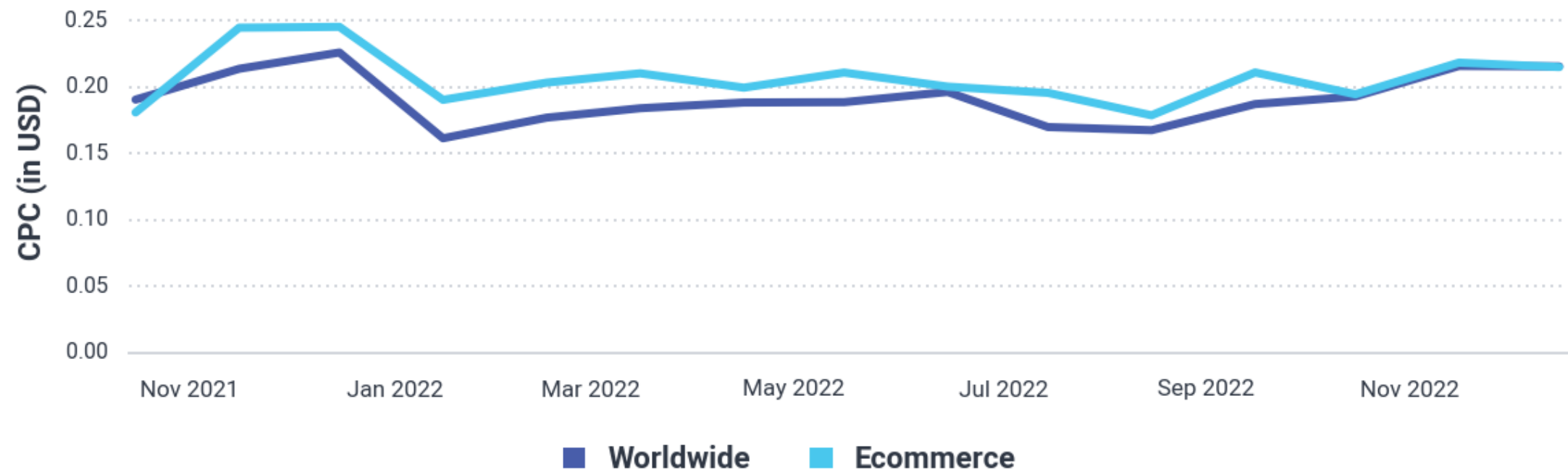
Within ecommerce, the highest CTR is seen on FB feed, followed by FB video feeds, and IG feed. FB feed gets CTR of 1.51% compared to FB video feeds, which gets 1.08%.

Date range: October 01, 2022 - December 31, 2022
Sample: ecommerce Ad Accounts Benchmark
Source: Emplifi data

Cost per Click



Ecommerce
Worldwide

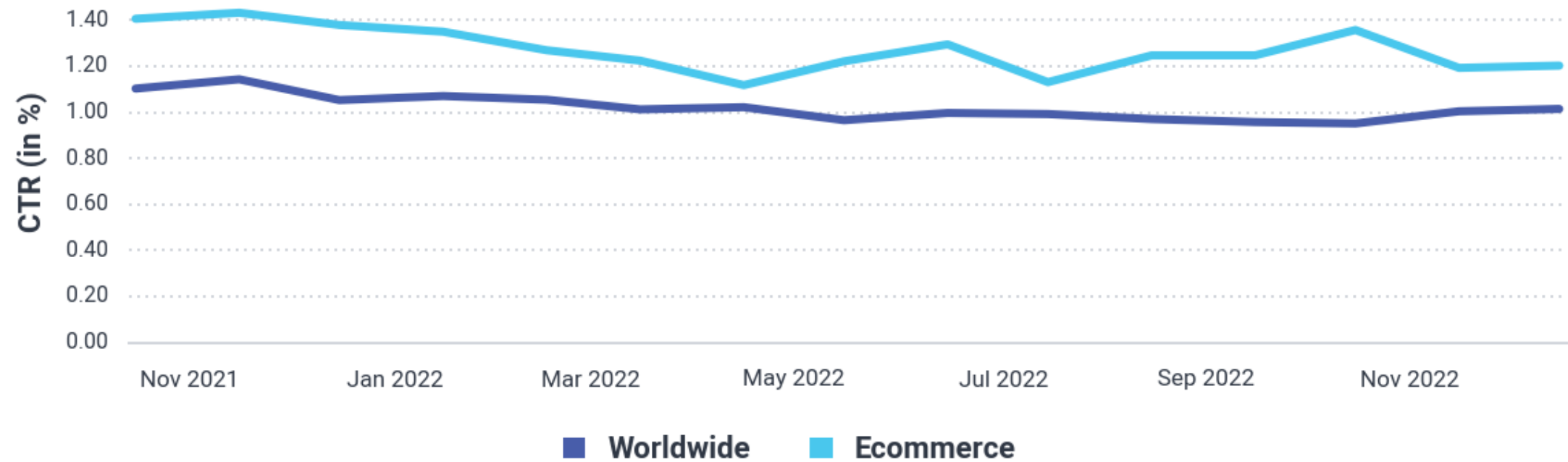


Date range: October 01, 2021 - December 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Click Through Rate



Ecommerce
Worldwide

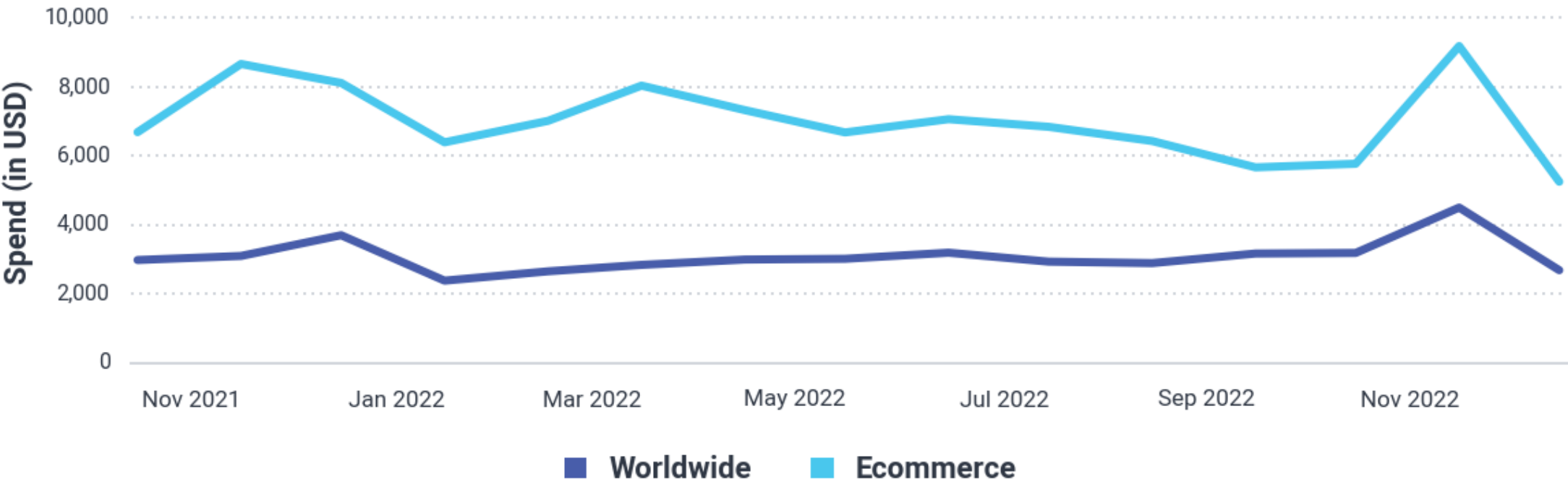


Date range: October 01, 2021 - December 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Spend (USD)



Ecommerce
Worldwide



Date range: October 01, 2021 - December 31, 2022
Sample: Ad Accounts Benchmark
Source: Emplifi data

Total Spend on Posts by Grade on Facebook

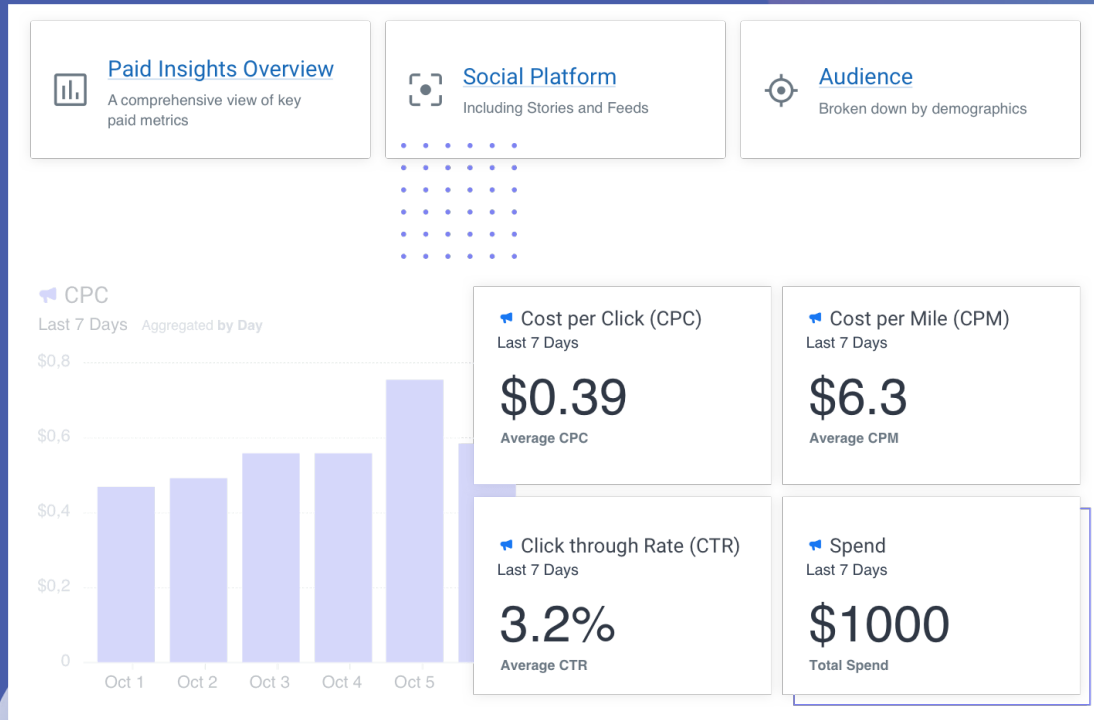


Ecommerce
Worldwide



Date range: October 01, 2022 - December 31, 2022
Sample: 134 Facebook Ecommerce in Worldwide
Source: Emplifi data

Get the most out of paid campaigns with Emplifi's 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](#)

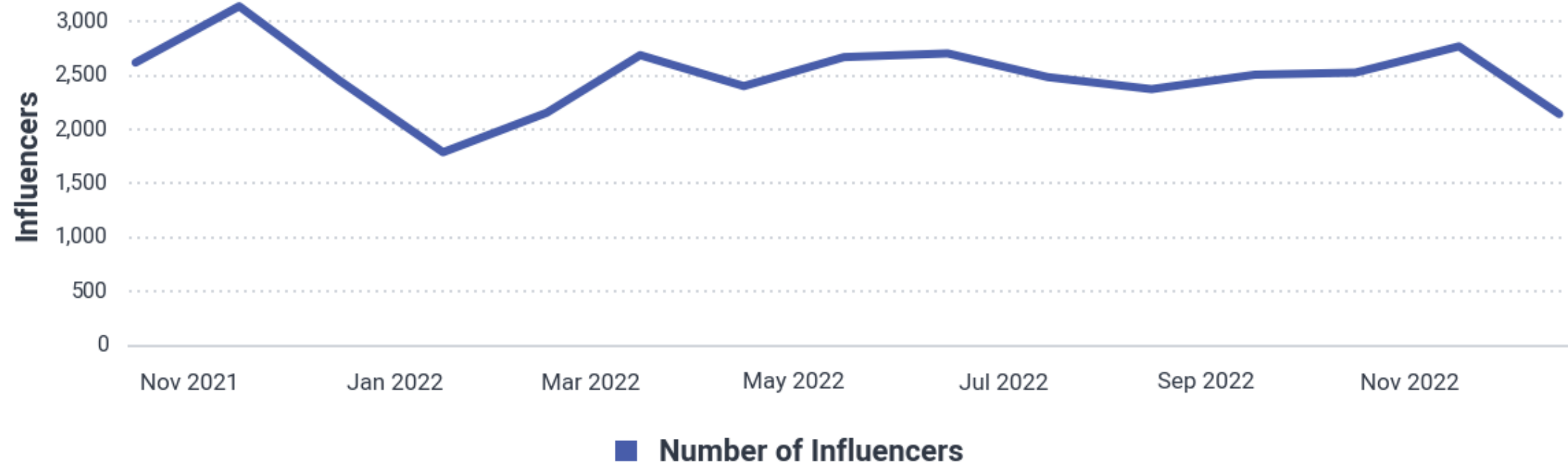


Influencers on Instagram

#Ad Usage by Influencers (Worldwide)



Ecommerce
Worldwide















Date range: October 01, 2021 - December 31, 2022
Sample: Instagram profiles associated with Ecommerce in Worldwide
Source: Emplifi data

Top Influencers Mentioning Brands Profiles (Worldwide)



Ecommerce
Worldwide

Rank		Profile	Followers	Interactions	Scores
1		Max Loew Travel, ... /maxloew	75,861	5,560,258	100
2		इंद्रजीत अंजना अशोक ... /champ_indra	34,350	1,904,607	100
3		Poly Beauty Revie... /beautybypol	55,143	2,219,716	100
4		Prateek Aneja /prateek.aneja	49,667	1,698,397	100
5		Carolina Conrado /cahconrado	31,696	514,987	100
6		GRACE /gracistacy	13,766	589,115	100

















Worldwide, the top influencers mentioning Ecommerce on Instagram include Max Loew || Travel, Adventure, Lifestyle, Automotive ||  SF,           

Top Regional Influencers Mentioning Brands Profiles (Worldwide)



Ecommerce
Worldwide








Rank		Profile	Followers	Interactions	Scores
1		Max Loew Travel, ... /maxloew	75,861	5,560,258	100
2		इंद्रजीत अंजना अशोक ... /champ_indra	34,350	1,904,607	100
3		Poly Beauty Revie... /beautybypol	55,143	2,219,716	100
4		Prateek Aneja /prateek.aneja	49,667	1,698,397	100
5		Carolina Conrado /cahconrado	31,696	514,987	100
6		GRACE /gracistacy	13,766	589,115	100

Worldwide, the top presumed regional influencers mentioning Ecommerce on Instagram include Max Loew || Travel, Adventure, Lifestyle, Automotive ||  SF,               

Top Brands Profiles Cooperating with Influencers (Worldwide)



Ecommerce
Worldwide

Rank		Profile	# Mentions	# Influencers
1		Netflix US /netflix	267	208
2		Prozis /prozis	616	202
3		Freshly /freshly	213	186
4		Spotify /spotify	242	156
5		IT.SHEIN.COM /shein_it	543	139
6		ES.SHEIN.COM /shein_spain	667	136

The top Ecommerce profile associated with Instagram influencers Worldwide is Netflix US, which has 267 mentions from 208 influencers. Other profiles with successful influencer partnerships include Prozis, Freshly, and Spotify.

Date range: October 01, 2022 - December 31, 2022








Sample: Instagram profiles associated with Ecommerce in Worldwide

Source: Emplifi data

Profiles With The Best Influencer Marketing Efficiency (Worldwide)



Ecommerce
Worldwide

Rank		Profile	Influencers' Interactions %	Influencers' Posts %	Cooperation Efficiency
1		Shipt /shipt	99.99%	83.33%	3,286.50x
2		Jahez App /jahezapp	99.96%	50.00%	2,454.88x
3		POWDER ROOM D WIG ST... /powderroomd	99.99%	83.33%	1,559.02x
4		NELLY.COM /nellycom	99.99%	91.67%	1,532.18x
5		Hotels.com /hotelsdotcom	99.97%	75.00%	968.00x
6		Ekseption /ekseption	99.83%	50.00%	592.00x

The Ecommerce profile Worldwide that has the best influencer marketing efficiency is Shipt which has a cooperation efficiency of 3,286.50x and only 83.33% of the overall posts featured by influencers. Other profiles doing well in this area includes Jahez App, POWDER ROOM D WIG STORE, and NELLY.COM. 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: October 01, 2022 - December 31, 2022

Sample: Instagram profiles associated with Ecommerce in Worldwide

Source: Emplifi data

Boost your engagement on Facebook & Instagram with Emplifi

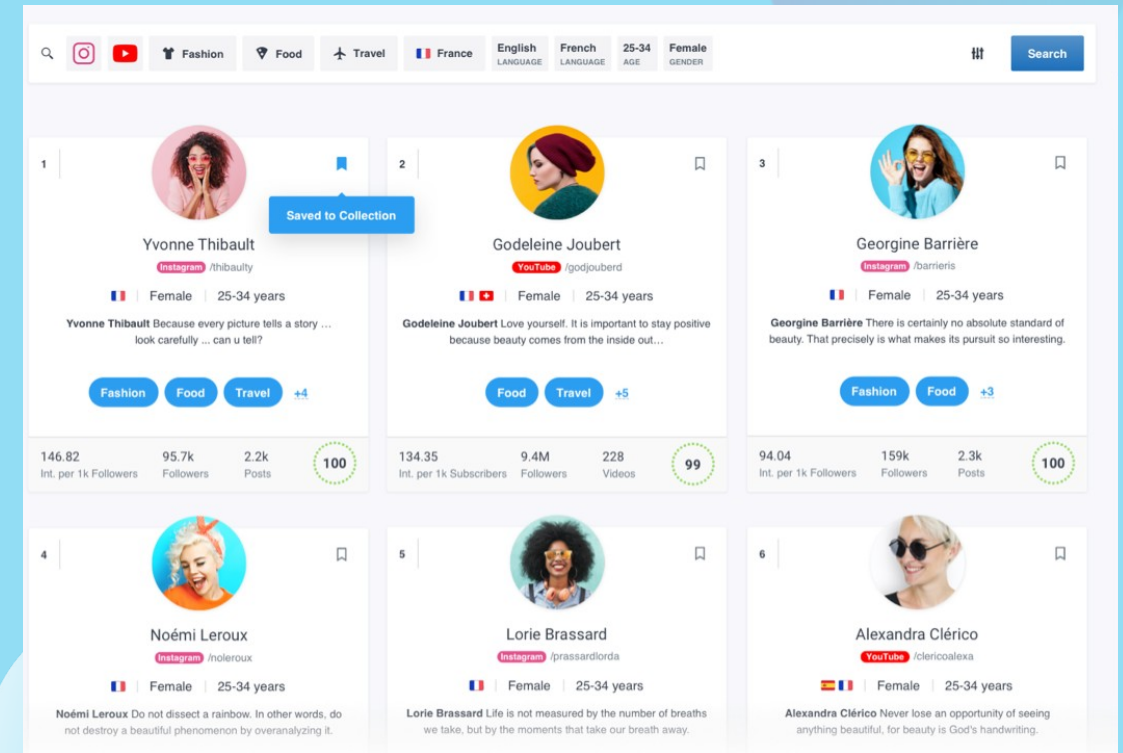


Discover the right influencers for your audience instantly

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



Ecommerce
Worldwide


Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Number of Followers	Worldwide	34,778.50	-0.00%	-0.00%
Interactions on Profile Post	Worldwide	5.00	0.00%	-29.00%
Profile Posts	Worldwide	45.00	0.00%	-13.00%
Video Views	Worldwide	624.00	0.00%	-1.00%

Date range: October 01, 2021 - December 31, 2022

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

Source: Emplifi data

Ecommerce
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
% Comments	Worldwide	10.14%	-4.00%	-1.00%
% Other Than Like	Worldwide	10.68%	-3.00%	3.00%
% Reaction	Worldwide	82.57%	1.00%	0.00%
% Shares	Worldwide	7.29%	-2.00%	-2.00%
% Live Video	Worldwide	0.00%	0.00%	0.00%

Date range: October 01, 2021 - December 31, 2022


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

Source: Emplifi data

Appendix - Instagram



Ecommerce
Worldwide


Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Influencers Posting #Ad	Worldwide	5,725.00	0.00%	-13.00%
Number of Followers	Worldwide	51,690.50	0.00%	2.00%
Interactions on Profile Post	Worldwide	62.00	-5.00%	-29.00%
Profile Posts	Worldwide	67.00	3.00%	37.00%

Date range: October 01, 2021 - December 31, 2022

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

Source: Emplifi data

Ecommerce
Worldwide

Metric 	Location	Q4 2022	Q-to-Q	Y-to-Y
Number of Followers	Worldwide	5,785.00	1.00%	4.00%

Date range: October 01, 2021 - December 31, 2022

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

Source: Emplifi data



Ecommerce
Worldwide

Metric	Benchmark	Q4 2022	Q-to-Q	Y-to-Y
\$ CPC	Worldwide	0.21	18.49%	-1.11%
\$ CPC	ecommerce	0.20	4.34%	-9.91%
\$ Spend	Worldwide	3,406.34	13.72%	5.88%
\$ Spend	ecommerce	6,665.74	4.89%	-13.39%

Date range: October 01, 2021 - December 31, 2022

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

Source: Emplifi data



Quarterly Industry Reports reflect the state of Emplifi 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**

Methodology & glossary



Reactions:

The sum of Like, Love, Haha, Wow, Sorry and Anger reactions on posts published by a Page on Facebook. Facebook doesn't provide number of Care reactions, therefore Care reactions are included in the Like reactions count.

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 median monthly post interaction. Median post by interactions is the page's middle post published in given month ranked by interactions.

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:

Median of pages Fans (Followers) count at the end of the quarter.

Posts:

Median of total posts published in the quarter, aggregated on Page level.

Interactions:

Median of total page interactions (on the posts published in the quarter), aggregated on Page level.

ADS

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

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 Emplifi 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 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: Median posts published by profiles on the platform in a given time period.

Community Size: Median Fans/Followers/Subscribers count on the platform

Interactions: Median post interactions 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 [website](#). All data (unless specified differently) is first normalized on Profile/Page/Channel.

