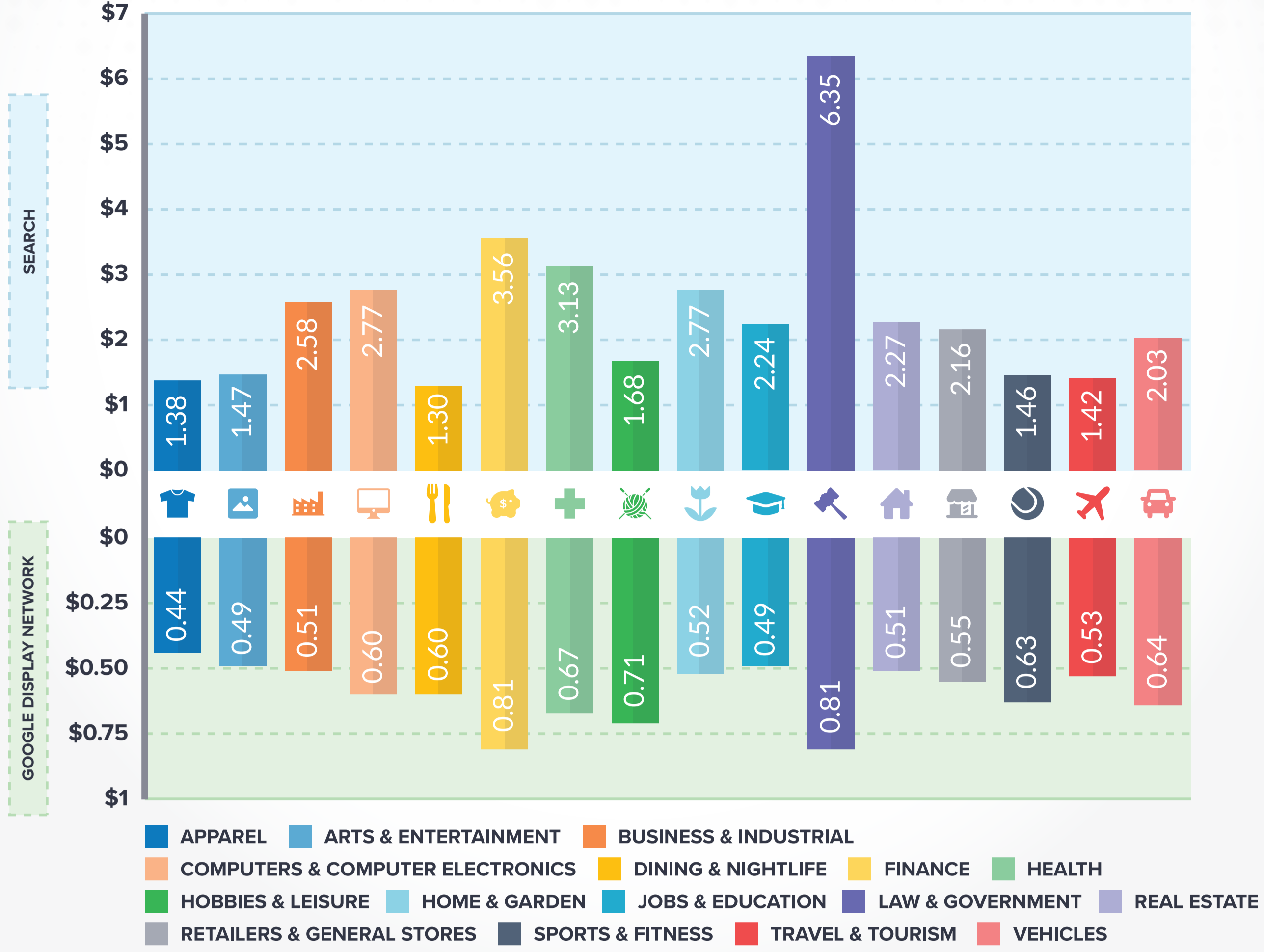


GOOGLE ADS INDUSTRY BENCHMARKS

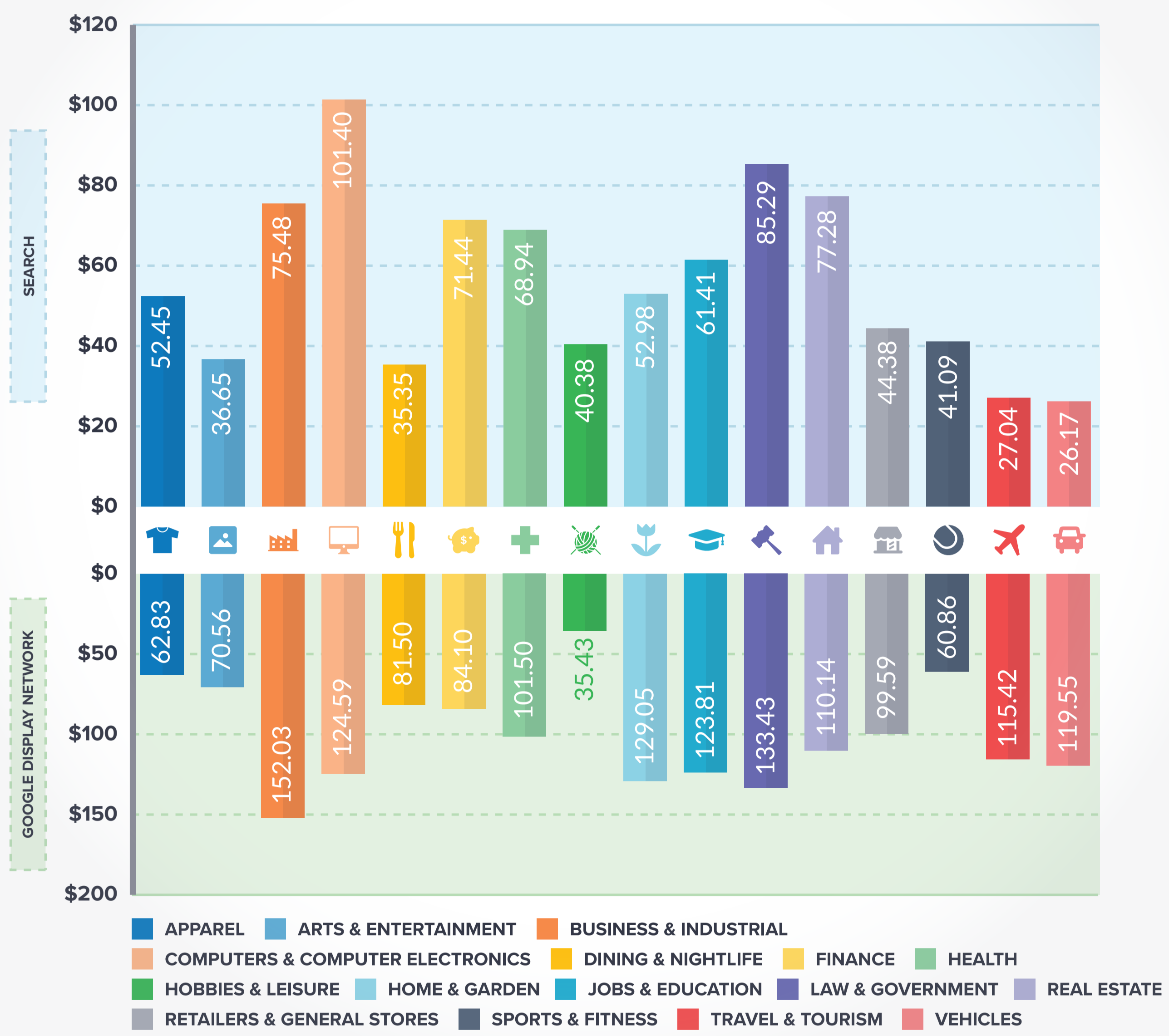
Average Cost Per Click

The average cost per click (CPC) in Google Ads across all industries is \$2.41 on the search network and \$0.59 on the display network.



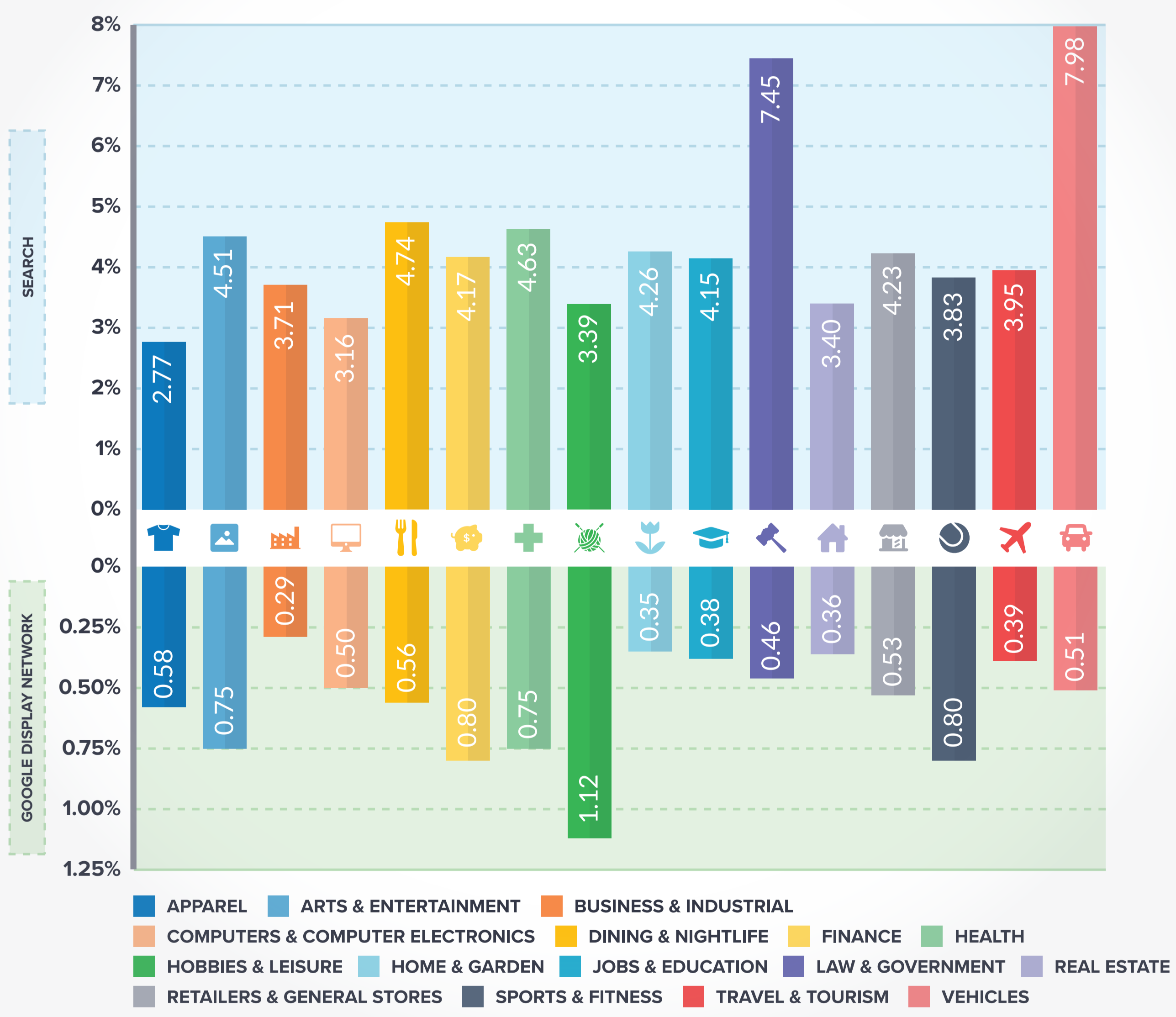
Average Cost Per Action

The average cost per action (CPA) in Google Ads across all industries is \$56.11 on the search network and \$90.80 on the display network.



Average Conversion Rate

The average conversion rate (CVR) in Google Ads across all industries is 4.40% on the search network and 0.57% on the display network.



Average Click Through Rate

The average click through rate (CTR) in Google Ads across all industries is 5.06% on the search network and 0.50% on the display network.

