

**GOOGLE ADWORDS**

# Industry Benchmarks

Detailed AdWords benchmarks for 20 different verticals

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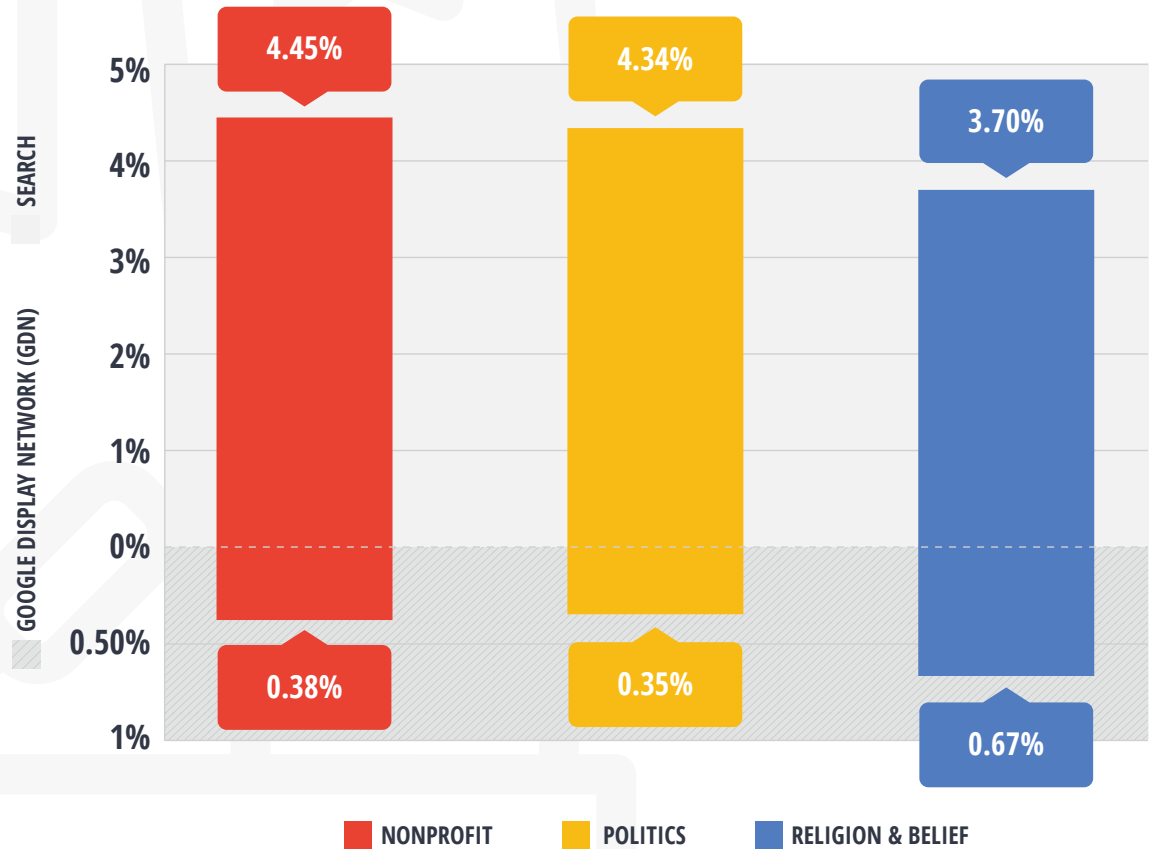


# Advocacy

## ADVOCACY

### Average Click-Through Rate

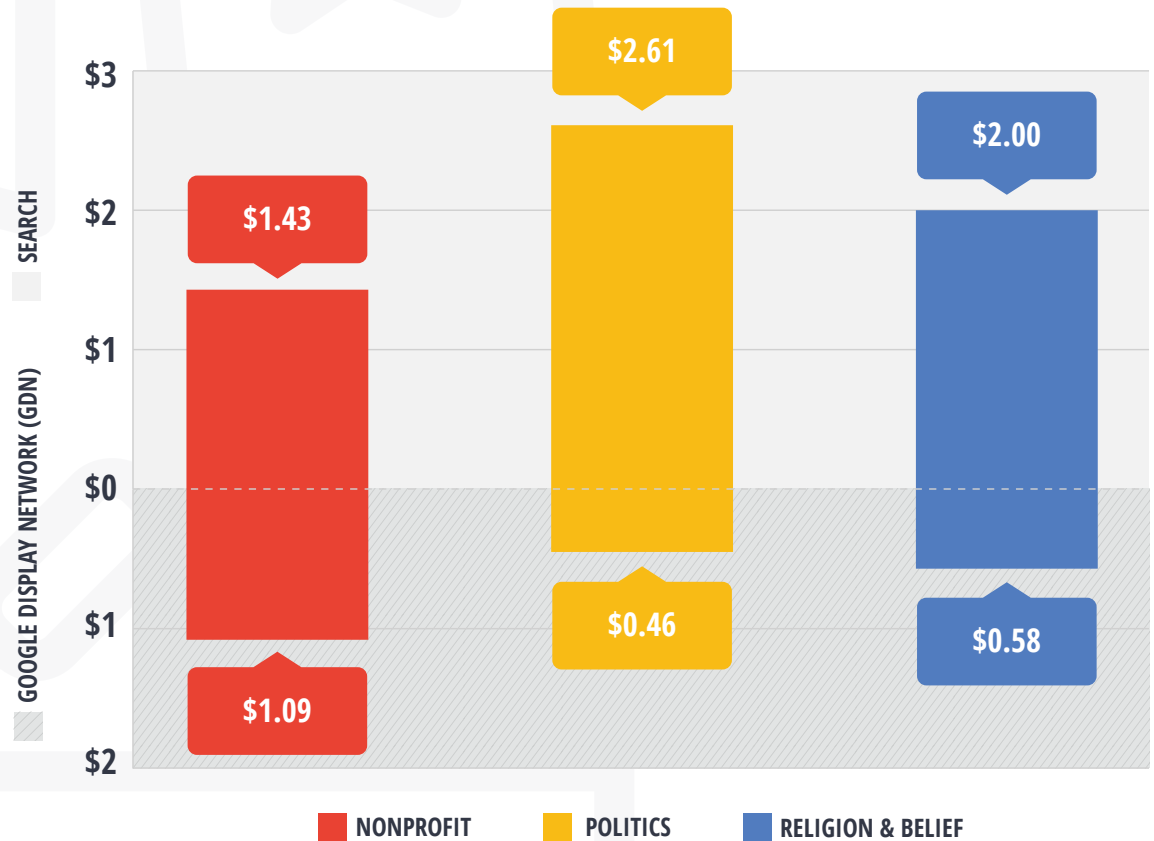
The average click-through rate (CTR) in AdWords across verticals in the advocacy industry is 4.41% on the search network and 0.59% on the display network.



## ADVOCACY

### Average Cost Per Click

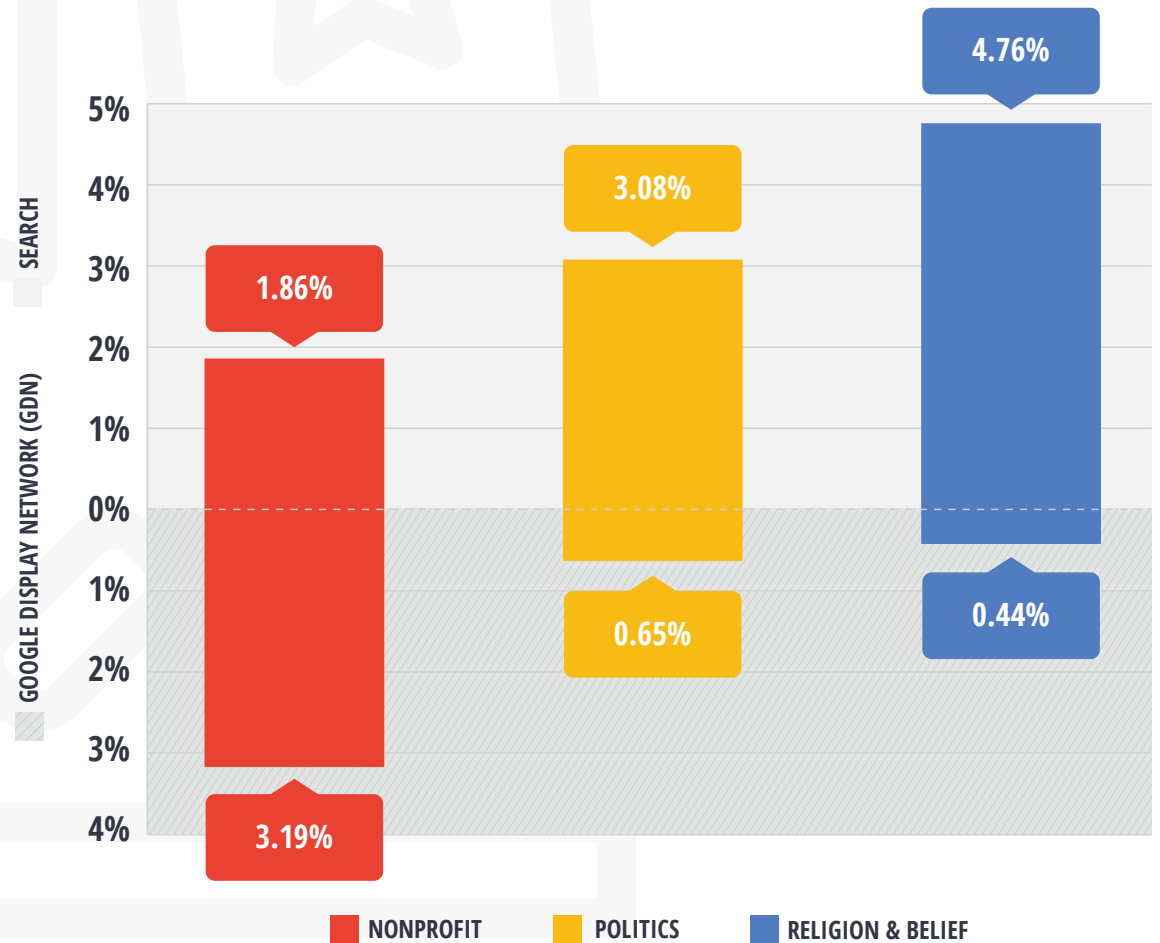
The average cost per click (CPC) in AdWords across verticals in the advocacy industry is \$1.43 on the search network and \$0.62 on the display network.



## ADVOCACY

### Average Conversion Rate

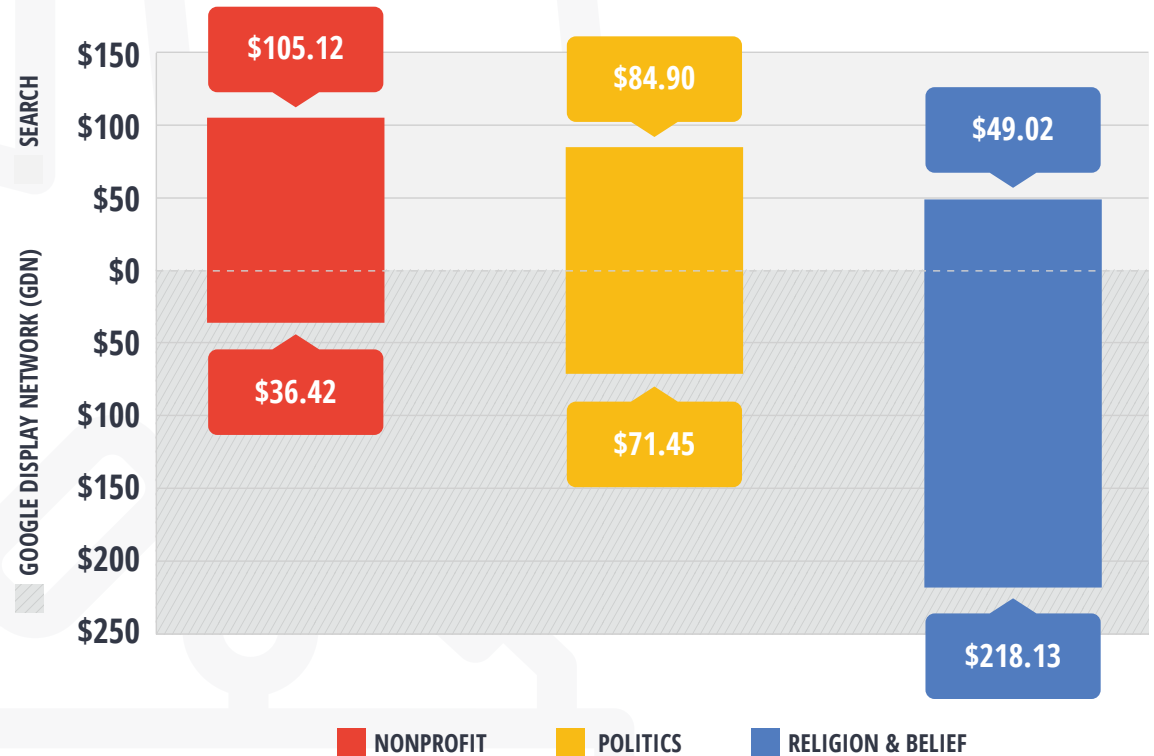
The average conversion rate (CVR) in AdWords across verticals in the advocacy industry is 1.96% on the search network and 1.00% on the display network.



## ADVOCACY

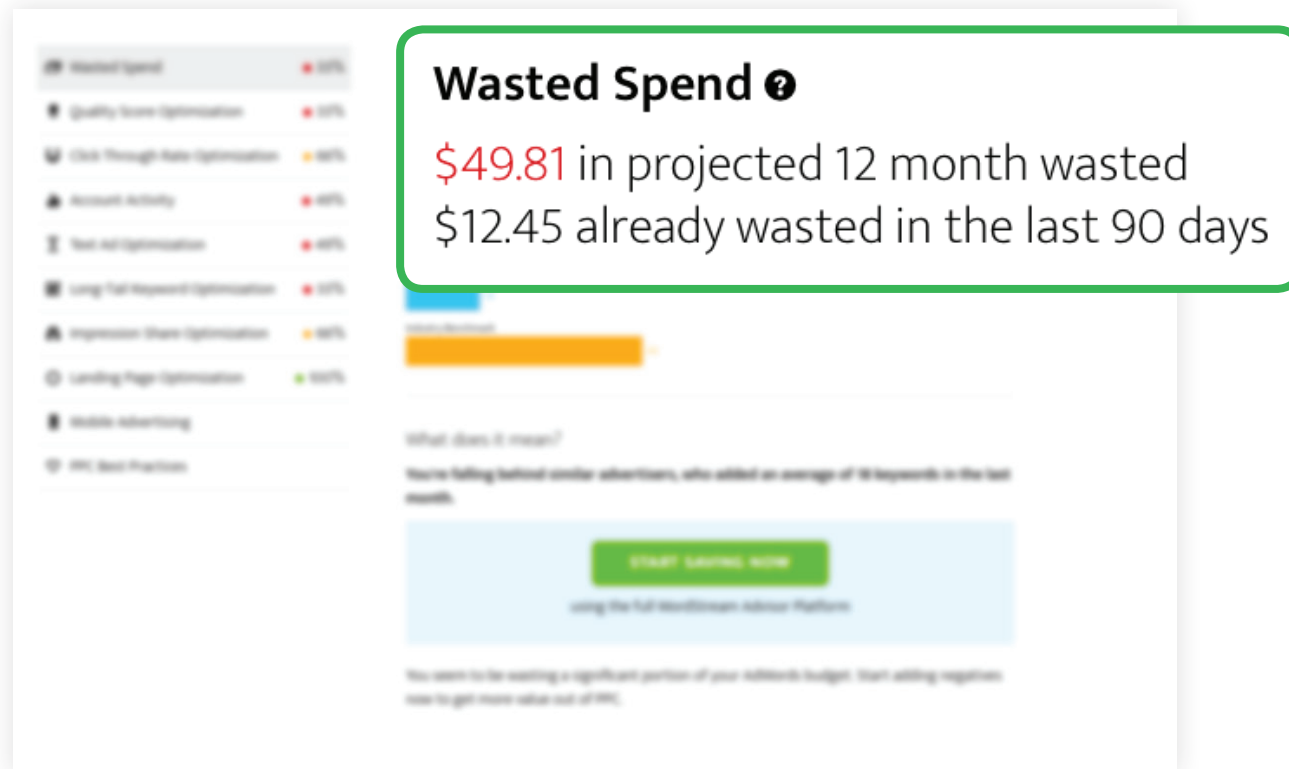
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the advocacy industry is \$96.55 on the search network and \$70.69 on the display network.



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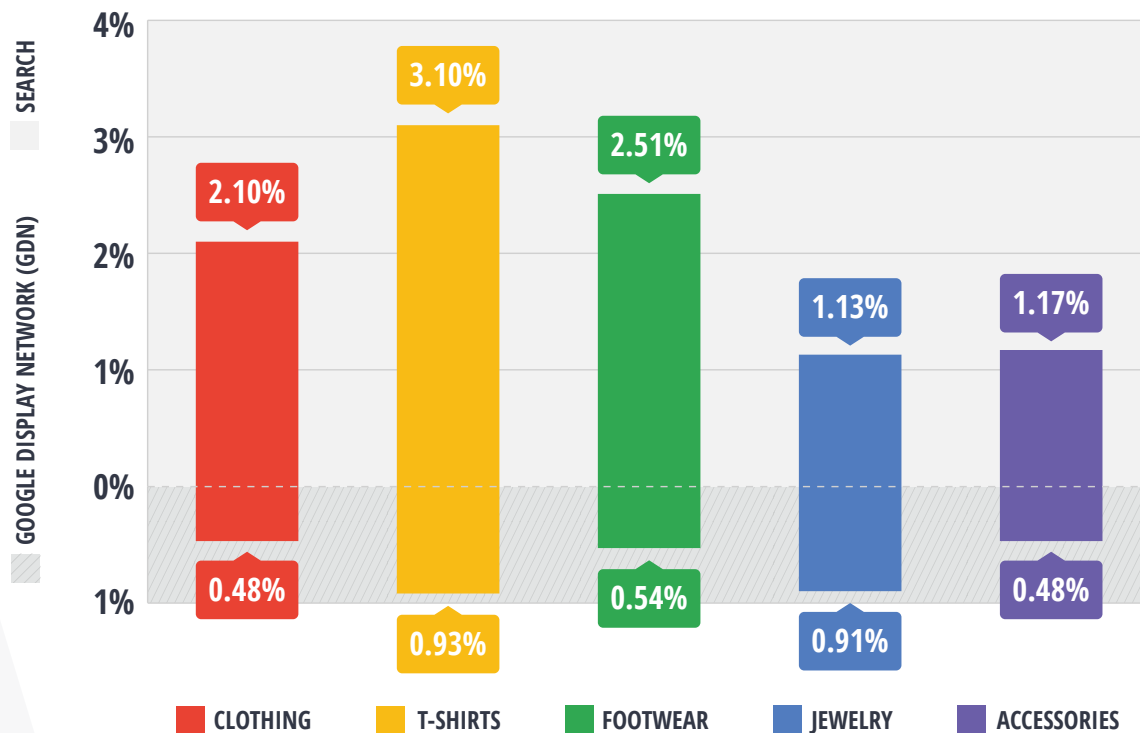


Apparel

## APPAREL

### Average Click-Through Rate

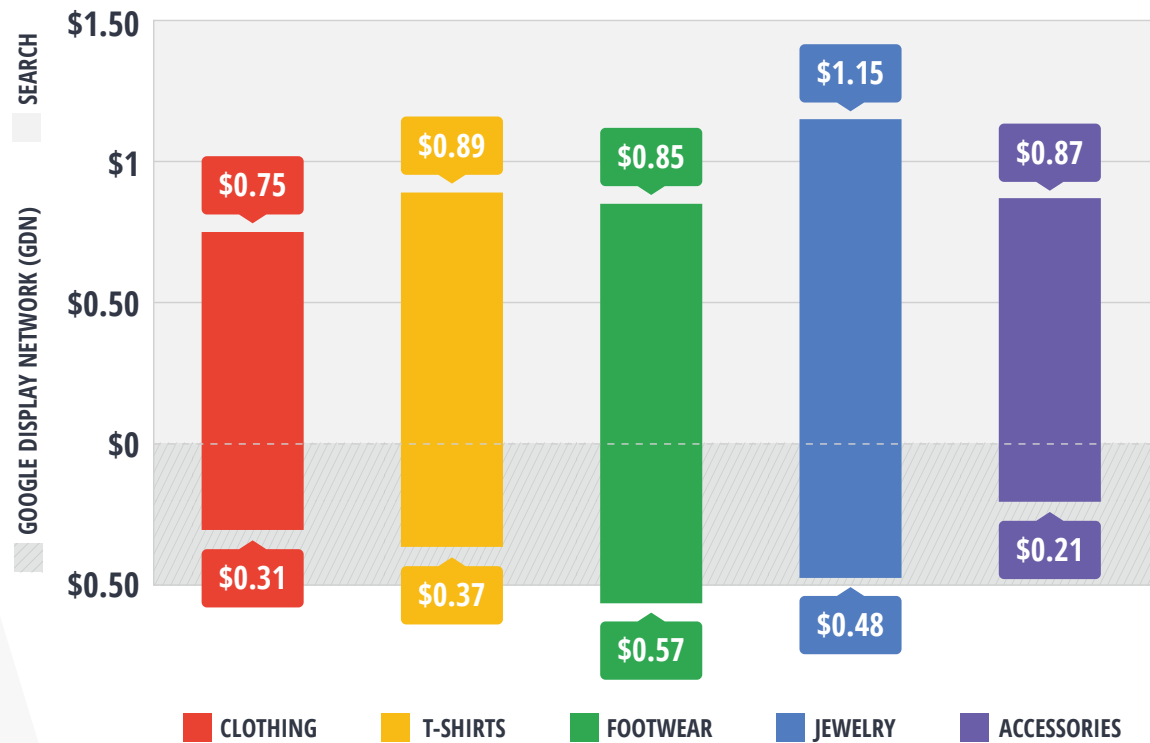
The average click-through rate (CTR) in AdWords across verticals in the apparel industry is 1.58% on the search network and 0.52% on the display network.



## APPAREL

### Average Cost Per Click

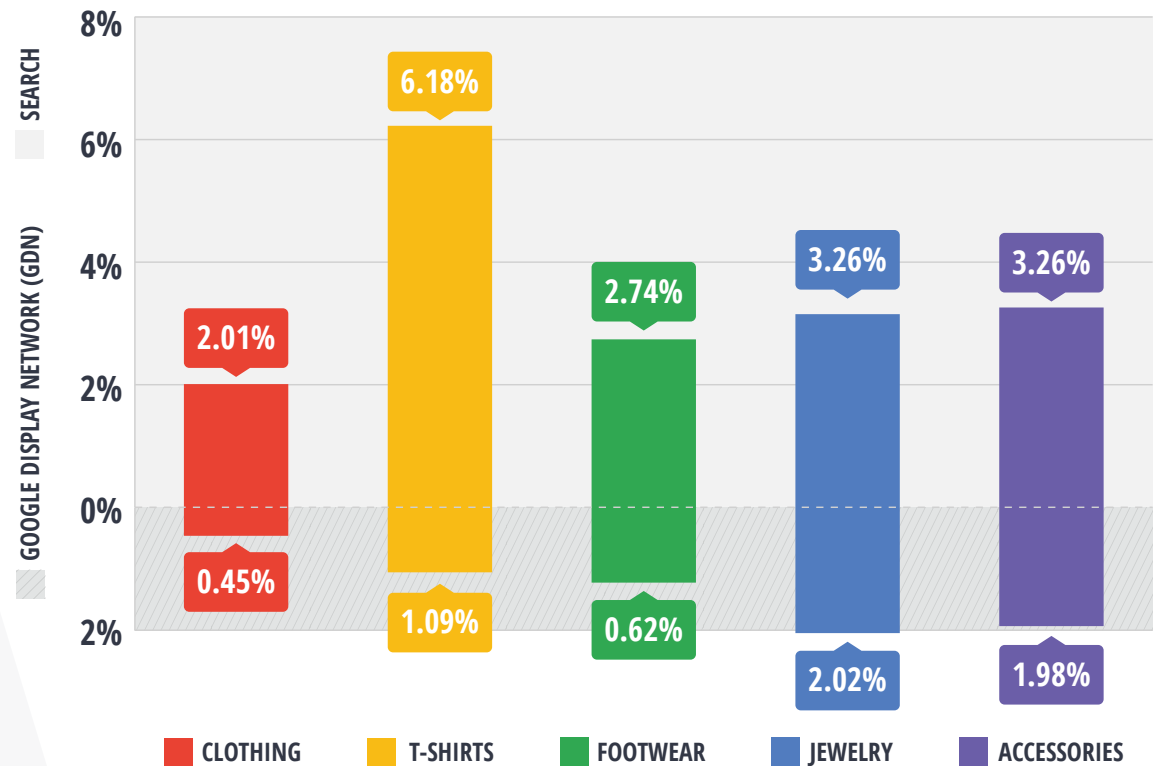
The average cost per click (CPC) in AdWords across verticals in the apparel industry is \$0.87 on the search network and \$0.35 on the display network.



## APPAREL

### Average Conversion Rate

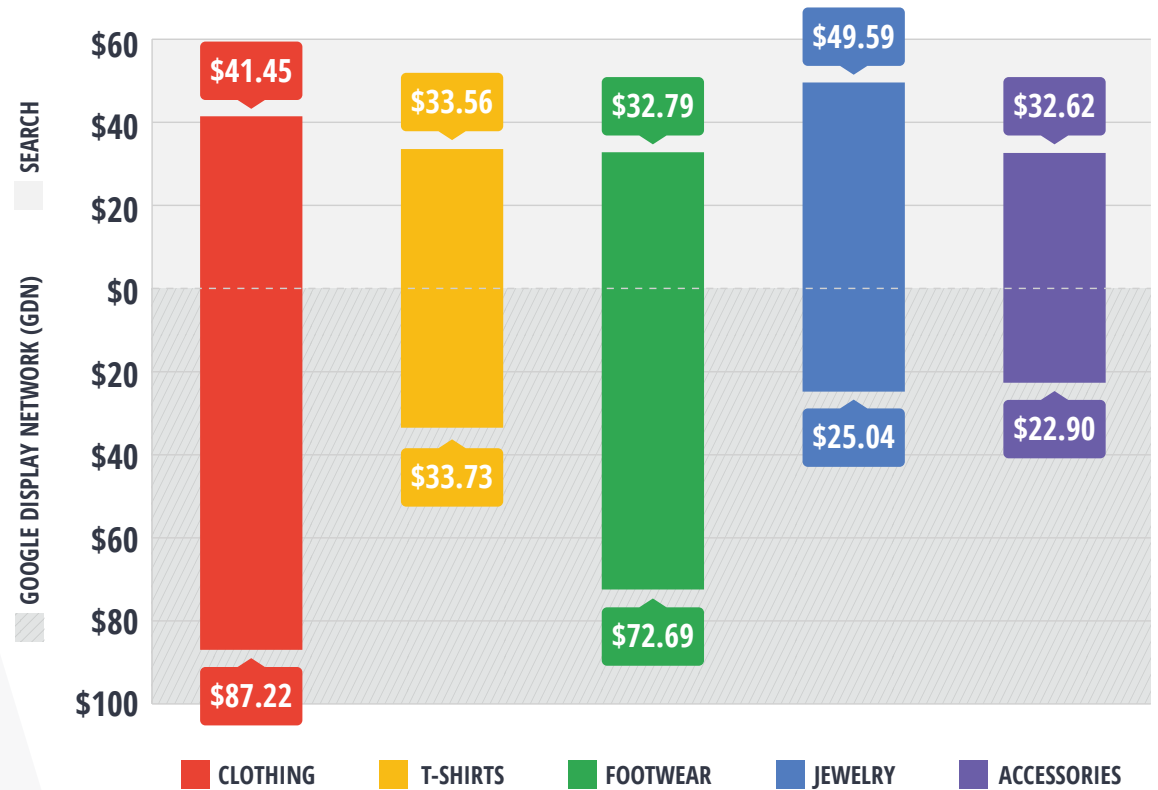
The average conversion rate (CVR) in AdWords across verticals in the apparel industry is 2.31% on the search network and 1.08% on the display network.



## APPAREL

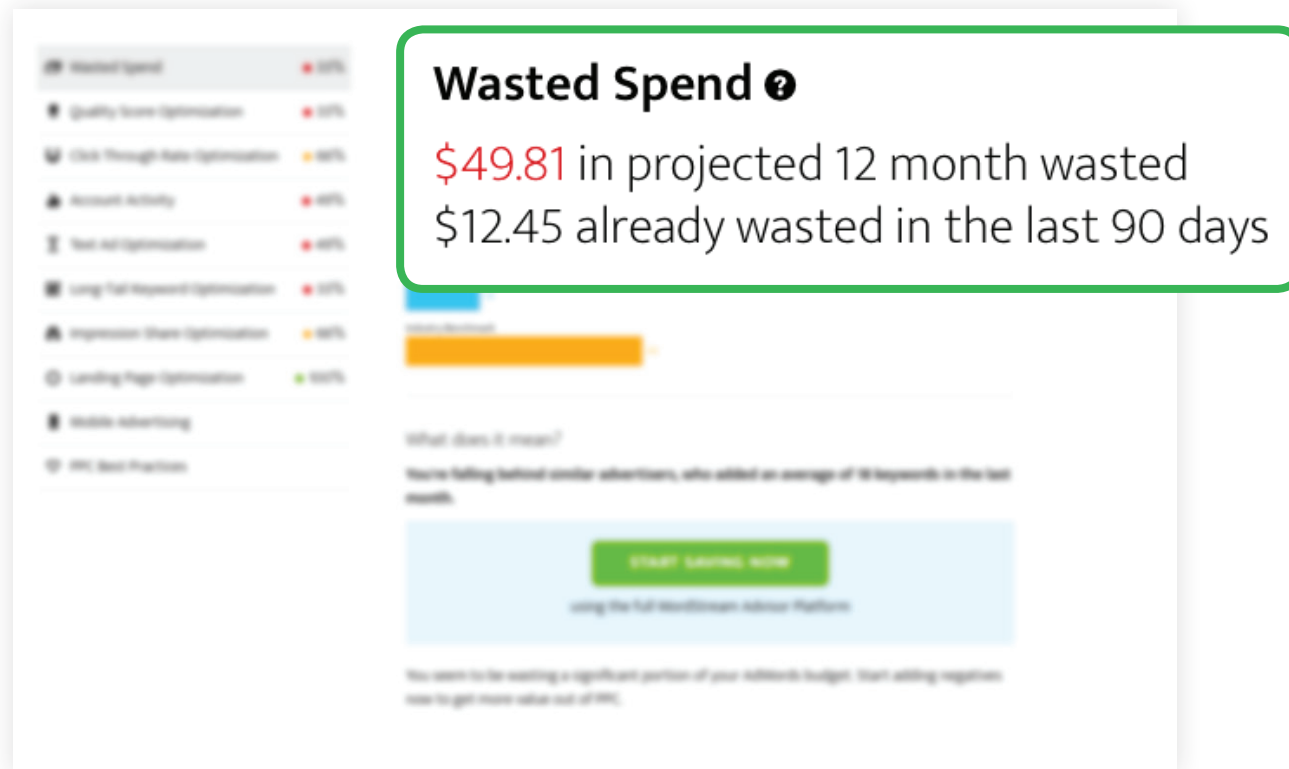
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the apparel industry is \$38.86 on the search network and \$38.56 on the display network.



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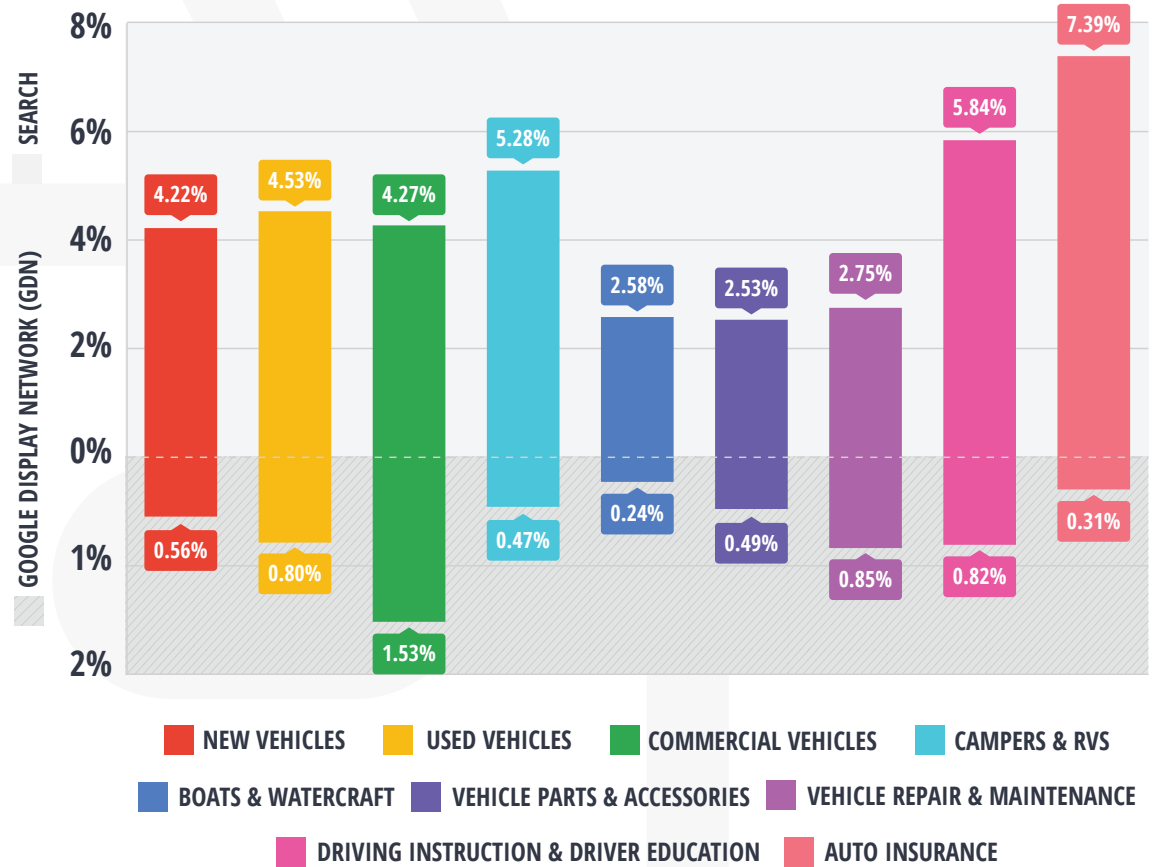


Auto

## AUTO

### Average Click-Through Rate

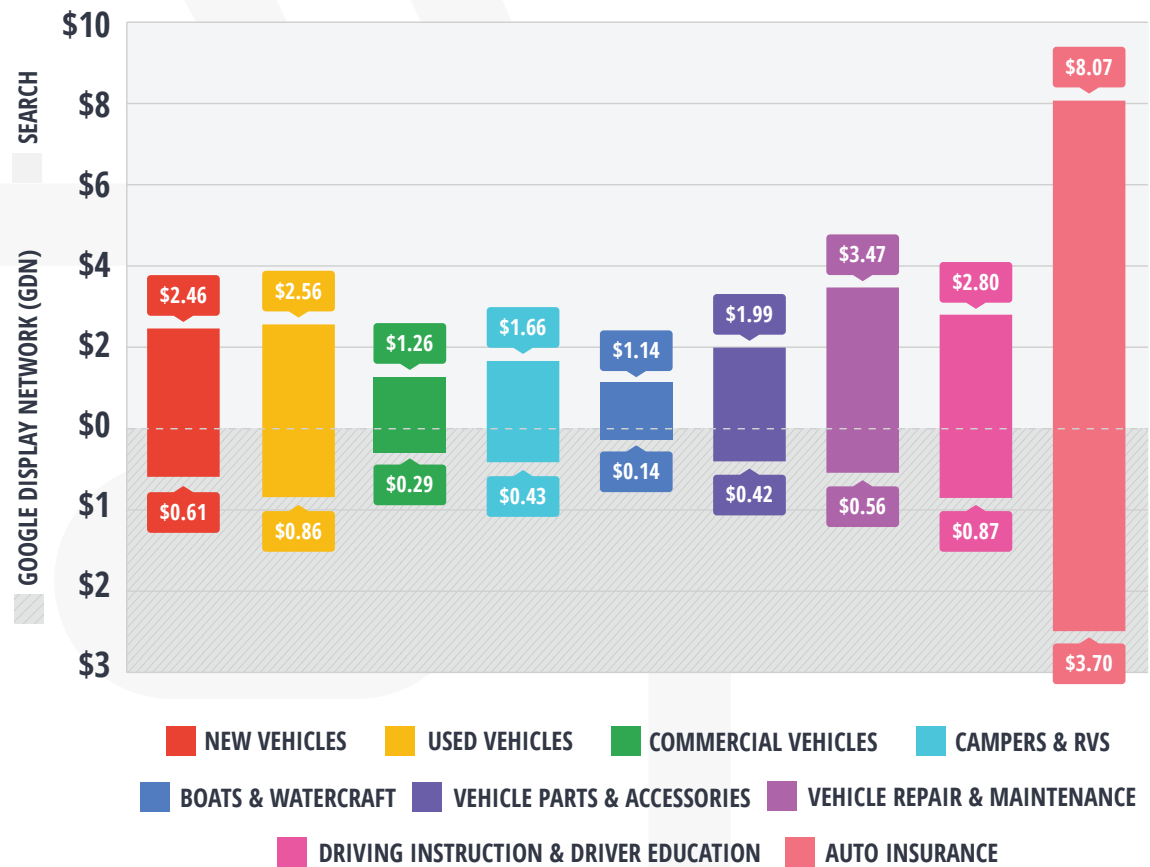
The average click-through rate (CTR) in AdWords across verticals in the auto industry is 4.00% on the search network and 0.60% on the display network.



## AUTO

### Average Cost Per Click

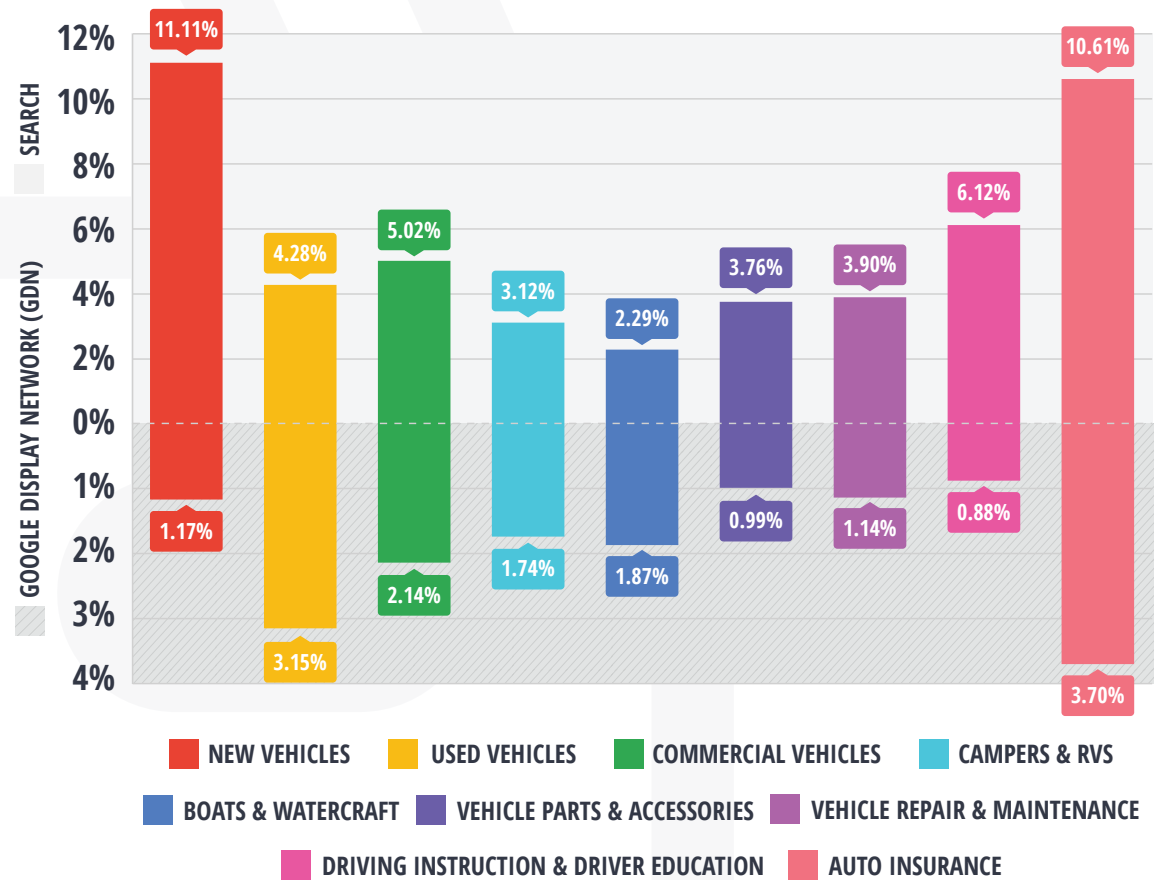
The average cost per click (CPC) in AdWords across verticals in the auto industry is \$2.46 on the search network and \$0.58 on the display network.



## AUTO

### Average Conversion Rate

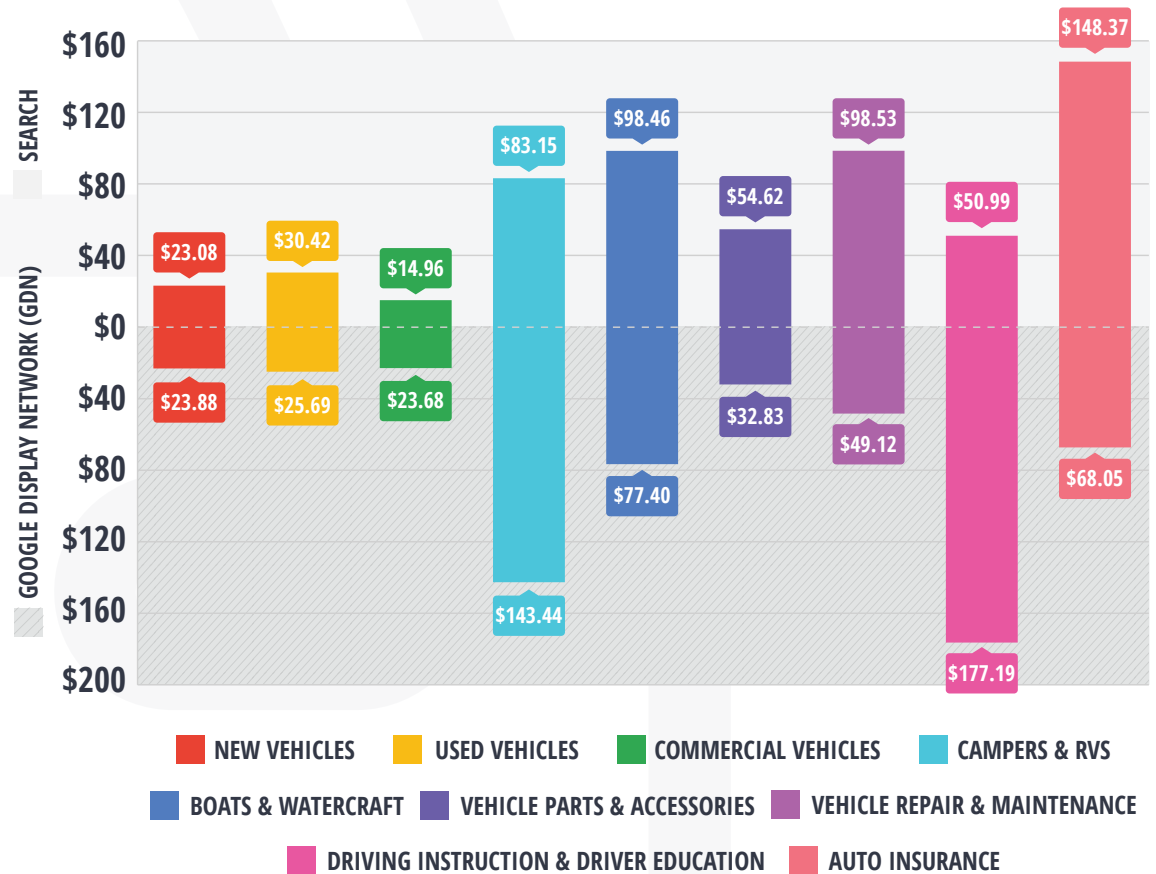
The average conversion rate (CVR) in AdWords across verticals in the auto industry is 6.03% on the search network and 1.19% on the display network.



## AUTO

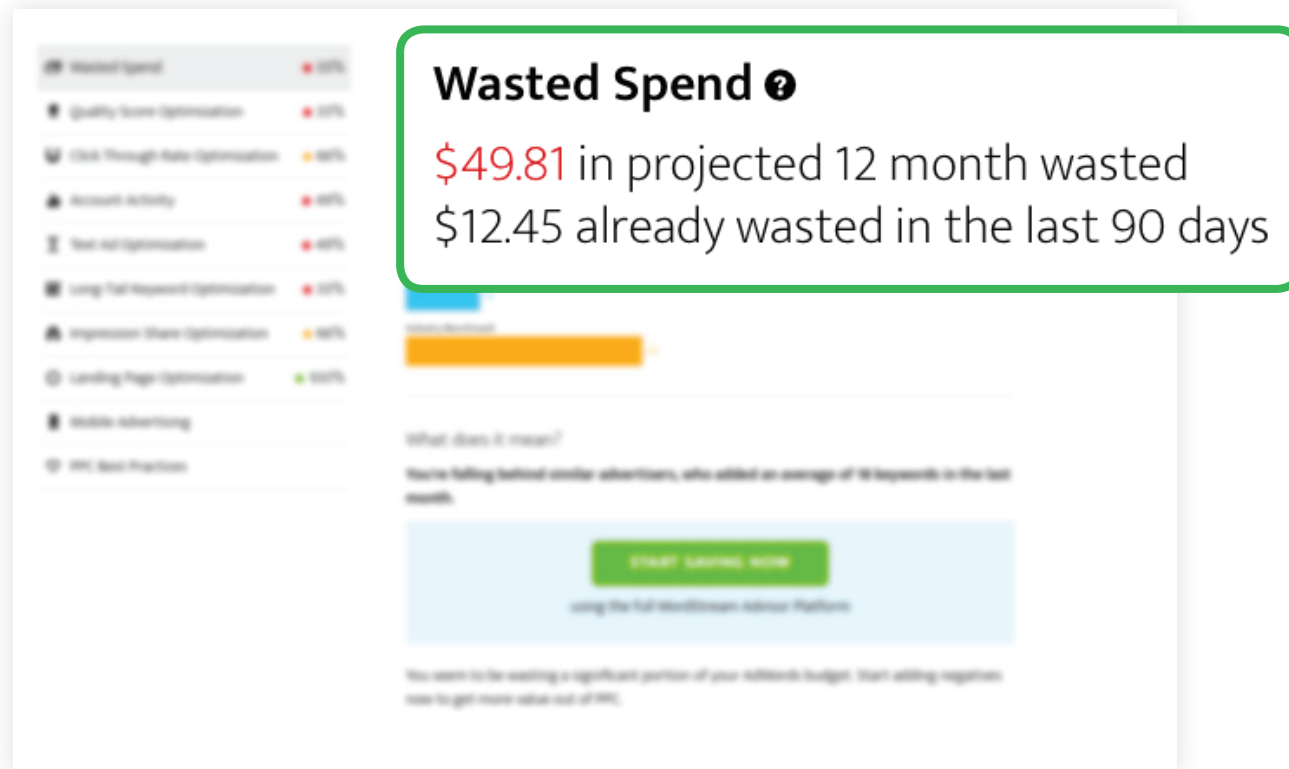
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the auto industry is \$33.52 on the search network and \$23.68 on the display network.



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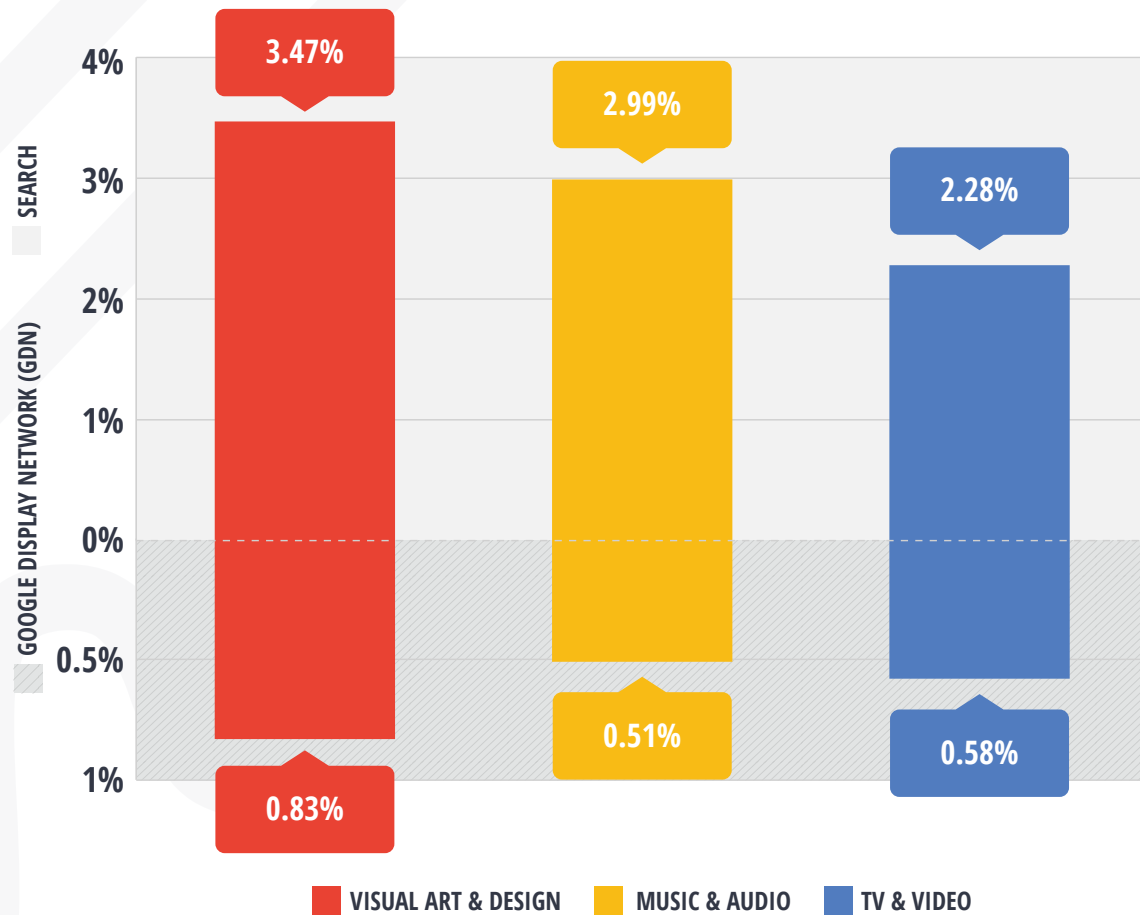


Creative

## CREATIVE

### Average Click-Through Rate

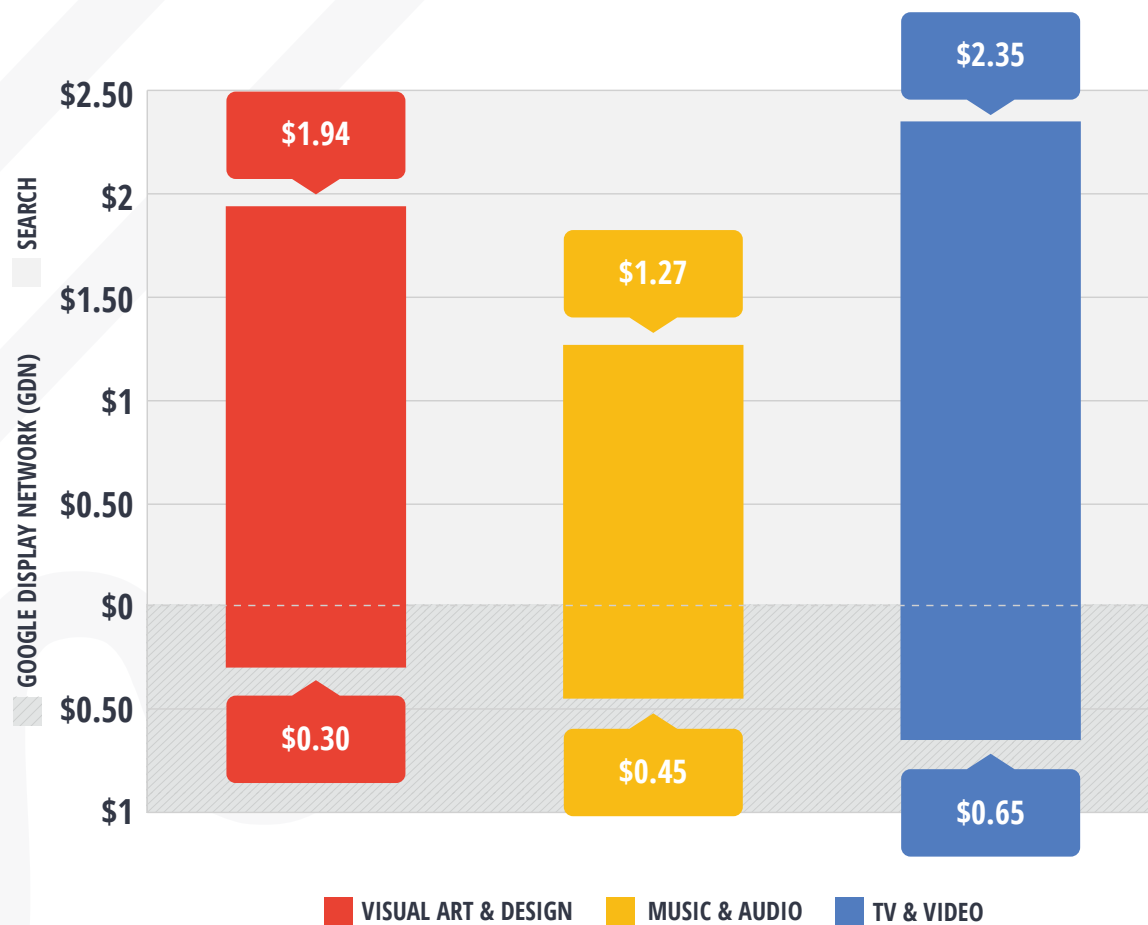
The average click-through rate (CTR) in AdWords across verticals in the creative industry is 3.05% on the search network and 0.61% on the display network.



## CREATIVE

### Average Cost Per Click

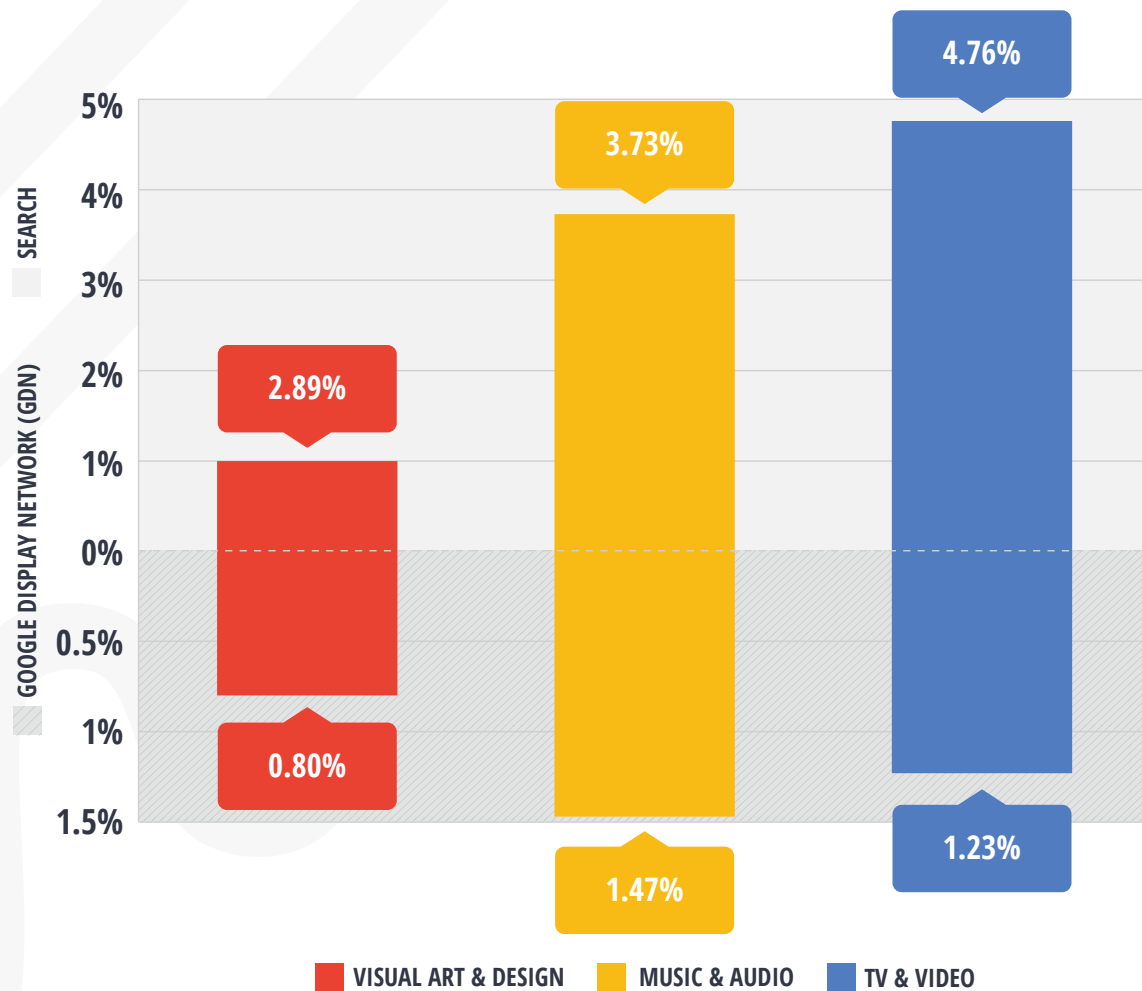
The average cost per click (CPC) in AdWords across verticals in the creative industry is \$1.56 on the search network and \$0.45 on the display network.



## CREATIVE

### Average Conversion Rate

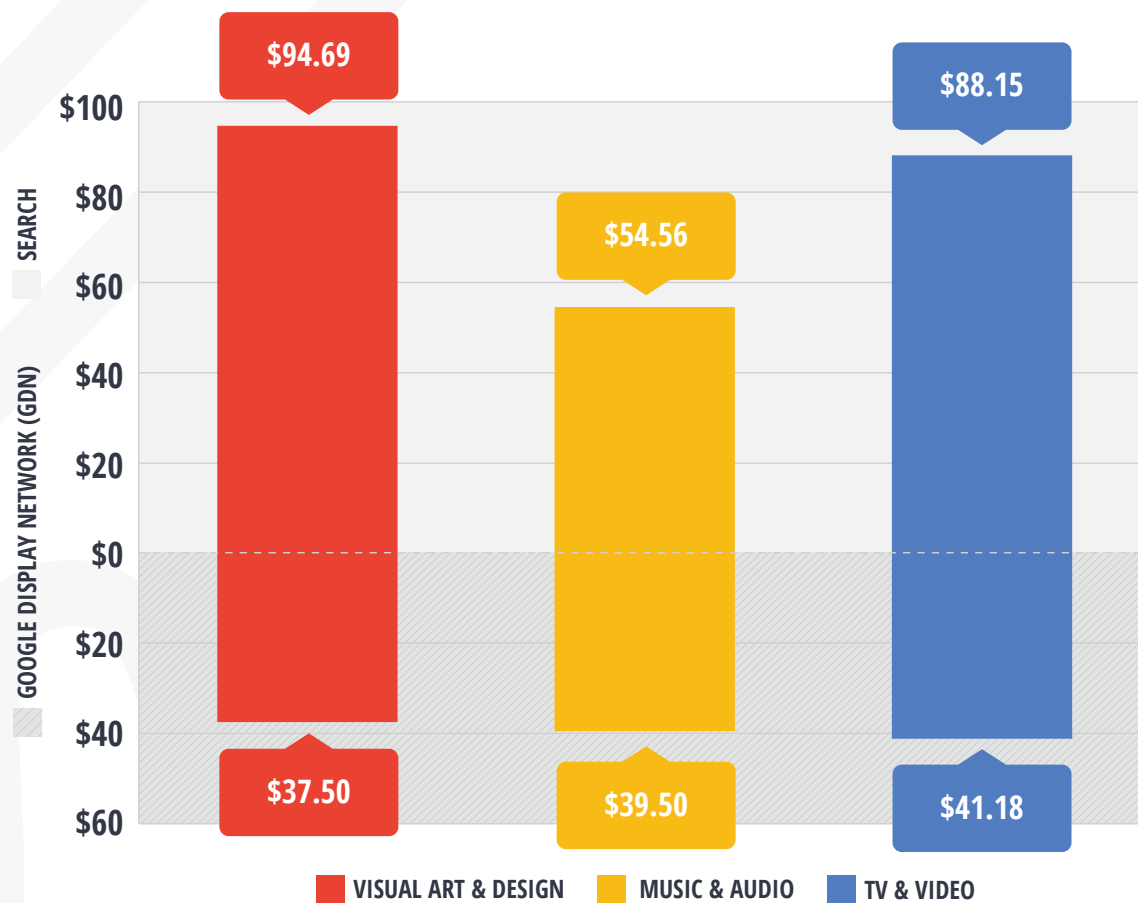
The average conversion rate (CVR) in AdWords across verticals in the creative industry is 3.90% on the search network and 1.73% on the display network.



## CREATIVE

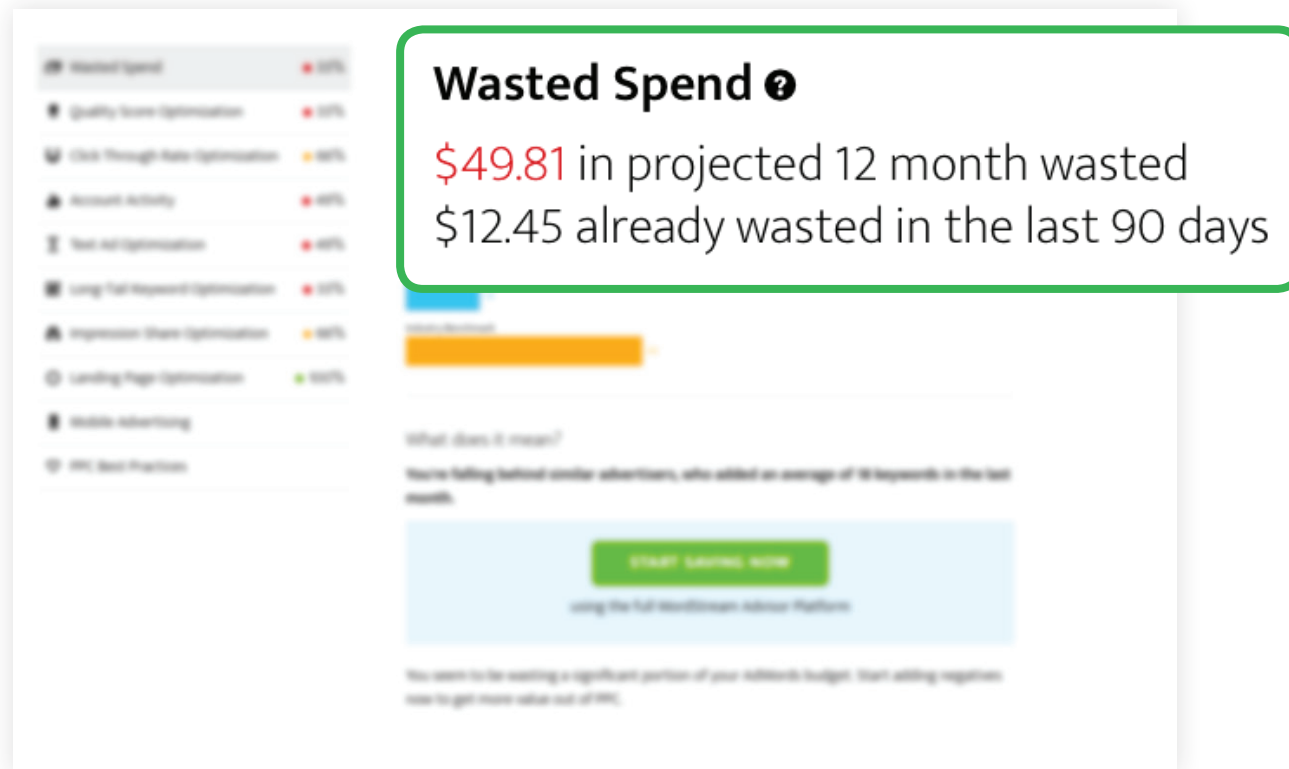
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the creative industry is \$68.20 on the search network and \$36.57 on the display network.



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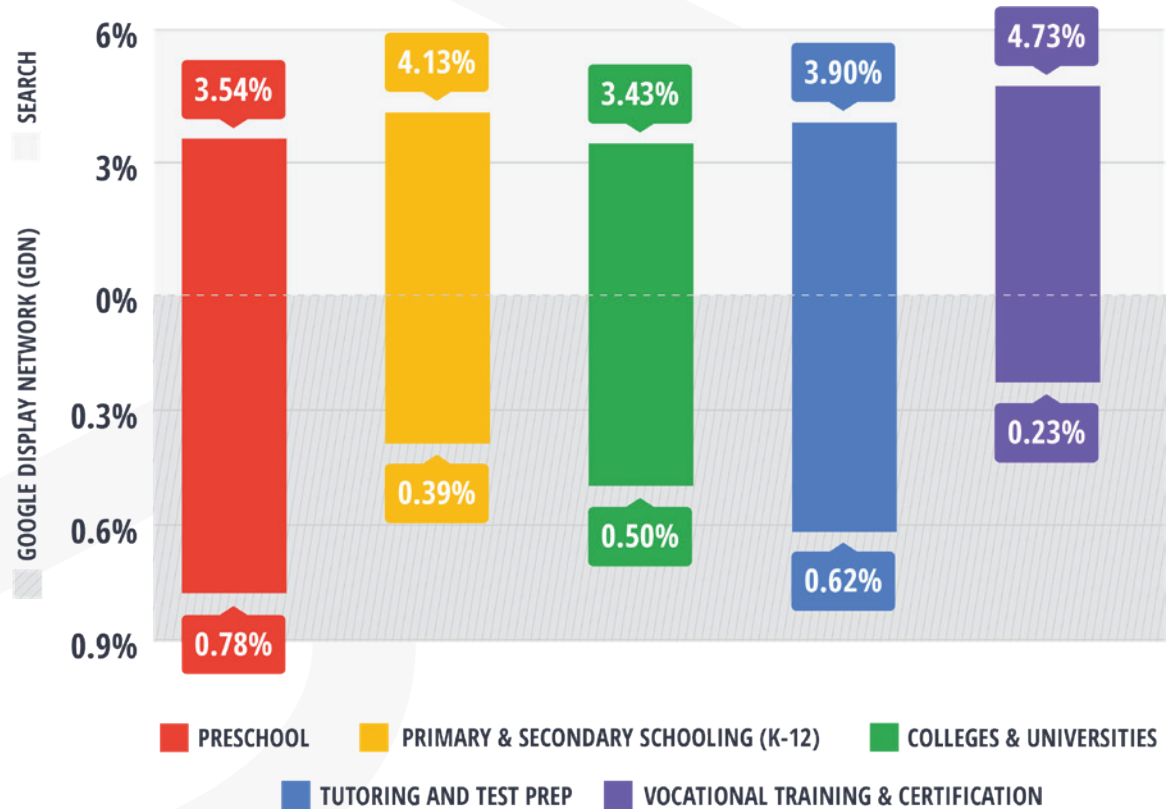


Education

## EDUCATION

### Average Click-Through Rate

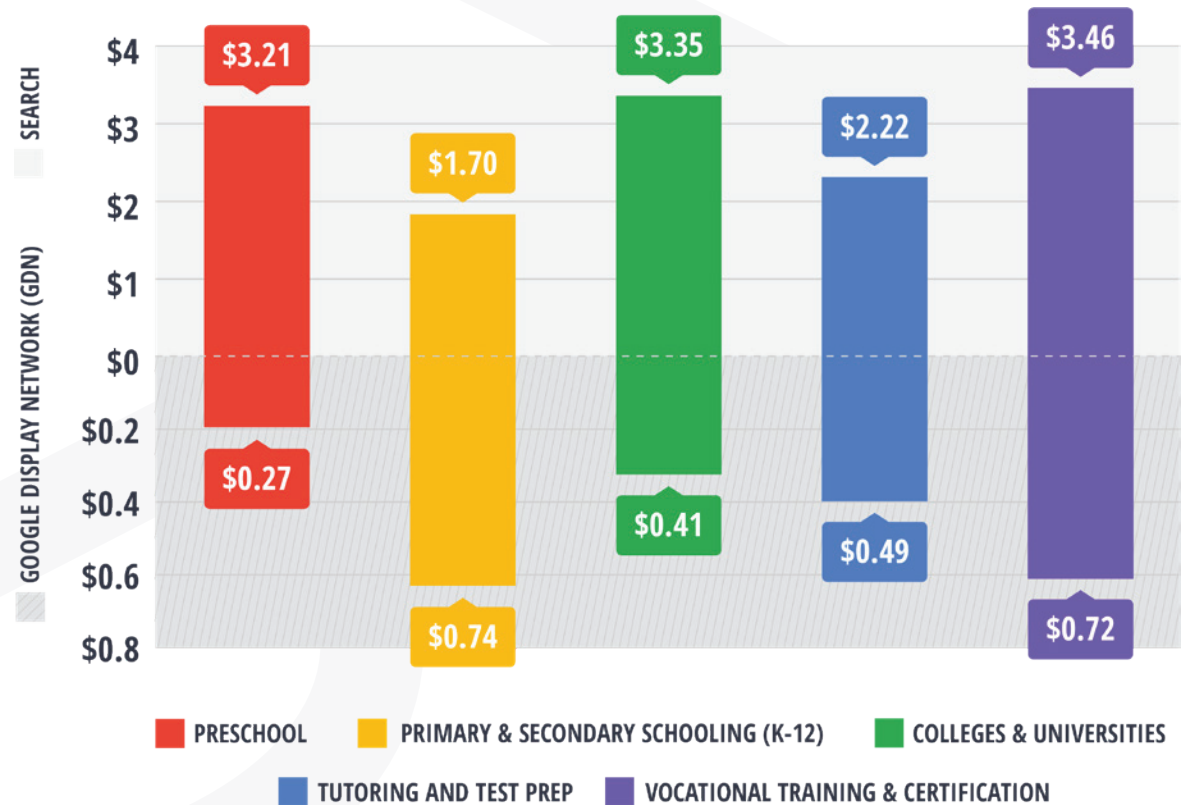
The average click-through rate (CTR) in AdWords across verticals in the education industry is 3.78% on the search network and 0.53% on the display network.



## EDUCATION

### Average Cost Per Click

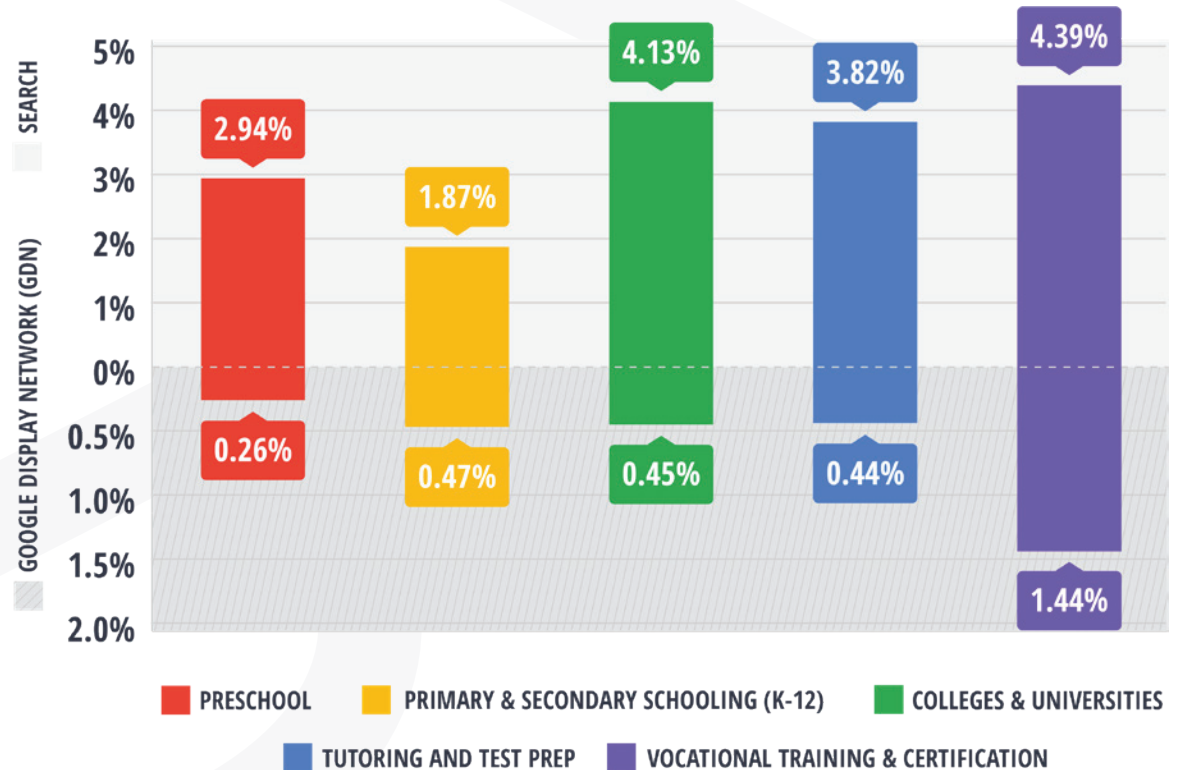
The average cost per click (CPC) in AdWords across verticals in the education industry is \$2.40 on the search network and \$0.47 on the display network.



## EDUCATION

### Average Conversion Rate

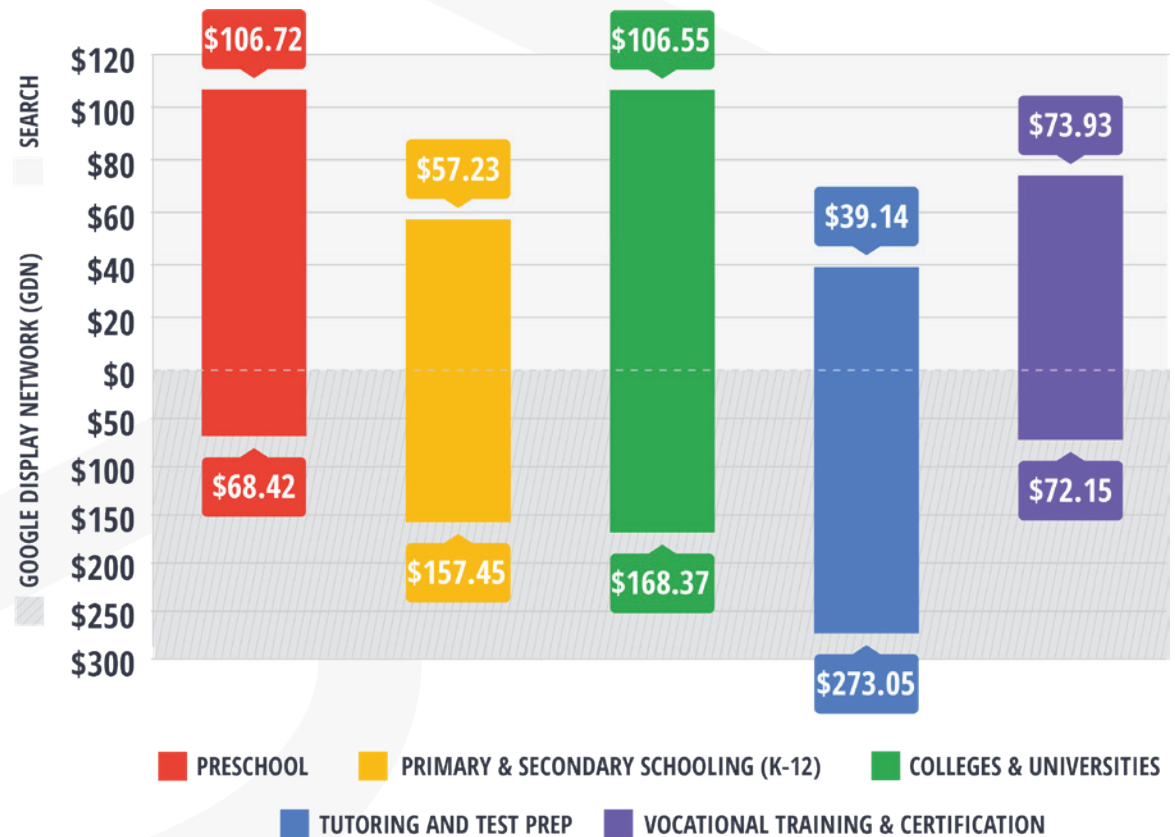
The average conversion rate (CVR) in AdWords across verticals in the education industry is 3.39% on the search network and 0.50% on the display network.



## EDUCATION

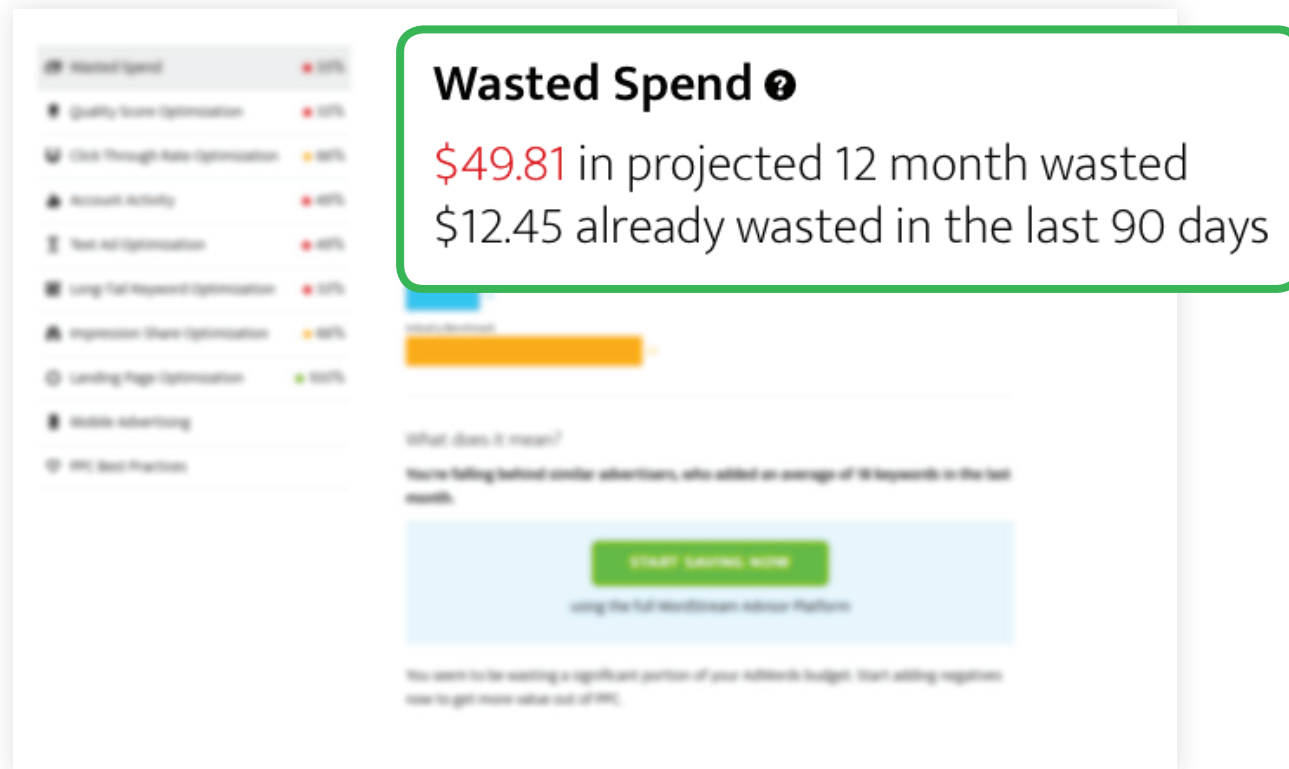
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the education industry is \$72.70 on the search network and \$143.36 on the display network.



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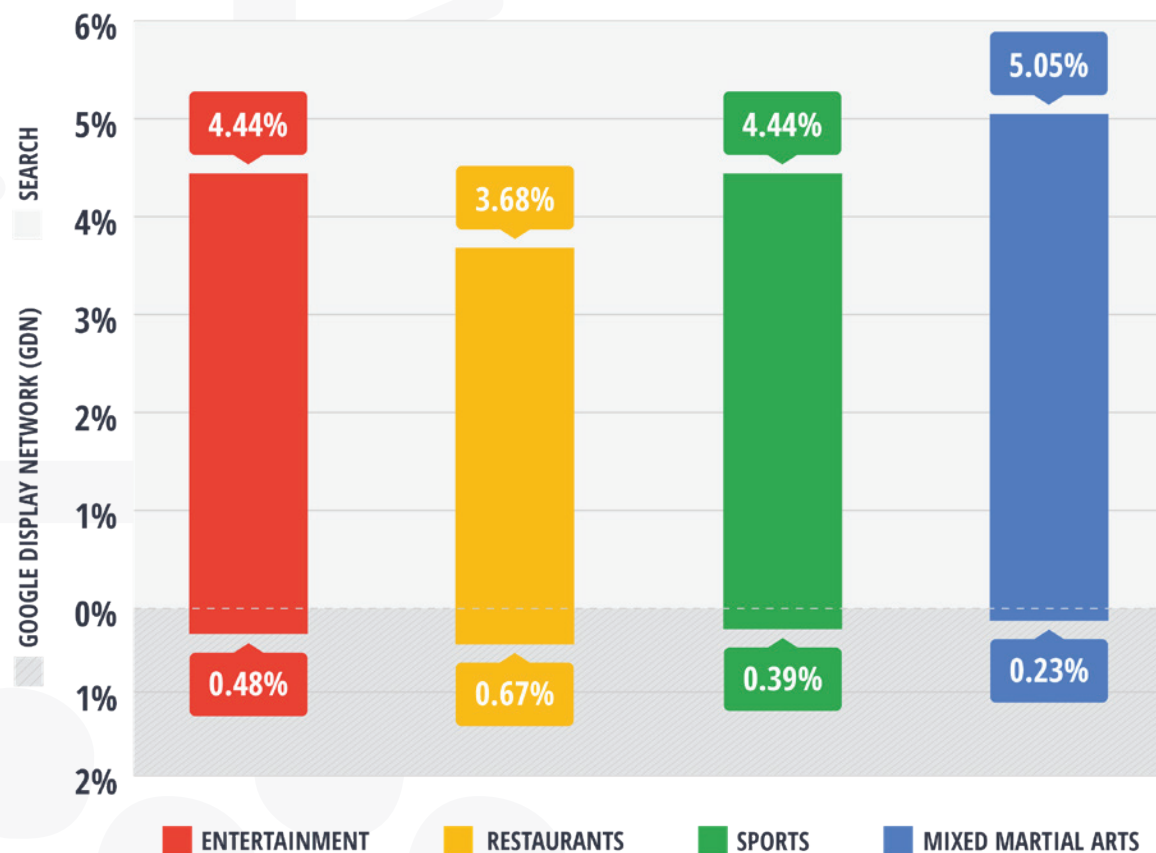


# Entertainment

## ENTERTAINMENT

### Average Click-Through Rate

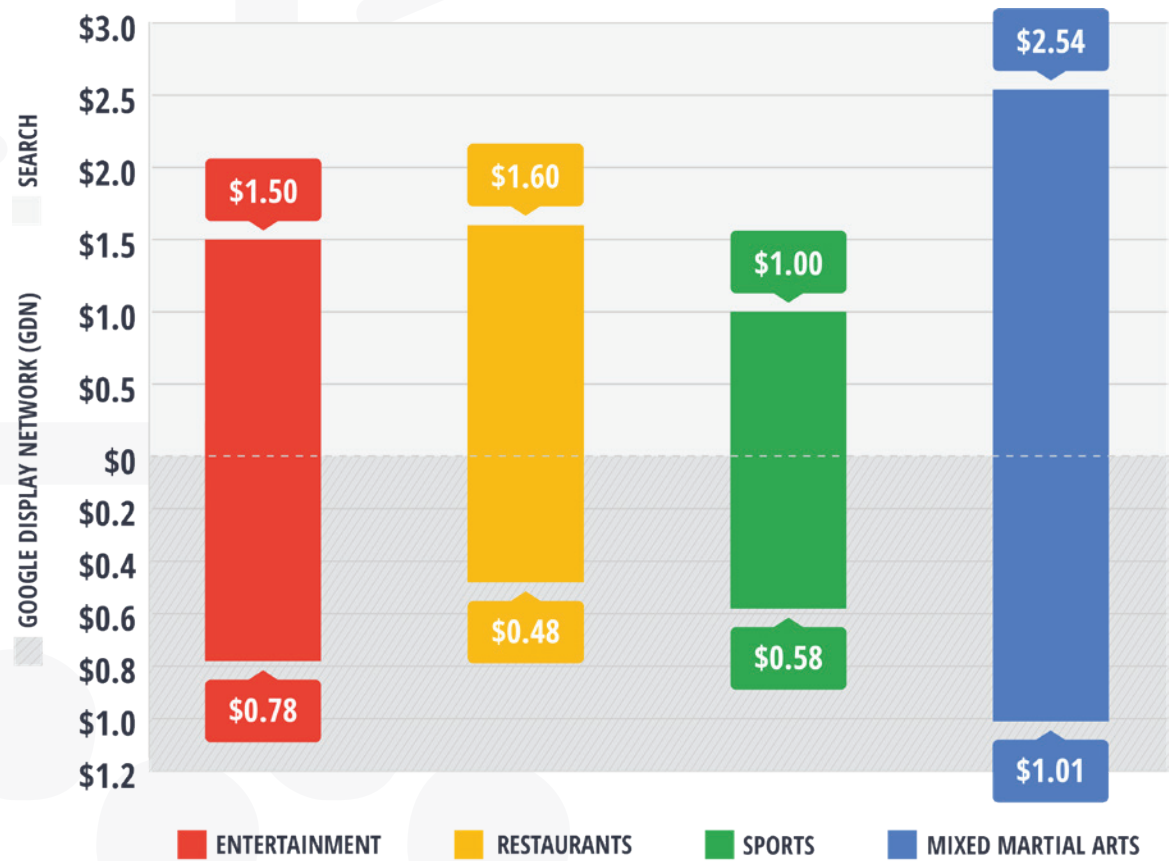
The average click-through rate (CTR) in AdWords across verticals in the entertainment industry is 4.45% on the search network and 0.41% on the display network.



## ENTERTAINMENT

### Average Cost Per Click

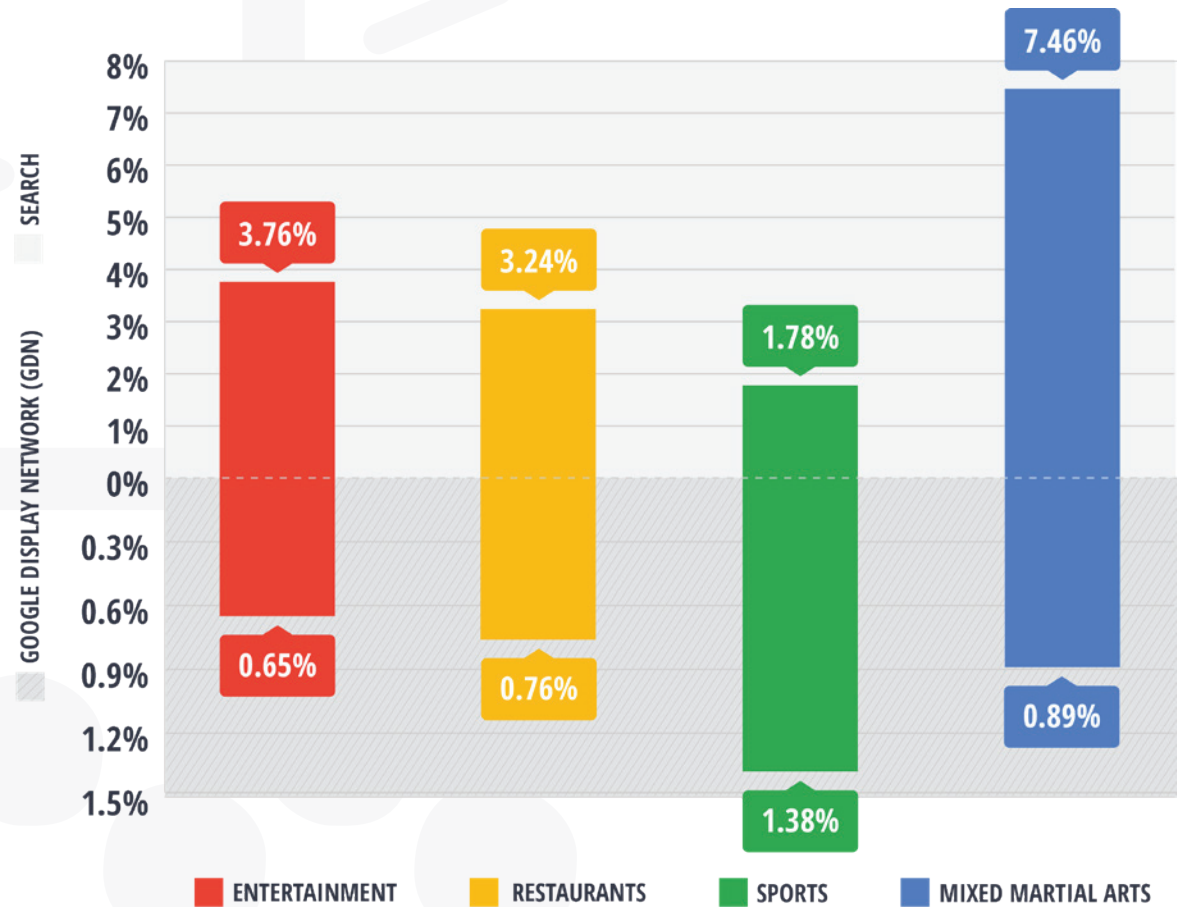
The average cost per click (CPC) in AdWords across verticals in the entertainment industry is \$1.68 on the search network and \$0.75 on the display network.



## ENTERTAINMENT

### Average Conversion Rate

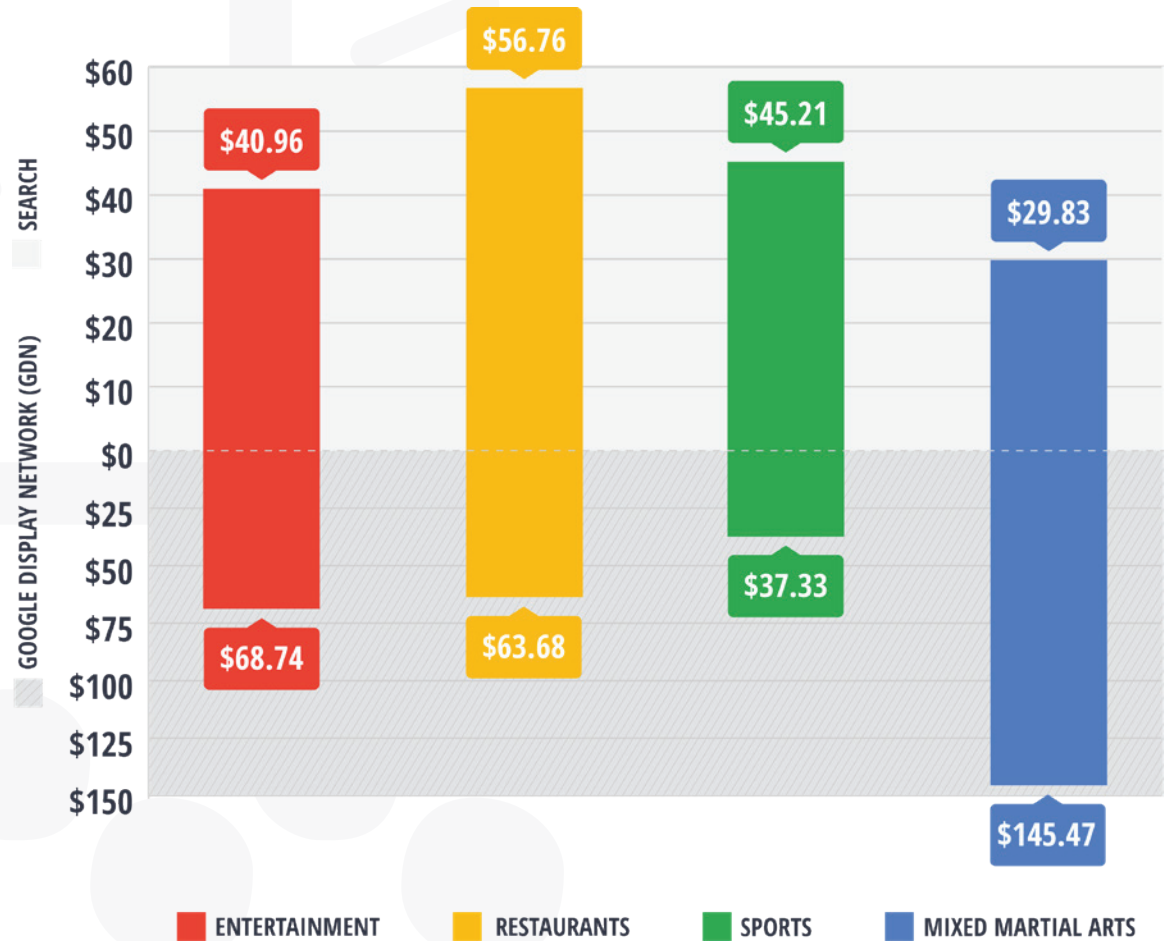
The average conversion rate (CVR) in AdWords across verticals in the entertainment industry is 3.97% on the search network and 0.84% on the display network.



## ENTERTAINMENT

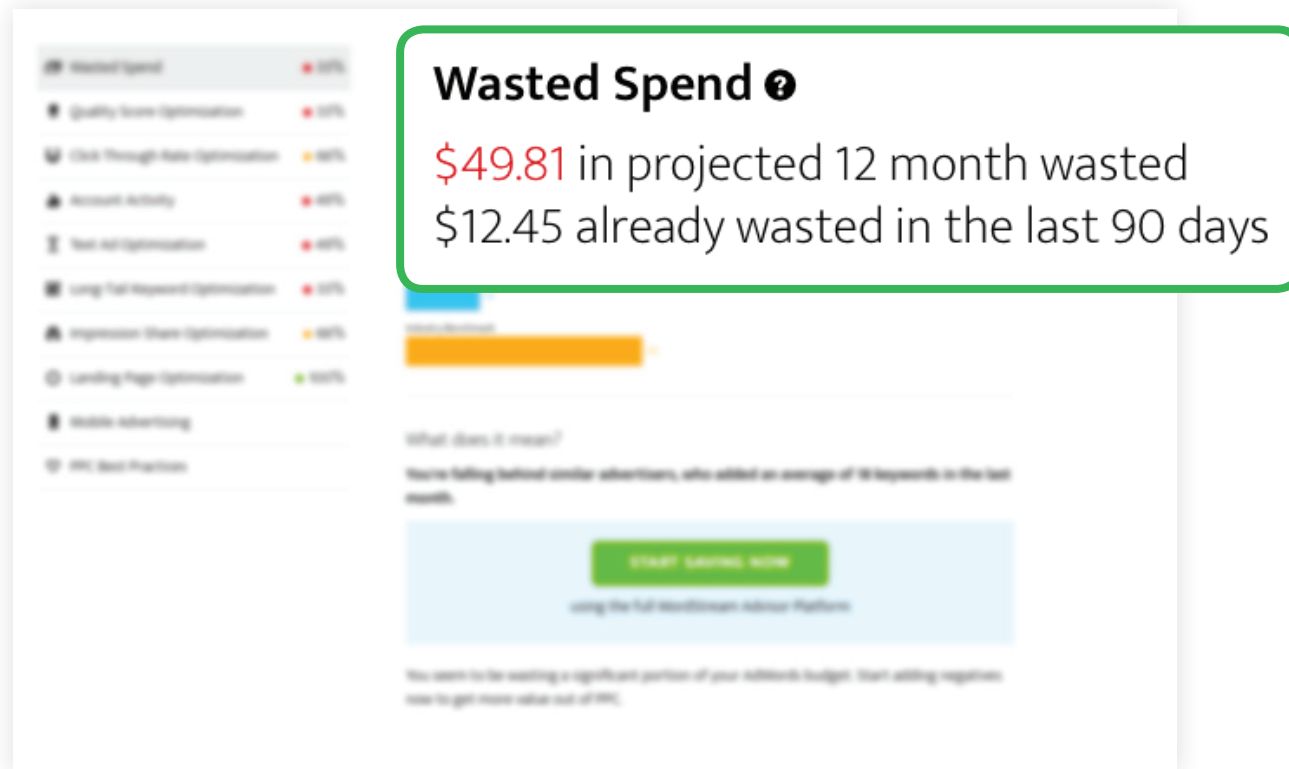
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the entertainment industry is \$38.44 on the search network and \$61.68 on the display network.



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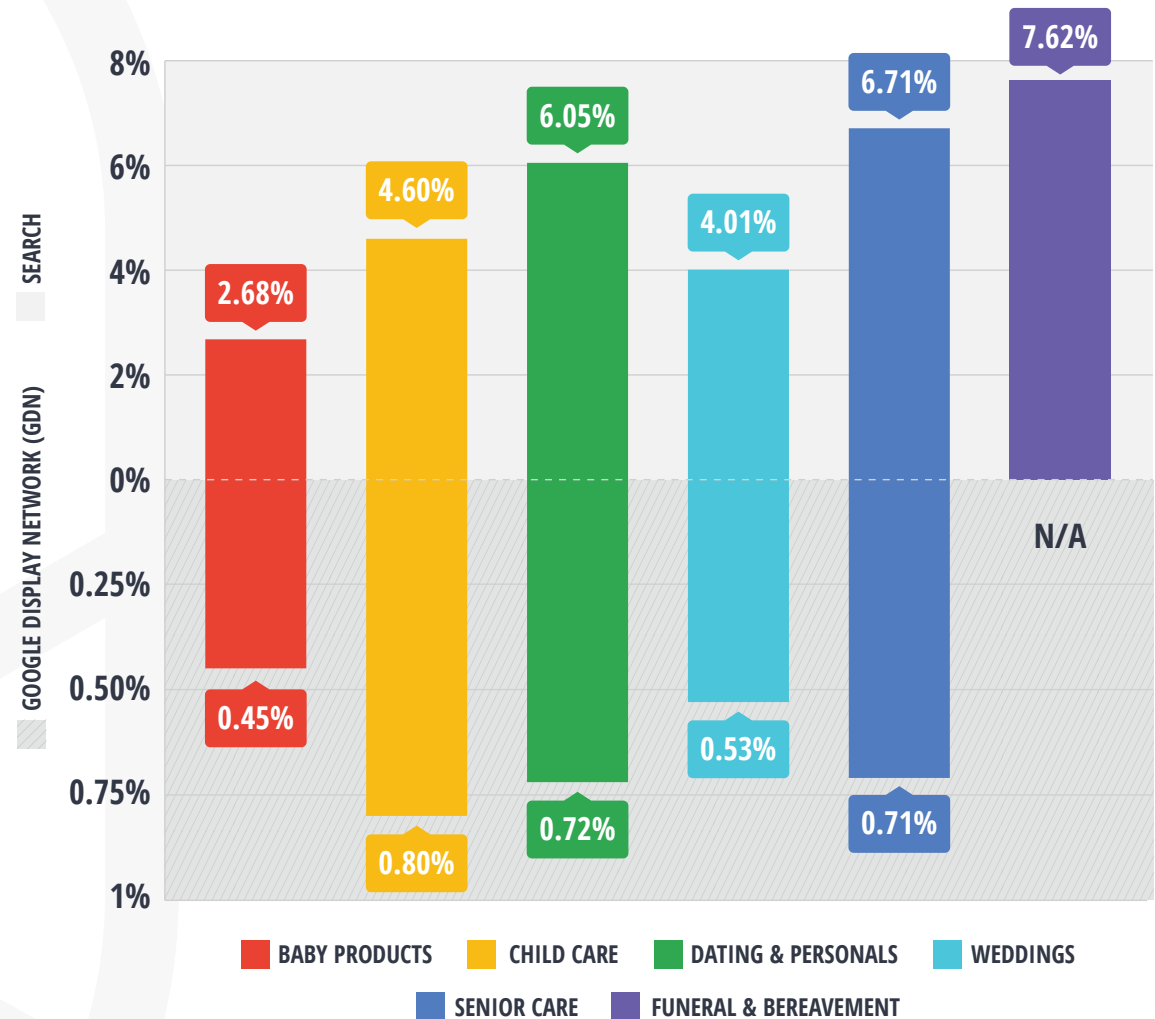


# Family Care

## FAMILY CARE

### Average Click-Through Rate

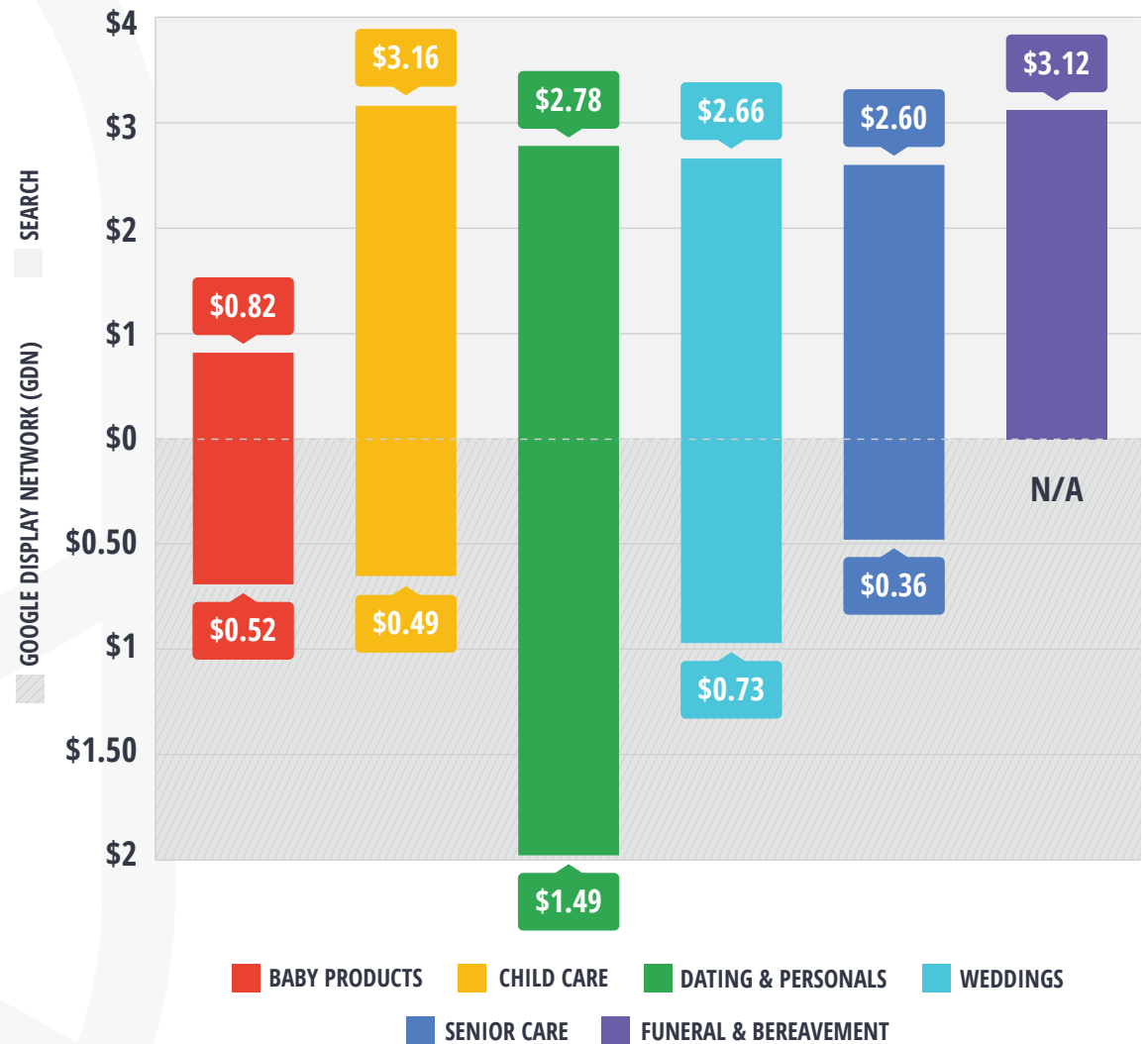
The average click-through rate (CTR) in AdWords across verticals in the family care industry is 4.45% on the search network and 0.65% on the display network.



## FAMILY CARE

### Average Cost Per Click

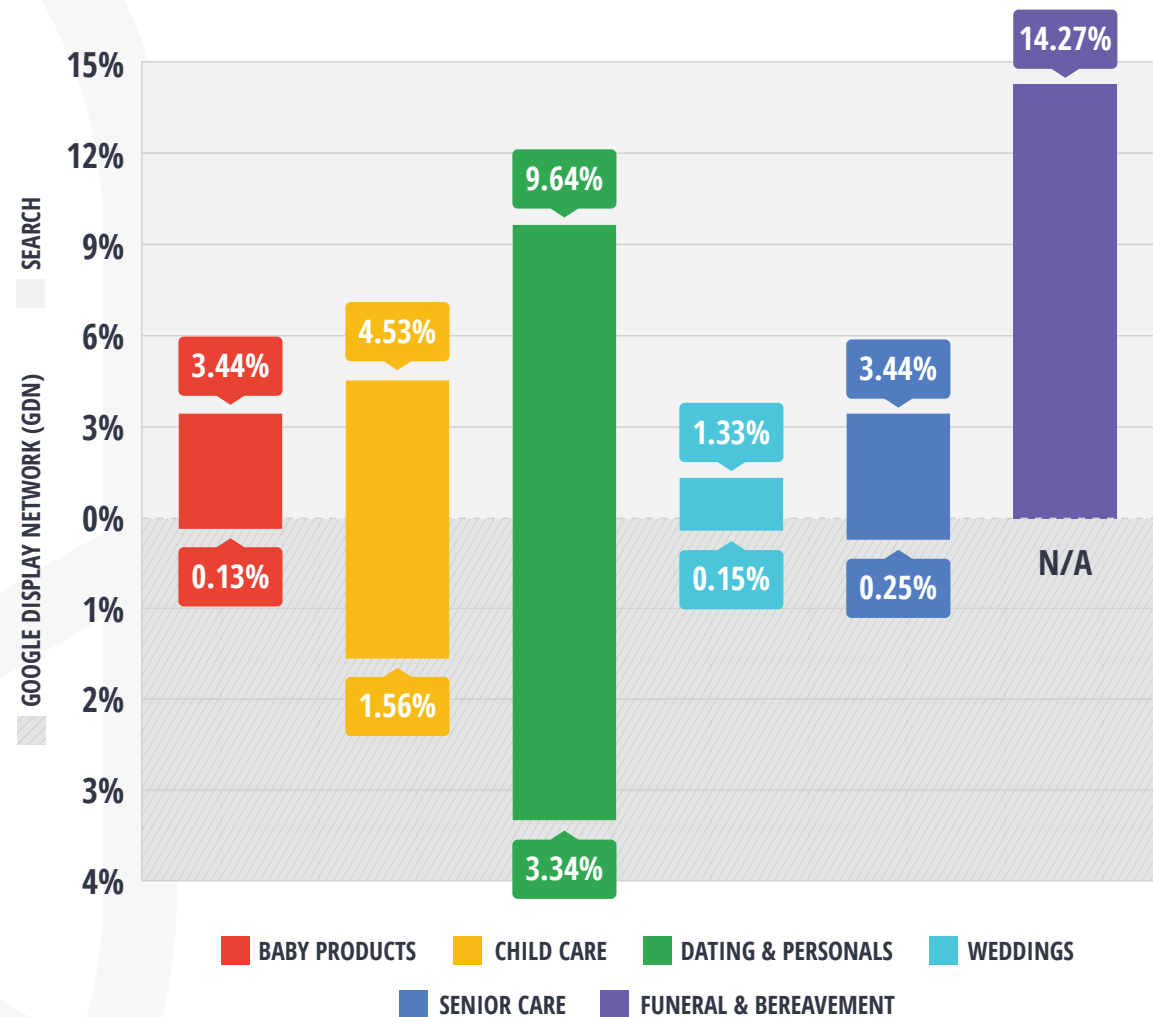
The average cost per click (CPC) in AdWords across verticals in the family care industry is \$2.43 on the search network and \$0.40 on the display network.



## FAMILY CARE

### Average Conversion Rate

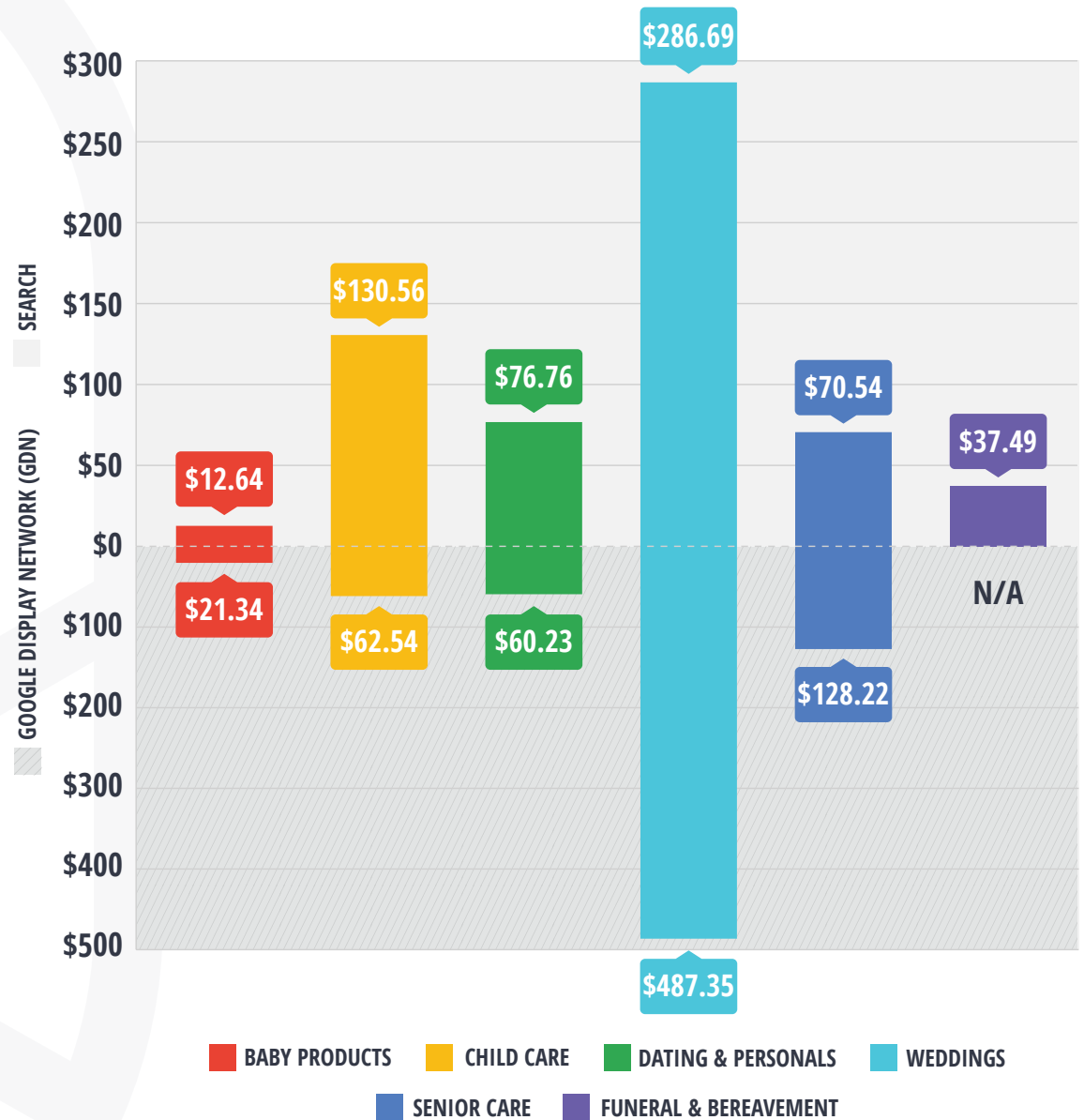
The average conversion rate (CVR) in AdWords across verticals in the family care industry is 3.31% on the search network and 0.39% on the display network.



## FAMILY CARE

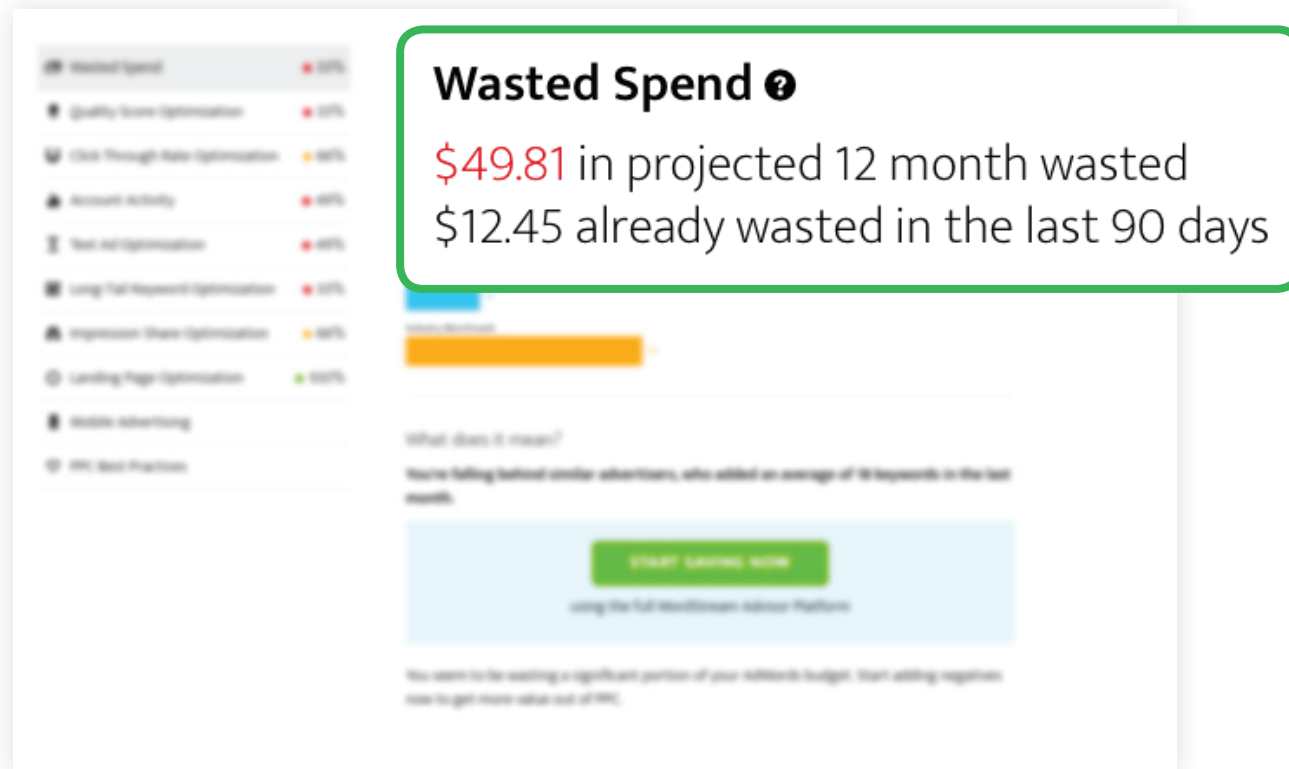
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the family care industry is \$70.45 on the search network and \$97.05 on the display network.



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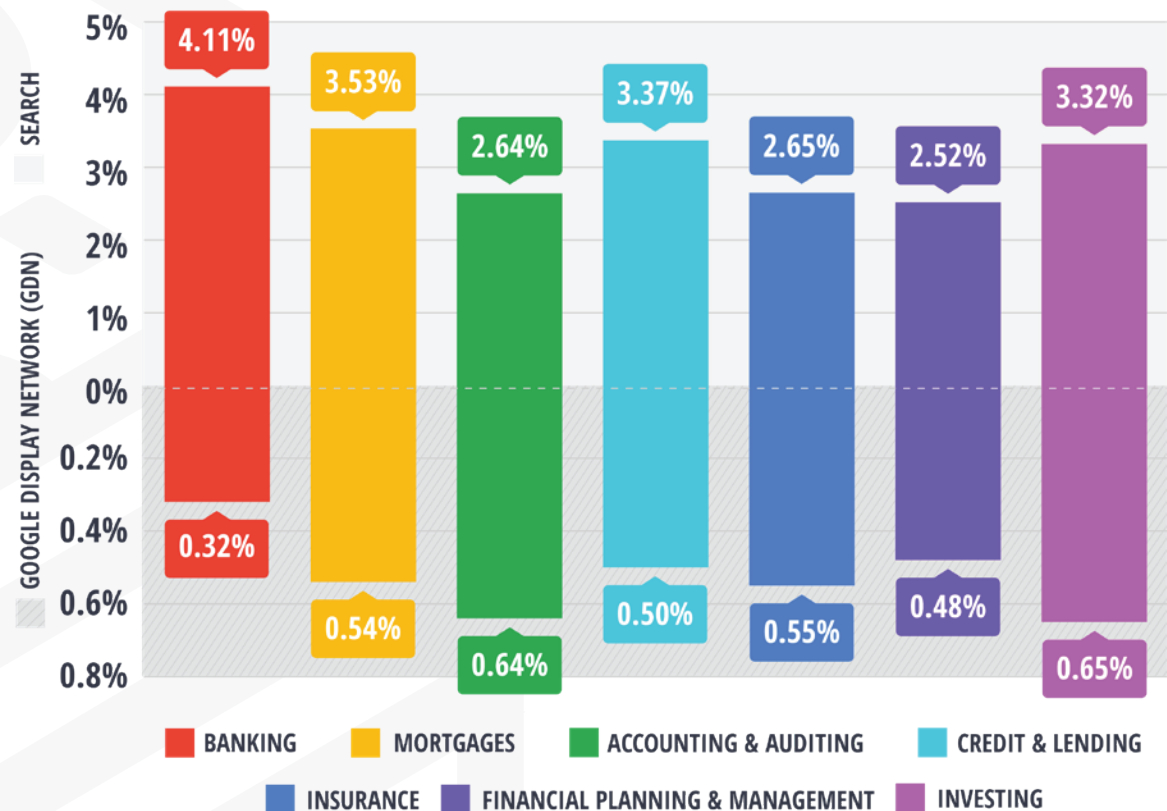


Finance

## FINANCE

### Average Click-Through Rate

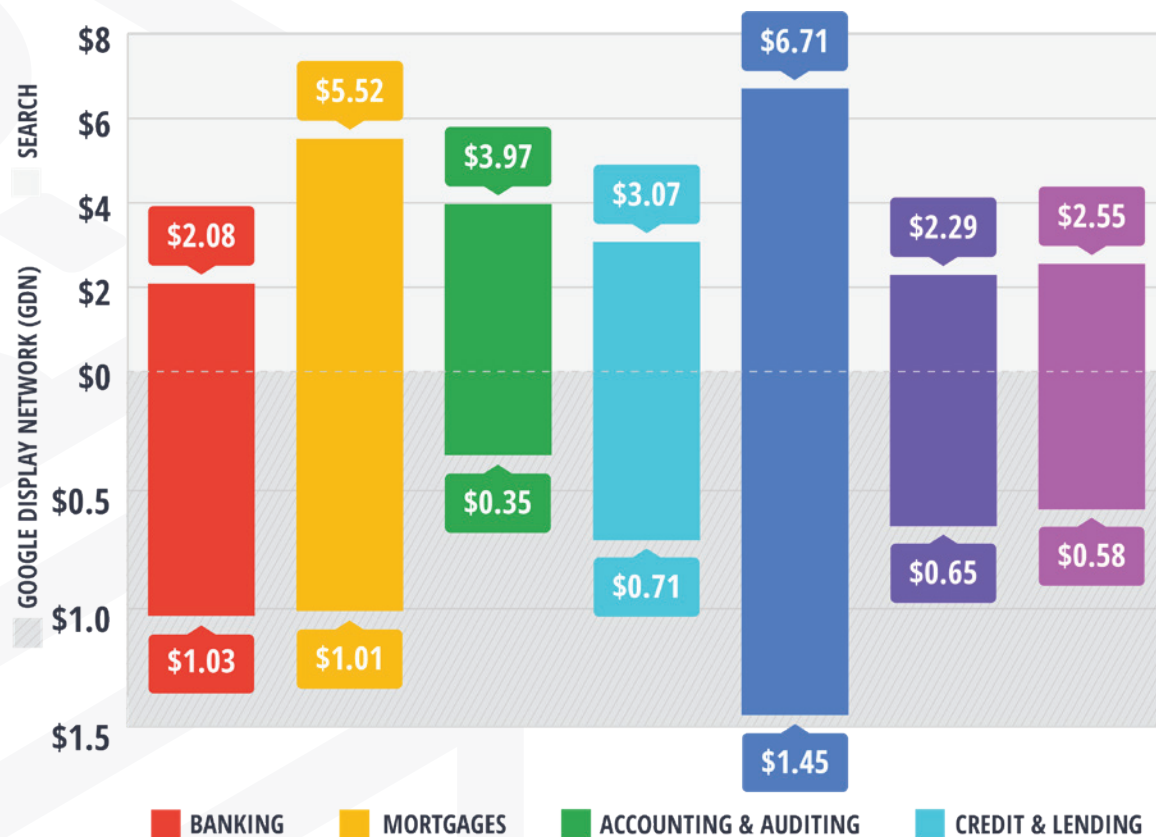
The average click-through rate (CTR) in AdWords across verticals in the finance industry is 2.91% on the search network and 0.52% on the display network.



## FINANCE

### Average Cost Per Click

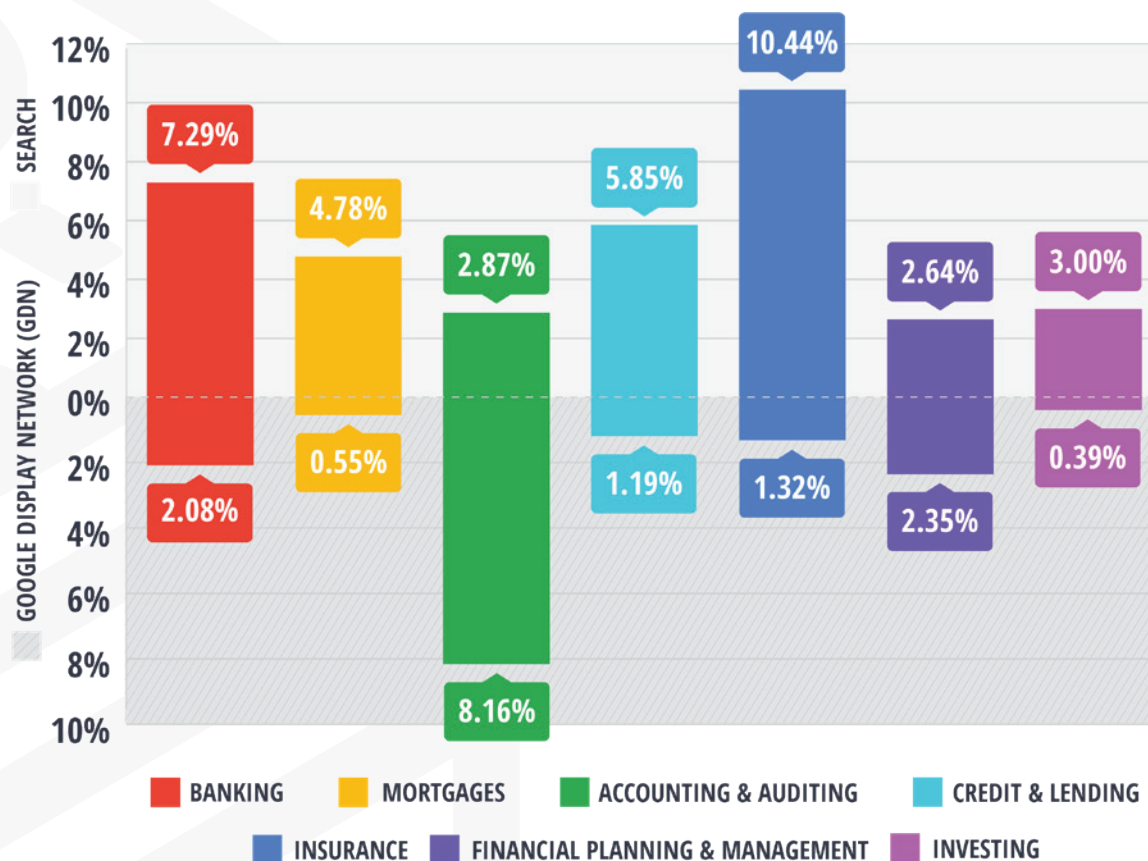
The average cost per click (CPC) in AdWords across verticals in the finance industry is \$3.44 on the search network and \$0.86 on the display network.



## FINANCE

### Average Conversion Rate

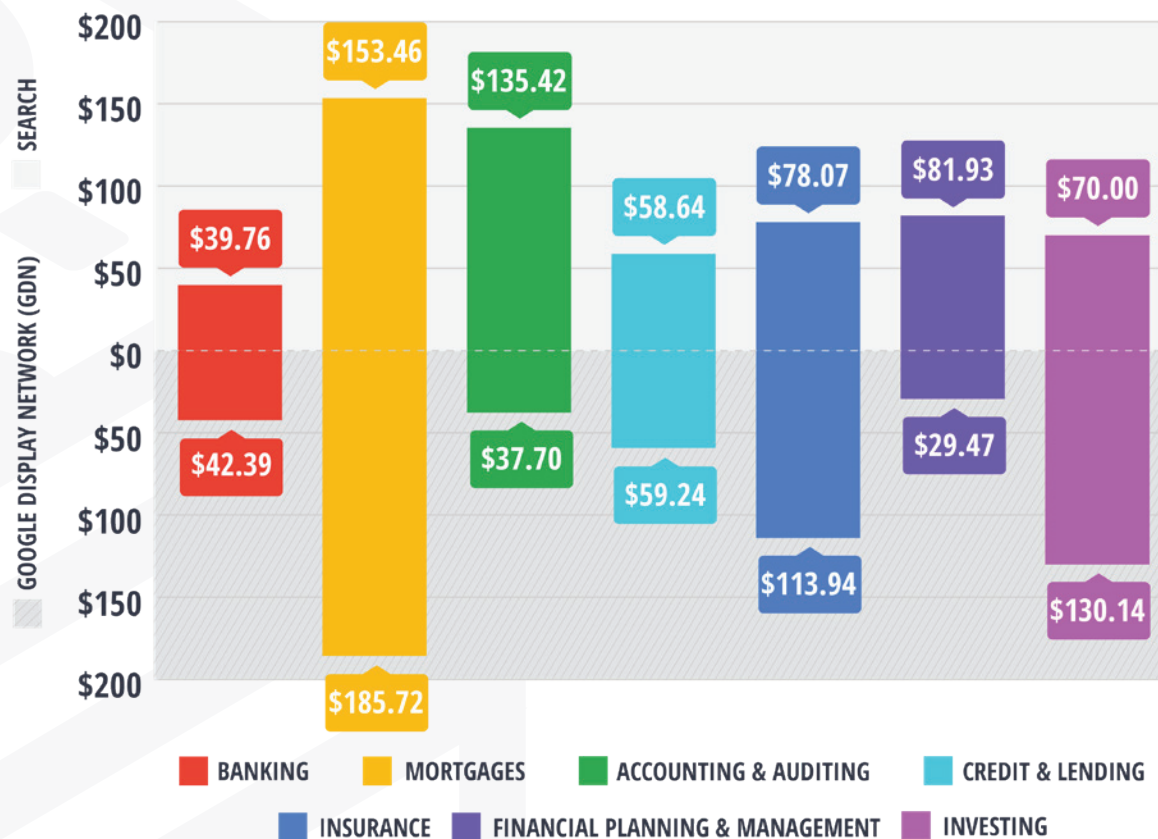
The average conversion rate (CVR) in AdWords across verticals in the finance industry is 5.10% on the search network and 1.19% on the display network.



## FINANCE

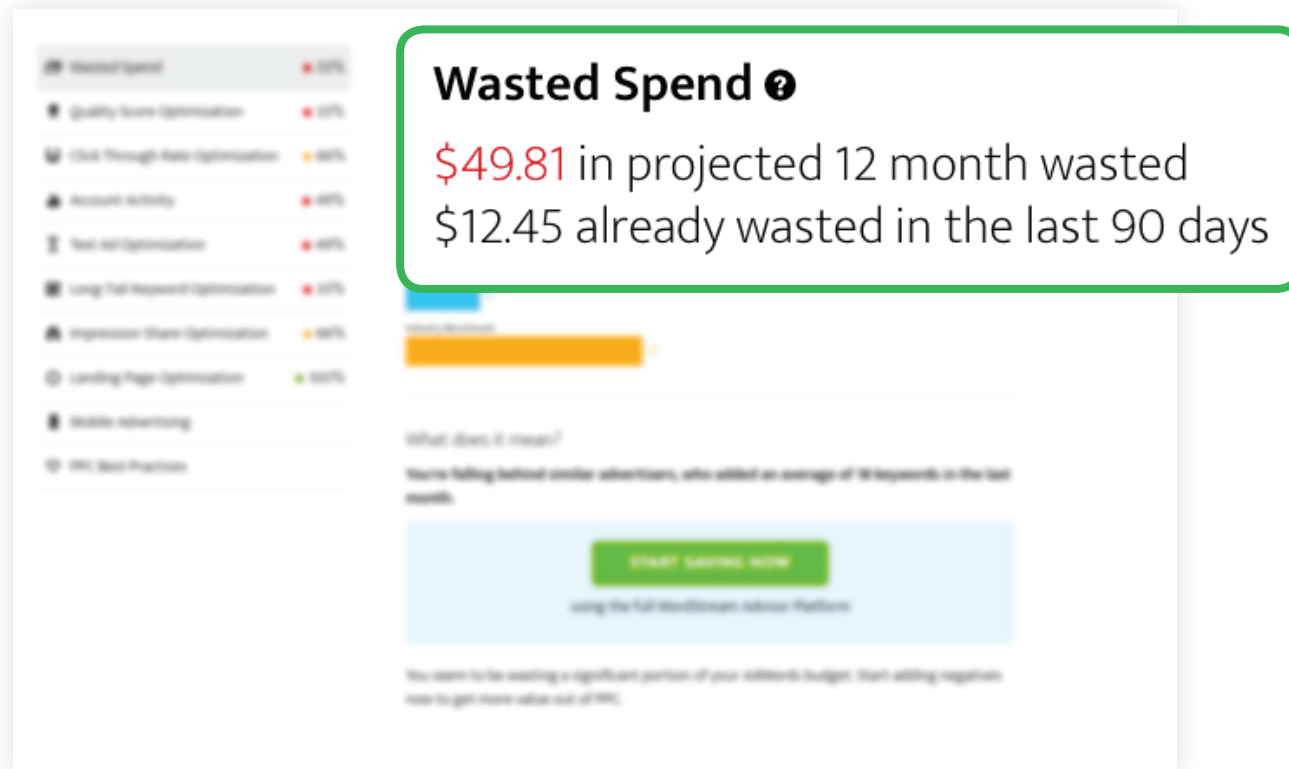
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the finance industry is \$81.93 on the search network and \$56.76 on the display network.



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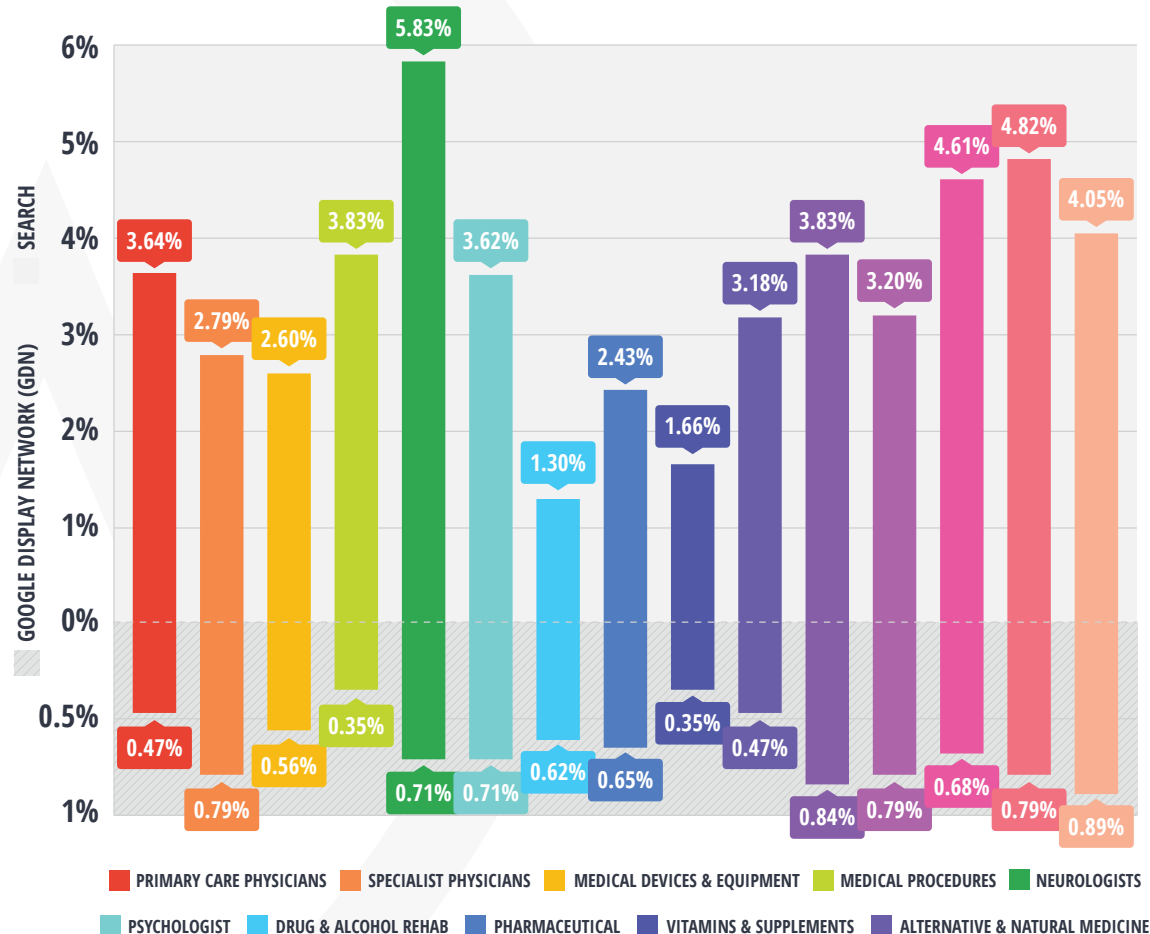


Health

## HEALTH

### Average Click-Through Rate

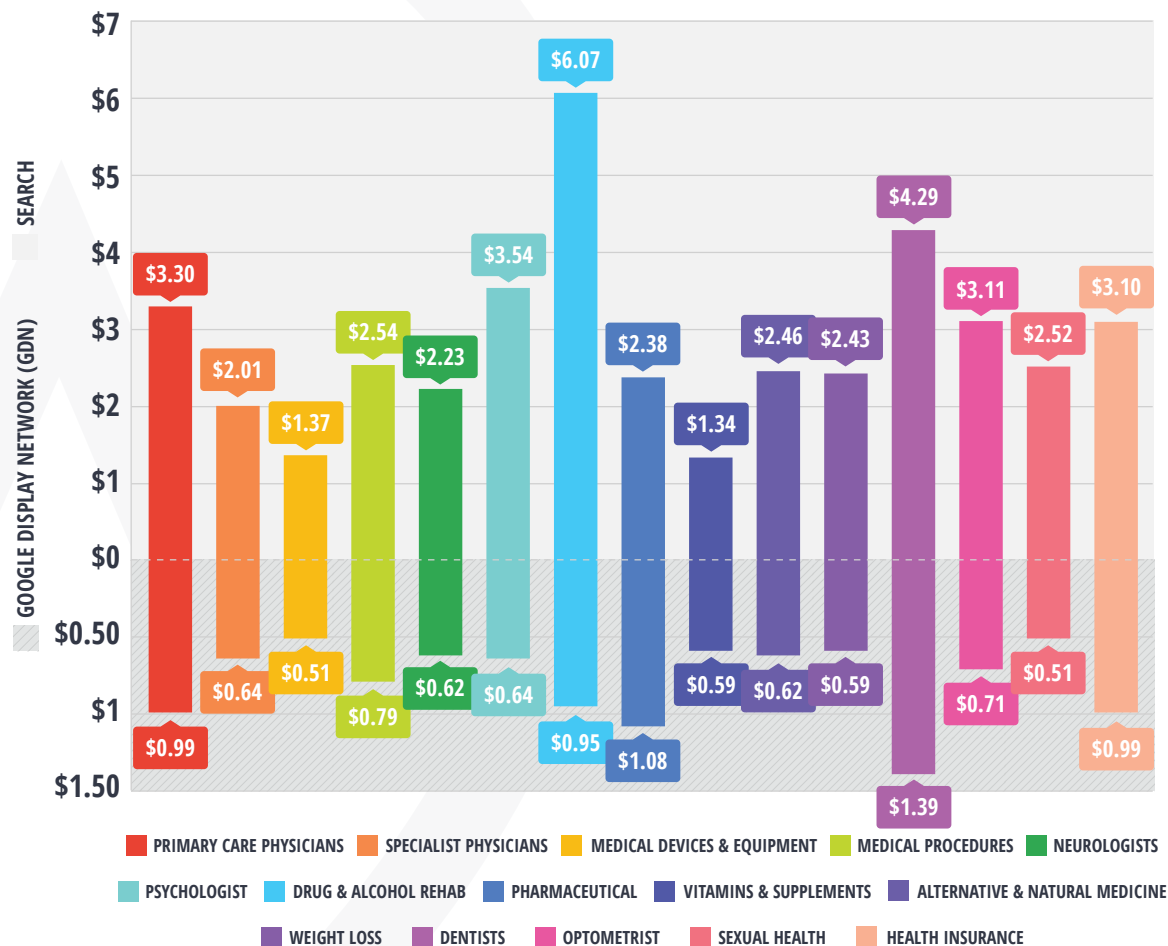
The average click-through rate (CTR) in AdWords across verticals in the health industry is 3.27% on the search network and 0.59% on the display network.



## HEALTH

### Average Cost Per Click

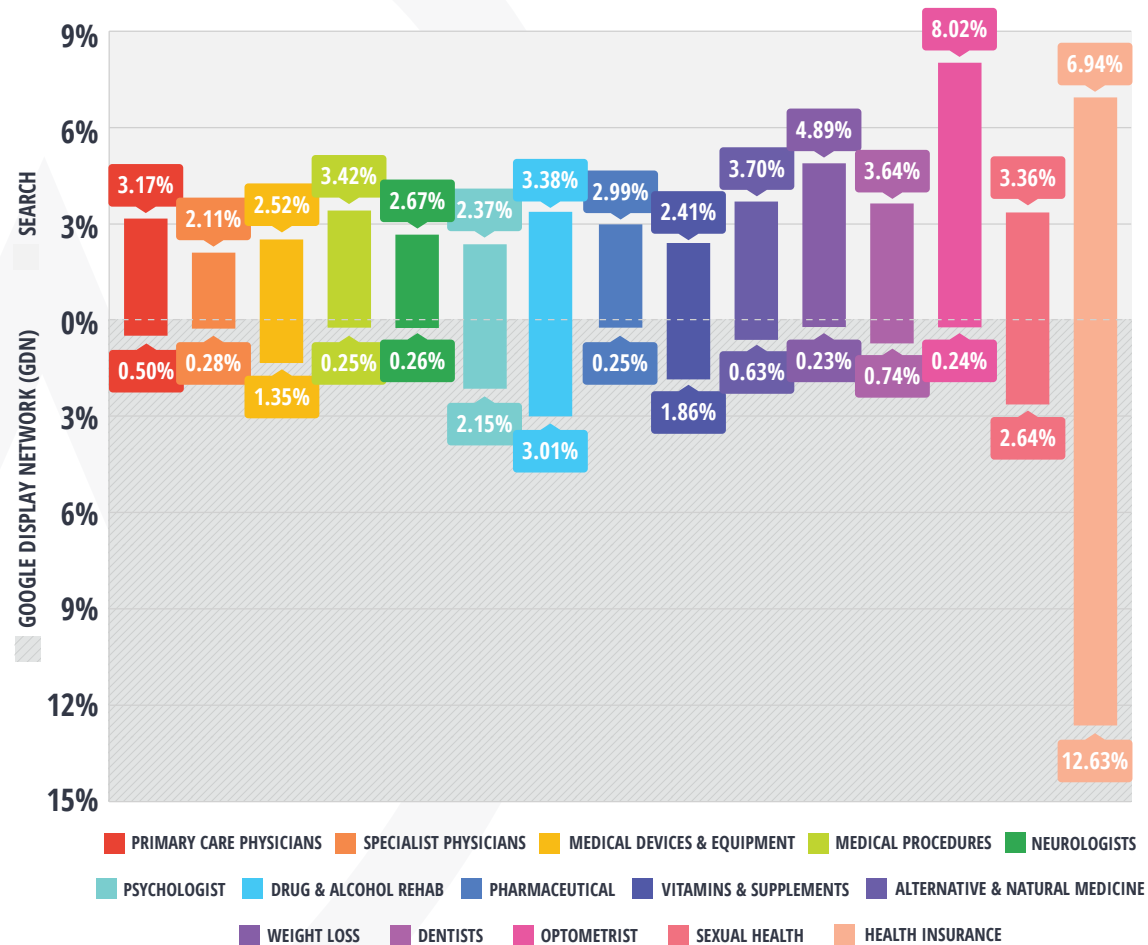
The average cost per click (CPC) in AdWords across verticals in the health industry is \$2.62 on the search network and \$0.63 on the display network.



## HEALTH

### Average Conversion Rate

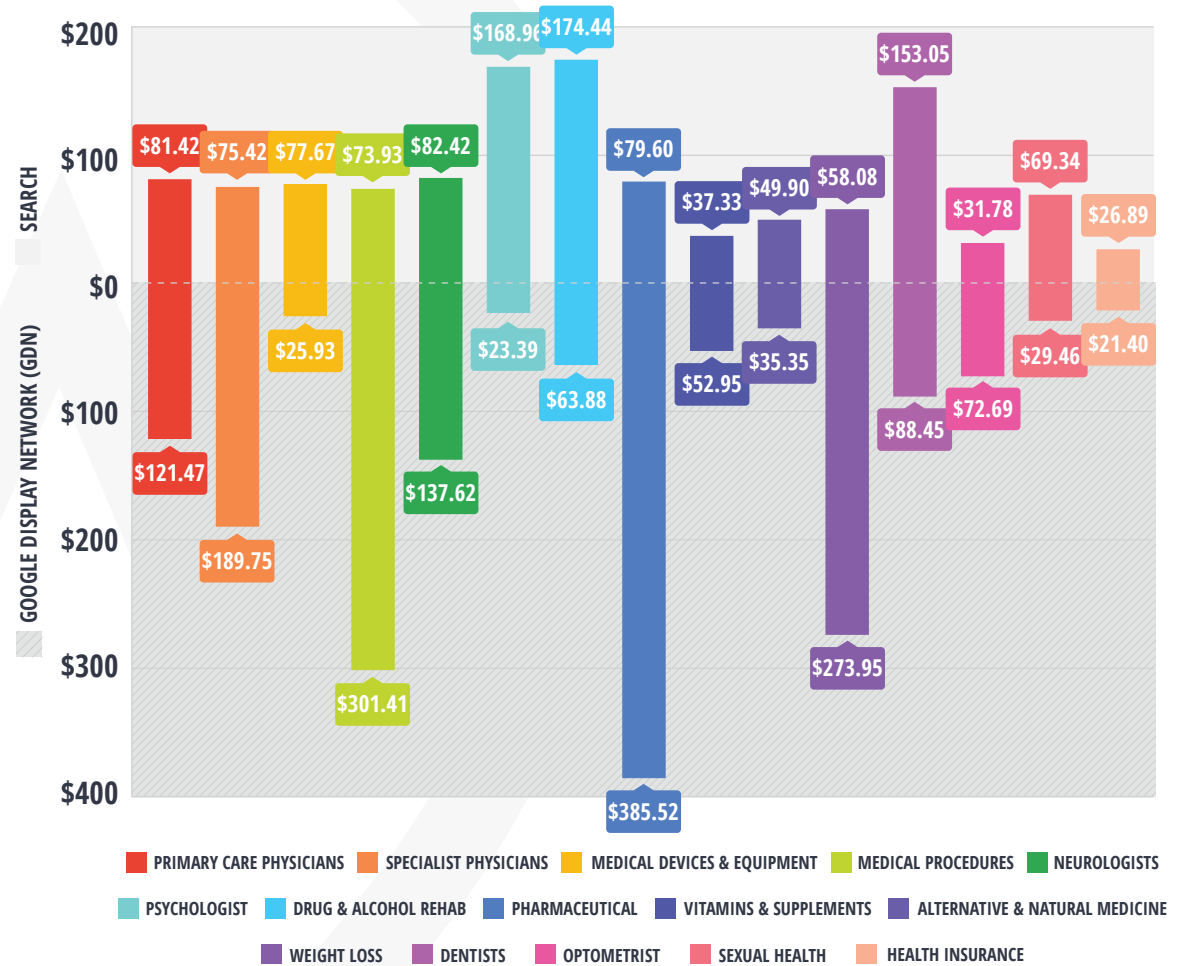
The average conversion rate (CVR) in AdWords across verticals in the health industry is 3.36% on the search network and 0.82% on the display network.



## HEALTH

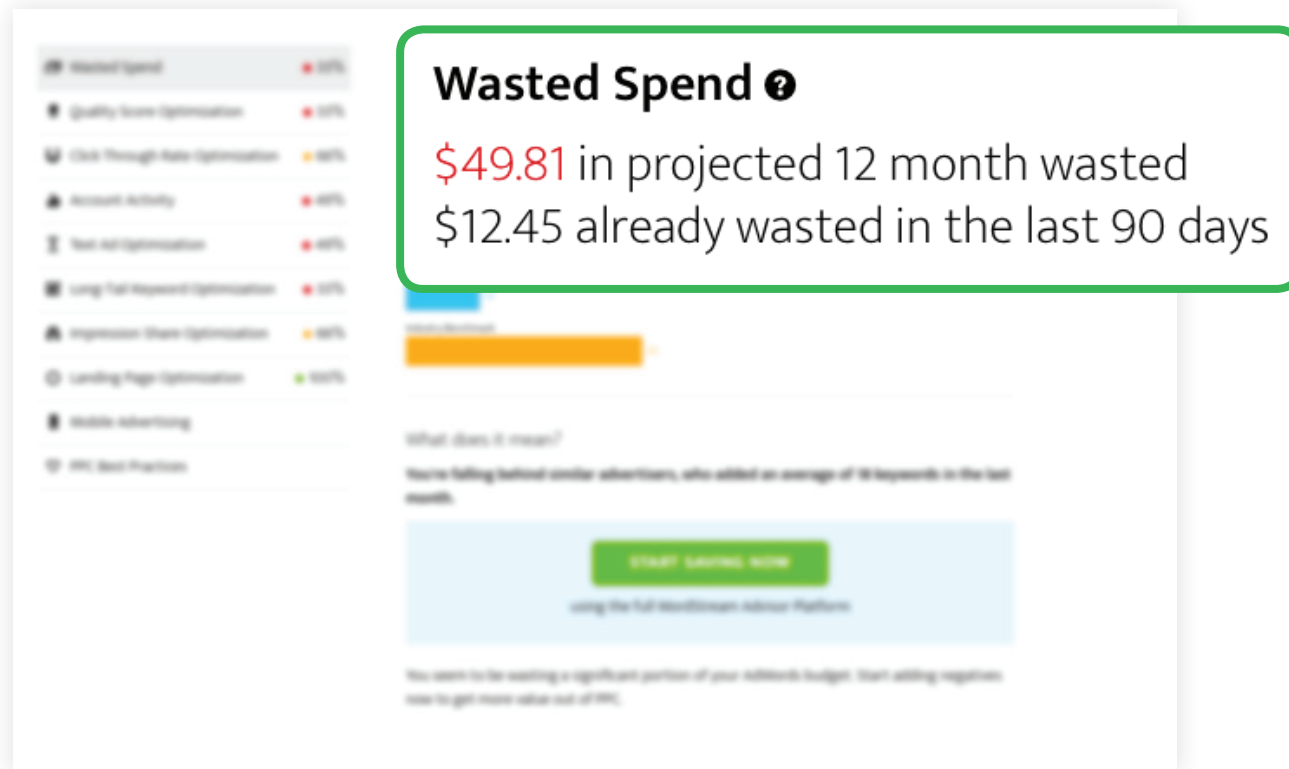
### Average Cost Per Action

The average cost per click (CPA) in AdWords across verticals in the health industry is \$78.09 on the search network and \$72.58 on the display network.



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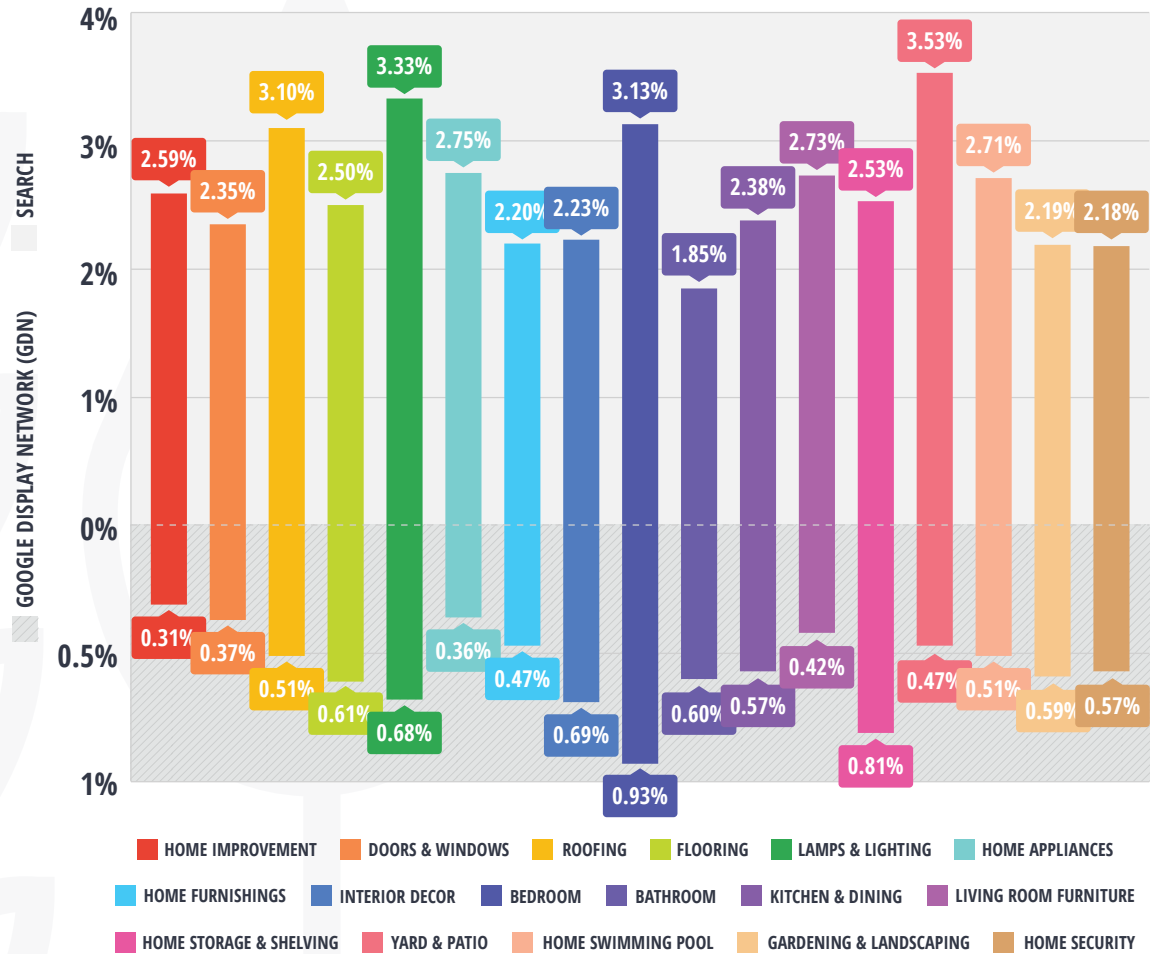


Home & Garden

## HOME & GARDEN

### Average Click-Through Rate

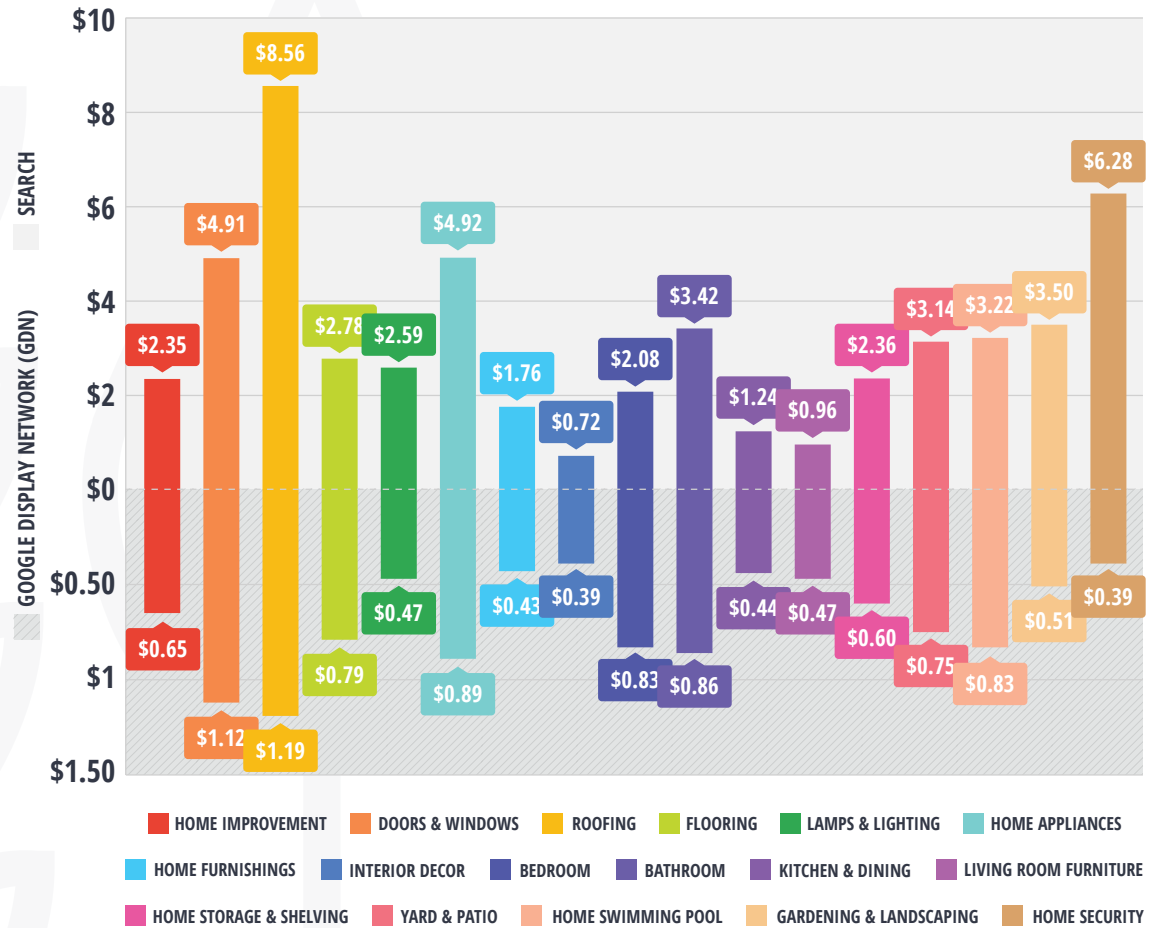
The average click-through rate (CTR) in AdWords across verticals in the home & garden industry is 2.44% on the search network and 0.49% on the display network.



## HOME & GARDEN

### Average Cost Per Click

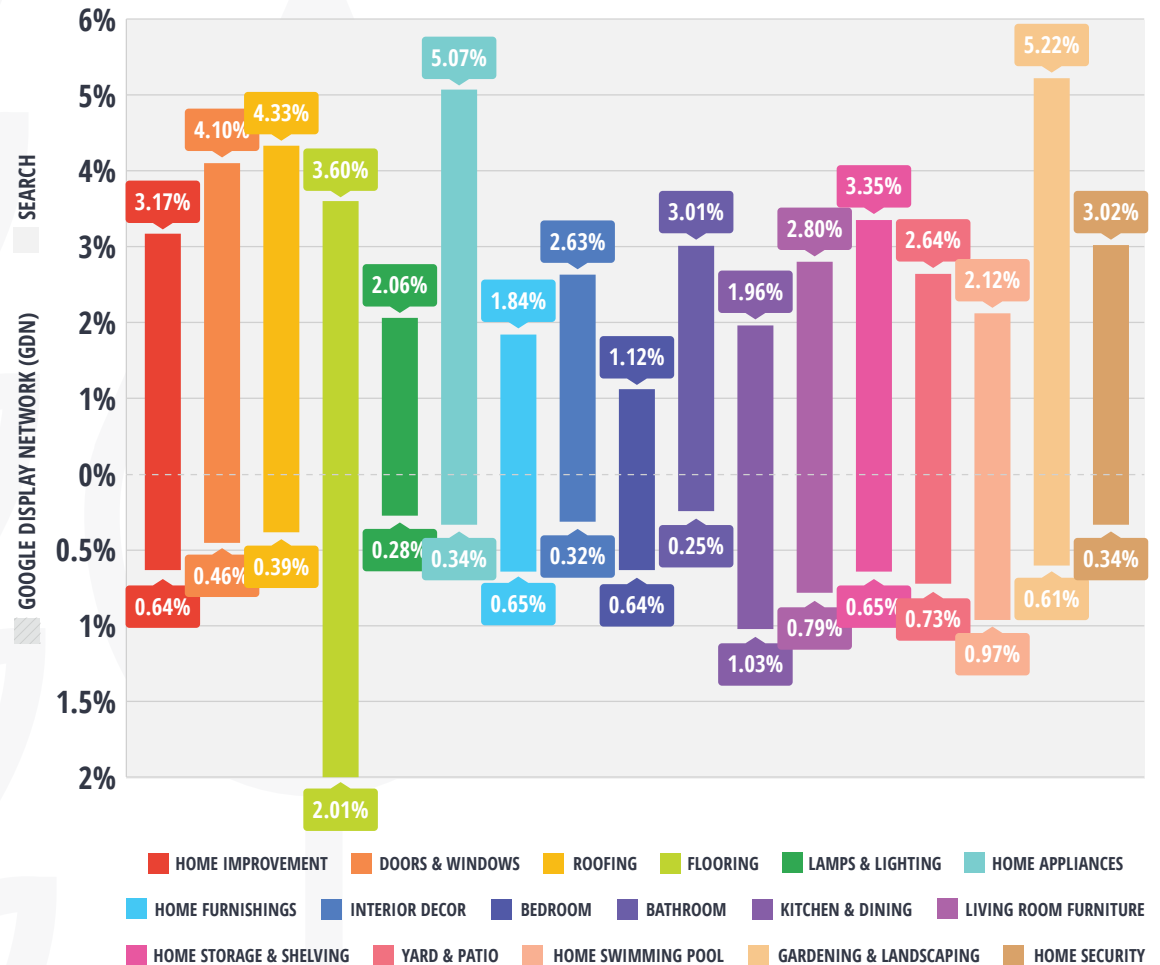
The average cost per click (CPC) in AdWords across verticals in the home & garden industry is \$2.94 on the search network and \$0.60 on the display network.



## HOME & GARDEN

### Average Conversion Rate

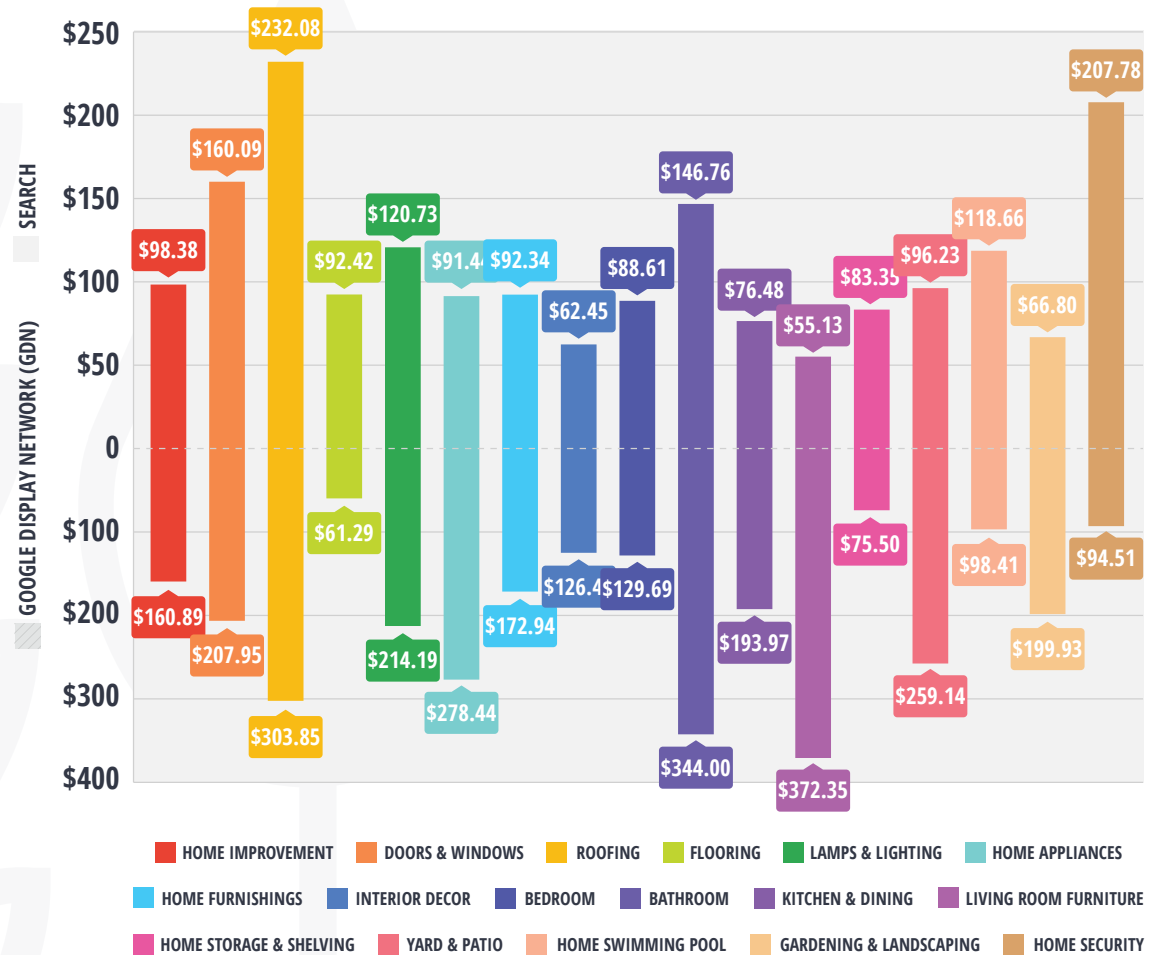
The average conversion rate (CVR) in AdWords across verticals in the home & garden industry is 2.70% on the search network and 0.43% on the display network.



## HOME & GARDEN

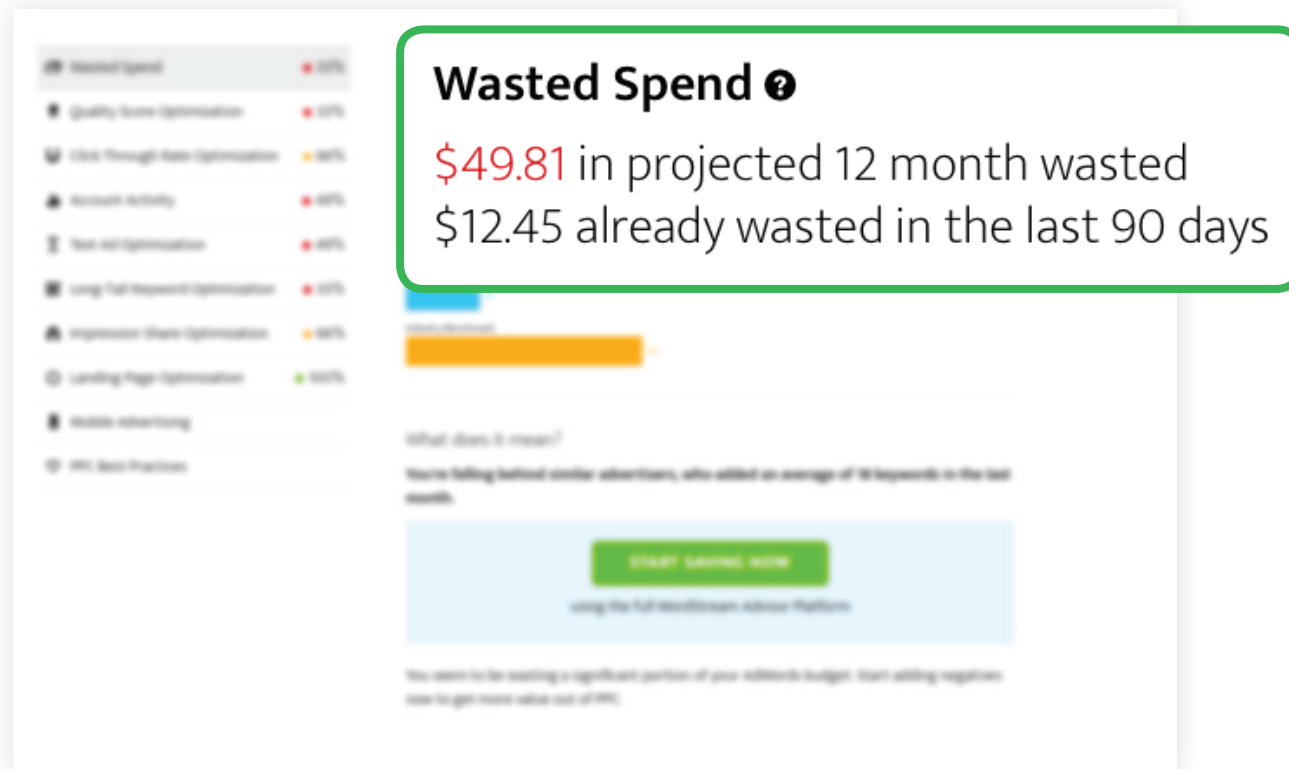
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the home & garden industry is \$87.13 on the search network and \$116.17 on the display network.



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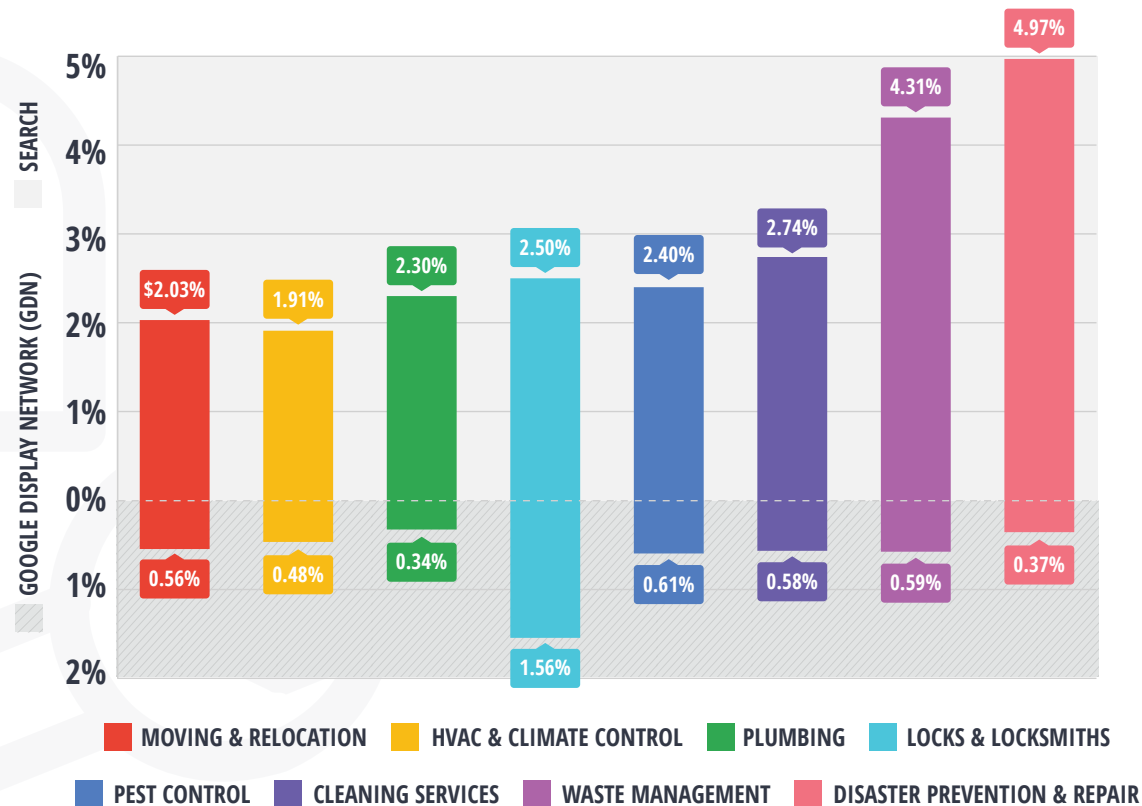


# Home Services

## HOME SERVICES

### Average Click-Through Rate

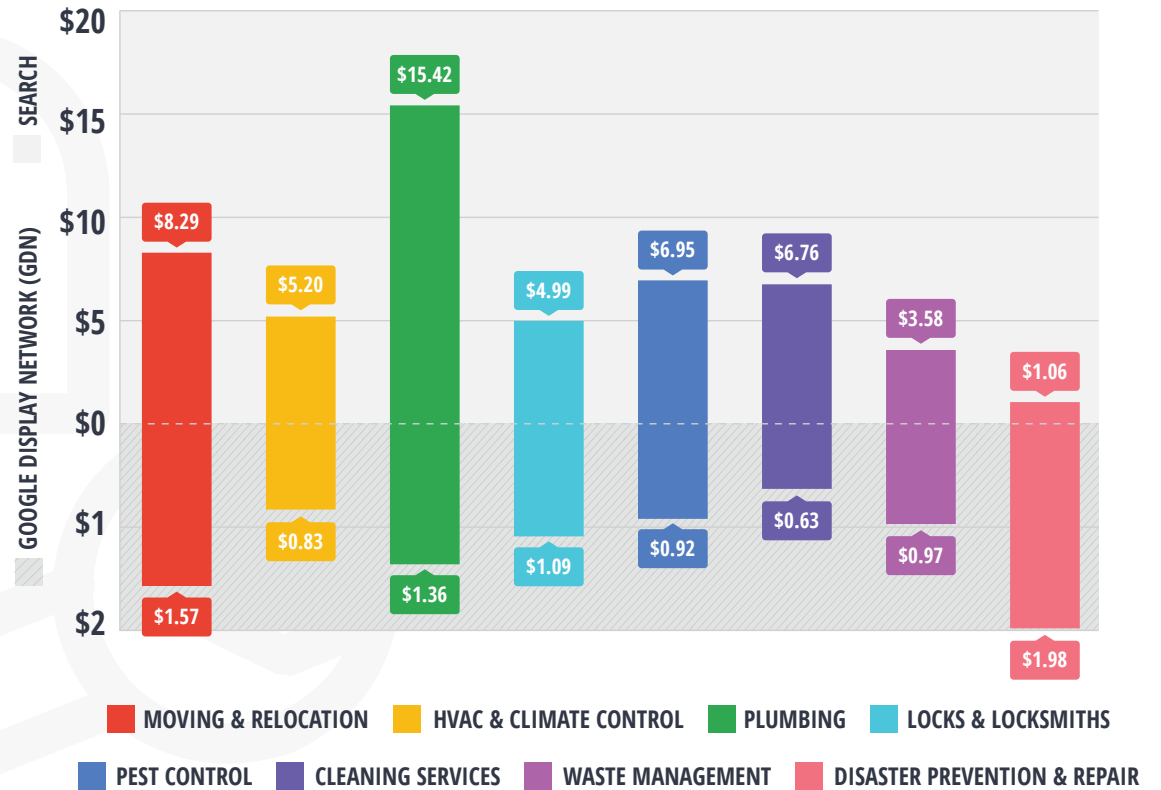
The average click-through rate (CTR) in AdWords across verticals in the home services industry is 2.41% on the search network and 0.51% on the display network.



## HOME SERVICES

### Average Cost Per Click

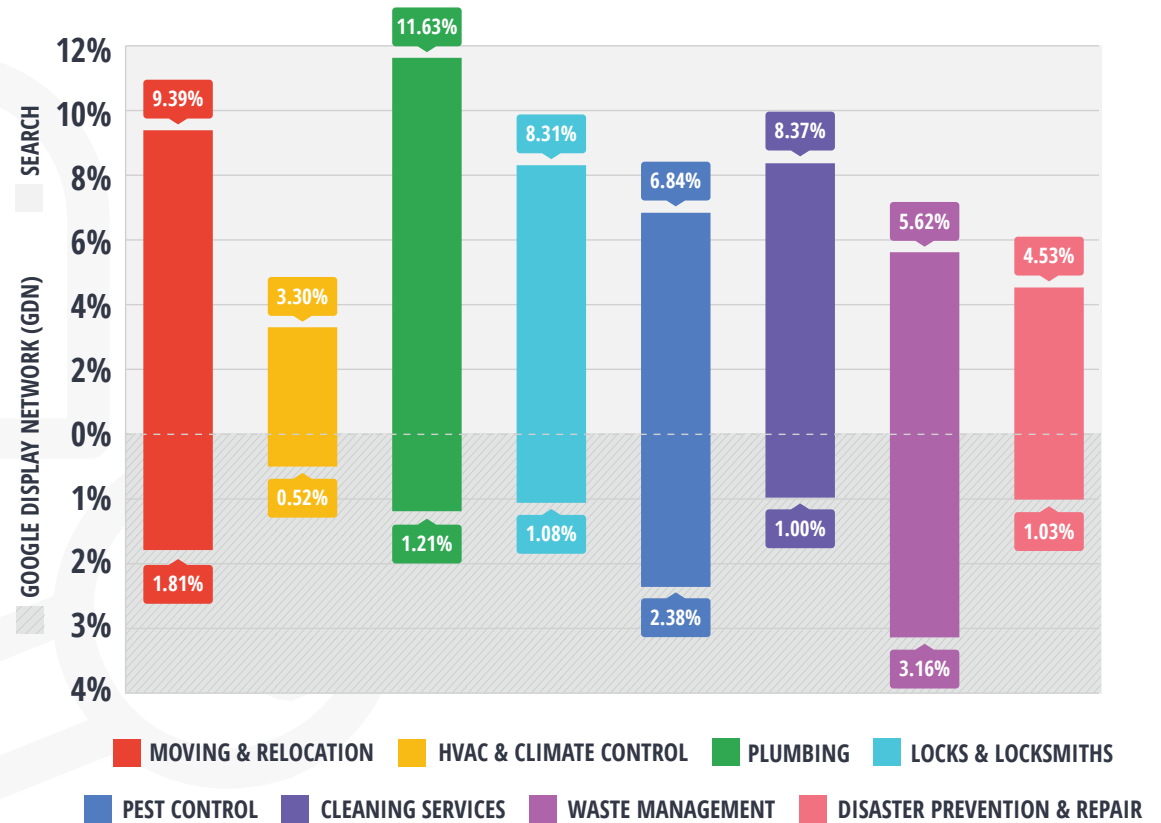
The average cost per click (CPC) in AdWords across verticals in the home services industry is \$6.40 on the search network and \$0.81 on the display network.



## HOME SERVICES

### Average Conversion Rate

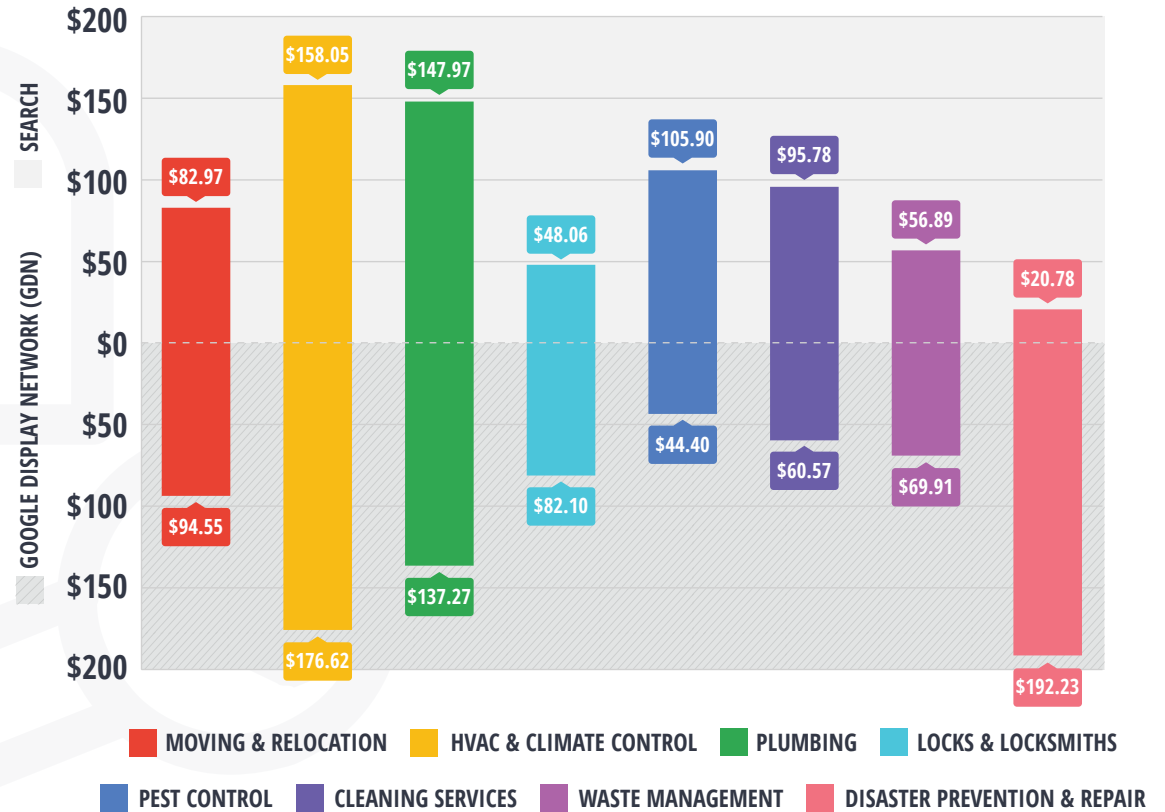
The average conversion rate (CVR) in AdWords across verticals in the home services industry is 6.64% on the search network and 0.98% on the display network.



## HOME SERVICES

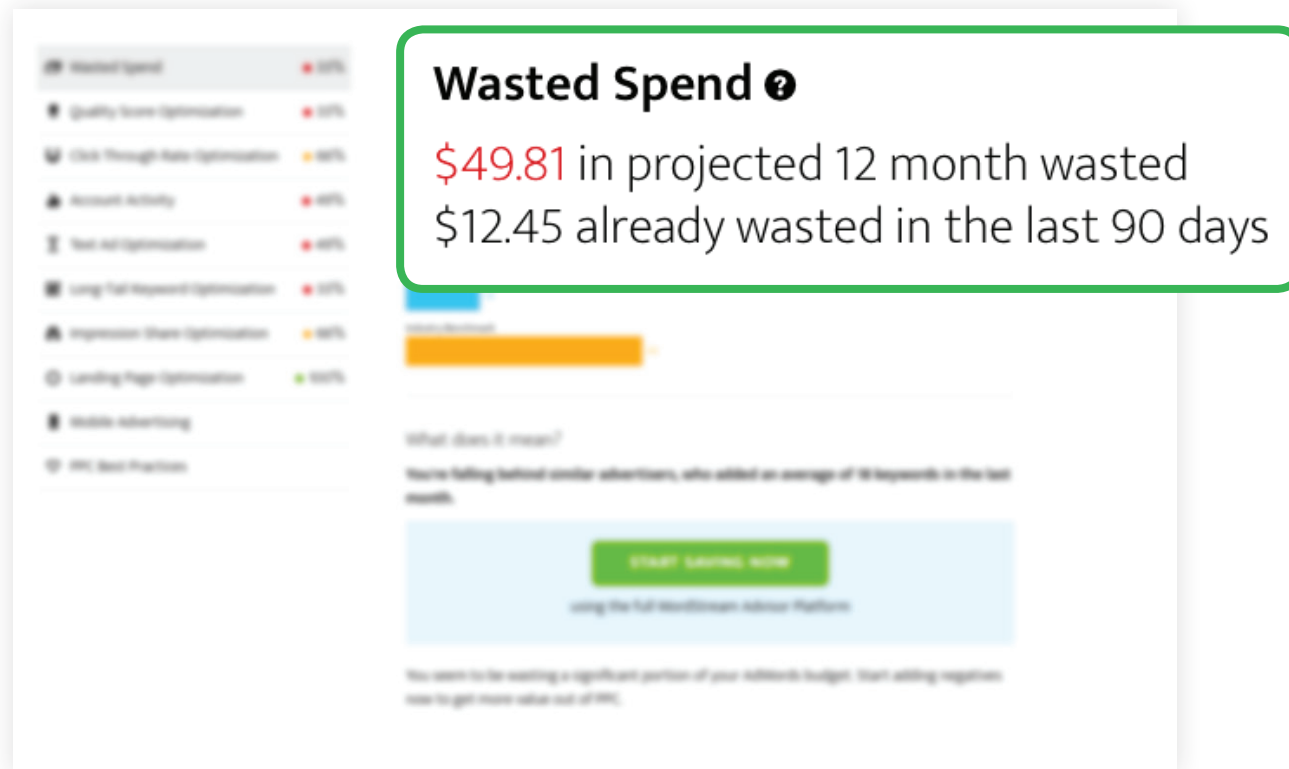
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the home services industry is \$90.70 on the search network and \$60.48 on the display network.



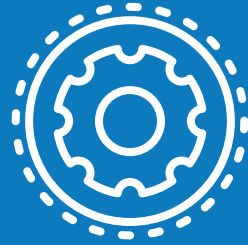
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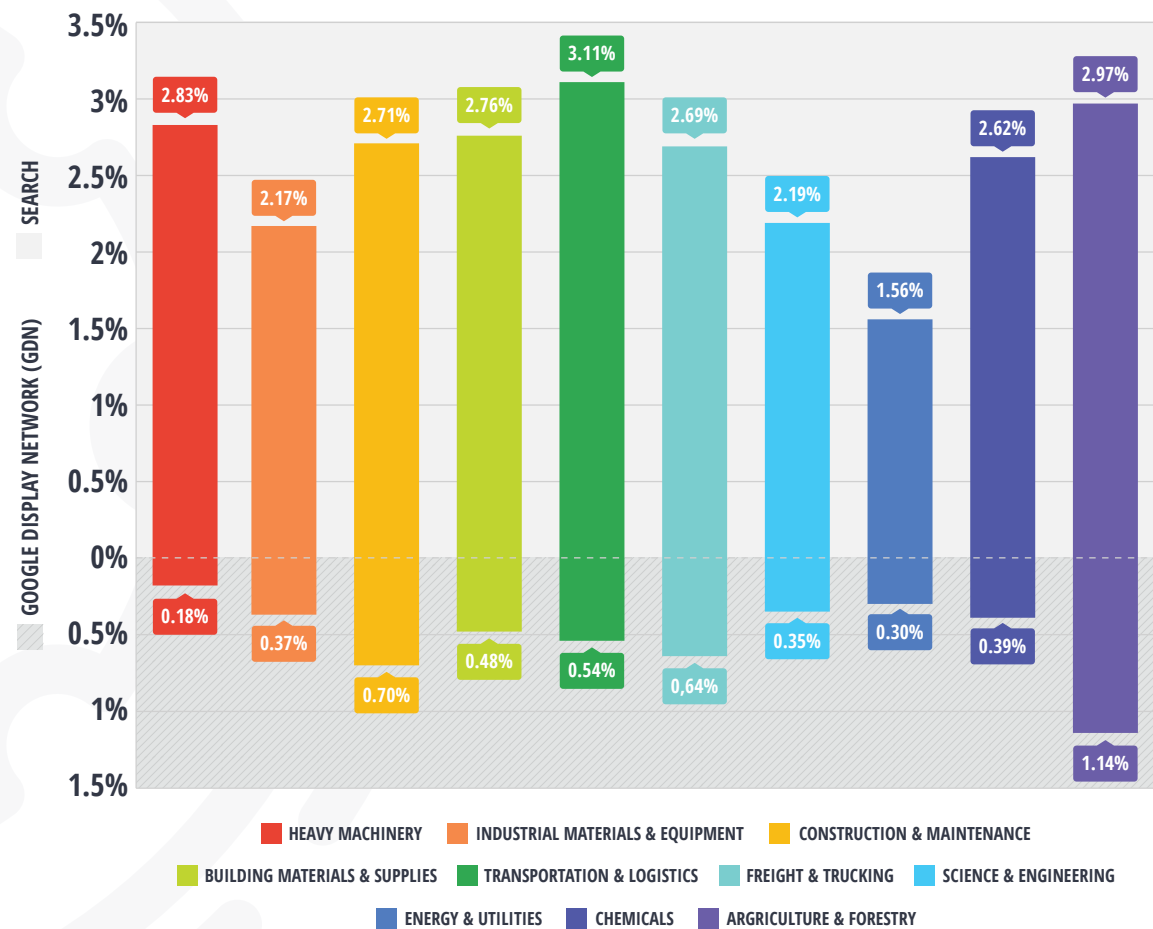


Industrial

## INDUSTRIAL

### Average Click-Through Rate

The average click-through rate (CTR) in AdWords across verticals in the industrial industry is 2.61% on the search network and 0.50% on the display network.



## INDUSTRIAL

### Average Cost Per Click

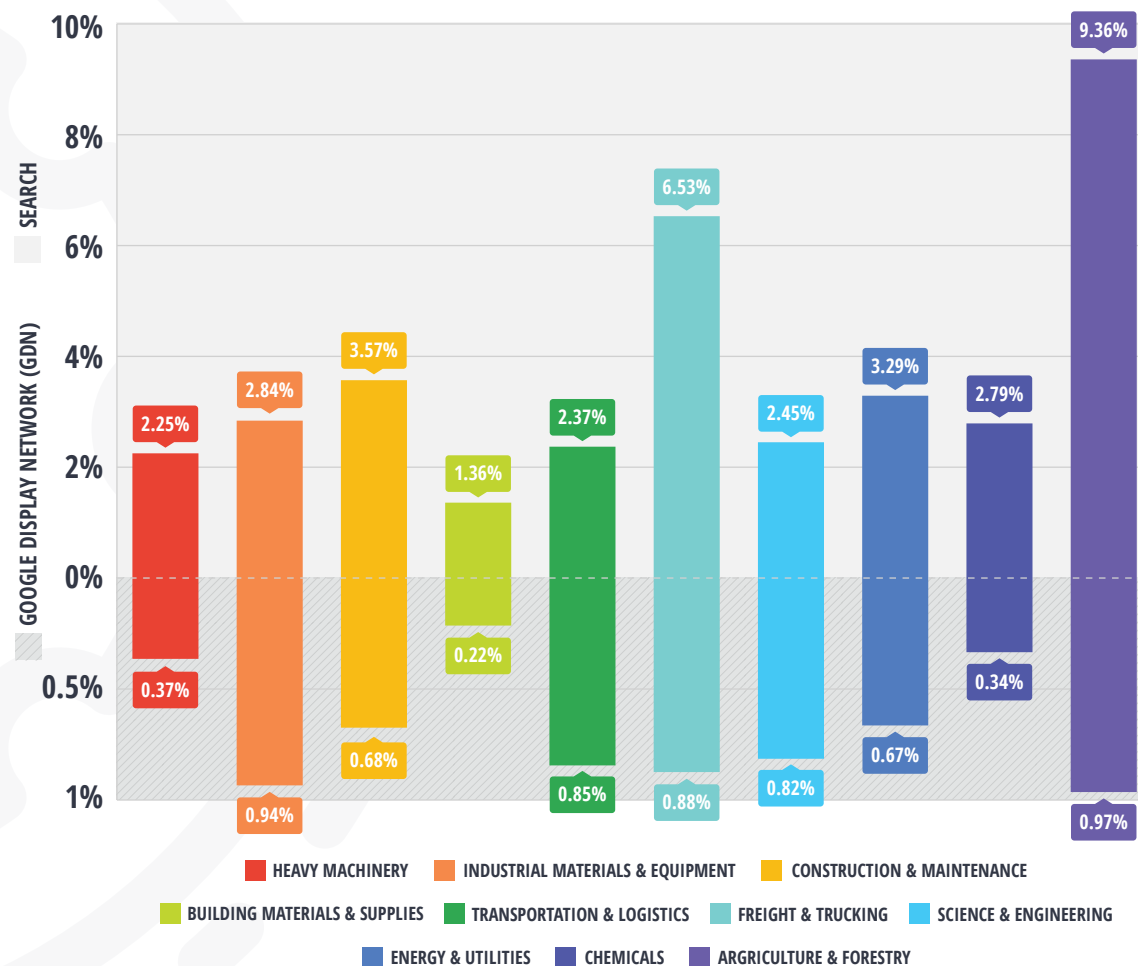
The average cost per click (CPC) in AdWords across verticals in the industrial industry is \$2.56 on the search network and \$0.54 on the display network.



## INDUSTRIAL

### Average Conversion Rate

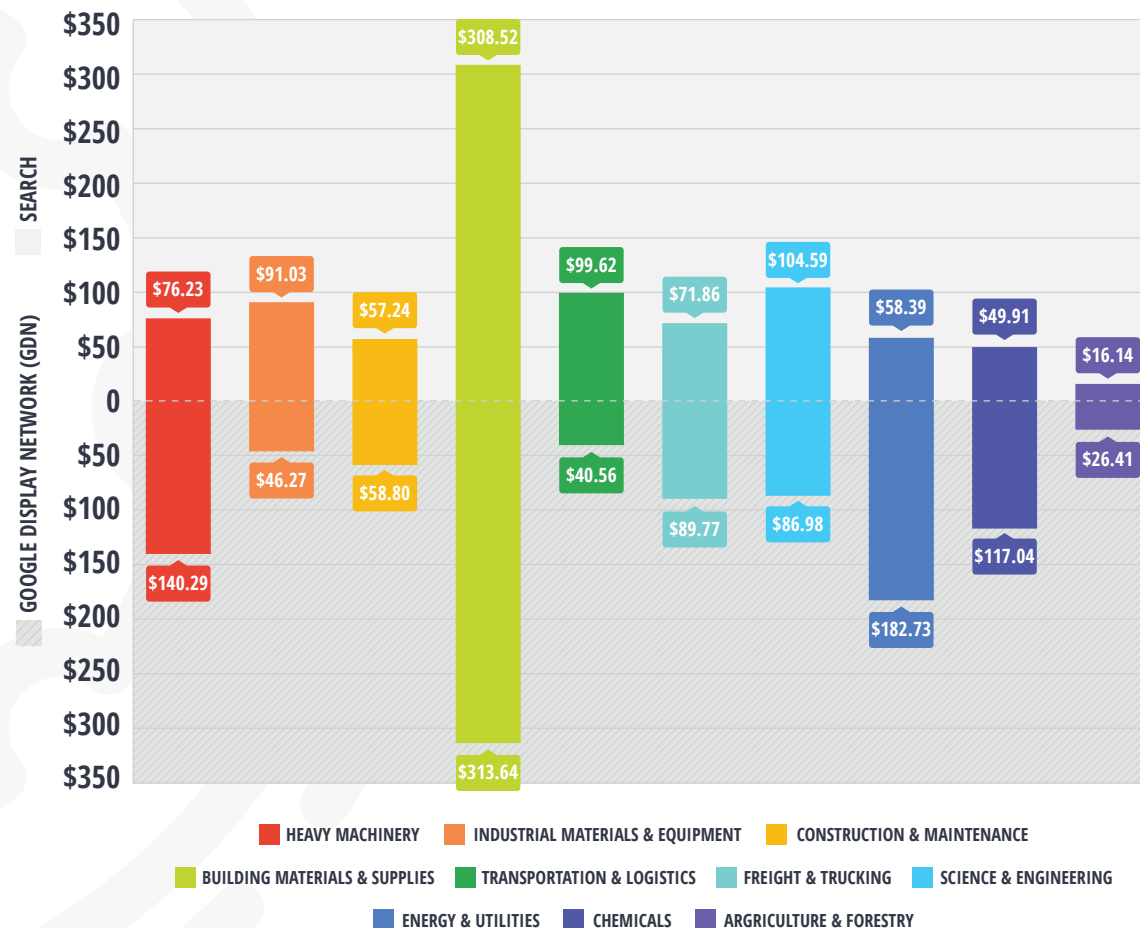
The average conversion rate (CVR) in AdWords across verticals in the industrial industry is 3.37% on the search network and 0.94% on the display network.



## INDUSTRIAL

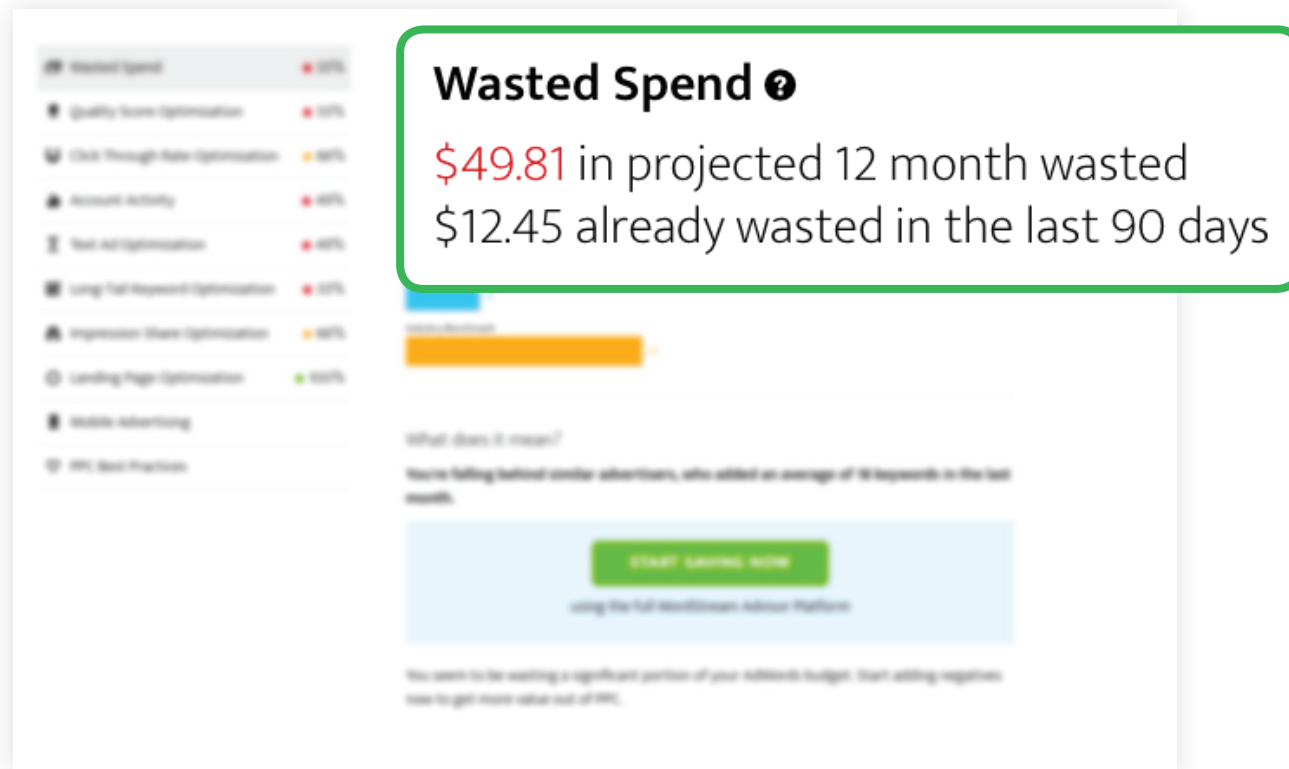
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the industrial industry is \$79.28 on the search network and \$51.58 on the display network.



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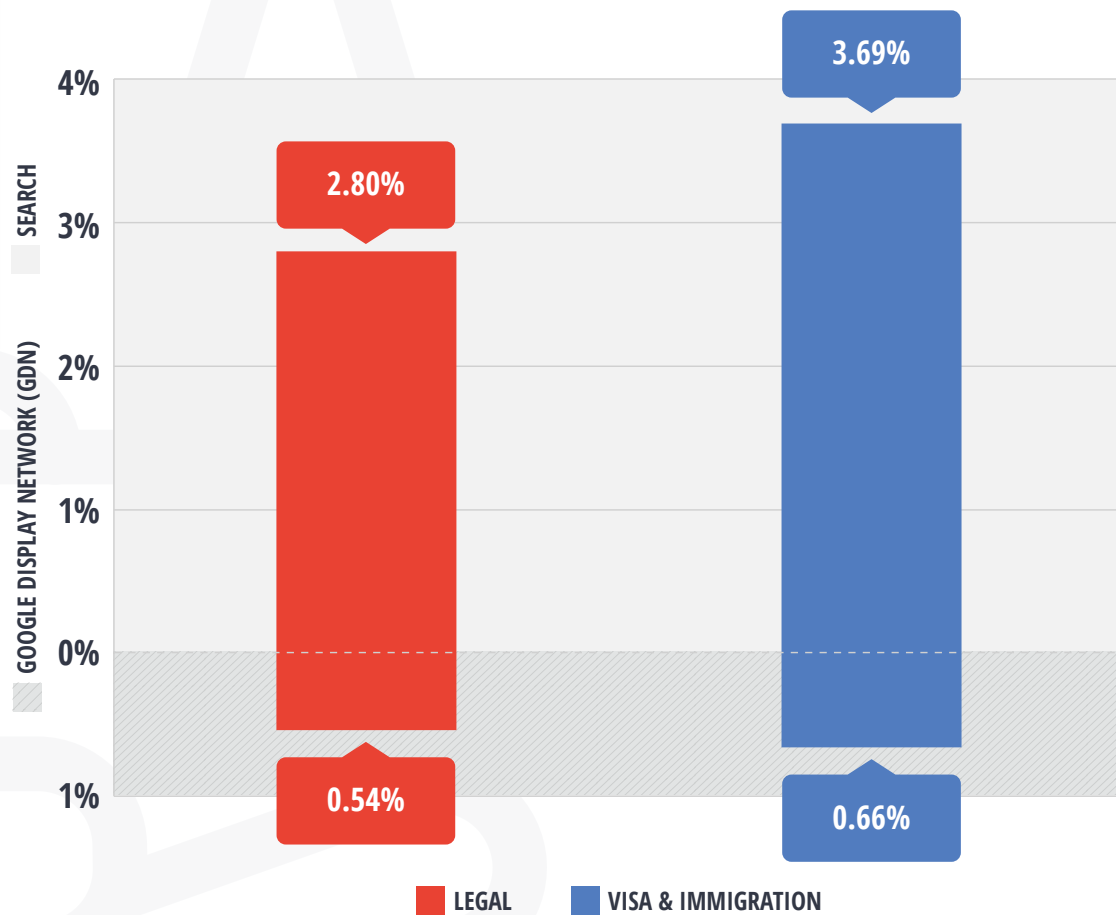


Legal

## LEGAL

### Average Click-Through Rate

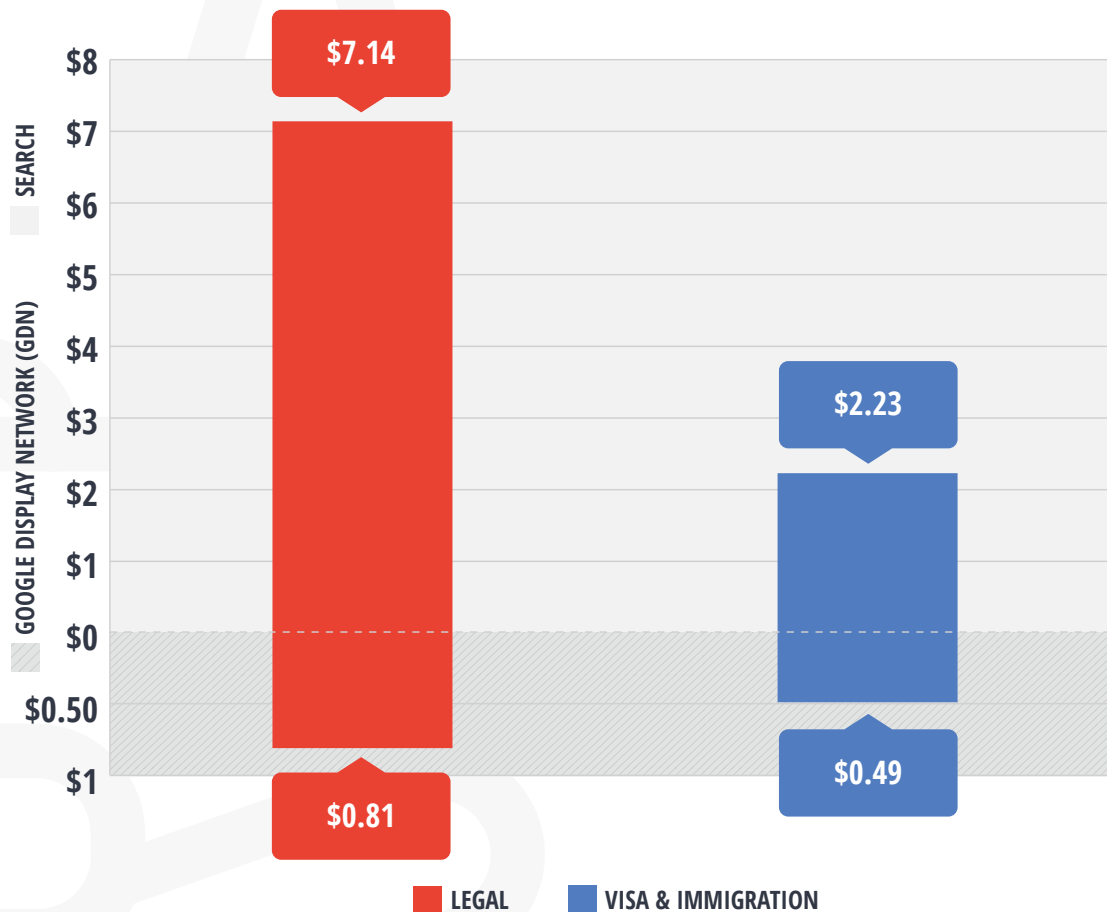
The average click-through rate (CTR) in AdWords across verticals in the legal industry is 2.93% on the search network and 0.59% on the display network.



## LEGAL

### Average Cost Per Click

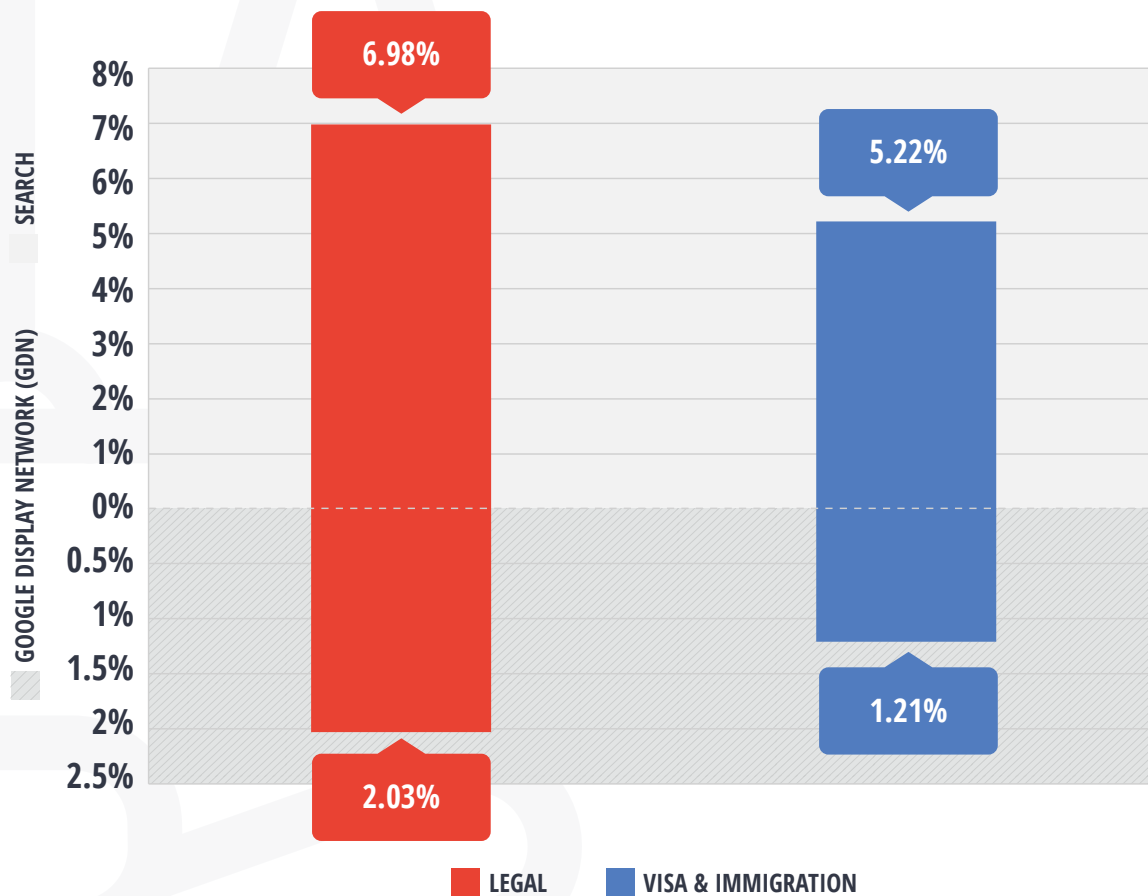
The average cost per click (CPC) in AdWords across verticals in the legal industry is \$6.75 on the search network and \$0.72 on the display network.



## LEGAL

### Average Conversion Rate

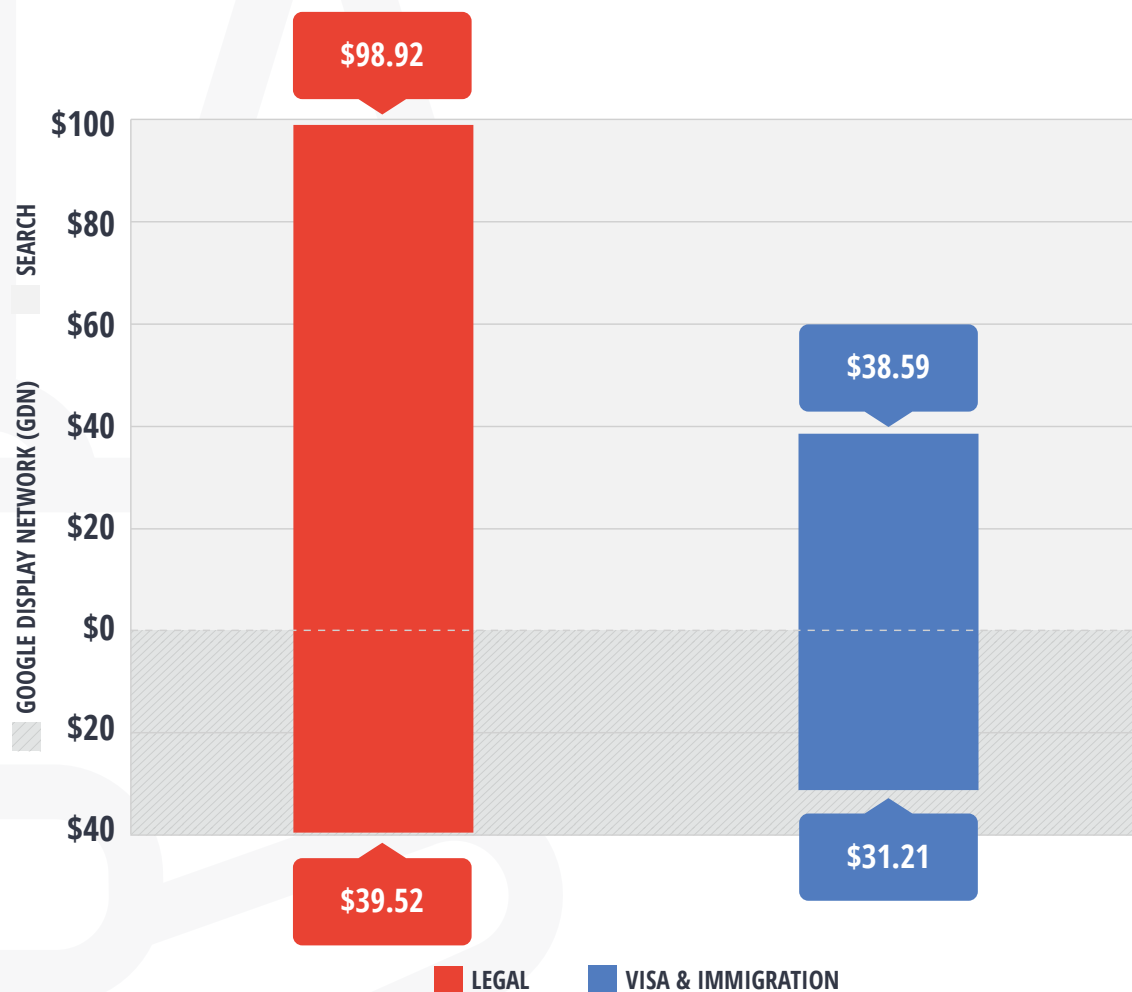
The average conversion rate (CVR) in AdWords across verticals in the legal industry is 6.98% on the search network and 1.84% on the display network.



## LEGAL

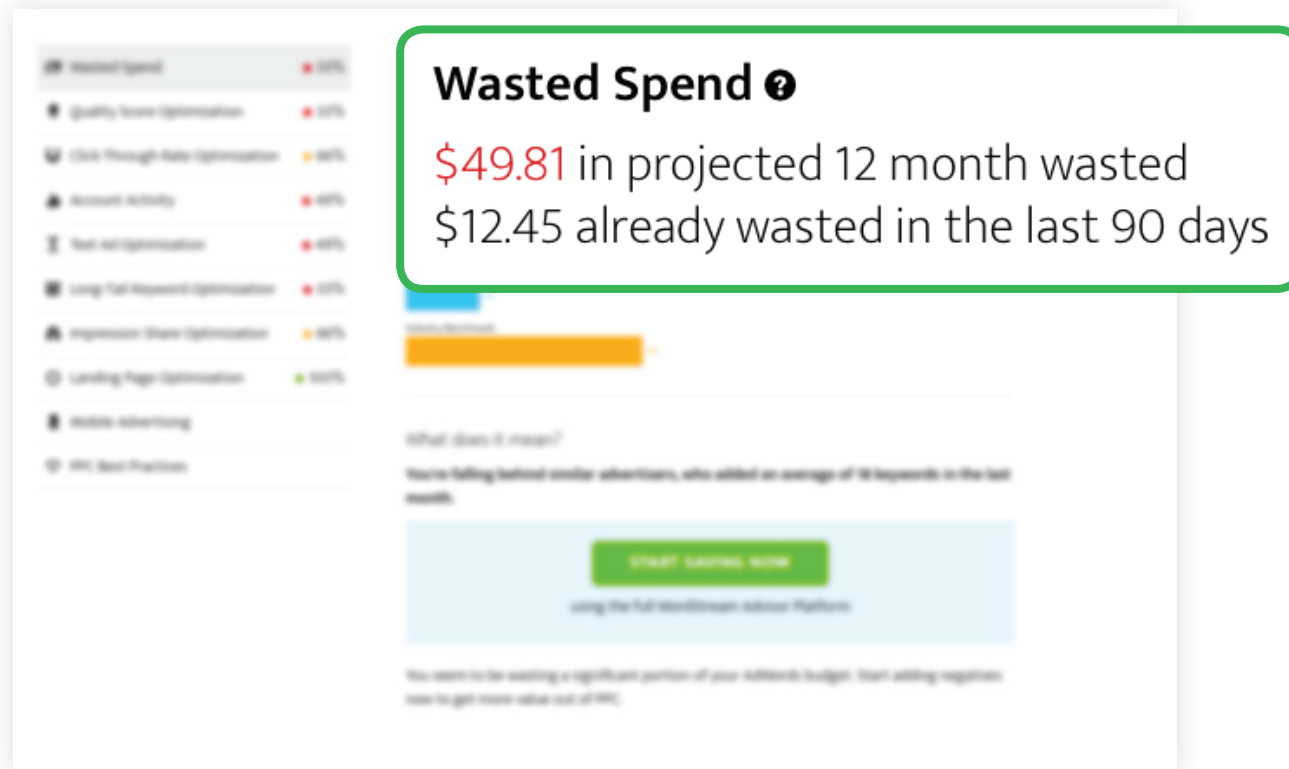
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the legal industry is \$86.02 on the search network and \$39.52 on the display network.



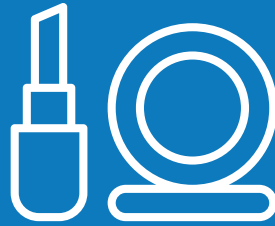
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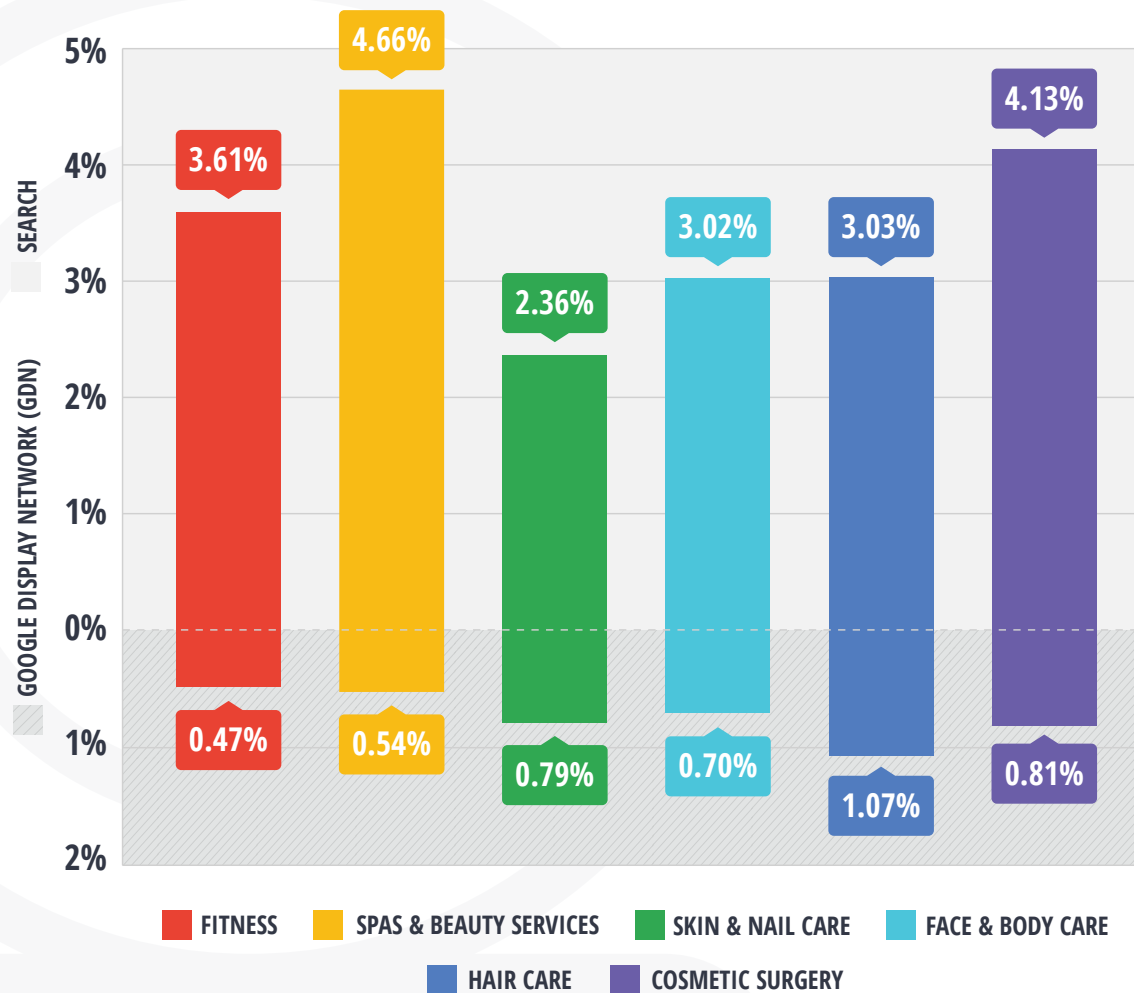


Personal Care

## PERSONAL CARE

### Average Click-Through Rate

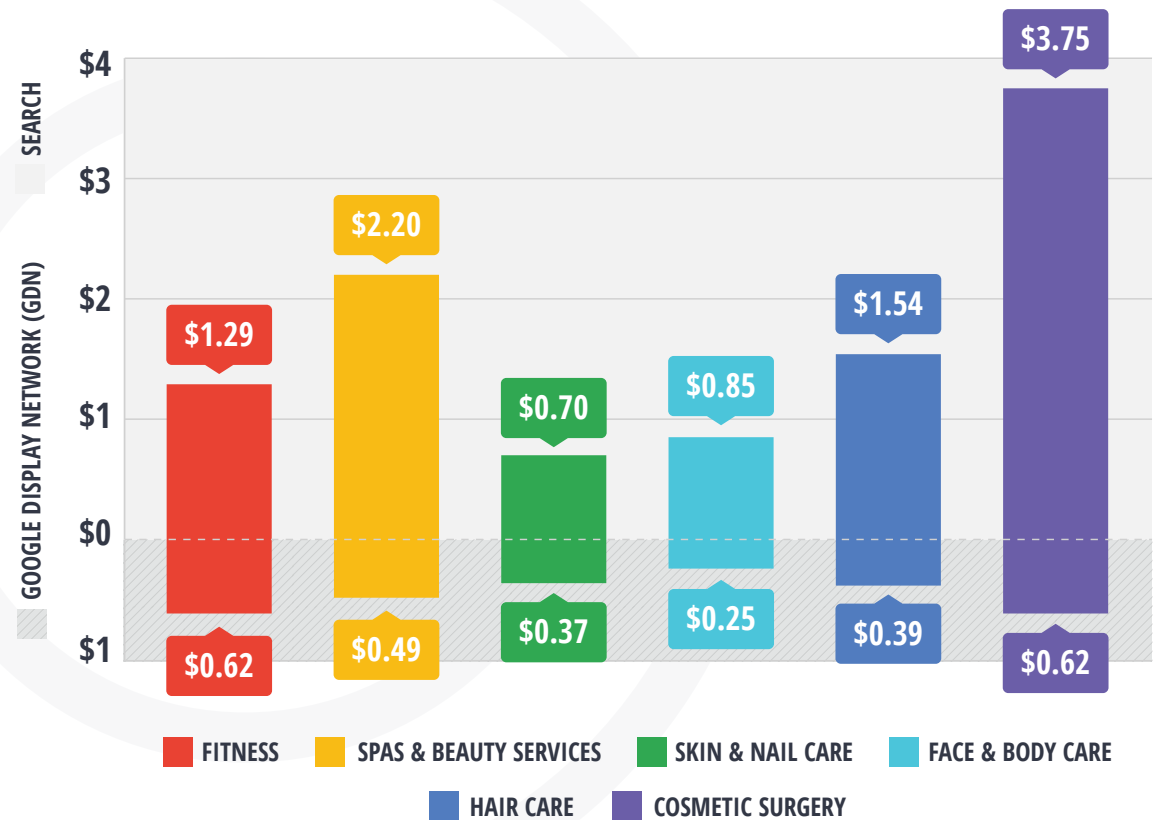
The average click-through rate (CTR) in AdWords across verticals in the personal care industry is 3.37% on the search network and 0.60% on the display network.



## PERSONAL CARE

### Average Cost Per Click

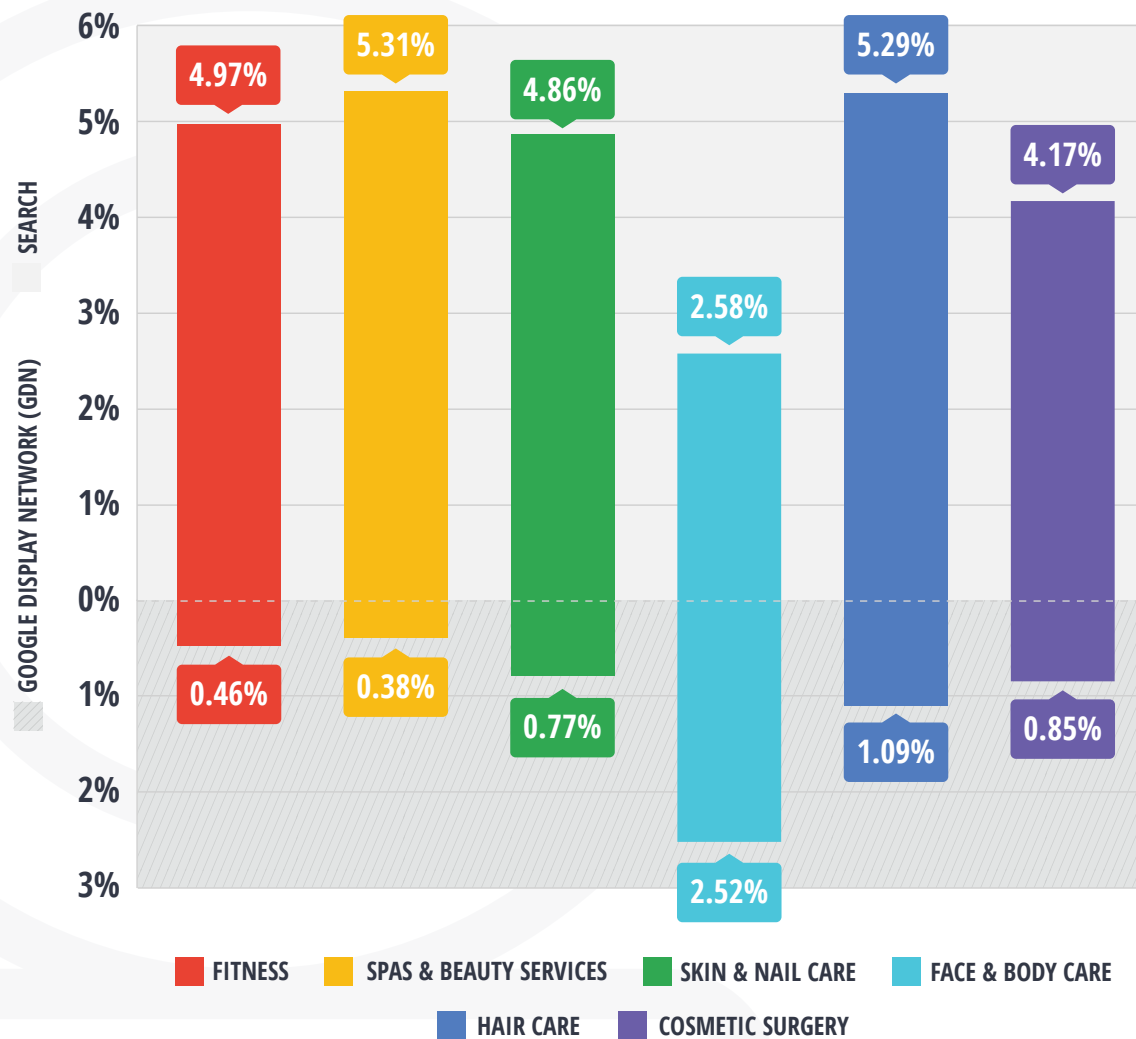
The average cost per click (CPC) in AdWords across verticals in the personal care industry is \$1.67 on the search network and \$0.46 on the display network.



## PERSONAL CARE

### Average Conversion Rate

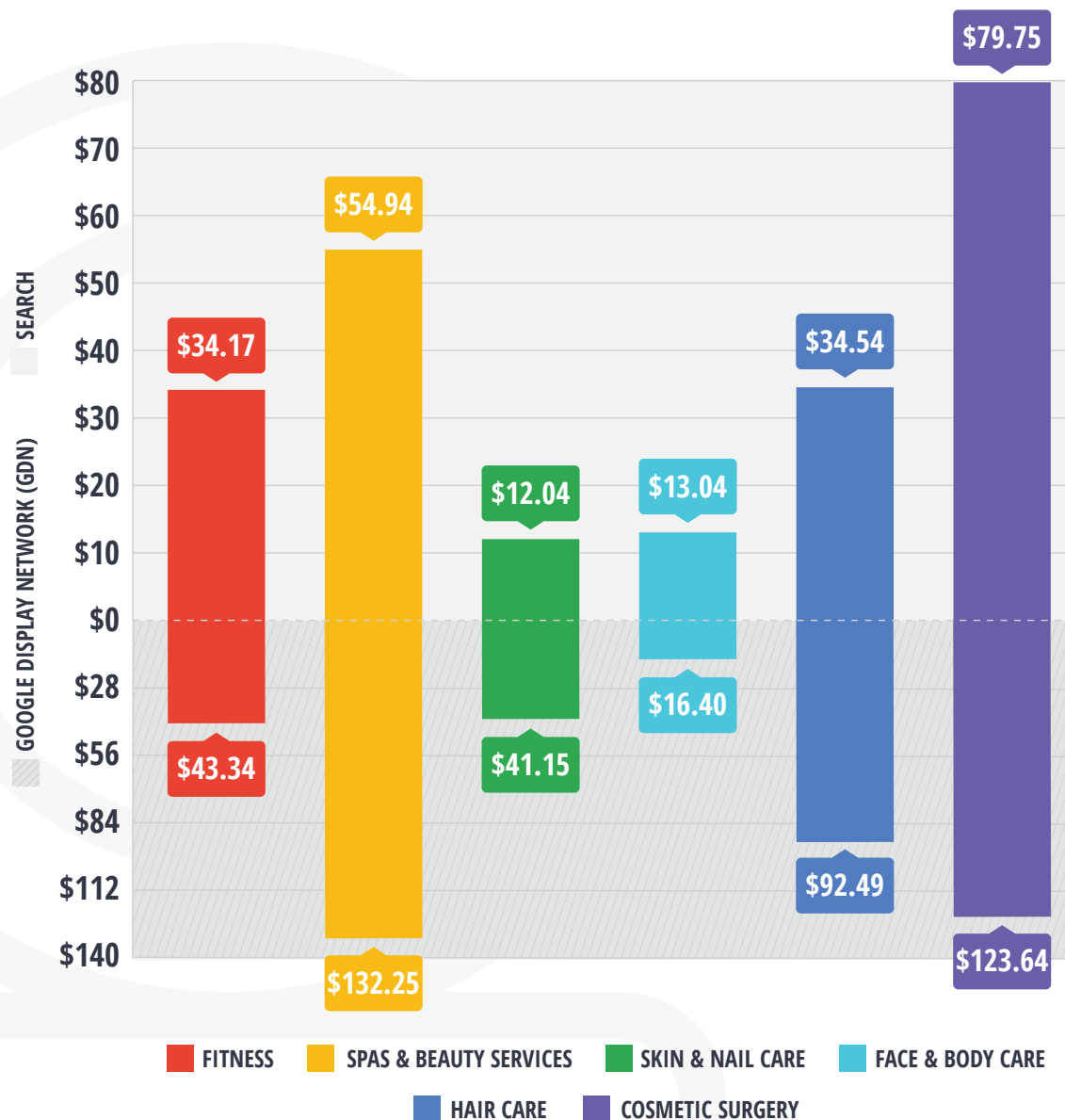
The average conversion rate (CVR) in AdWords across verticals in the personal care industry is 4.53% on the search network and 0.73% on the display network.



## PERSONAL CARE

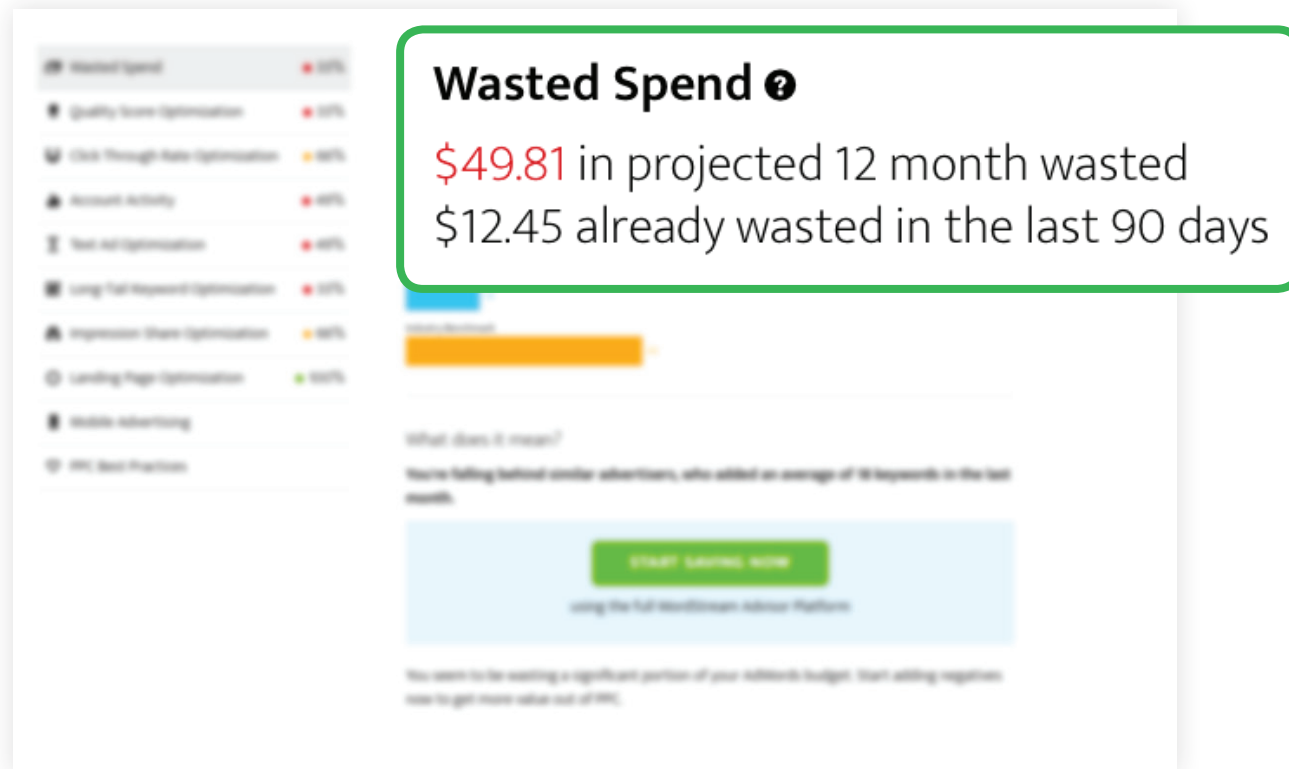
### Average Cost Per Action

The average cost per click (CPA) in AdWords across verticals in the personal care industry is \$44.55 on the search network and \$49.39 on the display network.



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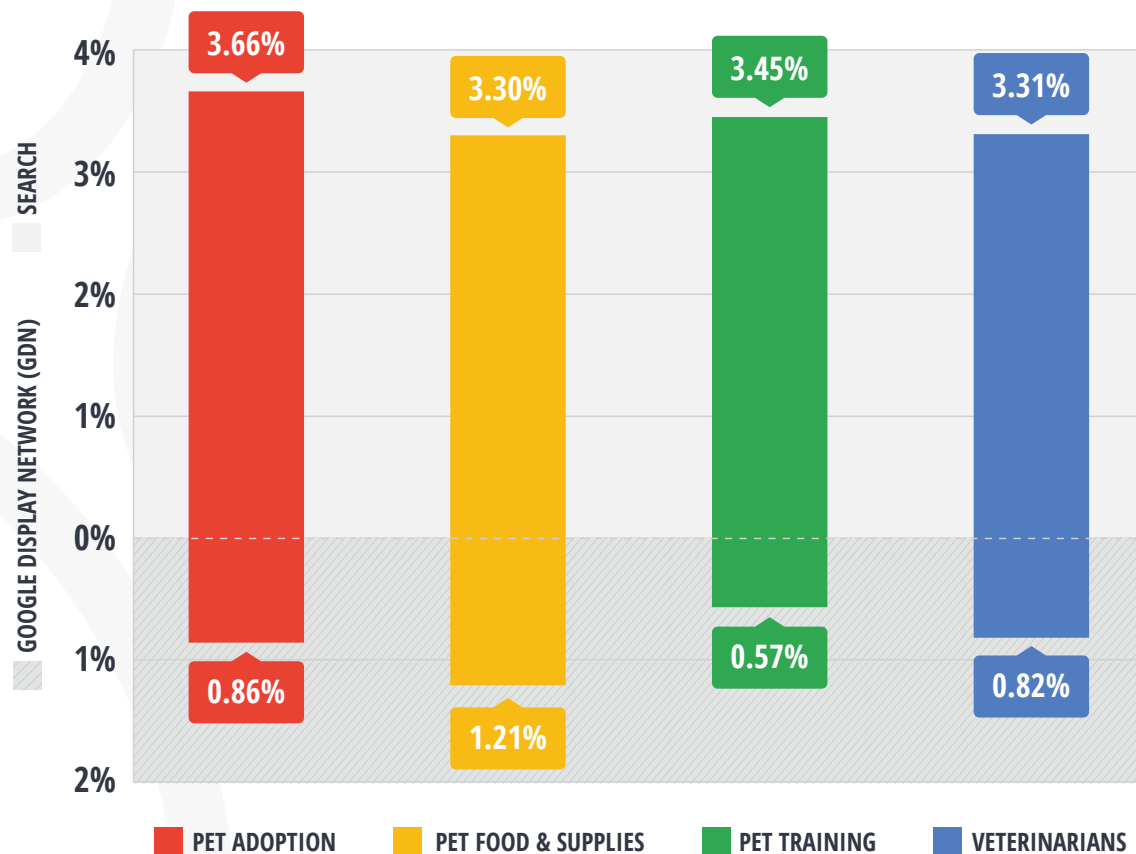


Pet Care

## PET CARE

### Average Click-Through Rate

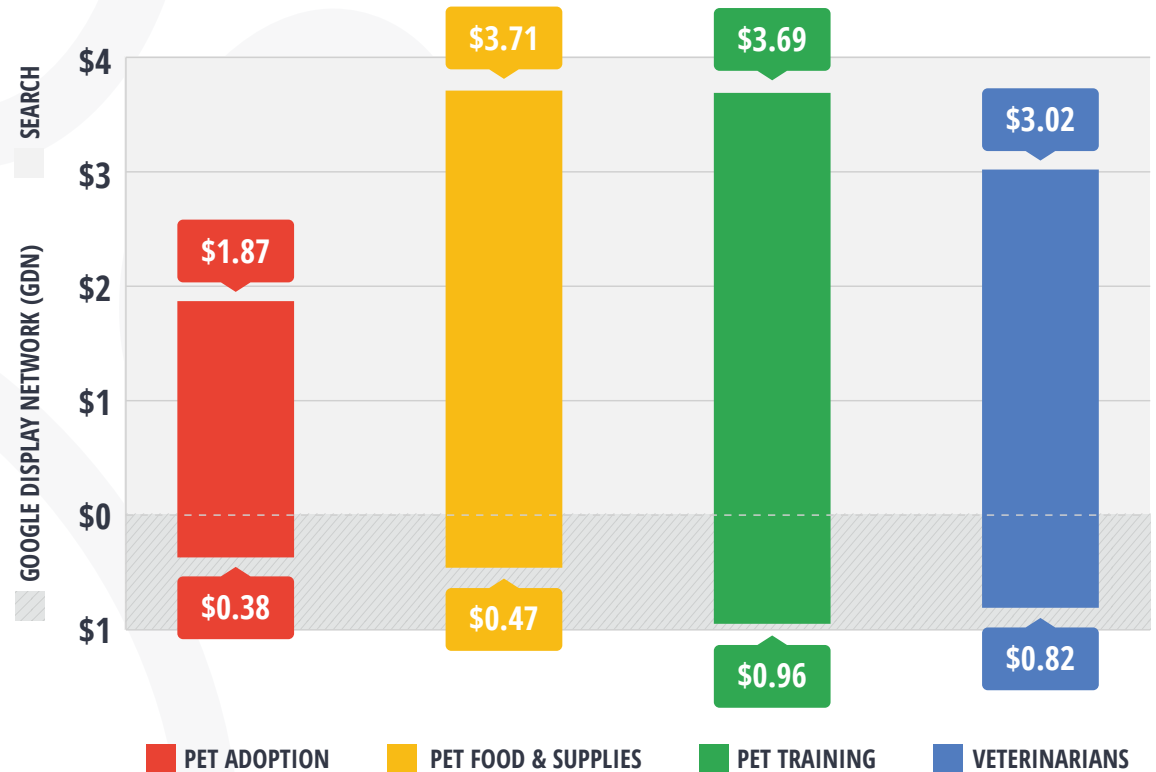
The average click-through rate (CTR) in AdWords across verticals in the pet care industry is 3.41% on the search network and 0.85% on the display network.



## PET CARE

### Average Cost Per Click

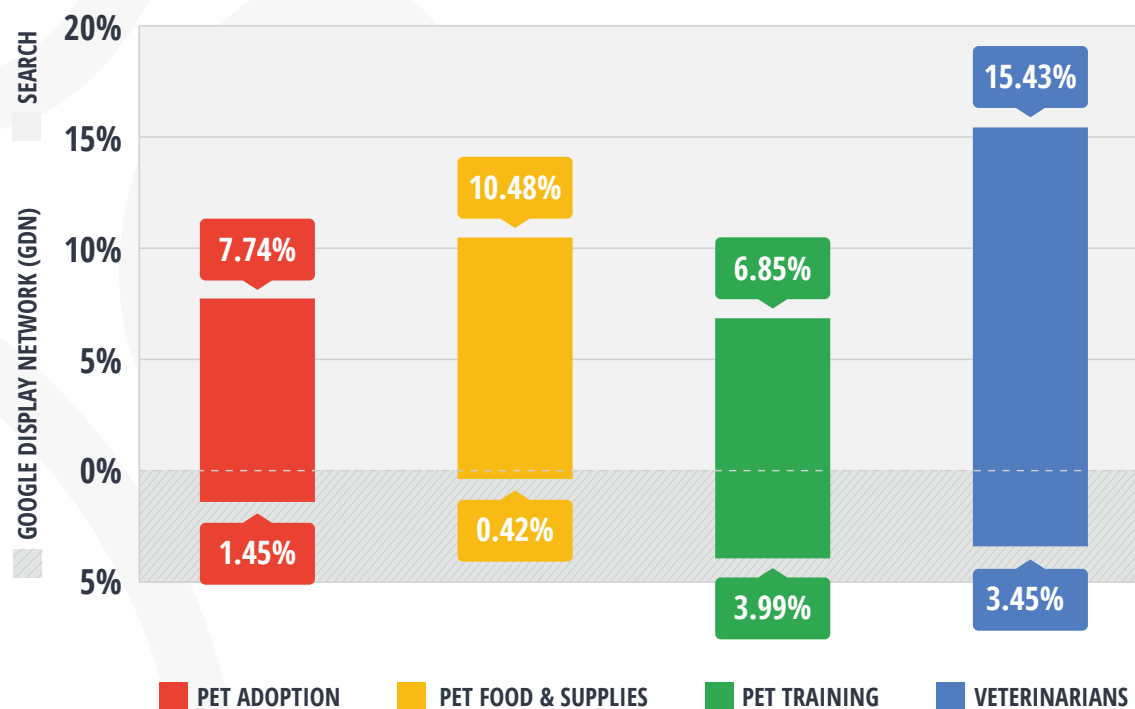
The average cost per click (CPC) in AdWords across verticals in the pet care industry is \$3.36 on the search network and \$0.46 on the display network.



## PET CARE

### Average Conversion Rate

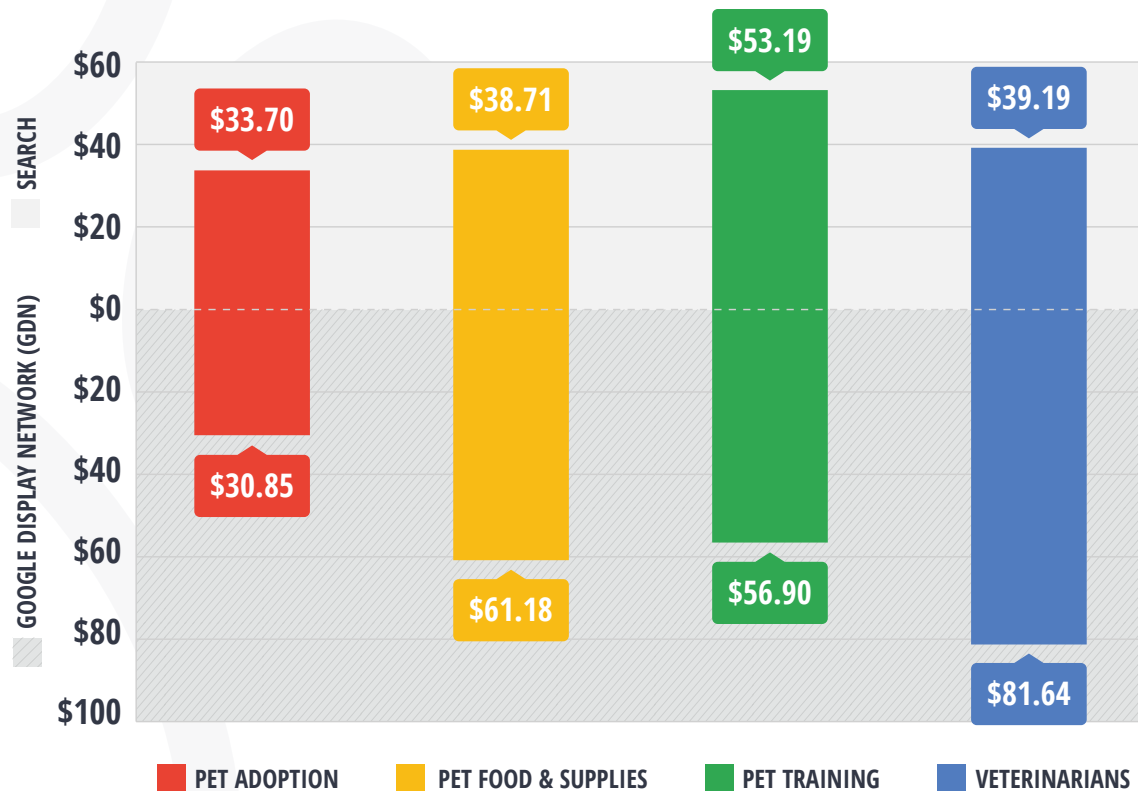
The average conversion rate (CVR) in AdWords across verticals in the pet care industry is 8.66% on the search network and 1.96% on the display network.



## PET CARE

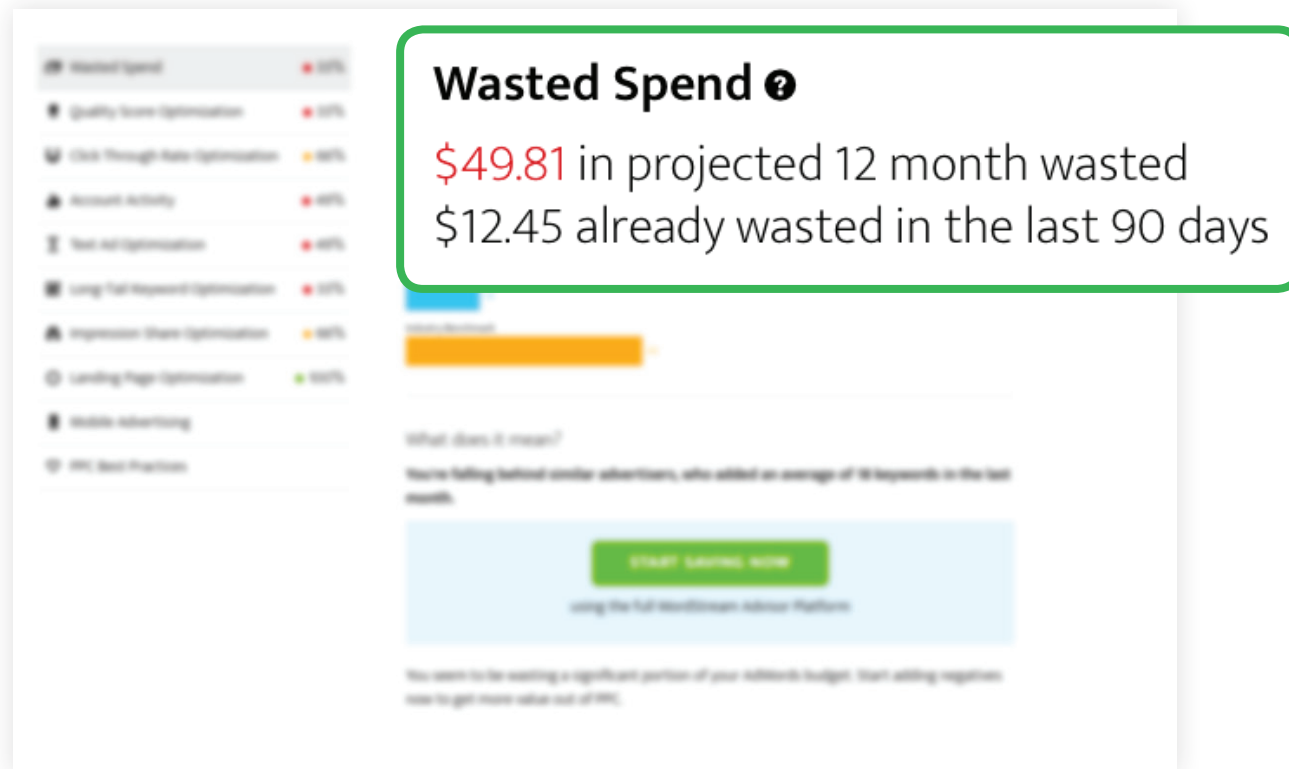
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the pet care industry is \$37.02 on the search network and \$34.37 on the display network.



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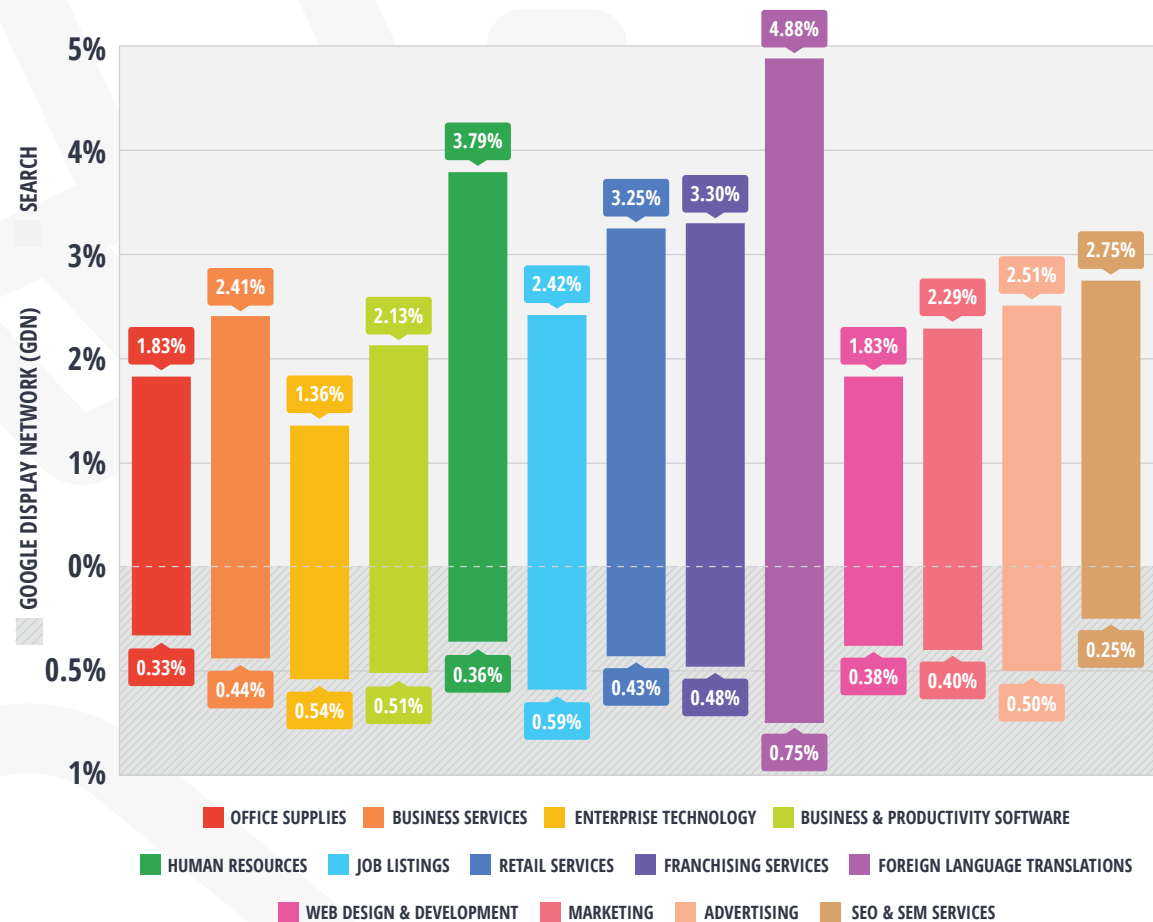


Professional

## PROFESSIONAL

# Average Click-Through Rate

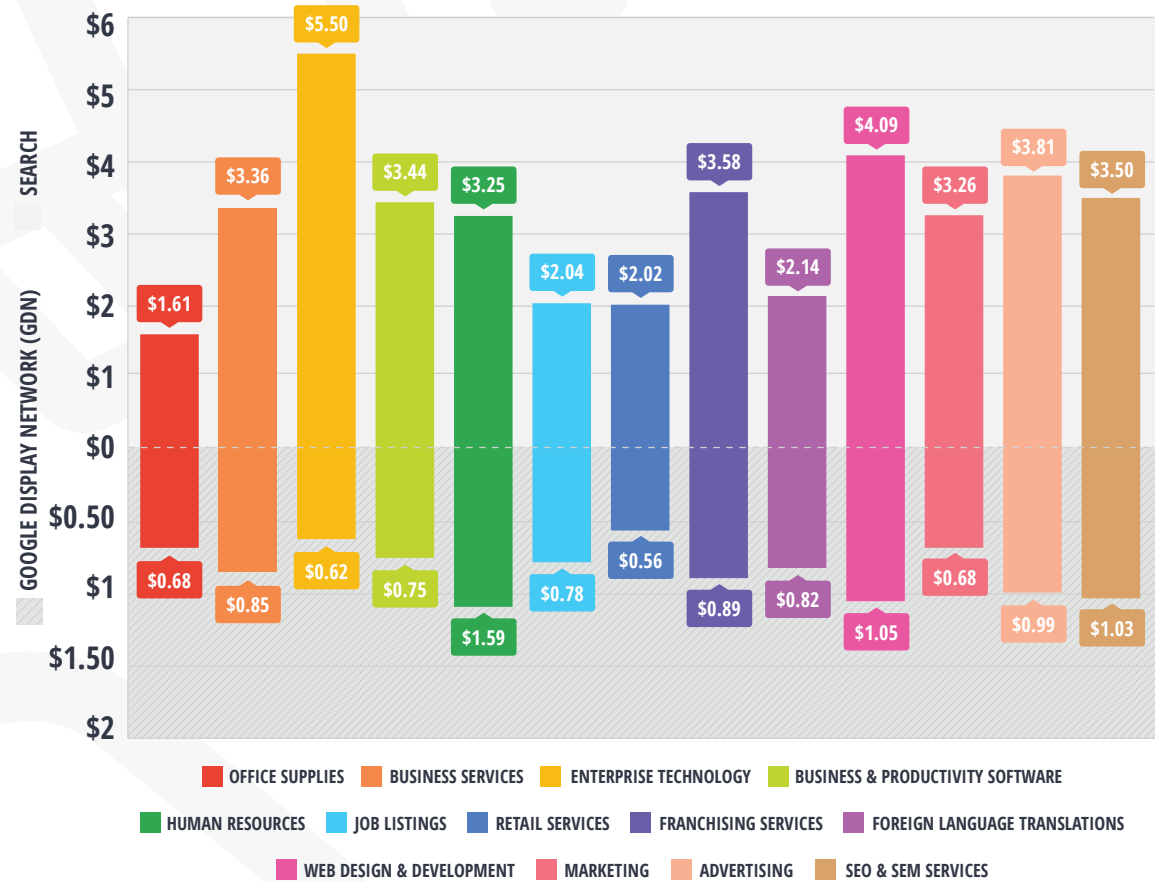
The average click-through rate (CTR) in AdWords across verticals in the professional industry is 2.41% on the search network and 0.46% on the display network.



## PROFESSIONAL

# Average Cost Per Click

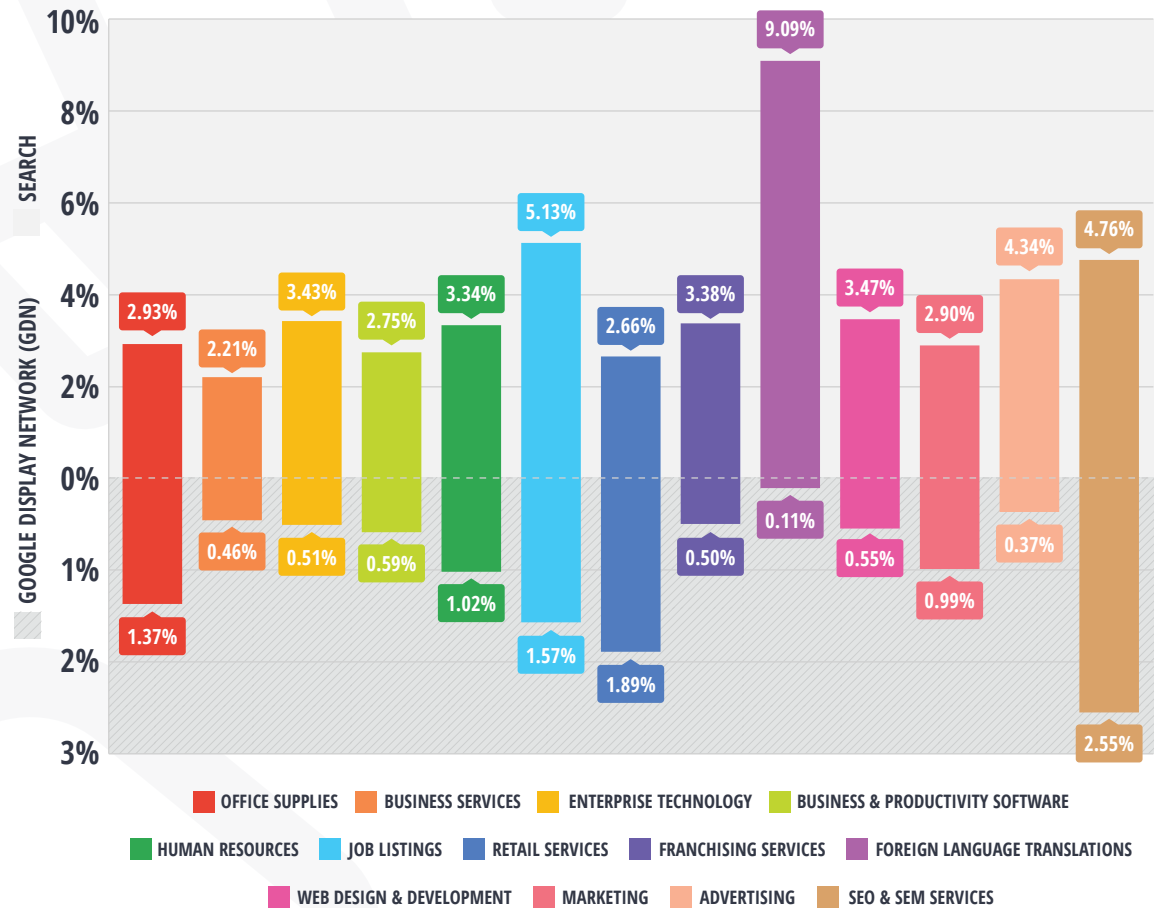
The average cost per click (CPC) in AdWords across verticals in the professional industry is \$3.33 on the search network and \$0.79 on the display network.



## PROFESSIONAL

# Average Conversion Rate

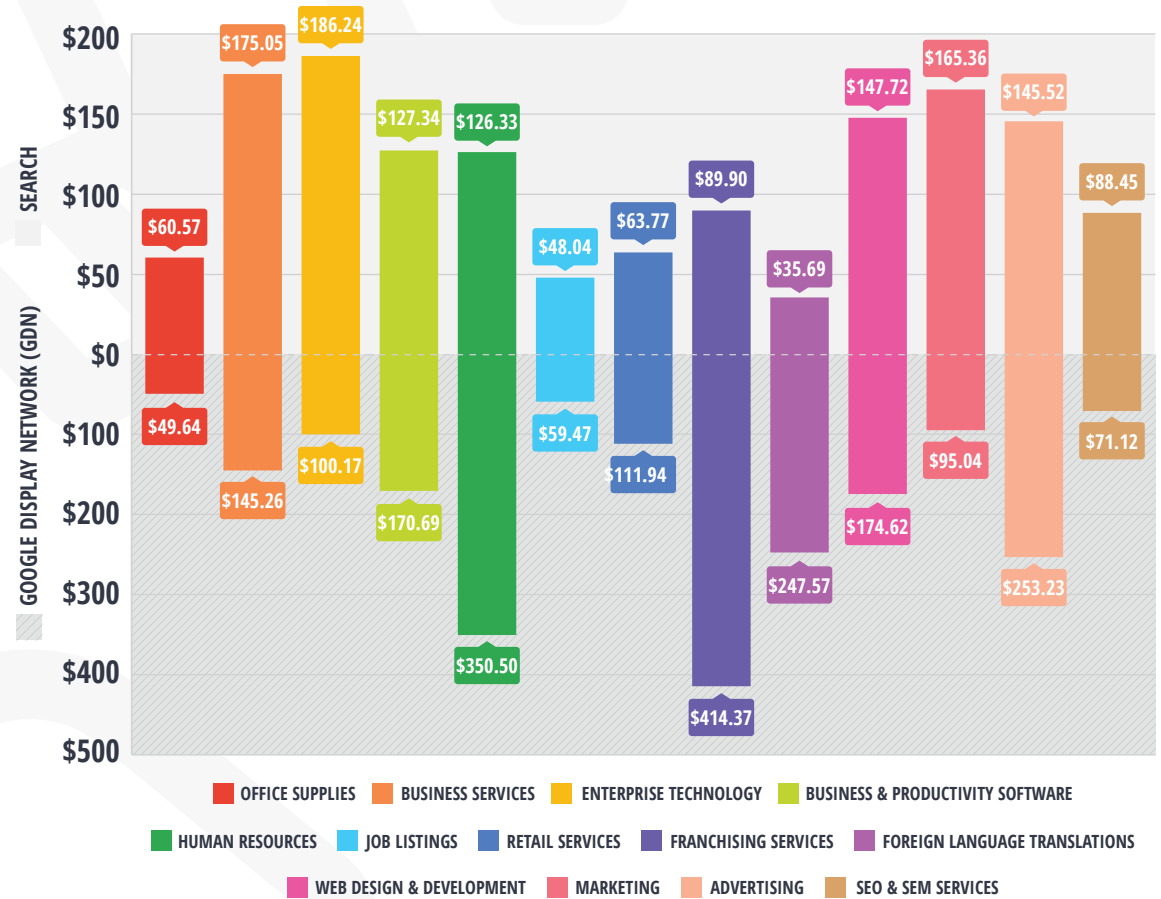
The average conversion rate (CVR) in AdWords across verticals in the professional industry is 3.04% on the search network and 0.80% on the display network.



## PROFESSIONAL

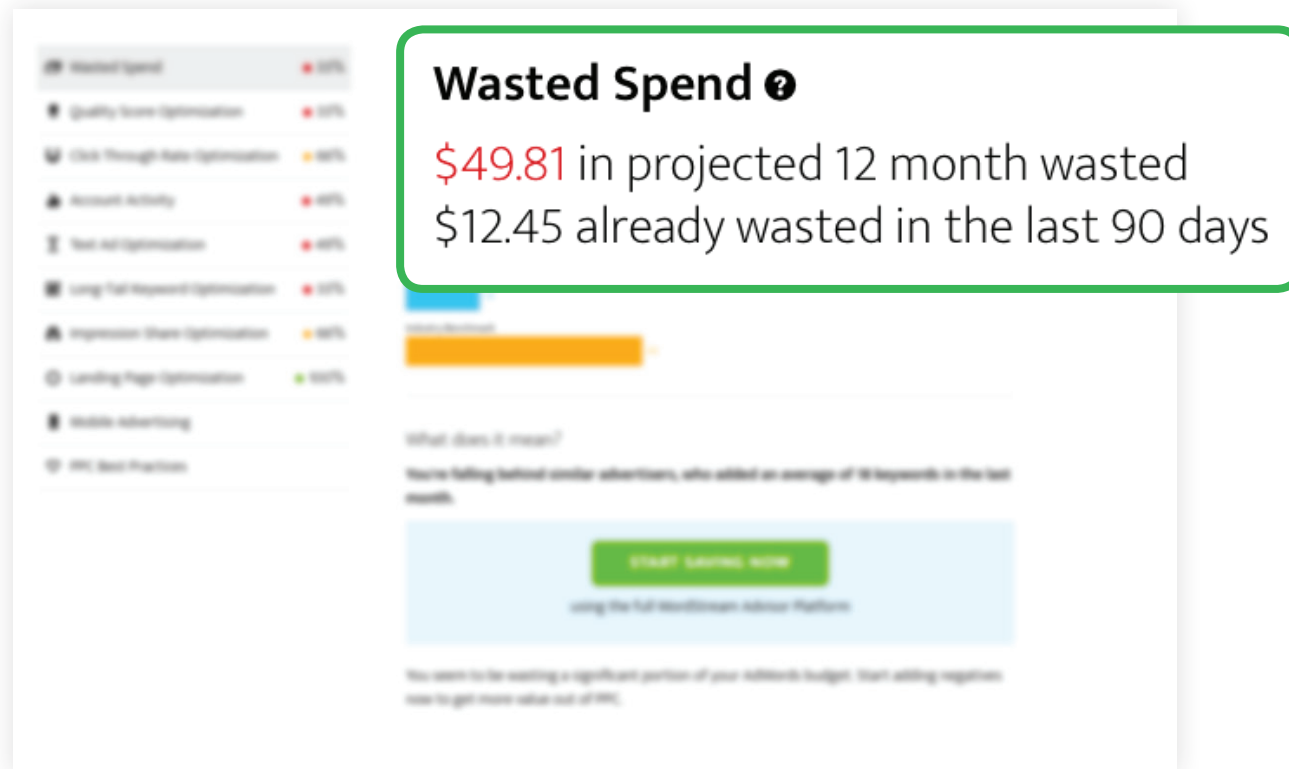
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the professional industry is \$116.13 on the search network and \$130.30 on the display network.



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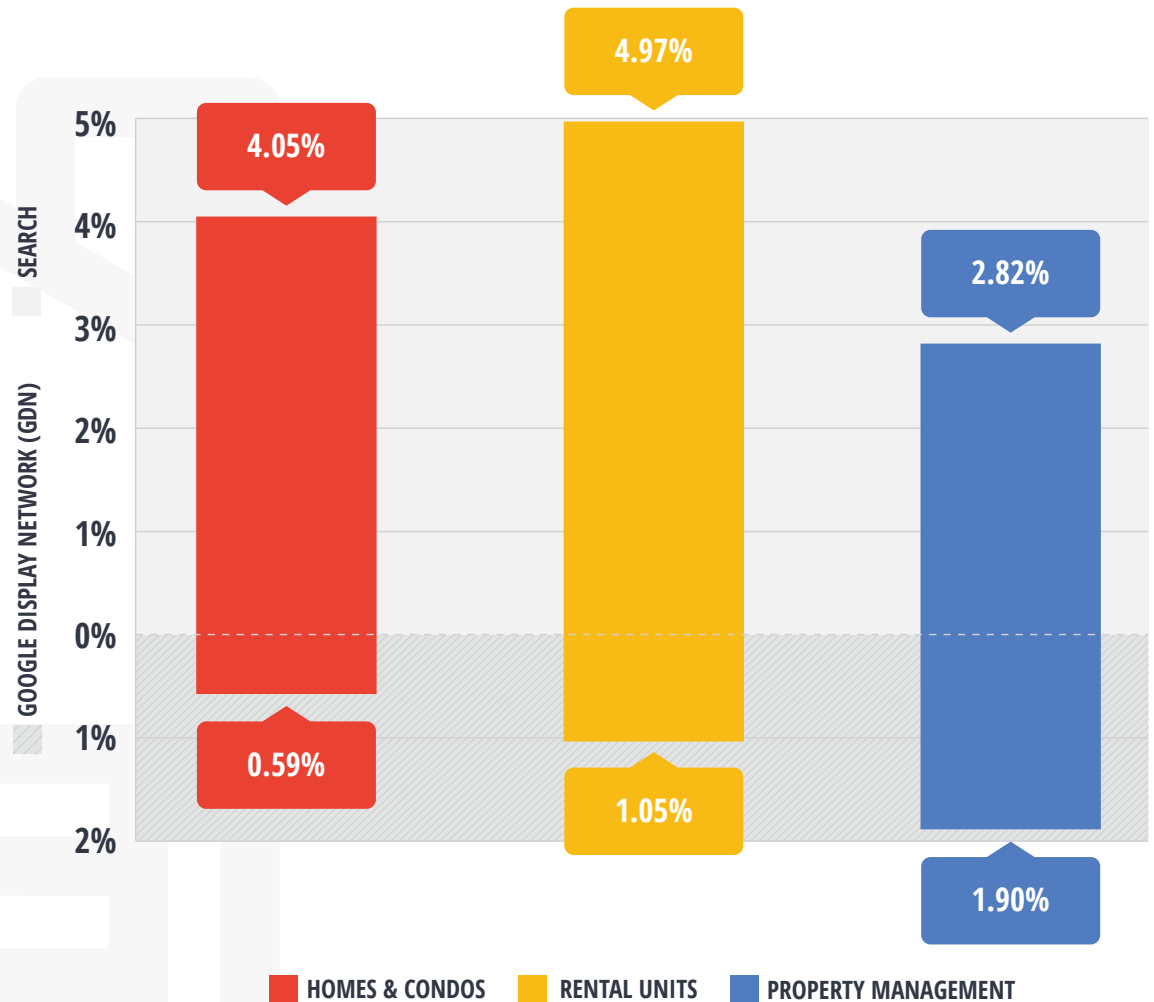


Real Estate

## REAL ESTATE

### Average Click-Through Rate

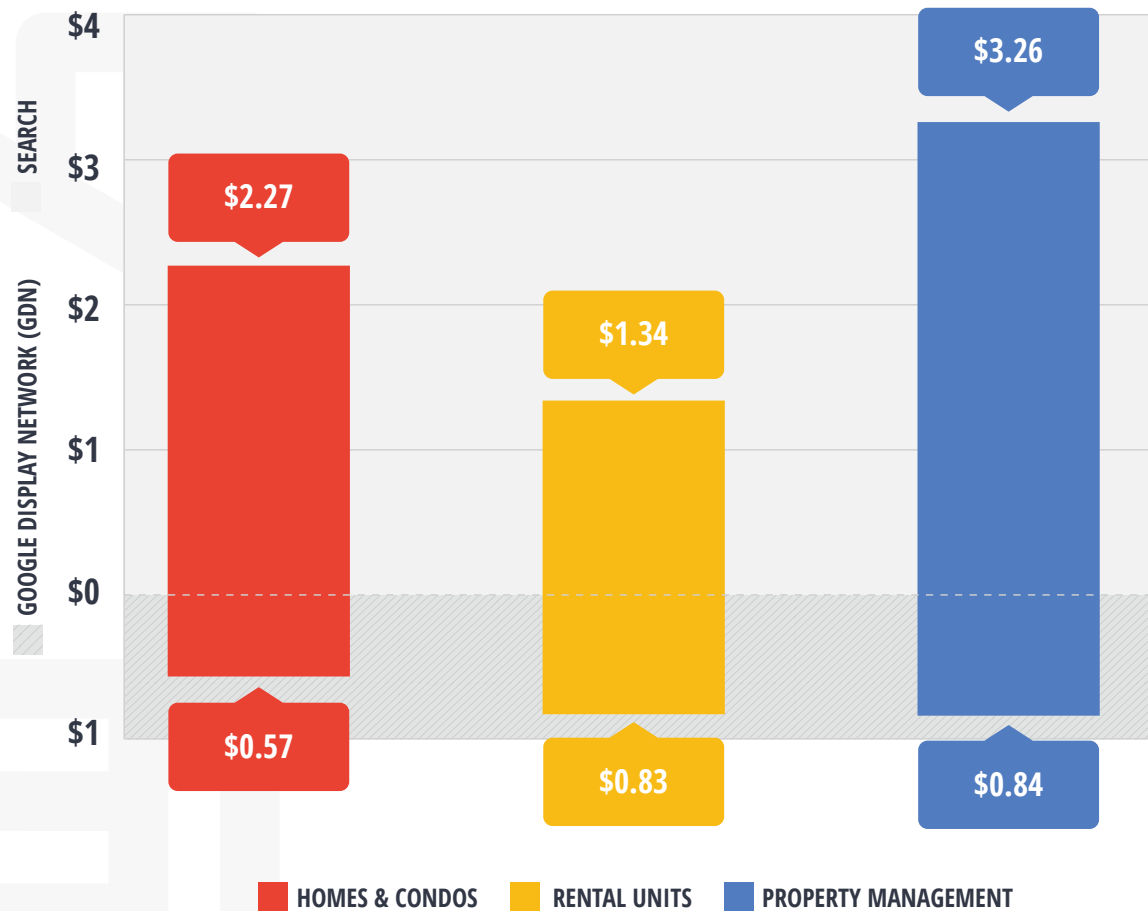
The average click-through rate (CTR) in AdWords across verticals in the real estate industry is 3.71% on the search network and 1.08% on the display network.



## REAL ESTATE

### Average Cost Per Click

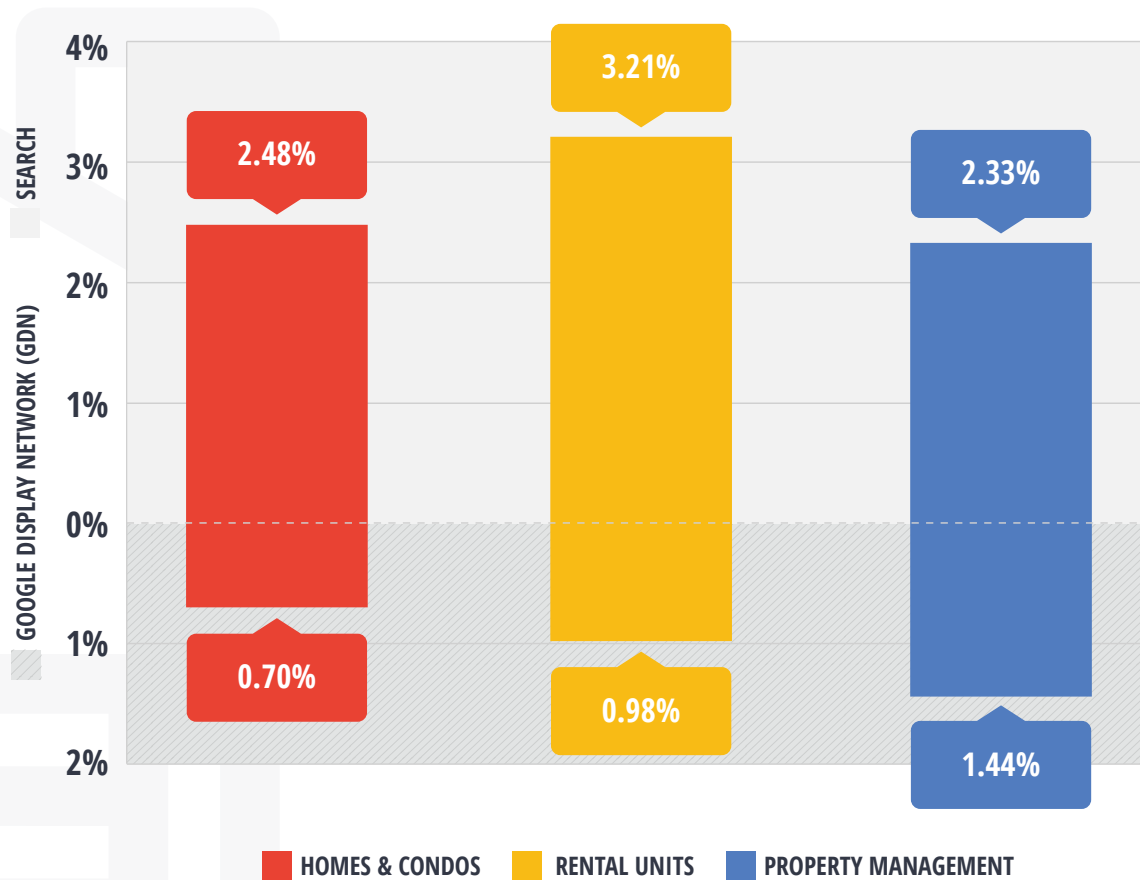
The average cost per click (CPC) in AdWords across verticals in the real estate industry is \$2.37 on the search network and \$0.75 on the display network.



## REAL ESTATE

### Average Conversion Rate

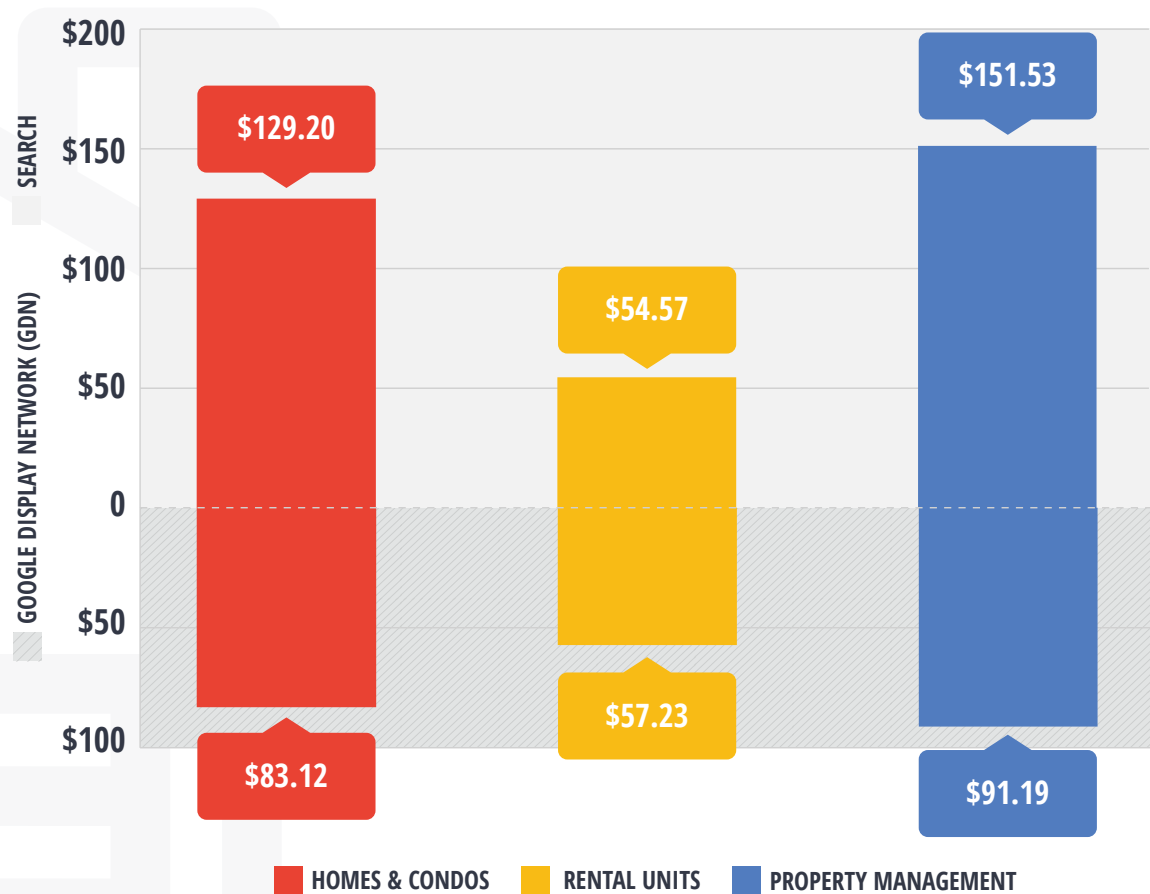
The average conversion rate (CVR) in AdWords across verticals in the real estate industry is 2.47% on the search network and 0.80% on the display network.



## REAL ESTATE

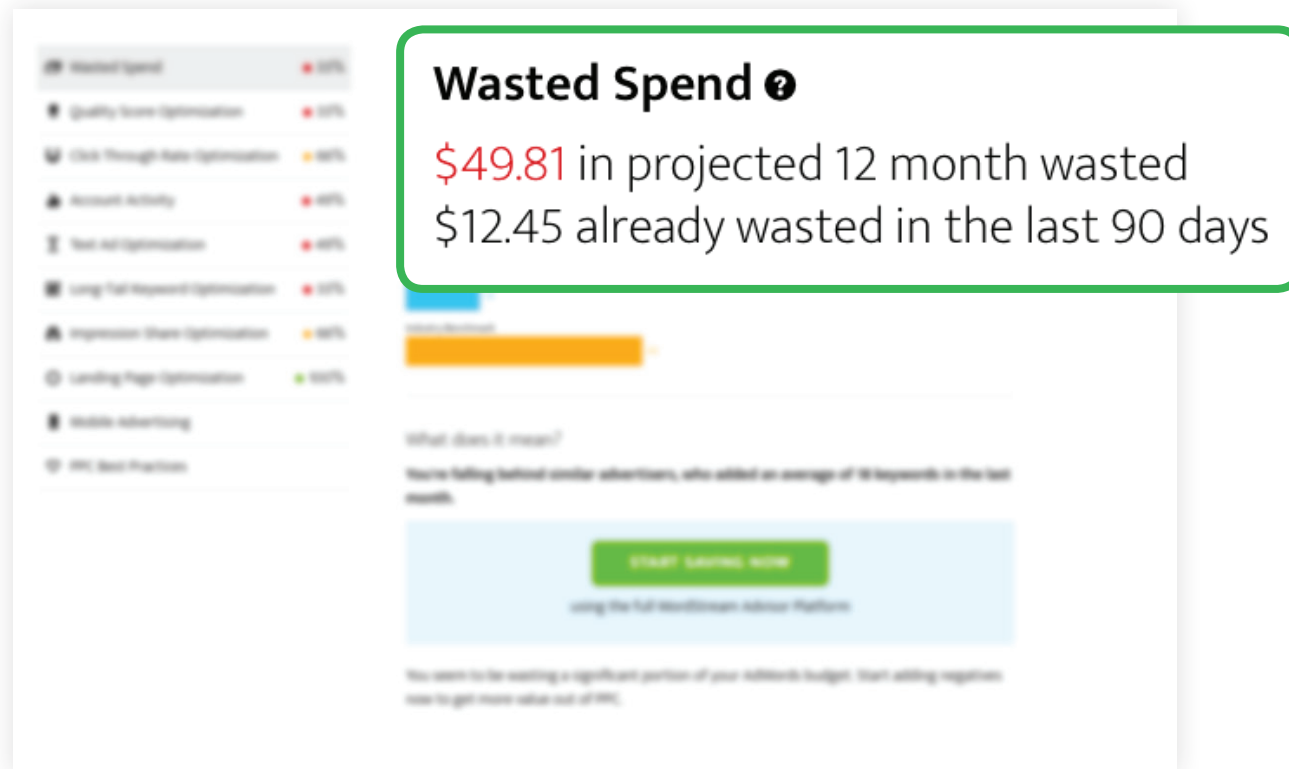
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the real estate industry is \$116.61 on the search network and \$74.79 on the display network.



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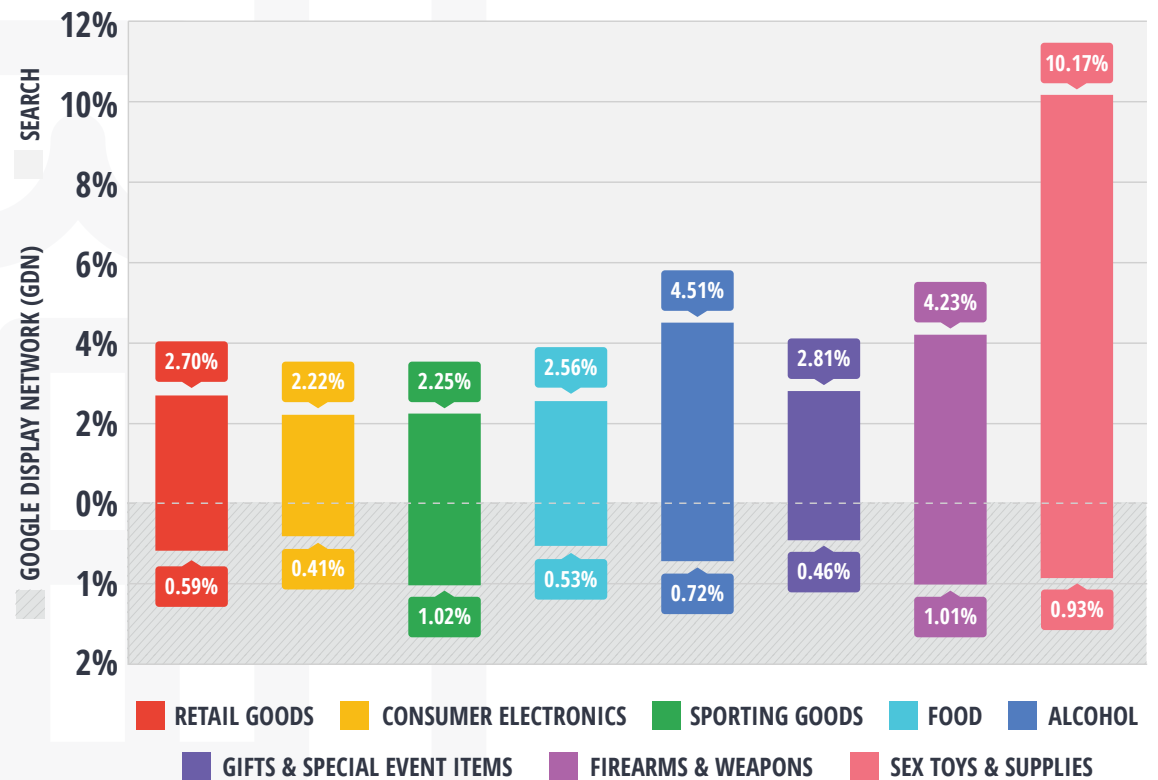


Retail

## RETAIL

### Average Click-Through Rate

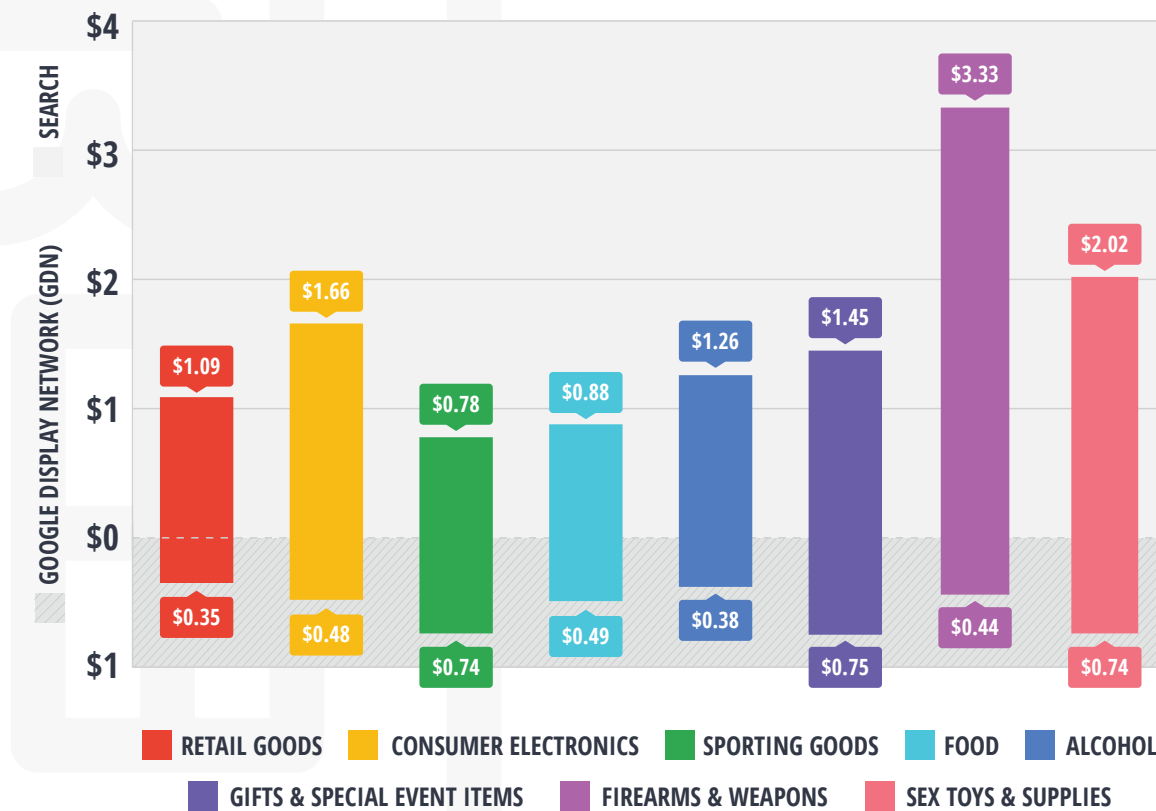
The average click-through rate (CTR) in AdWords across verticals in the retail industry is 2.69% on the search network and 0.51% on the display network.



## RETAIL

### Average Cost Per Click

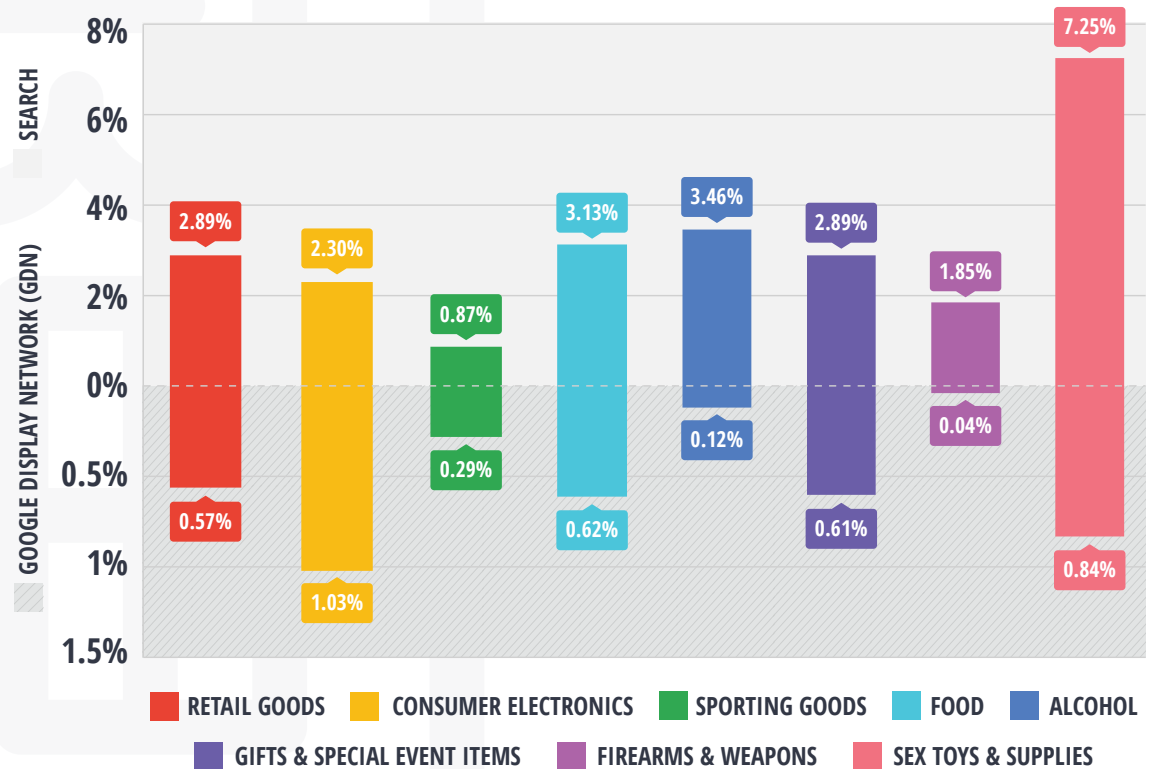
The average cost per click (CPC) in AdWords across verticals in the retail industry is \$1.16 on the search network and \$0.45 on the display network.



## RETAIL

### Average Conversion Rate

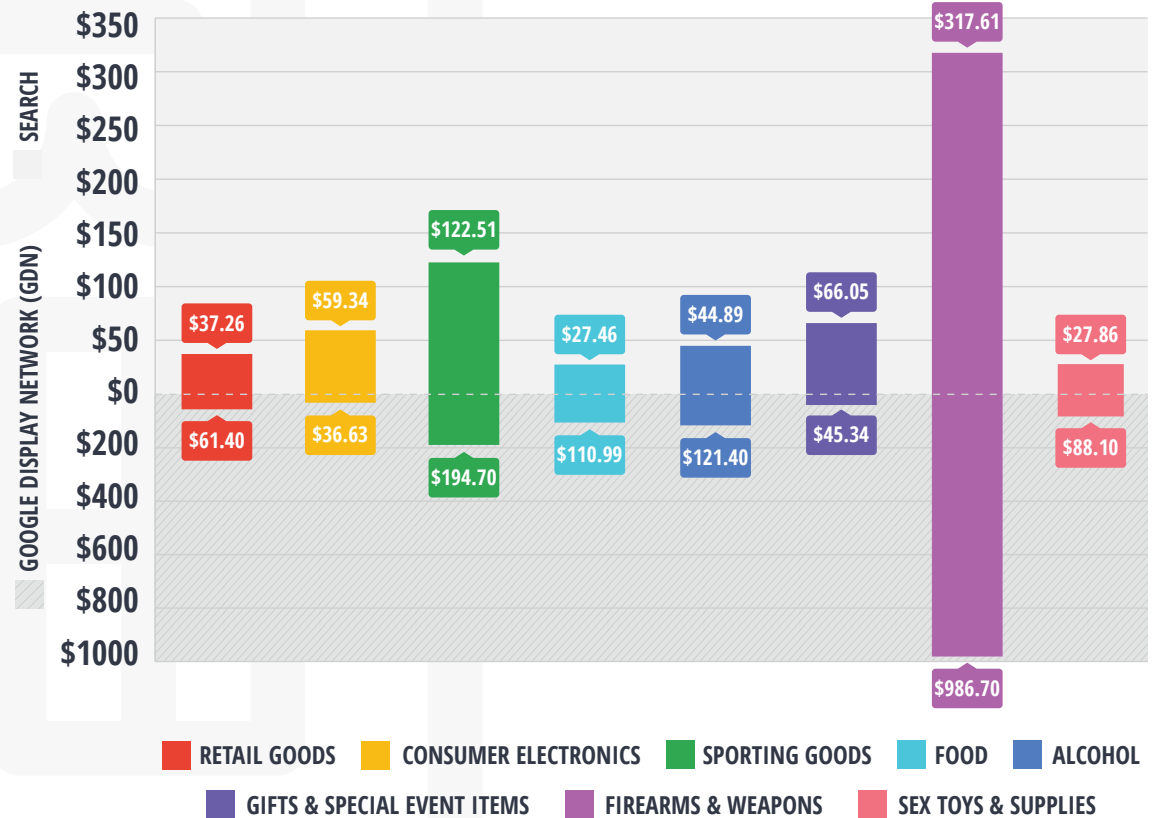
The average conversion rate (CVR) in AdWords across verticals in the retail industry is 2.81% on the search network and 0.59% on the display network.



## RETAIL

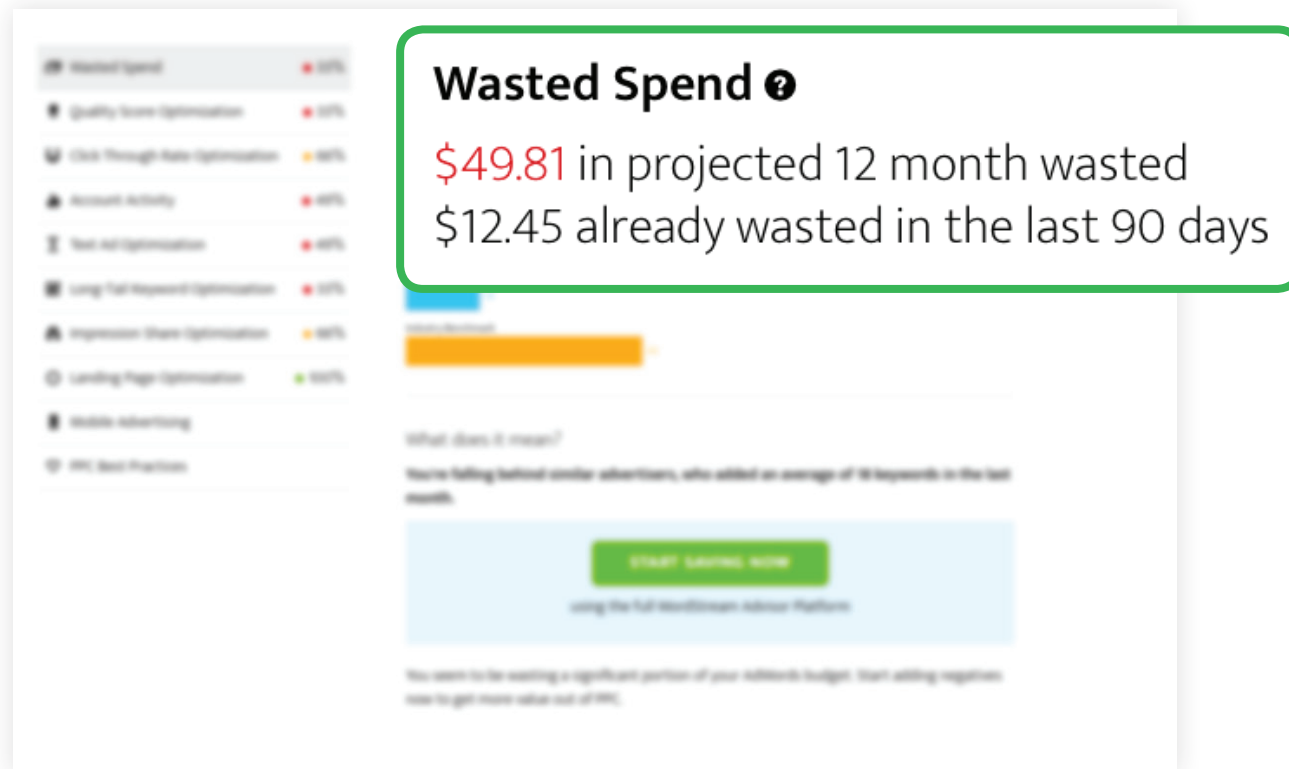
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the retail industry is \$45.27 on the search network and \$65.80 on the display network.



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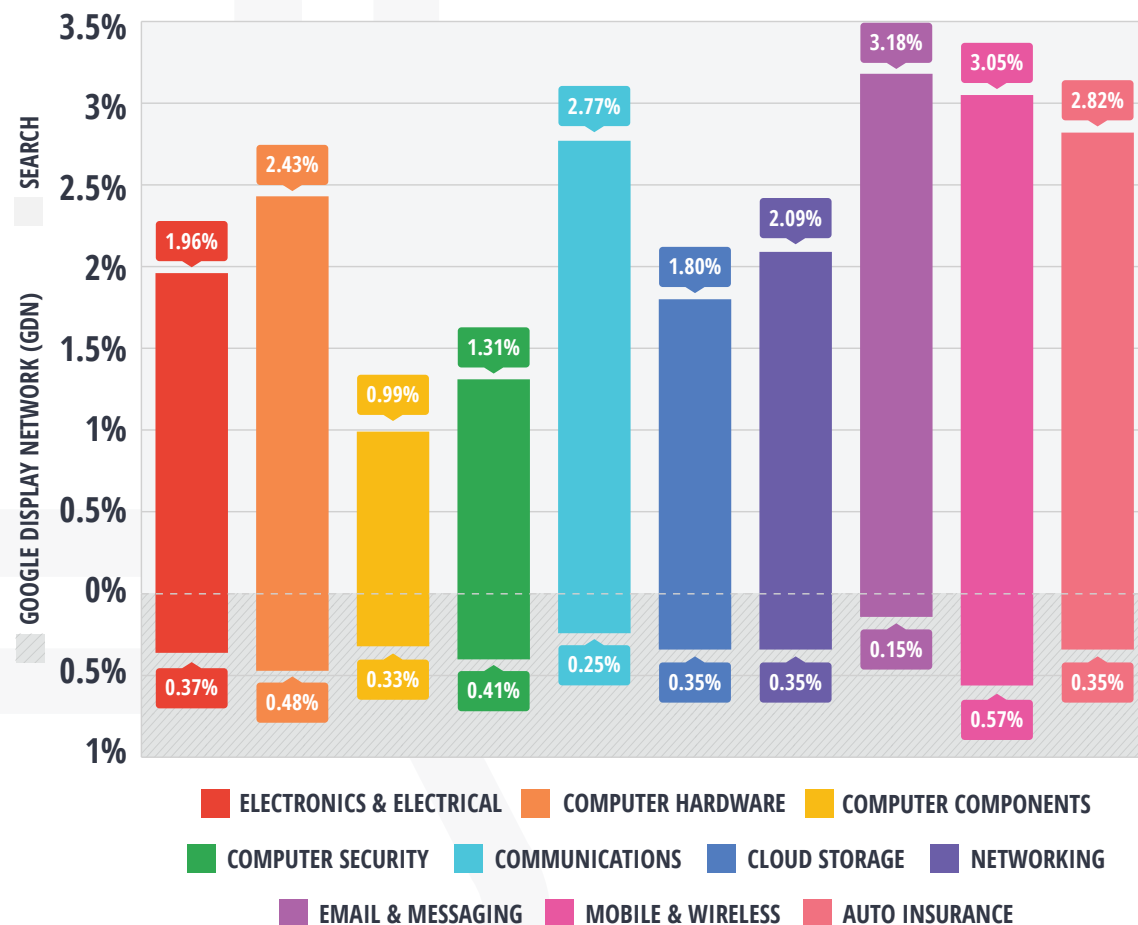


# Technology

## TECHNOLOGY

### Average Click-Through Rate

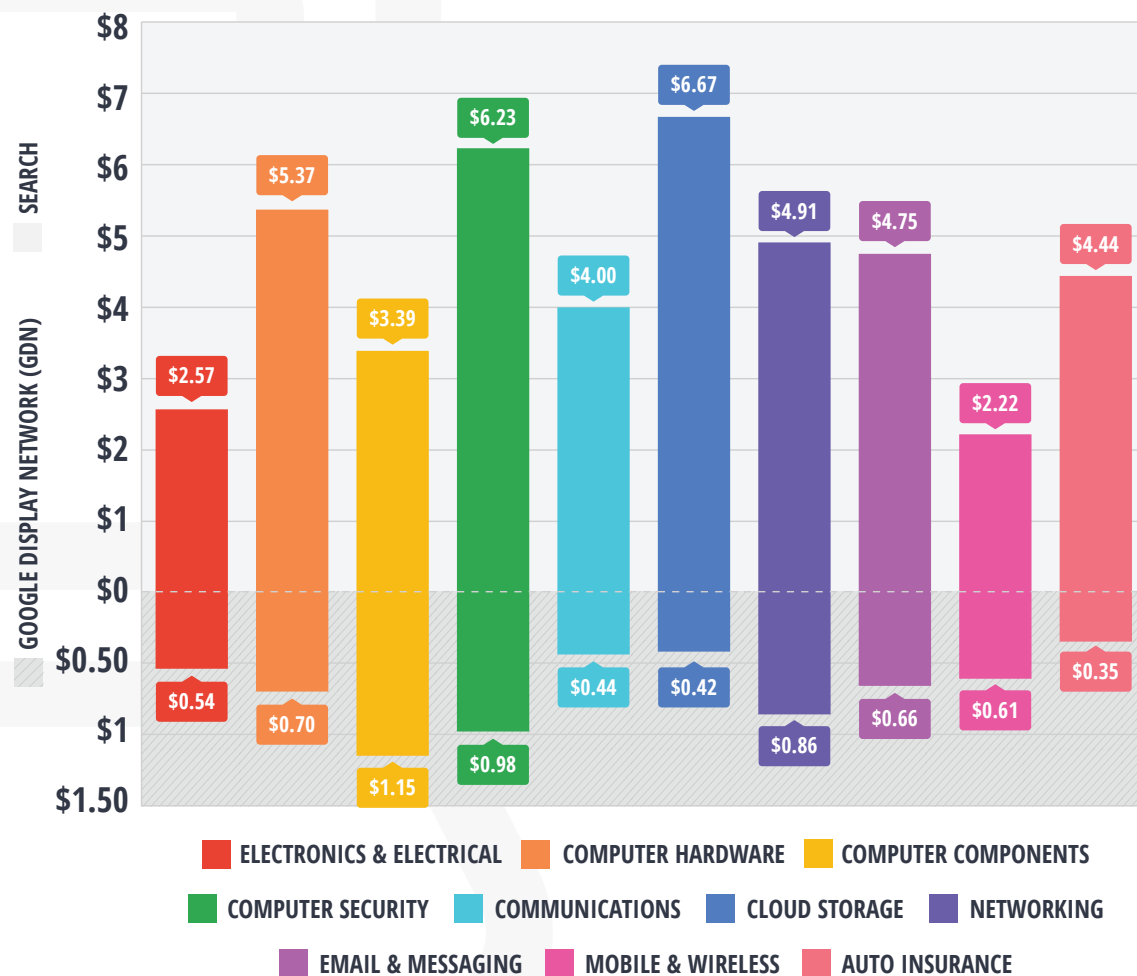
The average click-through rate (CTR) in AdWords across verticals in the technology industry is 2.09% on the search network and 0.39% on the display network.



## TECHNOLOGY

### Average Cost Per Click

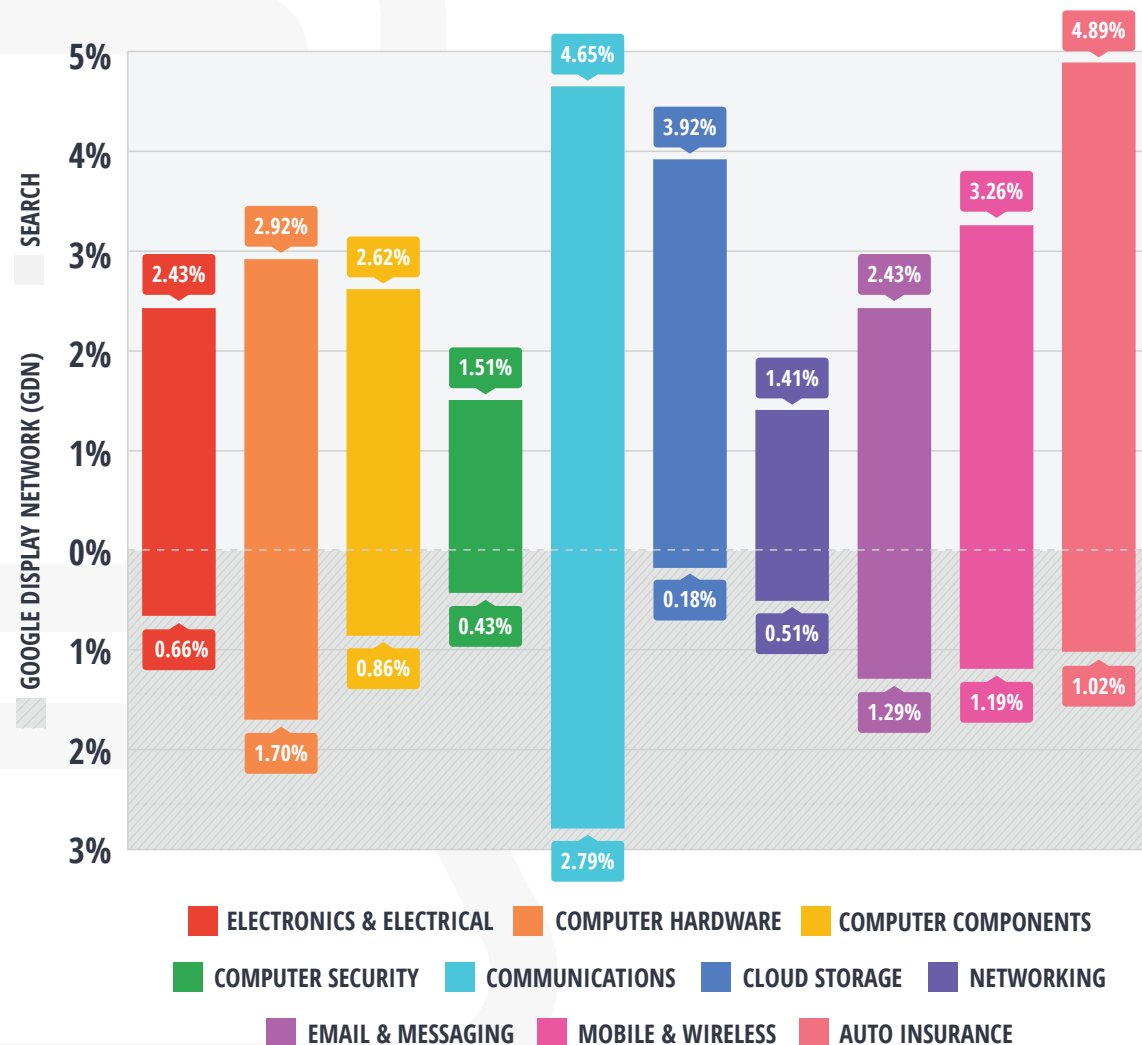
The average cost per click (CPC) in AdWords across verticals in the technology industry is \$3.80 on the search network and \$0.51 on the display network.



## TECHNOLOGY

### Average Conversion Rate

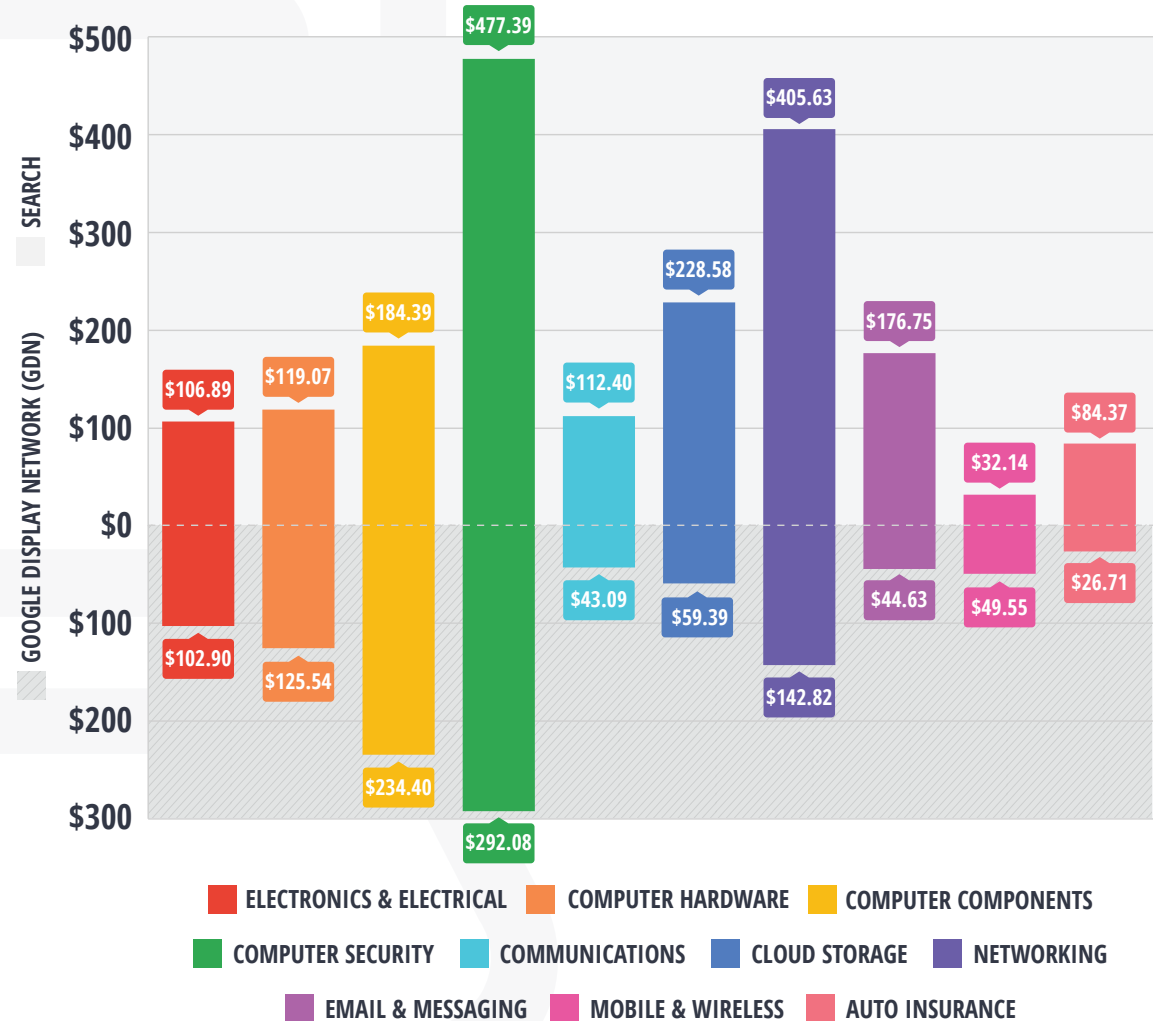
The average conversion rate (CVR) in AdWords across verticals in the technology industry is 2.92% on the search network and 0.86% on the display network.



## TECHNOLOGY

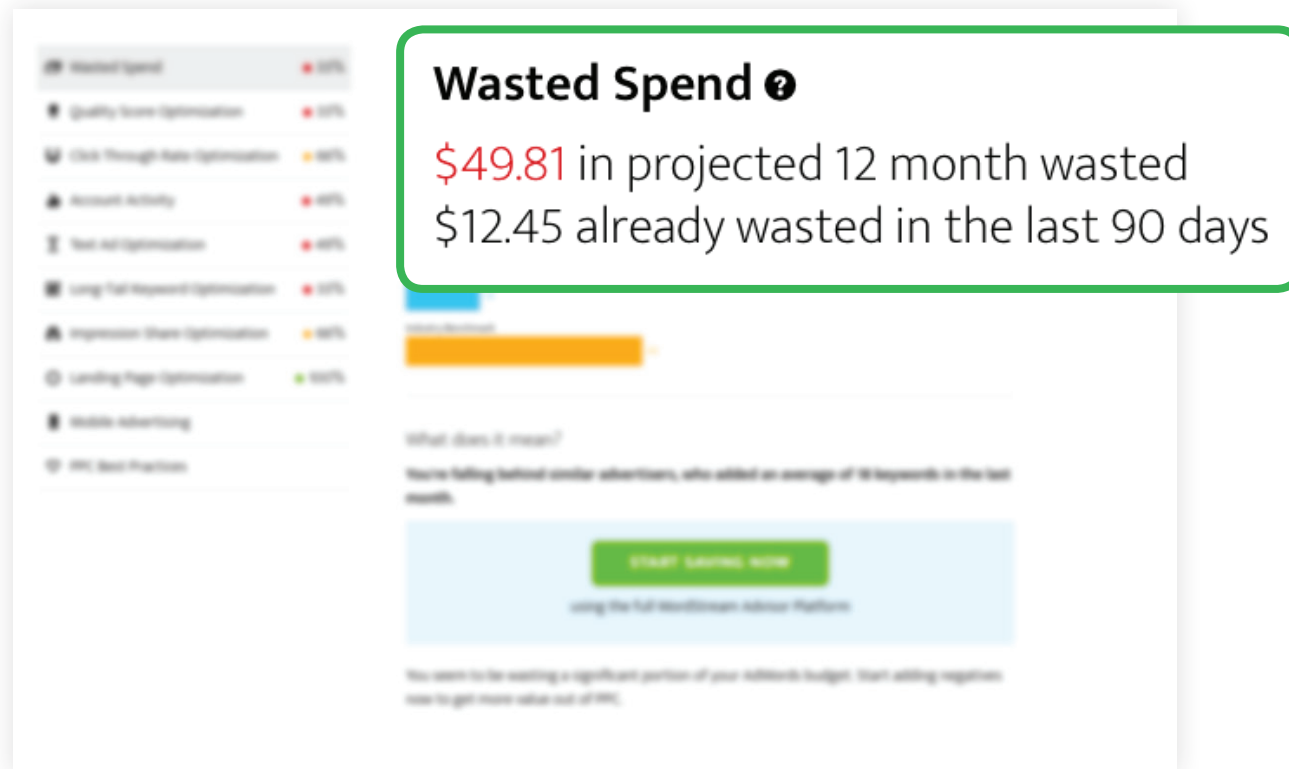
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the technology industry is \$133.52 on the search network and \$103.60 on the display network.



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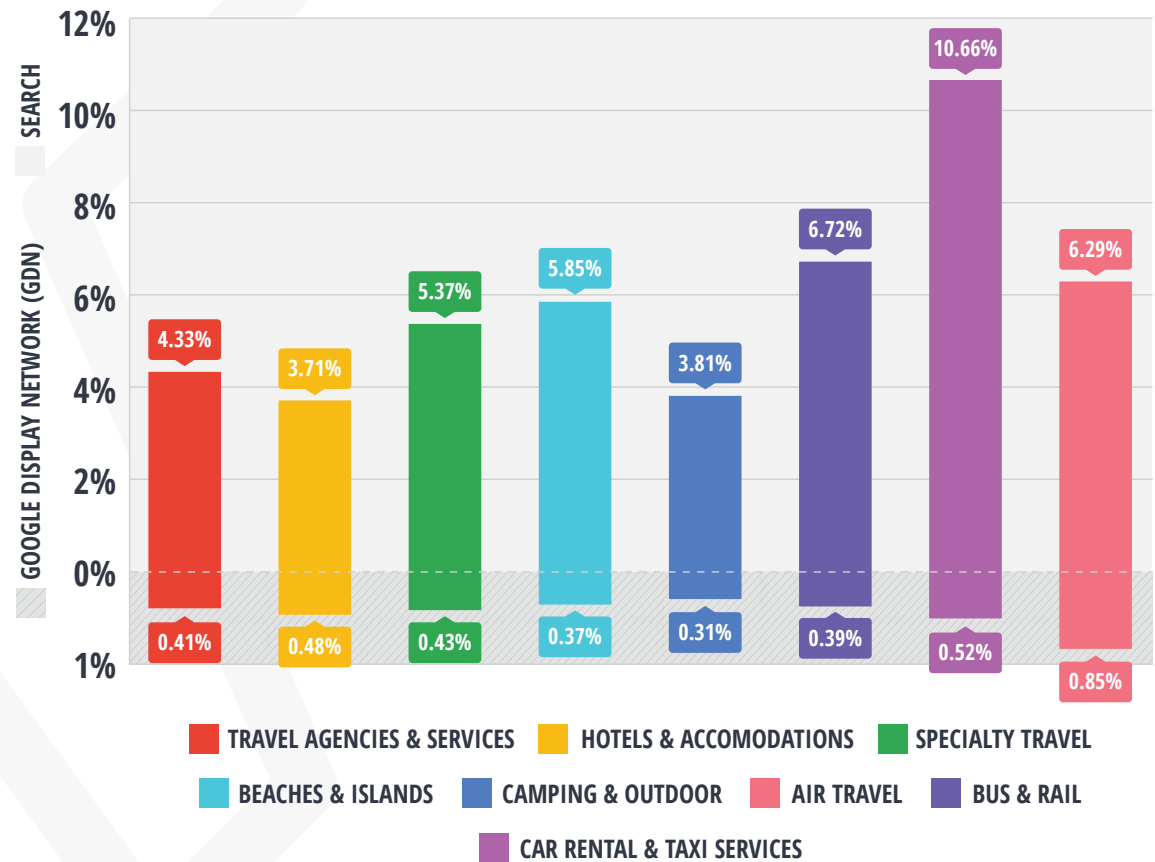


Travel

## TRAVEL

### Average Click-Through Rate

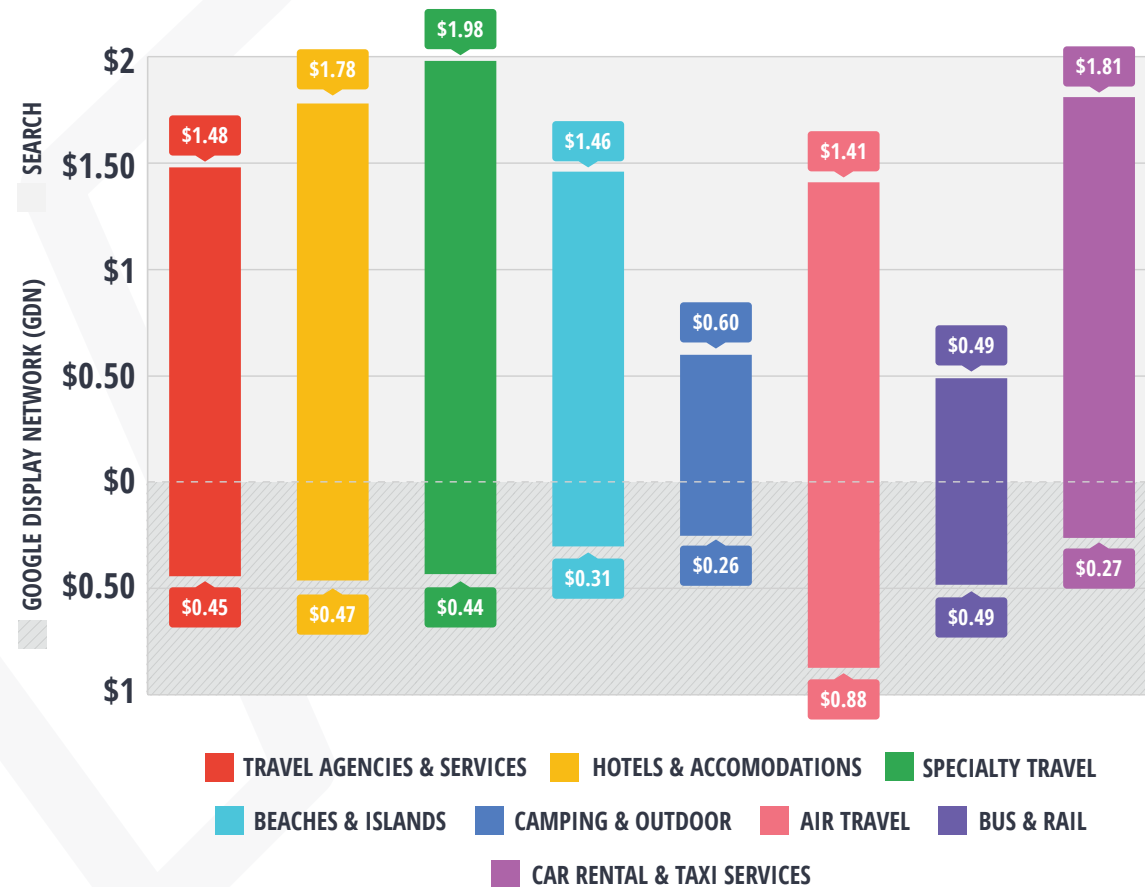
The average click-through rate (CTR) in AdWords across verticals in the travel industry is 4.68% on the search network and 0.47% on the display network.



## TRAVEL

### Average Cost Per Click

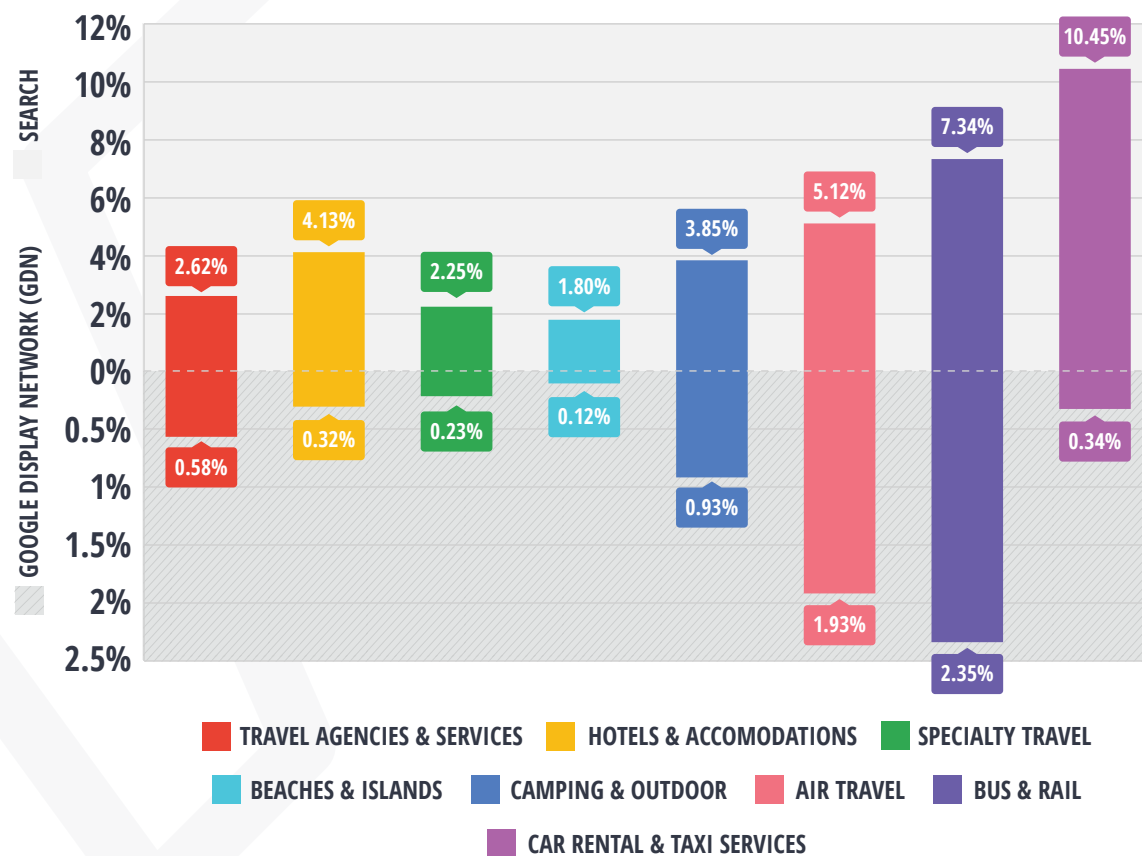
The average cost per click (CPC) in AdWords across verticals in the travel industry is \$1.53 on the search network and \$0.44 on the display network.



## TRAVEL

### Average Conversion Rate

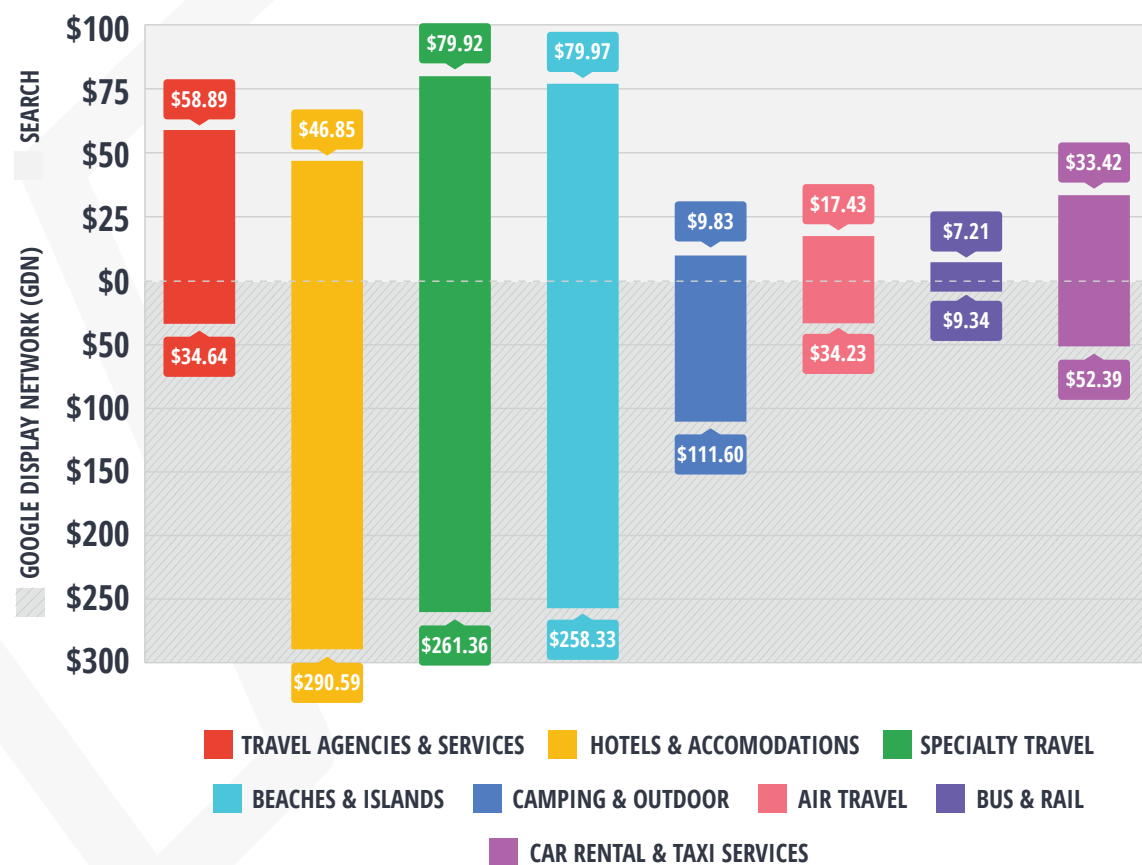
The average conversion rate (CVR) in AdWords across verticals in the travel industry is 3.55% on the search network and 0.51% on the display network.



## TRAVEL

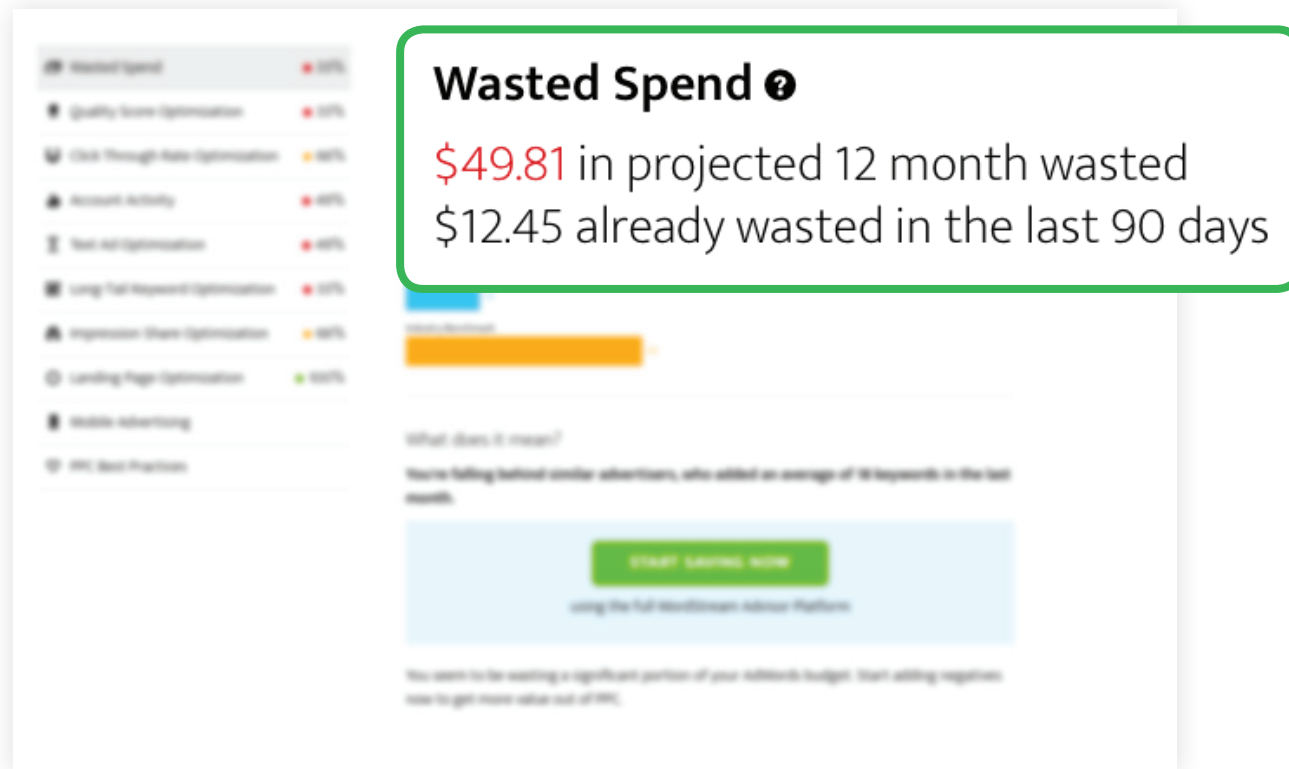
### Average Cost Per Action

The average cost per action (CPA) in AdWords across verticals in the travel industry is \$44.73 on the search network and \$99.13 on the display network.



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# Data Sources:

This report is based on a sample of 14,197 US-based WordStream client accounts in all verticals (representing over \$200 million in aggregate AdWords spend) who were advertising on Google AdWords' Search and Display networks between August 2017 and January 2018. Each industry includes at minimum 30 unique active clients. "Averages" are technically median figures to account for outliers. All currency values are posted in USD.