



In the Know for Further Friday: *January 6, 2023*

As we close out the 2022 Giving Season, the Further team has been busy understanding trends and determining what they mean for 2023. One of the more notable trends we've seen is an increase in advertising costs. Specifically, the increase in cost per click (CPC) in paid search caught our eye.

[Paid search was undoubtedly a big winner in 2022 but will it last?](#)

Looking at clients across a range of non-profit verticals (including international aid, hunger, environmental and human services), we found that CPCs in December 2022 had an average increase of 69% over 2021.



This begs the question – is this only the impact of inflation, or are there other driving factors to consider?

The declining efficacy of Facebook performance seems to have led many advertisers to paid search as a way to bridge the gap left from Facebook ads. This is not an unexpected tactic – however it does come with a price. The good news is that while costs may be on the rise, we're seeing an increase in gift volume and gift amounts as well.

We're preparing for 2023 to bring in an increasingly competitive search landscape that will take skilled search marketers to navigate.

How is your organization preparing for an increase in cost? For ideas on how to apply these learnings to maximize your 2023 strategy, DM us or email us at digital@further-digital.com and we'll be happy to share!