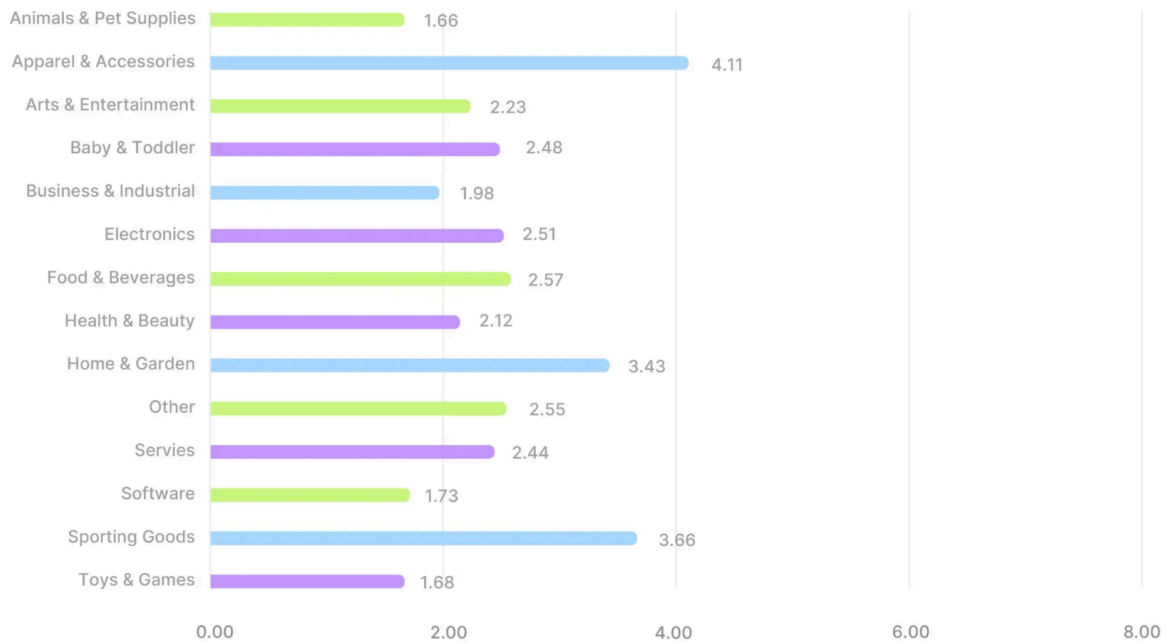




## Study of 80,000 Video Ads Finds Attention and Revenue Rarely Line Up



ROAS benchmarks for 14 different markets (Source: Billo)

**A new analysis of more than 80,000 video ads finds that the categories best at stopping the scroll are not the ones making the most money, and that a brand's industry shapes returns far more than the calendar does.**

**May 29, 2026.** The video ads that are best at grabbing attention are not the ones that earn brands the most money. That is among the findings from a [collection of 3 reports](#) based on the analysis of 80,069 Meta video ads run between July and December 2025. The ads covered about \$105 million in spend and \$206 million in sales across 14 industries, and the report was compiled by the creator marketing platform [Billo](#).

According to Donatas Smailys, CEO and co-founder of Billo, many brands assume that an ad that stops the scroll is an ad that works, but the data does not support that.

"It's easy to mistake attention for performance," he said. "Across all the ads we analysed, the two barely line up. Views, saves, a hook that goes viral, those feel like winning, but they don't always pay."

Billo is publishing the benchmarks because the industry lacks an easily accessible source for them, according to Smailys. The H2 2025 benchmarks are the first round of the analysis, released now as a tool to help prepare for Q4 2026 better. The company plans to refresh the figures with 2026 data later this year.

"Every brand running paid social deserves to know what 'normal' looks like for their category, and where their own ads are leaking," he said. "If you don't know that, you're guessing."

### **Attention does not equal sales**

In the report, the Health & Beauty category represents the attention-revenue gap the most: it had the highest hook rate of any industry, at 28.34%, and tied for the most clicks.

But on ROAS, the number that shows whether an ad pays off, it ranked tenth out of fourteen, at 2.12, below the average of 2.41.

"Health & Beauty wins the hardest part, getting people to stop and click," said Jovita Grigaliūnaitė, Paid Marketing Lead at Billo. "But the problem is further down the funnel. And that is good news, because attention is an expensive thing to buy, and they already have it."

"So now we can move to the fix, and that is often not the creative itself," she added. "It is stronger calls to action, better landing pages, sharper offers. The top of the funnel is already working."

### **The industries that actually sell**

Ranked by ROAS, the top three industries were Apparel (4.11), Sporting Goods (3.66), and Home & Garden (3.43). According to the report, none of them led in attention.

"Apparel earned the most of any industry, almost double the average, yet sat in the middle of the pack on hook rate," added Smailys.

In the report, the Home & Garden category came closest to being strong across different metrics. It was only average at stopping the scroll, but it tied for the most clicks and ranked third on ROAS.

### **Industry matters more than the month**

The bigger lesson, according to Smailys, is that what a brand sells shapes its results more than when it sells. Apparel earned \$4.11 for every dollar spent on ads; Pet Supplies earned just \$1.66. The month an ad ran barely changed the overall picture by comparison.

"Chasing the calendar matters less than knowing what is normal for your own industry," said Smailys. "No two categories behave the same way."

Toys & Games, for example, had the second-highest hook rate but one of the lowest returns, because it really only sells in one time window.

"Toys category is the purest gifting story in the data," said Grigaliūnaitė. "In July, its return was 1.46, but by December it was 2.90. An average tells you nothing useful about a category like that."

Animals & Pet Supplies finished last on both attention and sales, and Software struggled on nearly every measure.

"One benchmark for thousands of ads is useless," concluded Smailys. "Every category leaks somewhere different: some at the hook, some at the click, some at checkout. The brands that improve are the ones that know which half is theirs to fix, and stop trying to fix what isn't broken."

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## **About Billo**

Billo is the leading UGC marketplace founded in 2019 that connects brands with creators to produce high-performing social video ads. It is based in San Francisco, CA, and is led by the co-founder and CEO, Donatas Smailys. The platform combines the power of UGC content with a streamlined production process, helping brands increase brand awareness, drive traffic, and boost conversions with authentic creator videos on TikTok, Meta, YouTube, and other platforms.

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