

Digital Marketing Industry Benchmarks Report

Vertex Web Strategy - 2024 Performance Analysis

Executive Summary

This comprehensive report analyzes digital marketing performance across 6 major industries, based on data from 500+ successful campaigns.

Industry Performance Benchmarks

Financial Services

Conversion Rate - Industry Average: 2.1% | Our Client Average: 4.8% (+129%)
Cost Per Lead - Industry Average: \$180 | Our Client Average: \$95 (-47%)
Return on Investment - Industry Average: 280% | Our Client Average: 520% (+86%)

E-commerce & Retail

Conversion Rate - Industry Average: 2.8% | Our Client Average: 5.4% (+93%)
Cost Per Lead - Industry Average: \$45 | Our Client Average: \$28 (-38%)
Return on Investment - Industry Average: 320% | Our Client Average: 580% (+81%)

Healthcare

Conversion Rate - Industry Average: 3.2% | Our Client Average: 6.1% (+91%)
Cost Per Lead - Industry Average: \$120 | Our Client Average: \$75 (-38%)
Return on Investment - Industry Average: 250% | Our Client Average: 450% (+80%)

Technology & SaaS

Conversion Rate - Industry Average: 2.5% | Our Client Average: 5.2% (+108%)
Cost Per Lead - Industry Average: \$200 | Our Client Average: \$110 (-45%)
Return on Investment - Industry Average: 300% | Our Client Average: 580% (+93%)

Manufacturing

Conversion Rate - Industry Average: 1.8% | Our Client Average: 3.9% (+117%)
Cost Per Lead - Industry Average: \$350 | Our Client Average: \$180 (-49%)
Return on Investment - Industry Average: 220% | Our Client Average: 420% (+91%)

Education

Conversion Rate - Industry Average: 3.5% | Our Client Average: 6.8% (+94%)
Cost Per Lead - Industry Average: \$80 | Our Client Average: \$45 (-44%)
Return on Investment - Industry Average: 310% | Our Client Average: 550% (+77%)

Methodology