



Digital Marketing Benchmarks

Digital Benchmarks: Facebook & Google Ads, and Webinar Funnel benchmarks

Digital benchmarks for Facebook and Google Ads show the industry standards for four important stats: click-through rate, cost per click, conversion rate, and cost per acquisition. These benchmarks allow you to compare your campaign stats to see how your ads are performing, helping to identify areas for improvement and performance.

FACEBOOK ADS BENCHMARKS BY INDUSTRY

Industry	Avg. Click Through Rate	Avg. Cost Per Click	Avg. Conversion Rate	Avg. Cost Per Acquisition
Apparel	1.24%	\$0.45	4.11%	\$10.98
Auto	0.80%	\$2.24	5.11%	\$43.84
B2B	0.78%	\$2.52	10.63%	\$23.77
Beauty	1.16%	\$1.81	7.10%	\$25.49
Consumer Services	0.62%	\$3.08	9.96%	\$31.11
Education	0.73%	\$1.06	13.58%	\$7.85
Employment & Job Training	0.47%	\$2.72	11.73%	\$23.24
Finance & Insurance	0.56%	\$3.77	9.09%	\$41.43
Fitness	1.01%	\$1.90	14.29%	\$13.29
Home Improvement	0.70%	\$2.93	6.56%	\$44.66
Healthcare	0.83%	\$1.32	11%	\$12.31
Industrial Services	0.71%	\$2.14	0.71%	\$38.21
Legal	1.61%	\$1.32	5.60%	\$28.70

Real Estate	0.99%	\$1.81	10.68%	\$16.92
Retail	1.59%	\$0.70	3.26%	\$21.47
Technology	1.04%	\$1.27	2.31%	\$55.21
Travel & Hospitality	0.90%	\$0.63	2.82%	\$22.50

Facebook benchmarks, if you are selling a higher ticket coaching service, are very different, see the webinar funnel document.

GOOGLE SEARCH ADS BENCHMARKS BY INDUSTRY

Industry	Avg. Click Through Rate	Avg. Cost Per Click	Avg. Conversion Rate	Avg. Cost Per Acquisition
Advocacy	4.41%	\$1.43	1.96%	\$96.55
Auto	4.00%	\$2.46	6.03%	\$33.52
B2B	2.41%	\$3.33	3.04%	\$116.13
Consumer Services	2.41%	\$6.40	6.64%	\$90.70
Dating & Personals	6.05%	\$2.78	9.64%	\$76.76
E-Commerce	2.69%	\$1.16	2.81%	\$45.27
Education	3.78%	\$2.40	3.39%	\$72.70
Employment Services	2.42%	\$2.04	5.13%	\$48.04
Finance & Insurance	2.91%	\$3.44	5.10%	\$81.93
Health & Medical	3.27%	\$2.62	3.36%	\$78.09
Home Goods	2.44%	\$2.94	2.70%	\$87.13
Industrial Services	2.61%	\$2.56	3.37	\$79.28
Legal	2.93%	\$6.75	6.98%	\$86.02
Real Estate	3.71%	\$2.37	2.47%	\$116.61
Technology	2.09%	\$3.80	2.92%	\$133.52
Travel & Hospitality	4.68%	\$1.53	3.55%	\$44.73

GOOGLE DISPLAY ADS BENCHMARKS BY INDUSTRY

Industry	Avg. Click Through Rate	Avg. Cost Per Click	Avg. Conversion Rate	Avg. Cost Per Acquisition
Advocacy	0.59%	\$0.62	1.00%	\$70.69
Auto	0.60%	\$0.58	1.19%	\$23.68
B2B	0.46%	\$0.79	0.80%	\$130.36
Consumer Services	0.51%	\$0.81	0.98%	\$60.48
Dating & Personals	0.72%	\$1.49	3.34%	\$60.23
E-Commerce	0.51%	\$0.45	0.59%	\$65.80
Education	0.53%	\$0.47	0.50%	\$143.36
Employment Services	0.59%	\$0.78	1.57%	\$59.47
Finance & Insurance	0.52%	\$0.86	1.19%	\$56.76
Health & Medical	0.59%	\$0.63	0.82%	\$72.58
Home Goods	0.49%	\$0.60	0.43%	\$116.17
Industrial Services	0.50%	\$0.54	0.94%	\$51.58
Legal	0.59%	\$0.72	1.84%	\$39.52
Real Estate	1.08%	\$0.75	0.80%	\$74.79
Technology	0.39%	\$0.51	0.86%	\$103.60
Travel & Hospitality	0.47%	\$0.44	0.51%	\$99.13

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