

Lower paid social CPC with comment moderation

Any marketer responsible for paid social knows they're going to be asked: How can we lower our CPC and increase our ROAS? **The answer: moderate the comments.** Moderation directly contributes to high-performing paid social campaigns. CPC goes down, ROAS goes up, budgets are used more efficiently, marketers pull in more business. Paid social comment sections are a **high-risk, high-reward** space. Brands that **ignore moderation** see spam, abuse, toxicity, and sales-detering comments diminish campaign performance.

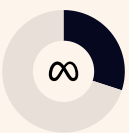
Almost half of TikTok comments need to be hidden



44%

TikTok Ads had 44% of their comments hidden due to spam or toxicity

1/3 of Meta comments need to be hidden



30%

Meta Ads had 30% of their comments hidden due to spam or toxicity

CPC significantly decreases with moderation in place

 **3.7%**
 **33%**

ROAS significantly increases with moderation in place

 **17.6%**
 **7.35%**



What to do about it?

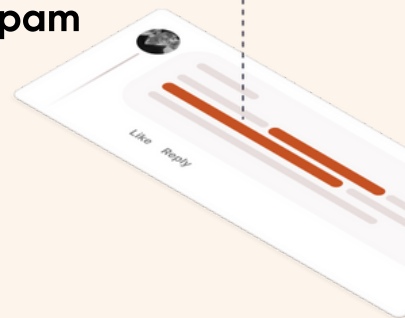
Invest in moderation now for all of your paid social ads. **Your ad budget is at risk if you're not moderating the conversation** happening under your paid content. The brands that actively moderated their ad comment sections saw **better engagement, higher conversion rates, and stronger brand perception.**

Spam Steals Your Hard-Won Audience

When spam infiltrates comment sections, it takes up prime real estate and sits in the top spots that get previewed to social scrollers. And, it's more powerful than ever thanks to bot networks pushing it out at a speed no human team can keep up with.

Spam is a legit ad performance risk. Fake promotions, phishing links, and engagement manipulation erode trust, drive away real customers, and lower ad performance. Spam is also getting smarter, with AI-generated spam increasing by 25% in the past year making detection even harder. It's critical that brands evolve their defenses so they're not associated with these sophisticated scams.

17.2%
of all comments
hidden on social
ads in 2024 were
due to spam



23% People report interacting with spam,
Before realizing it is spam

11% Increase in link-related spam around
major shopping events. This can be fake
giveaways or fake sale links that direct
consumers away from your website.

10% Spam reaches users before removal.
Relying on native or basic moderation tools
lets spam slip through, putting your
community and potential sales at risk
because detection lag allows spam to reach
your audiences.



What to do about it?

Don't let spam hijack your hard-won audience's attention by taking over the top of your comment sections. It erodes trust, kills engagement, and reduces conversions. If left unchecked, sales are at risk, and campaign performance tanks. Implement moderation that uses advanced AI to monitor for sophisticated bots and fake promotions and immediately hide them so comment real-estate is free for real conversations.

What Now?

We think it's obvious: **moderate your comment sections.**

Here are 5 solid reasons why:

- 1 Stretch Every Ad Dollar** – Clean comment sections lift return on ad spend and keep cost-per-click down.
- 2 Protect Brand Trust** – Spam, scams, and toxic replies erode credibility fast; filtering them out safeguards your hard-won audience.
- 3 Spot the Gold Comments** – When noise is gone, high-intent questions, praise, and buying signals rise to the surface—ready for marketing to act on.
- 4 Match Social's 24/7 Pace** – Comments pour in nights, weekends, and during big events; always-on moderation covers the hours your team can't.
- 5 Stay Ahead of Seasonal Surges** – Promo periods and shopping holidays trigger comment spikes—automation keeps things under control when volume explodes.

Trying to staff up for the ebbs and flows of social media isn't realistic, but investing in always-on technology that provides the flexibility and sophistication necessary to keep comment sections working for you instead of against you is.

These take-aways are just a glimpse of the findings in our **2025 Comment Insights Report**. Grab the full report for platform-specific trends, eye-opening stats, and actionable steps to turn every comment thread into an advantage.

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