



US Social Ad CPMs Forecast 2025

Video, Lower-Funnel Ads, and AI Offerings Pump Up Prices

Report by Minda Smiley

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Report

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PM prices are rising across major social networks. This is partly due to AI-powered ad offerings that can command higher prices—but often lead to better results for advertisers. Video and lower-funnel ads are also contributing to higher prices.

Key Question: How are CPM prices trending across major social networks in the US?

Key Stat: Instagram's average CPM hit \$9.46 in Q2 2025, per our forecast, and will remain higher than Facebook's for the foreseeable future in the latest sign that Instagram has become Meta's primary platform.

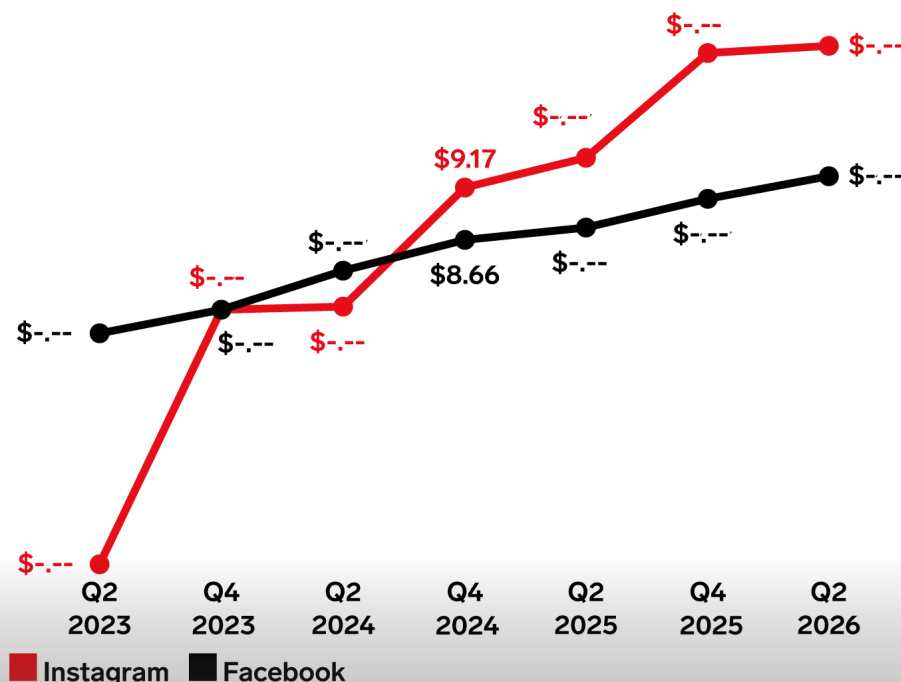
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As Meta's CPMs Rise, Instagram's Pricing Overtakes Facebook

US Instagram vs. Facebook ad CPM,
Q2 2023-Q2 2026 (redacted)



Note: average social ad cost per thousand (CPM) is the amount advertisers pay for every thousand impressions of their social ads
Source: EMARKETER KPI Forecast, Q2 2025

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