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.

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.

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.

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.