



# 2019 STAT STACK

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

Steel Branding compiled these benchmarks for easy comparison with your 2019 marketing campaign performance.

steelbranding.com  
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## LEAD GEN CAMPAIGN

KPI

CONSUMER PRODUCTS

\$182

HEALTHCARE & MEDICAL

\$286

EDUCATION

\$66

Average Campaign  
**COST PER LEAD**  
FOR ALL INDUSTRIES  
FALLS SLIGHTLY BELOW

\$200

## 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 on.

#### 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%	\$0.70	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
t	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	@	t
	Engagement Rate Per Post	Engagement Rate Per Post	Engagement Rate Per Post
Higher Ed	1.3 .19%	0.6 3.39%	2.0 .06%
Non-profit	1.3 .17%	0.4 2.14%	1.9 .06%
Food & Bev	0.6 .24%	0.4 1.78%	0.5 .06%

## BLOG ACTIVITY

	Posts Per Month	Shares Per Post
Consumer Goods	23	221
Food & Bev		1413
Household Items		17
Toys		40
Higher Ed	1	25
Health Care	7	132
Retail	9	353

## EMAIL

### AVERAGES By Industry

	OPEN RATE	BOUNCE RATE	CLICK THRU RATE	UNSUBSCRIBE RATE
Higher Education	19.5%	8.3%	8%	.13%
Govt Agency/Service	24.4%	9.3%	9.1%	.11%
Health/Soc Service	22.6%	9%	9.9%	.23%
Health Professional	17.7%	9.9%	7%	.26%
Retail	12.3%	6.2%	7.8%	.01%
All Industries	18.2%	9.6%	7.8%	.02%

## WEBSITE AVERAGES

### BOUNCE RATES

#### By Industry

55% Hospitals & Healthcare

55% Medical Devices & Pharma

56% Home & Garden

46% Shopping

49% Jobs & Education

55% Law & Government

### LEAD GEN LANDING PAGE CONVERSION RATES By Industry

Health Related 2.8%

Higher Ed 2.6%

Credit & Lending 5.5%

Home Improvement 3.3%

### AVERAGES FOR B2C WEBSITES

Session DURATION  
2:47

Traffic from SOCIAL MEDIA  
4.35%

YOY Organic TRAFFIC GROWTH  
28.7%

#### By Channel

57% Display

54% Social

44% Paid Search

32% Email

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

64% CONSUMER GOODS

68% HEALTH CARE

79% HIGHER ED

67% RETAIL