steel ADVERTISING

2023 STAT STACK

We've compiled these benchmarks for easy comparison with your 2022 marketing campaign performance.

E-COMMERCE CONVERSION RATES

By Traffic Channel[1]

Search	3.0%
Direct	2.0%
Email	2.0%
Social	1.0%



Average E-commerce[1] CONVERSION RATE

SOCIAL MEDIA PAID ADS COST PER ACTION

Google Ads In Search[2]

	CTR	CPC	Conv. Rate	Cost Per Action
All Industries	3.17%	$2.69	3.75%	$48.96
Advocacy	4.41%	$1.43	1.96%	$96.55
B2B	2.41%	$3.33	3.04%	$116.13
Consumer Services	2.41%	$6.40	6.64%	$90.70
E-commerce (Retail)	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
Healthcare/Health & Medical	3.27%	$2.62	3.36%	$78.09
Home Goods/ Improvement	2.44%	$2.94	2.70%	$87.13
Legal	2.93%	$6.75	6.98%	$86.02
Technology	2.09%	$3.80	2.92%	$133.52
Travel & Hospitality	4.68%	$1.53	3.55%	$44.73

facebook Paid Ads[3]

	CTR	CPC	Conv. Rate	Cost Per Action
All Industries	0.90%	$1.72	9.21%	$18.68
B2B	0.78%	$2.52	10.63%	$23.77
Consumer Services	0.62%	$3.08	9.96%	$31.11
Education	0.73%	$1.06	13.58%	$7.85
Employment Services	0.47%	$2.72	11.73%	$23.24
Finance & Insurance	0.56%	$3.77	9.09%	$41.43
Healthcare/Health & Medical	0.83%	$1.32	11.00%	$12.31
Home Goods/ Improvement	0.71%	$2.93	6.56%	$44.66
Legal	1.61%	$1.32	5.60%	$28.70
Retail (E-commerce)	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

SOCIAL MEDIA POSTS & ENGAGEMENT RATES

	Posts Per Week	Engagement Rate Per Post[4]	Posts Per Week	Engagement Rate Per Post[4]	Posts Per Week	Engagement Rate Per Post[4]	Posts Per Week	Engagement Rate Per Post[5]
Food & Beverage	2.9	0.04%	3.1	0.63%	2.2	0.04%	1.2	5.60%
Higher Education	6.9	0.15%	3.5	2.99%	9.7	0.07%	1.4	6.40%
Nonprofit	7.6	0.11%	4.5	1.04%	9.9	0.05%	1.2	7.40%
Retail	6.8	0.03%	6.1	0.33%	2.7	0.02%	2.2	4.60%
Health & Beauty	6.2	0.02%	6.3	0.32%	1.8	0.03%	2.6	4.40%
All Industries	5.9	0.06%	4.6	0.67%	5.0	0.04%	1.7	5.40%

WEBSITE AVERAGES

AVERAGE BOUNCE RATE BY INDUSTRY AND DEVICE [10]

	Desktop	Mobile	Tablet
B2B	65%	67%	63%
Health & Beauty	45%	44%	50%
Energy	29%	45%	36%
Home Goods & Furnishings	29%	45%	39%
Grocery	40%	46%	37%
Luxury	46%	48%	45%
Pharmaceuticals	45%	63%	55%
Financial Services	58%	58%	54%
Travel & Hospitality	39%	44%	39%

BOUNCE RATES BY CHANNEL AND DEVICE [8]

Direct	51%	Tablet	39%
Social	46%	Mobile Phone	47%
Email	35%	Desktop	47%
Search	30%		

50% Average Bounce Rate across all industries[10]

AVERAGE CONVERSION RATE BY INDUSTRY AND DEVICE [10]

	Desktop	Mobile
Consumer Electronics	1.50%	1.2%
Grocery	9.6%	4%
Health & Beauty	5.1%	3%
Home Goods & Furnishing	3.2%	2.3%
Luxury	1.5%	0.8%
Pharmaceuticals	9.5%	4.2%
Travel & Hospitality	4.6%	3.1%

EMAIL AVERAGES [6]



ROI on each **$1 spent!**[7]

	Open Rate	Bounce Rate	Click-Through Rate	Unsubscribe Rate
Advertising & Marketing	20.50%	1.80%	9.00%	0.20%
Consumer Packaged Goods	20%	1.90%	11.10%	0.10%
Education	20.50%	4.40%	15.70%	0.20%
Financial Services	27.10%	2.40%	10.10%	0.20%
Restaurant, Food & Beverage	18.50%	2.00%	10.50%	0.10%
Government & Politics	19.40%	2.80%	14.30%	0.10%
Healthcare Services	23.70%	3.00%	13.40%	0.30%
IT/Tech/Software	22.70%	2.00%	9.80%	0.20%
Nonprofit	26.60%	2.70%	10.20%	0.20%
Other	19.90%	2.60%	13.20%	0.30%
Professional Services	19.30%	2.10%	11.10%	0.20%
Retail	17.10%	0.70%	5.80%	0.10%
Travel, Hospitality, Leisure	20.20%	1.40%	8.70%	0.20%
Wellness & Fitness	19.20%	1.20%	6.00%	0.40%
All Industries	21.50%	2.30%	10.50%	0.10%

AVERAGE SESSION DURATION BY INDUSTRY [11]

Biotech	3:15
Software Development	2:38
Staffing & Recruiting	3:48
e-Commerce	2:03
Energy Management	2:53
Financial Services	4:56
Healthcare	2:58
Higher Education	2:25
Hotels & Resorts	2:35
Pharmaceutical	3:47

Website Averages across all industries[10]

Average Session duration **4:17**

Average Time per page **:55**

Average Pages viewed **5**



LEAD GEN LANDING PAGE AVERAGE CONVERSION RATE [9]

Sources: 1. https://kibocommerce.com/wp-content/uploads/2022/08/Kibo-Q2-2022-Benchmark-Report-FINAL.pdf ; 2. https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks;
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