Display Ads (AdWords) - Average Cost Per Conversion Across Industries

Data Source: WordStream

**TAKEAWAYS**

- 65% of loan officers want their own real estate marketplace. Build yours today with NestReady.
- NestReady's personalized platform puts lenders and loan officers at the center of the homebuying process, unlocking more leads.
- Grow your loan origination business and get started today with NestReady.

**Performance Benchmarks**

- The 0.8% conversion rate for real estate display ads goes into social networks.
- Native ads have an average cost per conversion of $0.80, which is 10 times higher than display ads (Source - Outbrain).
- Native ad spend in the US will reach the $28 billion mark in 2019 according to Wordstream.
- Programmatic digital ad spend will reach $45 billion in 2019.

**Ecommerce**

- The average conversion rate across all platforms, excepting social, is 1.3%.
- The highest email open rates are in the travel and transportation category at 96.5%.
- Unsubscribe rates are relatively low for both transactional and promotional email campaigns.

**Consumer Services**

- The average conversion rate across all platforms excepting social is 2.8%.
- Advocacy has a 3% CTR, while 2nd & 3rd position will drop you down this number even further.
- The overall CTR for display ads is 0.05%.

**Manufacturing**

- The average conversion rate across all platforms excepting social is 3.3%.
- The average click-through rate on Google Ads for display campaigns is 0.1%.
- The average cost per conversion for product display ads in 2019 is $0.80.

**Real Estate**

- Display ads in real estate, CTR for the top position is 7%.
- The average conversion rate across all platforms excepting social is 3.4%.
- The average conversion rate for B2B and technology industries is 2% and 3% respectively.

**Technology**

- The average conversion rate across all platforms excepting social is 4.5%.
- The average CTR for a search ad of any industry is 24.4%.
- The average cost per conversion for video display ads in 2019 is $0.80.

**Travel & Hospitality**

- The average conversion rate across all platforms excepting social is 7.1%.
- The average CTR for a search ad of any industry is 24.4%.
- The average cost per conversion for video display ads in 2019 is $0.80.

**Other Media**

- The average conversion rate across all platforms excepting social is 116.1%.
- The average CTR for a search ad of any industry is 24.4%.
- The average cost per conversion for video display ads in 2019 is $0.80.

**Average Costs**

- The average cost per conversion for display ads is $100 per conversion.
- The average cost per conversion for native ads is $0.80.
- The average cost per conversion for video display ads is $0.80.

**CTR Performance & Costs**

- CTRs for a different ad formats include: 0.08% (standard display), 0.06% (rich media banner), 0.07% (medium rectangle (300x250), leaderboard).