

REPORT

# INDUSTRY STANDARDS

SALES FUNNEL BENCHMARKS TO  
MEASURE YOUR DIGITAL SUCCESS



Prepared by:

**POW WOW**

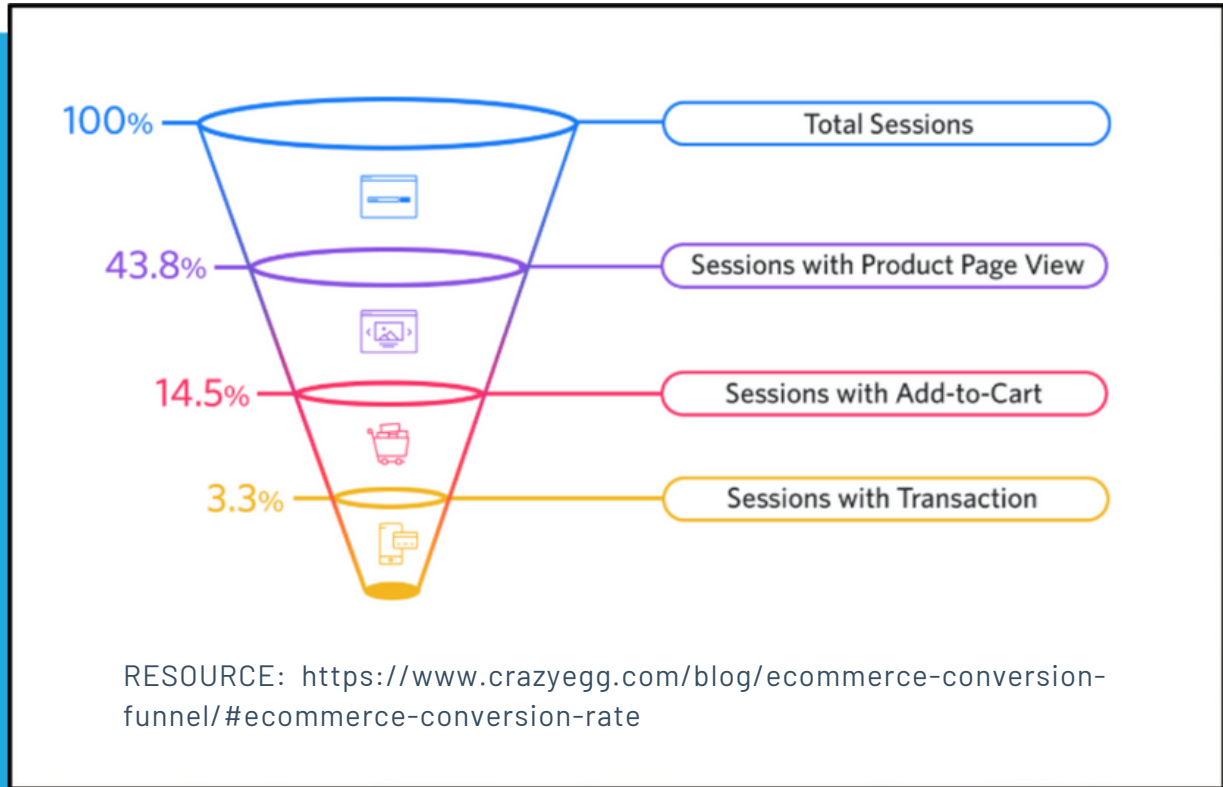


# E-COMMERCE

SALES FUNNEL BENCHMARK NUMBERS



# OVERALL METRICS



## AWARENESS METRICS:

Share of Traffic:

- Organic 32%
- Paid Ads 33%
- Direct 12%
- Email 9%
- Social 8%
- Display 2%

Traffic by Device Type:

- Mobile 70%
- Desktop 22%
- Tablet 8%

## CONSIDERATION METRICS:

- Email Opt-in: 20%
- Email Open Rate: 36.59%
- Email Click-Through Rate: 2.62%
- Unsubscribe Rate: 0.29%
- Social Media Engagement (by follower):
  - Fb: 0.03%. IG: 0.19%

## PAID AD STATISTICS

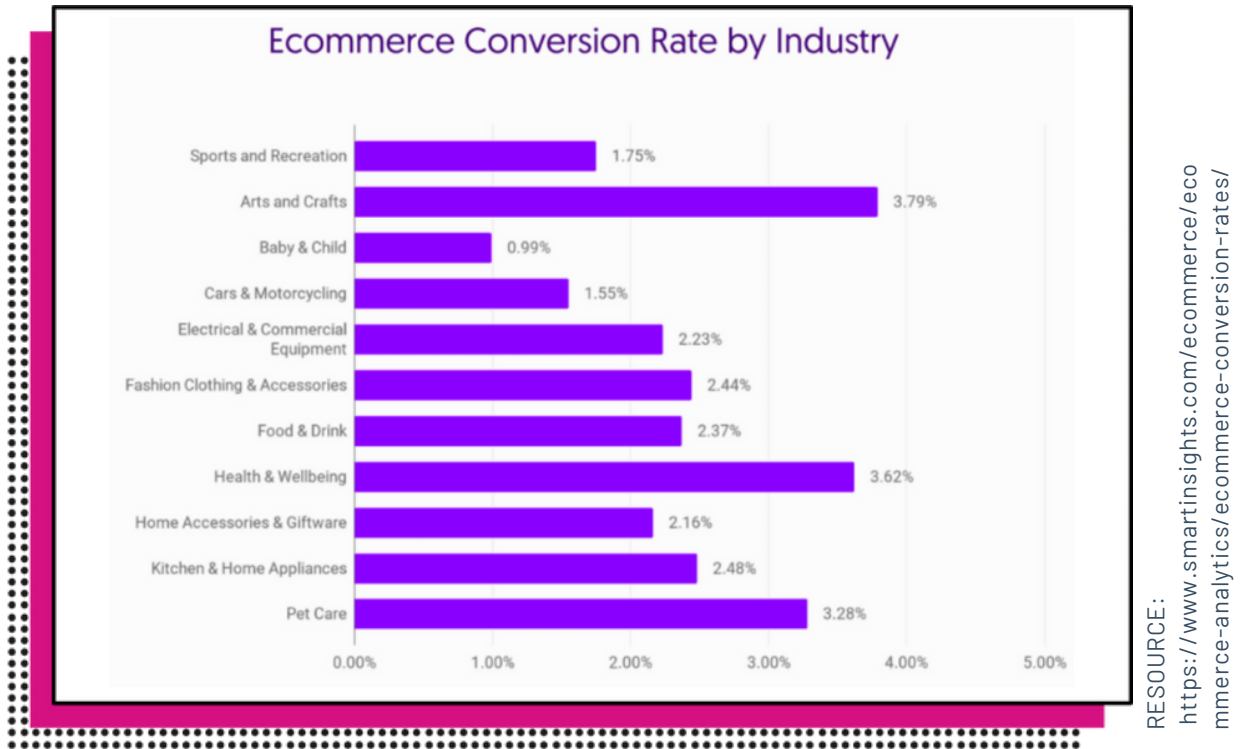
- Avg. CTR (Click-Through Rate): 7.37%
- Avg. Cost per link click: \$3.64
- Customer Acquisition Cost:  
Per industry (see table next page)

# OVERALL METRICS

Industry	Average CAC
Advertising Specialty / Promotional	\$64
Automotive Parts	\$78
Beauty / Personal Care	\$61
Cannabis / CBD	\$72
Consumer Electronics	\$76
Household Goods	\$58
Fashion / Apparel	\$66
Food & Beverage	\$53
Furniture	\$77
Jewelry	\$91
Medical	\$87
Sporting Goods	\$67
Toys / Hobbies / DIY	\$59

RESOURCE: <https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

# OVERALL METRICS



## CONVERSION METRICS:

Av. Page Per Session: 5  
Av Session Duration: 2m 57s  
Page Load Time: 5.3s  
Bounce Rate: 41%  
Add to Cart Rate: 16%  
Desktop: 10.93%  
Mobile: 9.78%  
Tablet: 12.20%  
Avg. eCommerce Conversion rate: 2.90%  
Referral: 5.44%  
Email: 2%  
Organic: 3%  
Direct: 2%  
Paid Ads: 1.33%  
Social: 1%  
Cart Abandonment: 69.80%  
Checkout Abandonment: 40%

## RETENTION METRICS:

Email Recovery - Opened: 41.18%  
Email Recovery - Clicked: 21%  
Email Clicks - Complete purchase: 50%  
Repeat Purchase: 28.2%  
Repeat Customer AOV: \$94  
Av. Lifetime Value: \$168  
Revenue by Device Type:  
Mobile 55%  
Desktop 36%  
Tablet 9%

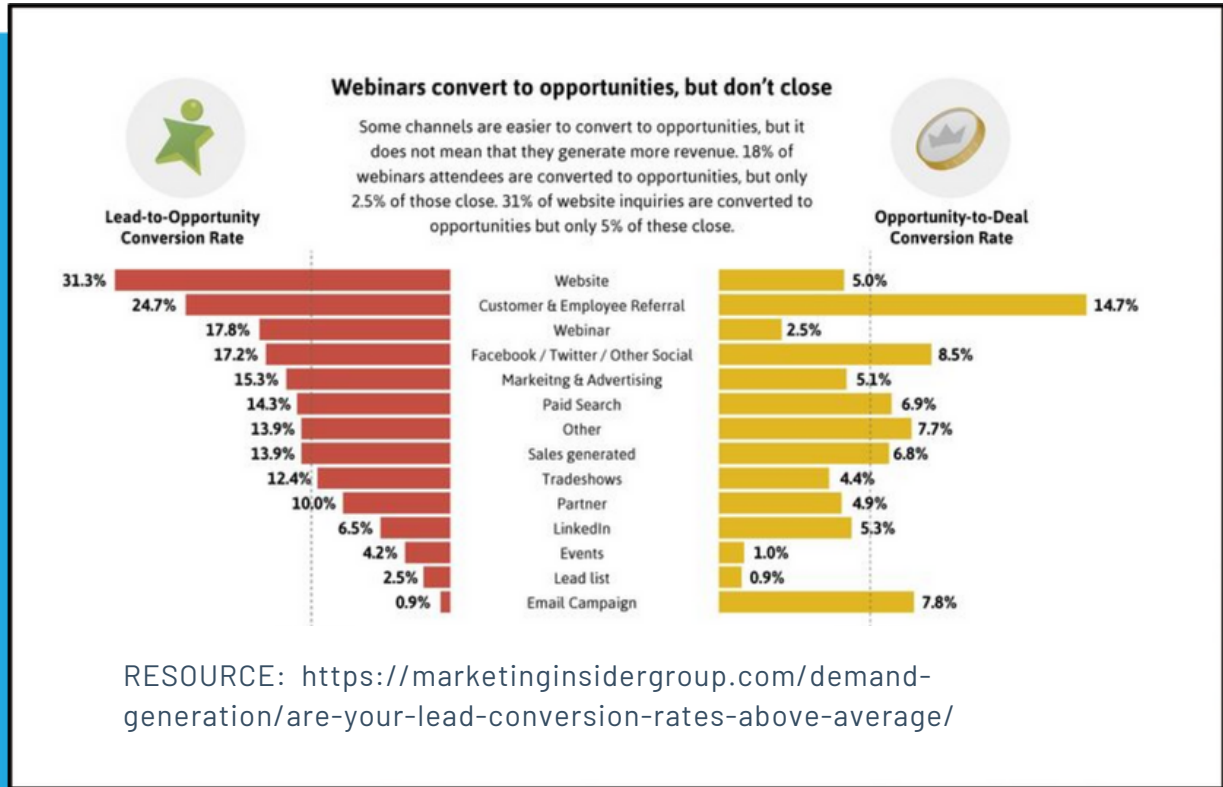


# LEAD GENERATION

SALES FUNNEL BENCHMARK NUMBERS



# OVERALL METRICS



## CONSIDERATION METRICS:

Email Open Rate: 21.33%  
 Email Click-Through Rate: 2.62%  
 Unsubscribe Rate: 0.26%

Social Media Engagement:

Lead Magnet:

Sitewide Opt-in: 2-5%  
 Landing Page Opt-in: 20-30%  
 LP Organic: 30-60%  
 LP Paid ads: 25-40%  
 Book a call LP: 5%

Lead no-show rate: 30%  
 Lead to customer conversion: 5-10%

## PAID AD STATISTICS

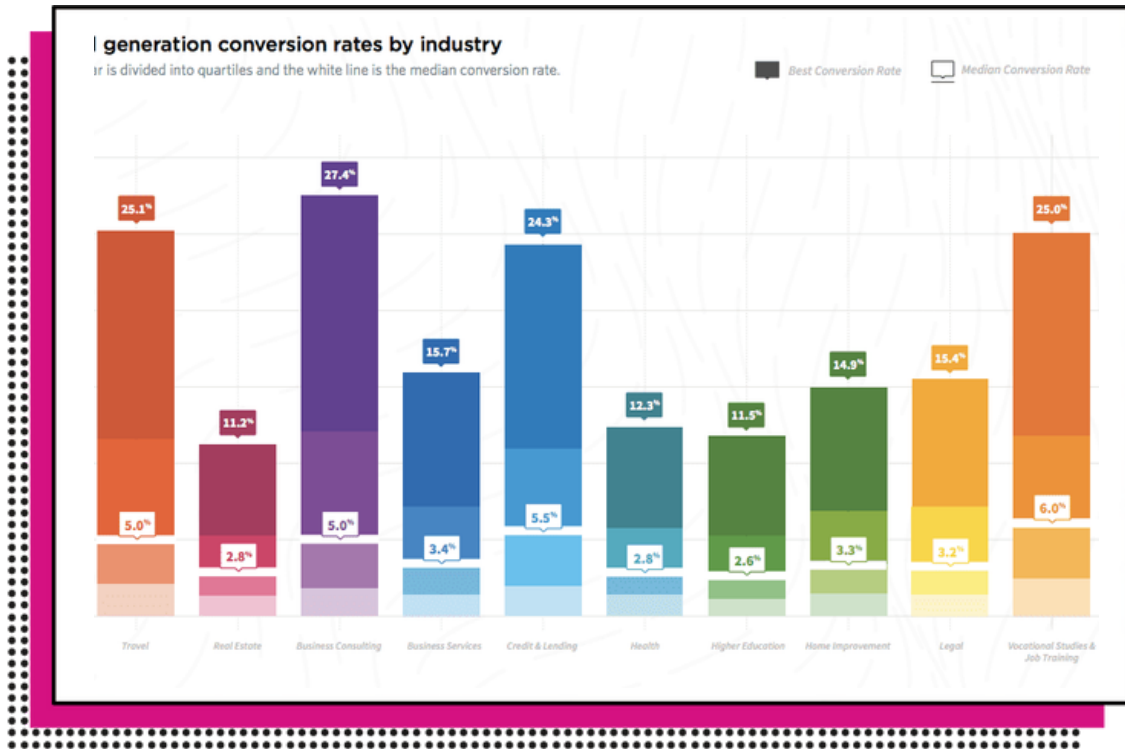
CTR (Cold audience): 1%  
 CTR (Warm audience): 3%  
 Cost per link click: \$1-\$4  
 Cost per message: \$2-\$15

## CONVERSION METRICS:

Tripwire rate: 1-3%  
 Order bump: 40%  
 Up-sell: 20%  
 Second Up-sell: 8%-20%  
 Sales Conversion rate: 1-2%

Webinar conversion rate: 20%

# OVERALL METRICS



RESOURCE: <https://marketinginsidergroup.com/demand-generation/are-your-lead-conversion-rates-above-average/>

## CONVERSION METRICS:

### COST PER LEAD AVG. BY INDUSTRY:

- Finance \$ 160
- Technology \$ 208
- Healthcare \$ 162
- Manufacturing \$ 136
- Travel & Tourism \$ 106
- Retail \$ 34
- Education \$ 55
- Telecom \$ 45
- Marketing \$ 99
- Consumer Products \$ 105
- Media & Publishing \$ 108
- Non-Profits \$ 31
- Business Services \$ 132

### COST PER LEAD AVG. BY CHANNEL

- Events & Tradeshows \$ 811
- Public Relations \$ 294
- Referrals \$ 73
- Video Marketing \$ 174
- LinkedIn Advertising \$ 75
- Webinars \$ 72
- Display Advertising \$ 63
- Content Marketing \$ 92
- Traditional Marketing (TV, Radio, Print) \$ 619
- Search Engine Advertising \$ 110
- Social Media Advertising \$ 58
- SEO \$ 31
- Email Marketing \$ 53
- Online Retargeting \$ 31



# RESOURCES

## E-COMMERCE RESOURCES

<https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

<https://vwo.com/blog/ecommerce-conversion-rate/>

<https://heap.io/topics/ecommerce-conversion-funnel-optimization-guide>

<https://www.crazyegg.com/blog/ecommerce-conversion-funnel/#ecommerce-conversion-rate>

<https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

<https://www.wolfgangdigital.com/kpi-2020/>

<https://www.storegrowers.com/ecommerce-metrics-benchmarks/>

<https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

<https://kibocommerce.com/resource-center/ecommerce-benchmarks-2020-q4/>

<https://www.leadpages.com/conversion-optimization-guide/what-is-a-good-conversion-rate>

## LEAD GENERATION RESOURCES:

<https://datadrivenmarketing.co/blog/sales-funnel-conversion->

<https://firstpagesage.com/seo-blog/b2b-saas-funnel-conversion-benchmarks-fc/>

<https://blog.hubspot.com/insiders/improve-sales-funnel-efficiency>

<https://startupbonsai.com/conversion-rate-optimization-statistics/>

<https://marketinginsidergroup.com/demand-generation/are-your-lead-conversion-rates-above-average/>

<https://popupsmart.com/blog/how-much-does-lead-generation-cost#average-cost-per-lead-by...>

# THANK YOU

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FUNNEL BENCHMARK  
REPORT

HAVE ANY QUESTIONS? DON'T BE SHY...  
CONTACT US FOR MORE INFORMATION

