

Find out how you stack up against industry averages and marketing benchmarks

Steel Advertising compiled these benchmarks for easy comparison with your 2020 marketing campaign performance.

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 .....

## E-COMMERCE CONVERSION RATE AVERAGES

FOOD & BEVERAGE **10%**

TOYS & CHILDRENS PRODUCTS **12%**

PET PRODUCTS **13%**

Average e-Commerce  
**CONVERSION RATE**  
 FOR ALL INDUSTRIES  
**2.6%**

## SOCIAL MEDIA

### PAID ADS COST PER ACTION

Note that cost per action varies by client/project based on goals defined by the campaign. Conversion is always a useful measure of success for an action taken after an ad has been clicked.

### Google Adwords

	CTR	CPC	Conv Rate	Cost Per Action
Consumer Services	2.41%	\$6.40	6.64%	\$90.70
Education	3.78%	\$2.40	3.39%	\$72.70
Health & Medical	3.27%	\$2.62	3.36%	\$78.09
Home Goods	2.44%	\$2.94	2.70%	\$87.13
Overall	3.17%	\$2.69	3.75%	\$48.96

### facebook Paid Ads

	CTR	CPC	Conv Rate	Cost Per Action
Consumer Services	62%	\$3.08	9.96%	\$31.11
Education	73%	\$1.06	13.58%	\$7.85
Health Care	83%	\$1.32	11%	\$12.31
Retail	1.59%	\$.70	3.26%	\$21.47
All Industries	.90%	\$1.72	9.29%	\$18.68

### AVERAGE CHANNEL AUDIENCE SIZE

	Higher Education	Health Care	Consumer Goods	Retail
f	35,350	21,210	186,916	89,330
@	9,541	4,115	330,337	128,483
🐦	71,451	6,516	55,899	15,422
p	118	110	10,708	14,631
in	21,802	7,170	10,443	6,942

### POSTS & ENGAGEMENT RATES

	f		@		🐦	
	Posts Per Day	Engagement Rate Per Post	Posts Per Day	Engagement Rate Per Post	Posts Per Day	Engagement Rate Per Post
Food & Bev	0.48	.12%	.45	1.69%	.36	.058%
Higher Ed	1.08	.12%	.49	3.96%	1.78	.079%
Non-profit	1.12	.13%	.46	2.40%	1.99	.062%
Retail	1.13	.08%	.79	.97%	.67	.041%
Ind Average	.97	.09%	.70	1.60%	.86	.048%

## EMAIL

### REDEMPTION RATES

By Industry

- 26%** Baby & Kids
- 22%** Food & Beverage
- 27%** Health
- 24%** House & Home
- 17%** Personal Care
- 23%** Pet

**ROI?**  
 \$38 Return on Each \$1 Spent!

### AVERAGES By Industry

	OPEN RATE	BOUNCE RATE	CLICK THRU RATE	UNSUBSCRIBE RATE
Consumer Products	21.50%	1.17%	4.50%	0.11%
Food & Beverage	25.90%	0.35%	3.80%	0.12%
Higher Education	15.89%	8.84%	7.22%	0.01%
Govt Agency/Service	20.53%	9.49%	8.00%	0.01%
Health/Soc Service	18.58%	9.88%	6.69%	0.01%
Health Professional	14.35%	9.09%	5.82%	0.01%
Retail	11.63%	9.14%	7.57%	0.01%
All Industries	14.79%	9.00%	6.99%	0.01%

## WEBSITE AVERAGES

### BOUNCE RATES

By Industry

- 55%** Hospitals & Healthcare
- 55%** Medical Devices & Pharma
- 47%** Games
- 56%** Home & Garden
- 66%** Food & Drink
- 46%** Shopping
- 49%** Jobs & Education
- 55%** Law & Government

By Channel

- 55%** Display
- 55%** Social
- 56%** Paid Search
- 46%** Email

By Device

- 69%** Mobile (Smart Phone)
- 61%** Tablet
- 56%** Desktop

### LEAD GEN LANDING PAGE CONVERSION RATES By Industry

All Industries	4.02%
Health Related	2.8%
Higher Ed	2.6%
Credit & Lending	5.5%
Home Improvement	3.3%

### AVERAGES FOR B2C WEBSITES

Session DURATION	Traffic from SOCIAL MEDIA	Traffic from ORGANIC SEARCH
<b>3:01</b>	<b>5%</b>	<b>43%</b>

### SEO: AVERAGE MOZ DOMAIN AUTHORITY SCORE By Industry

<b>64%</b>	<b>68%</b>	<b>79%</b>	<b>79%</b>
CONSUMER GOODS	HEALTH CARE	HIGHER ED	RETAIL

### CONVERSION RATES By Device

Mobile (smart phone)	1.79%
Tablet	3.58%
Desktop	4.44%