

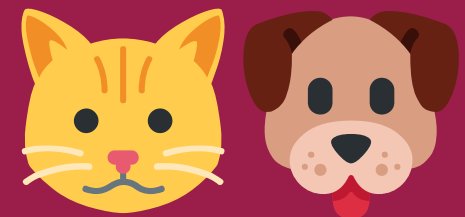
**Did you
know**



**Google Ads in
North America
convert at an
average of 7%.**



Industries with the **highest conversion rates** on Google ads in North America are "Animals and pets"



and "Physicians
and surgeons"
with an average
conversion rate
of **13%**.



The "Apparel/Fashion and Jewellery" category has the lowest average conversion rate at just **2%**.



**Take a look
for yourself. 🙄**



Search advertising benchmarks for North America 2023

Average CPC, CPL, CTR, CVR

	Avg. Cost Per Click (\$)	Avg. Cost Per Lead (\$)	Avg. Click-Through Rate (%)	Avg. Conversion Rate (%)
Animals & Pets	3.13	23.57	8.12	13.41
Apparel / Fashion & Jewelry	2.72	72.24	6.46	1.57
Arts & Entertainment	1.55	76.71	11.78	3.03
Attorneys & Legal Services	9.21	111.05	4.76	7.00
Automotive – For Sale	2.08	42.52	8.77	5.72
Automotive – Repair, Service & Parts	3.06	21.12	5.91	12.61
Beauty & Personal Care	2.89	36.97	6.87	8.16
Business Services	5.47	87.36	5.11	4.94
Career & Employment	3.78	132.95	6.67	3.11
Dentists & Dental Services	6.69	65.37	5.34	10.40
Education & Instruction	4.10	62.80	6.41	7.07
Finance & Insurance	4.01	90.02	6.18	4.11
Furniture	2.77	108.85	6.19	2.57
Health & Fitness	4.18	51.42	6.44	8.40
Home & Home Improvement	6.55	66.02	4.80	10.22
Industrial & Commercial	4.35	59.74	5.57	7.91
Personal Services	3.90	40.85	7.54	8.70
Physicians & Surgeons	3.97	37.71	6.73	13.12
Real Estate	1.55	66.02	9.09	2.88
Restaurants & Food	1.95	34.81	8.65	5.06
Shopping, Collectibles & Gifts	2.44	31.50	6.39	3.69
Sports & Recreation	1.77	31.82	10.53	5.69
Travel	1.63	62.18	10.03	3.87

Source: WordStream.com • Created with Datawrapper

Source: www.wordstream.com/online-advertising-benchmarks

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Better.



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