

Steel Advertising compiled these benchmarks for easy comparison with your 2023 marketing campaign performance.

See how you stack up!

## E-COMMERCE CONVERSION RATES

*By Traffic Channel*<sup>1</sup>

Search	2.7%
Direct	3.3%
Email	2.6%
Social	1.9%
Paid Search	3.2%
Referral	2.9%



## SOCIAL MEDIA PAID ADS COST PER ACTION

**Google** *Ads In Search*<sup>2</sup>

	CTR	CPC	Conv. Rate	Cost Per Action
All Industries	6.11%	\$4.22	7.04%	\$53.52
Attorneys & Legal Services	4.79%	\$9.21	7.00%	\$111.05
B2B	5.11%	\$5.47	4.94%	\$87.36
Education & Instruction	6.41%	\$4.10	7.07%	\$62.80
Health & Fitness	6.44%	\$4.18	8.40%	\$51.42
Physicians & Surgeons	6.73%	\$3.97	13.12%	\$37.71

**facebook** *Paid Ads*<sup>3</sup>

	CTR	CPC	Conv. Rate	Cost Per Action
All Industries	2.50%	\$1.92	8.25%	\$23.10
Attorneys & Legal Services	1.79%	\$5.42	5.92%	\$78.26
B2B	2.70%	\$1.73	7.57%	\$22.65
Education & Instruction	2.44%	\$1.80	8.05%	\$27.94
Health & Fitness	1.66%	\$3.60	5.76%	\$60.95
Physicians & Surgeons	3.17%	\$3.63	4.99%	\$60.95

## SOCIAL MEDIA POSTS & ENGAGEMENT RATES

Posts Per Week <sup>4</sup> Engagement Rate Per Post Posts Per Week <sup>4</sup> Engagement Rate Per Post Posts Per Week <sup>4</sup> Engagement Rate Per Post Posts Per Week <sup>4</sup> Engagement Rate Per Post

	Posts Per Week	Engagement Rate Per Post	Posts Per Week	Engagement Rate Per Post	Posts Per Week	Engagement Rate Per Post	Posts Per Week	Engagement Rate Per Post
Health & Beauty	4.0	0.03%	6.1	0.24%	0.9	0.02%	2.9	2.63%
Higher Education	6.7	0.15%	3.9	2.58%	7.9	0.06%	1.4	16.26%
Nonprofit	7.4	0.07%	5.0	0.63%	9.8	0.05%	1.5	7.36%
Retail	6.2	0.03%	6.8	0.19%	2.4	0.02%	2.2	4.09%
All Industries	5.04	0.06%	4.6	0.47%	3.91	0.04%	1.75	5.69%

## WEBSITE AVERAGES

### BOUNCE RATE

By Industry<sup>8</sup>

Consulting & Professional Services	66%
eCommerce & Marketplace	58%
Education	58%
Healthcare	58%
Health & Wellness	59%

### BOUNCE RATE

By Channel<sup>6</sup>

Display	57%
Social	54%
Direct	50%
Paid Search	44%
Organic Search	44%
Referral	38%
Email	35%

By Device<sup>7</sup>

Tablet	45%
Mobile Phone	51%
Desktop	43%

55%

**AVERAGE BOUNCE RATE**  
Across All Industries<sup>8</sup>

### AVERAGE SESSION DURATION BY INDUSTRY<sup>8</sup>

Consulting & Professional Services	2:33
eCommerce & Marketplace	3:38
Education	2:53
Healthcare	3:40
Health & Wellness	3:48

### AVERAGE CONVERSION RATE BY INDUSTRY<sup>9</sup>

eCommerce	2.20%
Healthcare	3.10%
Higher Education & College	2.80%
Legal Services	4.00%
All Industries	2.35%



**ROI** on each \$1 spent!

## EMAIL AVERAGES<sup>5</sup>



Open Rate



Click Rate



Bounce Rate



Click-Through Rate



Unsubscribe Rate

eCommerce	36.49%	2.62%	0.30%	7.16%	0.29%
Educational Institution	35.43%	2.95%	0.49%	8.33%	0.18%
Education & Training	37.81%	2.85%	0.33%	7.53%	0.19%
Government	46.30%	3.64%	0.42%	7.86%	0.10%
Higher Education	44.74%	3.31%	0.84%	7.40%	0.30%
Legal	39.26%	2.45%	0.72%	6.23%	0.26%
Medical, Dental & Healthcare	46.29%	3.14%	0.67%	6.79%	0.39%
Nonprofit	42.43%	3.76%	0.41%	8.86%	0.18%
Other	36.26%	3.17%	0.34%	8.74%	0.27%
All Industries	37.65%	3.36%	0.30%	8.93%	0.24%

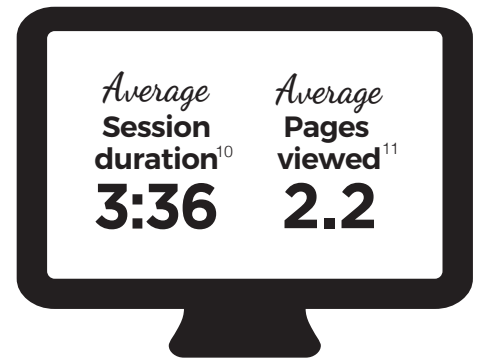
### AVERAGE SESSION DURATION<sup>9</sup>

Across All Industries

SEO (Organic Search)	2.10%
Paid Search	1.20%
Email	2.80%
Direct	1.60%
Referral	1.80%
Organic Social	2.40%
Paid Social	2.10%

### WEBSITE AVERAGES<sup>9</sup>

Across All Industries



2.35%

**LEAD GENERATION LANDING PAGE**

Average Conversion Rate<sup>9</sup>

1 <https://www.ruleranalytics.com/blog/insight/conversion-rate-by-industry/>; 2 <https://localiq.com/resources/search-advertising-benchmarks-report/>; 3 <https://www.wordstream.com/blog/ws/2023/11/28/facebook-ads-benchmarks/>; 4 <https://www.rivaliq.com/blog/social-media-industry-benchmark-report/>; 5 <https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks/>; 6 <https://cxl.com/guides/bounce-rate/benchmarks/>; 7 <https://explore.contentsquare.com/2023-benchmark-en/>; 8 <https://databox.com/website-traffic-benchmarks-by-industry/>; 9 <https://firstpagesage.com/reports/average-website-conversion-rate-by-industry/>; 10 <https://firstpagesage.com/seo-blog/digital-marketing-kpis/>; 11 <https://www.constantcontact.com/blog/email-marketing-research-and-statistics/>