



# MARKETING METRIC BENCHMARKS

## LANDING PAGES

	Results This Month	Benchmark	On Track / Off Track
Bounce Rate	-----	70-90%	-----
Net New Contact Conversion Rate:	-----	10-30%	-----

## EMAILS

	Results This Month	Benchmark	On Track / Off Track
Delivery Rate	-----	100%	-----
Open Rate	-----	40%	-----
Click Rate	-----	10%	-----
Unsubscribe Rate	-----	0%	-----

## WEBSITES

	Results This Month	Benchmark	On Track / Off Track
Click Through Rate	-----	1.5-5%	-----
Visit-to-(new) contact rate	-----	2-5%	-----
New vs. Returning Sess.	-----	80/20	-----
Avg Session Length	-----	2 Minutes	-----
Pages Per Session	-----	2 Pages	-----

## GOOGLE SEARCH ADS

	Results This Month	Benchmark	On Track / Off Track
Click Through Rate	-----	3.17%	-----
Cost Per Click	-----	\$2.69	-----

Conversion Rate	-----	3.75%	-----
Cost Per Acquisition	-----	\$48.96	-----

## GOOGLE DISPLAY ADS

	Results This Month	Benchmark	On Track / Off Track
Click Through Rate	-----	0.46%	-----
Cost Per Click	-----	\$0.63	-----
Conversion Rate	-----	0.77%	-----
Cost Per Acquisition	-----	\$75.51	-----

## FACEBOOK ADS

	Results This Month	Benchmark	On Track / Off Track
Click Through Rate	-----	0.90%	-----
Cost Per Click	-----	\$1.72	-----
Conversion Rate	-----	9.21%	-----
Cost Per Acquisition	-----	\$18.68	-----

## OTHER BOUNCE RATES

	Results This Month	Benchmark	On Track / Off Track
Lead Generation Site	-----	30-50%	-----
Retail Site	-----	20-40%	-----
Service Site	-----	10-30%	-----
Content Site	-----	40-60%	-----
Blog	-----	70-98%	-----

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