Conversion Optimization Benchmark Report

What's a good conversion rate?
Is my landing page converting high enough?
What conversion goals should I set for my ads?

These questions are asked by most businesses engaged in any type of on-line marketing involving content. That's why **we've compiled the average conversion rates for the most important marketing channels:**

- Landing Pages
- Website Forms
- In-Content CTAs
- Paid Traffic – Google AdWords
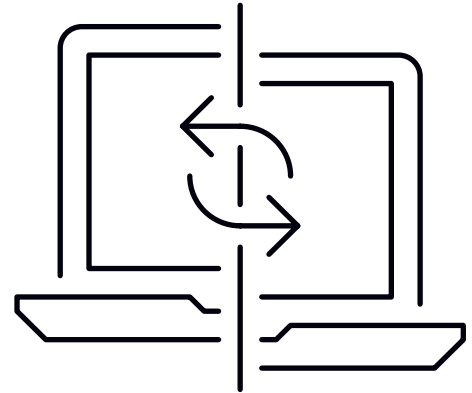- Paid Traffic – Facebook
- Email Marketing

We've also included conversion benchmark data by industry, which is highly valuable because it gives you more accurate numbers, seeing as each industry has unique conversion rates.

Let's dive in!

13.28%

- The average conversion rate for B2B landing pages

Landing Pages

Landing pages are used by marketers to generate leads. Here are some common examples of lead generation landing pages:

- Opt-in pages
- Webinar registration form
- Quote/Estimate request
- Event signup
- Service call/email back (real estate leads, free SaaS demonstration, etc.)
- Reservations
- Waiting lists

The first set of conversion rates for lead-generating landing pages are categorized into B2B and B2C.

Wishpond analyzed the conversion rates of 144 landing pages (64 B2B; 80 B2C) and found the following results:

Landing pages

Average conversion rate

B2B
(business-to-business)

13.28%
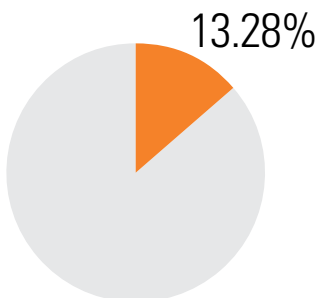
B2C
(business-to-consumer)

9.87%
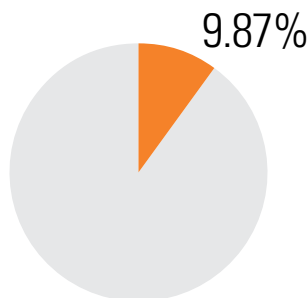
● Source

According to LeadPages, a good opt-in page can convert up to 20-25% while a good webinar registration page can convert at 30%.

Good opt-in page

25%

Good webinar page

30%
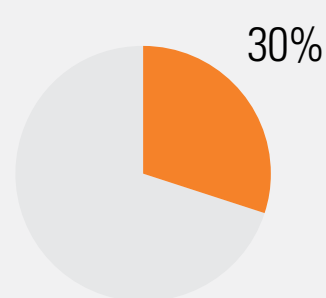
Average Landing Page Lead Conversion Rates By Industry

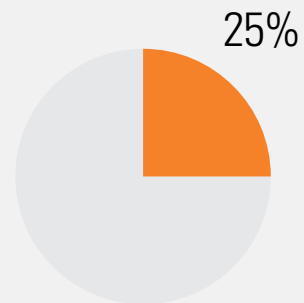To compare conversion rates more accurately, review conversion rate data from your industry. This will give you a better idea of how you are comparing with businesses similar to yours.

Unbounce analyzed the behavior of 74,551,421 visitors to 64,284 lead generation landing pages created on its platform in 10 top industries. The data below shows the results of Unbounce's analysis and lists the median conversion rate as well as the top rates in each industry.

Industry	Median		Top
Travel	5.0%		25.1%
Real Estate	2.8%		11.2%
Business Consulting	5.0%		27.4%
Business Services	3.4%		15.7%
Credit & Lending	5.5%		24.3%
Health	2.8%		12.3%
Higher Education	2.6%		11.5%
Home Improvement	3.3%		14.9%
Legal	3.2%		15.4%
Vocational Studies & Job Training	6.0%		25.0%

0   5   10   15   20   25   30
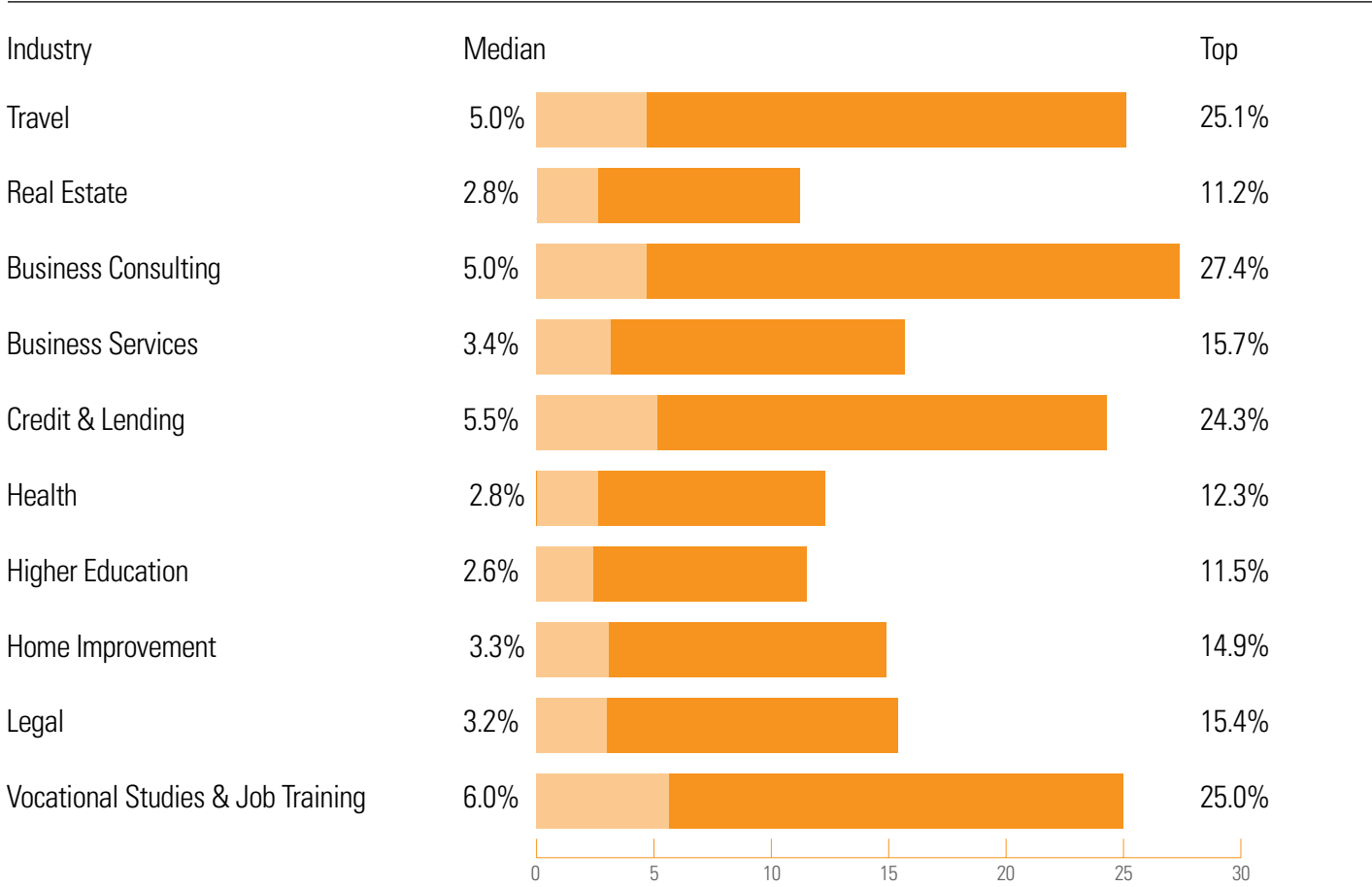
➡ [Source](#)

Traffic coming from paid search such as Google AdWords will convert at a far lower rate than an organic call to action for a webinar on your website.

How should you interpret this data?

To start off, you can set the median conversion rate for your landing page as your first goal. This number should be your goal at a minimum. Once you reach that goal, strive to reach the top conversion rate and even higher by testing and tweaking. There is no limit to how high you can go but you can use these numbers as a starting point to see how well you compare to others in your industry. For example, if you are in the business consulting industry and your average conversion rate is at 3%, you know you have some work to do as the median rate is 5%.

If you do not see your industry in the data above, choose one that is closely related to yours. For example, if you are in the food services industry, you are providing experiences for people. This could be related to travel as this industry can also provide experiences. If none of the industries closely relate, match your conversion rates to the B2C/B2B rates listed above.

Note that the channel driving traffic to these landing pages will have a big impact on your conversion rates.

For example, traffic coming from paid search such as Google AdWords will convert at a far lower rate than something like an organic call to action for a webinar on your website.

Organic traffic like this will convert at a higher rate because the user may already be digesting your content on your website and engaged with your brand so the conversion is a much easier decision. In contrast, when a user is searching on Google and sees a flurry of ads and competitive sites, there is much more content vying for a user's attention.

16%
The average conversion rate for website forms

Website Forms

Businesses use website forms to gather data and convert users into leads. Website forms may be used for webinar and event registrations, contact forms, surveys, contests and any other type of lead generation. Formstack analyzed 650,000 mobile-responsive forms and found the following results:

Form Type		Avg. conversion rate
Lead Gen (webinar registration and gated downloads)	11%	
Contest	35%	
Event registration	11%	
Order/Payment	9%	
Survey	14%	
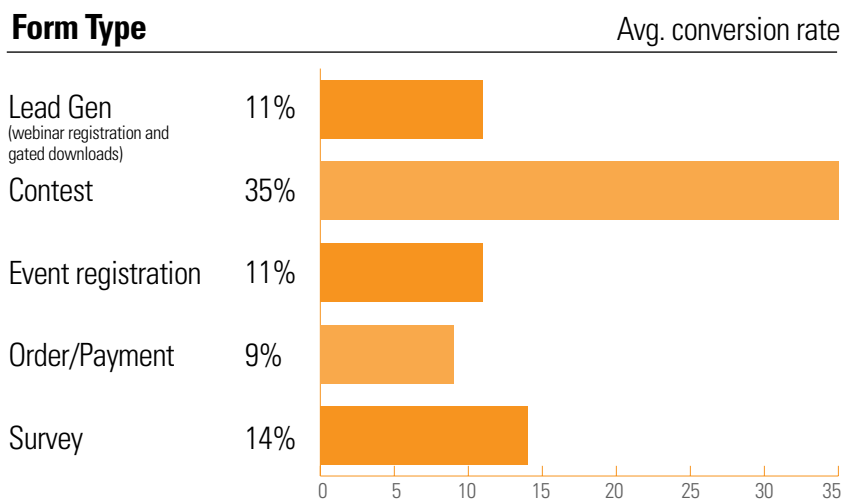
⊙ Source

Formstack noted that surveys decreased in conversions 7% from the previous year, suggesting that the length of the forms may have been the culprit. Longer forms tend to perform worse than shorter forms.

In-Content CTAs

At Media Shower, we use calls to action (CTAs) in our content to generate leads for our content platform. Each CTA also comes with its own tracking code, so we can gauge the success of each article we create. We analyzed the data for 5,757 published articles that saw conversions and found that 3.13% of the people who read those articles converted.

If your in-content CTAs are converting at a 3% clip or better, you've got a reason to smile!
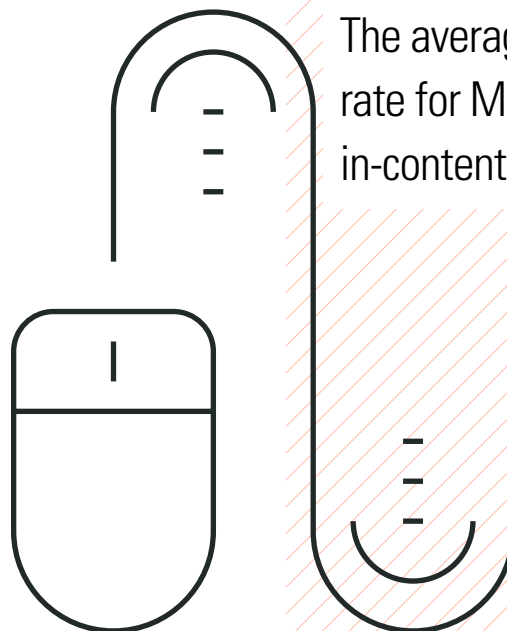
3.13%
The average conversion rate for Media Shower's in-content CTAs

2.7%

The average conversion rate across all industries for Google AdWords

Google AdWords Advertising

The following data displays conversion rates generated from companies advertising on Google's AdWords platform.

The conversion rates below may be either lead-based or sales-based. The data comes from MarketingSherpa and it analyzed the advertising conversion rates from 10 industries and listed the averages:

Industry	Average conversion rate
Professional / Financial Services	10%
Media / Publishing	10%
Other	8%
Education / Healthcare	8%
Software / SaaS	7%
Technology Equipment / Hardware	5%
Manufacturing / Packaged Goods	4%
Travel / Hospitality	4%
Retail / Ecommerce	3%
Non-profit	2%

Source
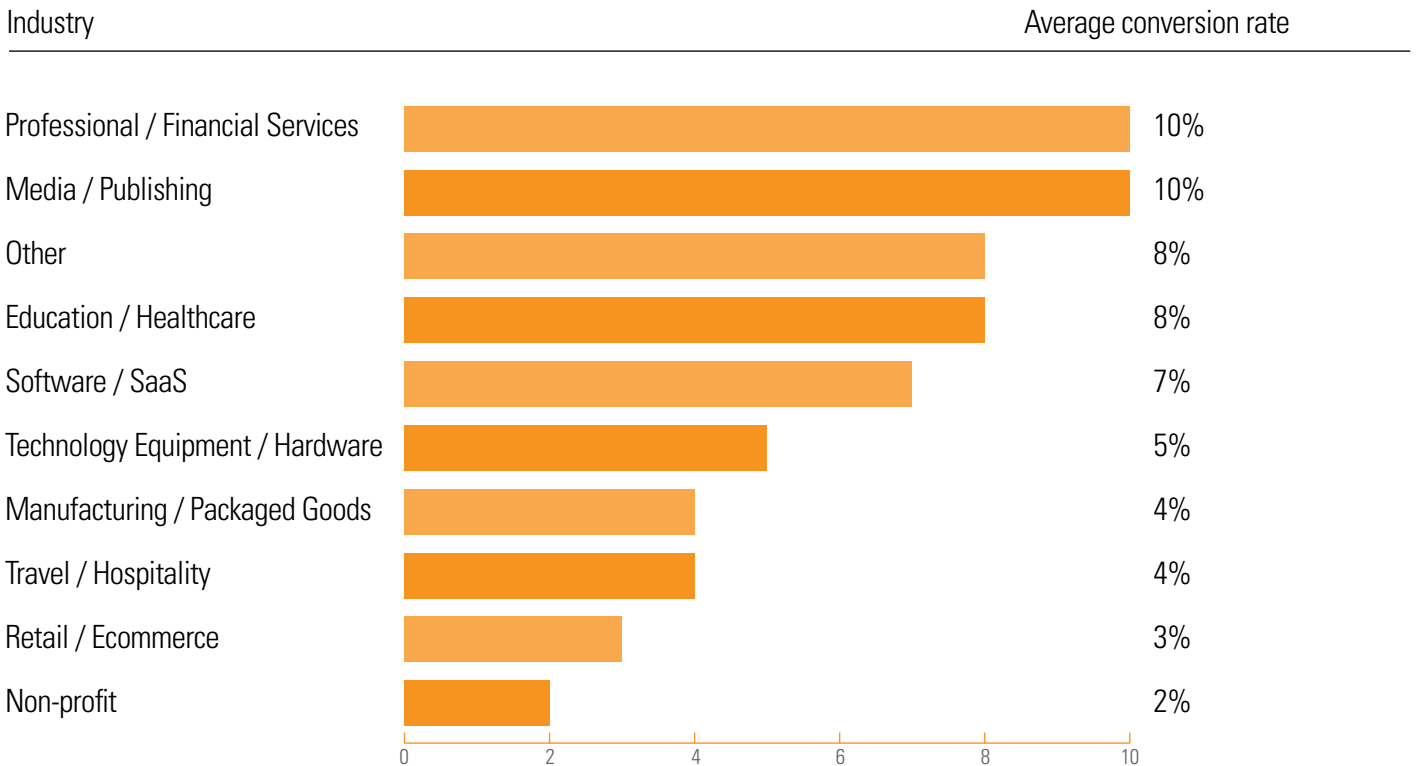
The data range is wide because, as already discussed, the data does not list whether or not the conversion is a lead or a sale. But, from looking at the numbers, you can deduce that:

- The retail / ecommerce industry conversion rate is most likely sales-focused, which is why it is so low. Sales conversion rates are typically lower than lead conversion rates. The same for the non-profit category which may involve collecting donations.

- An industry such as software / SaaS typically does not run advertising to generate sales. They use advertising to generate leads and then bring people through a sales cycle where they nurture them into purchasing. The same may be said for professional or financial services.

Wordstream analyzed conversion rates across many industries and separated them into averages for search ads vs. display ads (Google Display Network or GDN).

Search ads are pay-per-click ads found on Google's search engine pages. They show up when a user searches for a related keyword. Display ads, also known as banner ads, are image ads shown to users wherever they are surfing online, even if they are not searching for your company or product.

0.89%
The average conversion rate for display ads

Below are the average conversion rates for various industries for search and display ads.

Industry	Average Conversion Rate		Industry Average CVR (Search)
Advocacy	0.37%		4.61%
Auto	0.79%		2.27%
B2B	0.96%		2.58%
Consumer Services	0.96%		5.00%
Dating & Personals	0.41%		2.75%
E-Commerce	0.96%		1.91%
Education	0.50%		4.13%
Employment Services	1.28%		3.97%
Finance & Insurance	1.75%		7.19%
Health & Medical	0.77%		2.51%
Home Goods	0.77%		3.68%
Industrial Services	0.88%		2.58%
Legal	0.98%		4.35%
Real Estate	1.49%		4.40%
Technology	1.04%		2.55%
Travel & Hospitality	0.53%		2.57%
Average	**0.89%**		**2.7%**

0   1   2   3   4   5   6   7   8

➲ Source

Facebook Advertising

The data below represents conversions of all types generated from Facebook ads.

Industry	Average Conversion Rate
Apparel	4.11%
Auto	5.11%
B2B	10.63%
Beauty	7.10%
Consumer Services	9.96%
Education	13.58%
Employment & Job Training	11.73%
Finance & Insurance	9.09%
Fitness	14.29%
Home Improvement	6.56%
Healthcare	11.00%
Industrial Services	0.71%
Legal	5.60%
Real Estate	10.68%
Retail	3.26%
Technology	2.31%
Travel & Hospitality	2.82%
Average	**9.21%**

9.21%

The average conversion rate for Facebook advertising across all industries

Source

mediashower

Email Marketing

Email conversion rates vary depending on what metrics you are analyzing. Here you will find average conversion rates for the following metrics:

- Opens – percentage of people who open an email

- Clicks – percentage of people who click on a link in an email
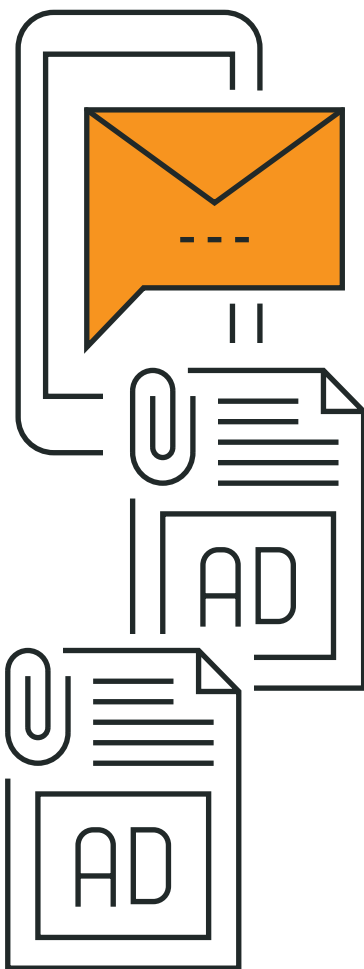
MailChimp analyzed its customers' data and reported the average unique open rates and average unique click rates for emails sent from varying industries:

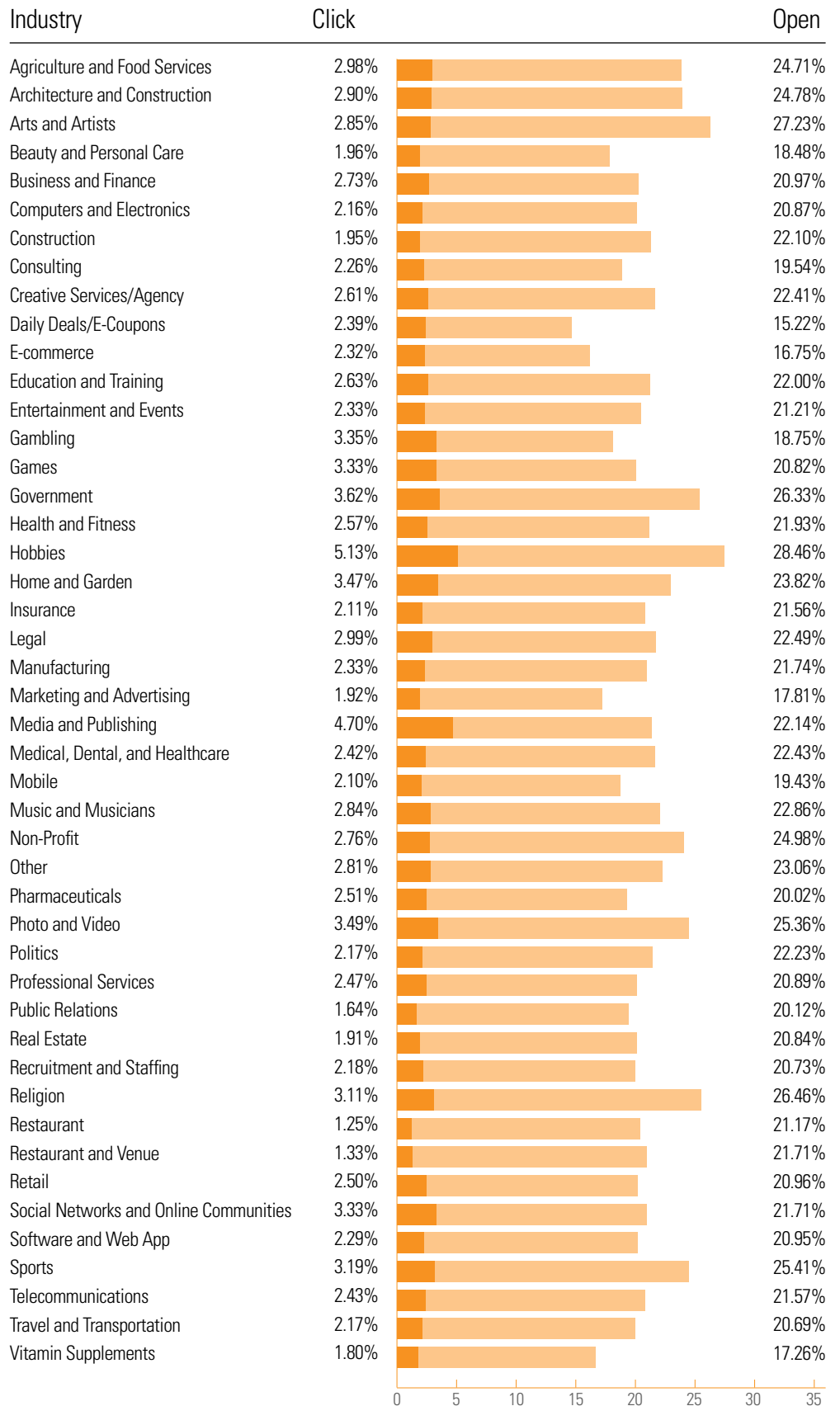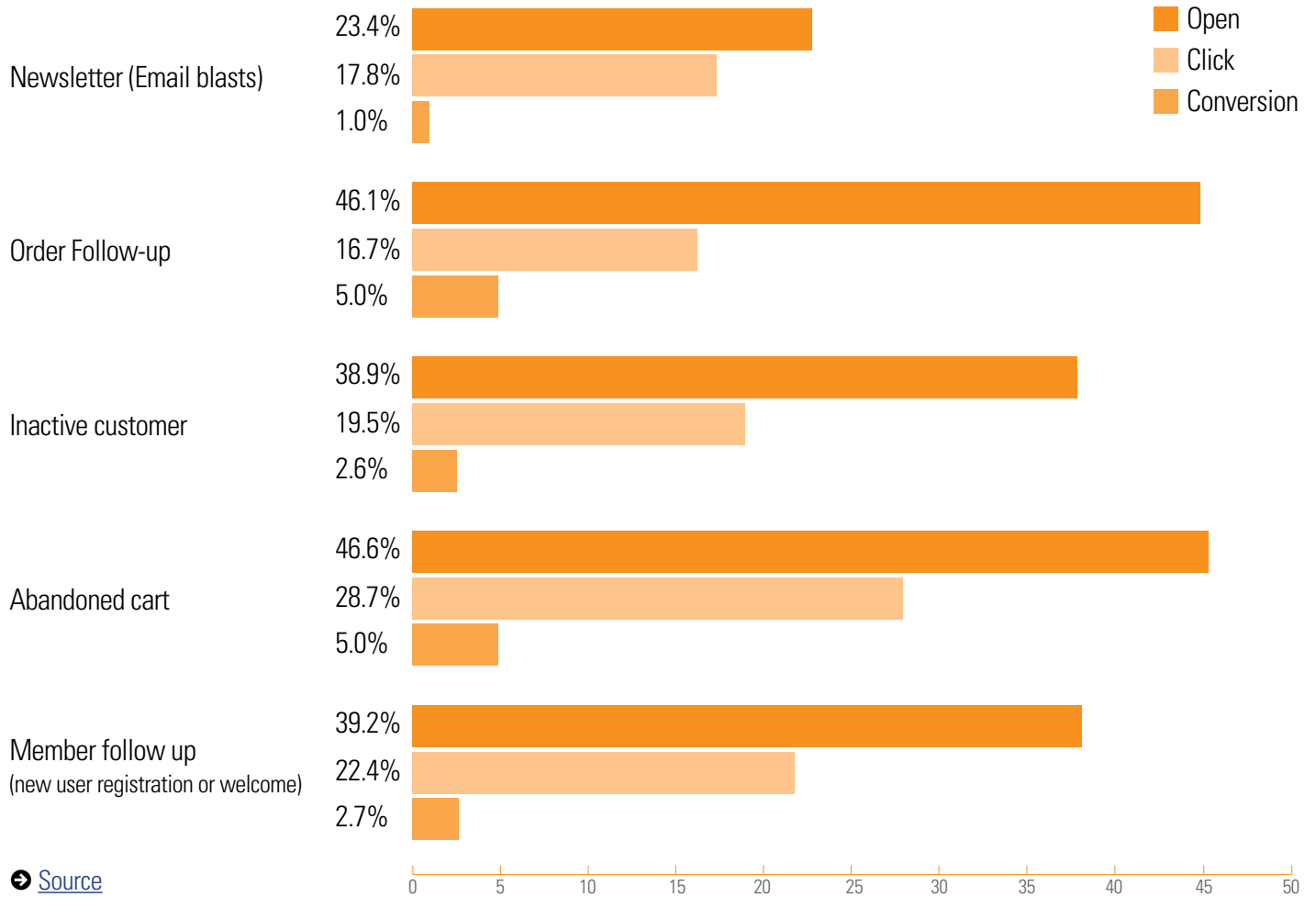| Industry	Click		Open
Agriculture and Food Services	2.98%		24.71%
Architecture and Construction	2.90%		24.78%
Arts and Artists	2.85%		27.23%
Beauty and Personal Care	1.96%		18.48%
Business and Finance	2.73%		20.97%
Computers and Electronics	2.16%		20.87%
Construction	1.95%		22.10%
Consulting	2.26%		19.54%
Creative Services/Agency	2.61%		22.41%
Daily Deals/E-Coupons	2.39%		15.22%
E-commerce	2.32%		16.75%
Education and Training	2.63%		22.00%
Entertainment and Events	2.33%		21.21%
Gambling	3.35%		18.75%
Games	3.33%		20.82%
Government	3.62%		26.33%
Health and Fitness	2.57%		21.93%
Hobbies	5.13%		28.46%
Home and Garden	3.47%		23.82%
Insurance	2.11%		21.56%
Legal	2.99%		22.49%
Manufacturing	2.33%		21.74%
Marketing and Advertising	1.92%		17.81%
Media and Publishing	4.70%		22.14%
Medical, Dental, and Healthcare	2.42%		22.43%
Mobile	2.10%		19.43%
Music and Musicians	2.84%		22.86%
Non-Profit	2.76%		24.98%
Other	2.81%		23.06%
Pharmaceuticals	2.51%		20.02%
Photo and Video	3.49%		25.36%
Politics	2.17%		22.23%
Professional Services	2.47%		20.89%
Public Relations	1.64%		20.12%
Real Estate	1.91%		20.84%
Recruitment and Staffing	2.18%		20.73%
Religion	3.11%		26.46%
Restaurant	1.25%		21.17%
Restaurant and Venue	1.33%		21.71%
Retail	2.50%		20.96%
Social Networks and Online Communities	3.33%		21.71%
Software and Web App	2.29%		20.95%
Sports	3.19%		25.41%
Telecommunications	2.43%		21.57%
Travel and Transportation	2.17%		20.69%
Vitamin Supplements	1.80%		17.26%

0   5   10   15   20   25   30   35

➲ Source

Remarkety analyzed open rates, click rates, and conversion rates for various emails across many Ecommerce platforms. The conversion rates illustrate the percentage of people who placed an order within three days of opening or clicking an email.

Email Type

Email Type		Open	Click	Conversion

Newsletter (Email blasts)
- 23.4% (Open)
- 17.8% (Click)
- 1.0% (Conversion)

Order Follow-up
- 46.1% (Open)
- 16.7% (Click)
- 5.0% (Conversion)

Inactive customer
- 38.9% (Open)
- 19.5% (Click)
- 2.6% (Conversion)

Abandoned cart
- 46.6% (Open)
- 28.7% (Click)
- 5.0% (Conversion)

Member follow up (new user registration or welcome)
- 39.2% (Open)
- 22.4% (Click)
- 2.7% (Conversion)

Legend: Open, Click, Conversion

➲ Source

Conclusion

The numbers don't lie. Your conversion rate results may vary from these averages, but you're now a step ahead of the game, armed with valuable information gleaned from respected industries. Use it to measure your success!

Good luck.