



Average Traffic Sources For Websites

Benchmarks from 15k HubSpot Customers

Mimi An



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Introduction

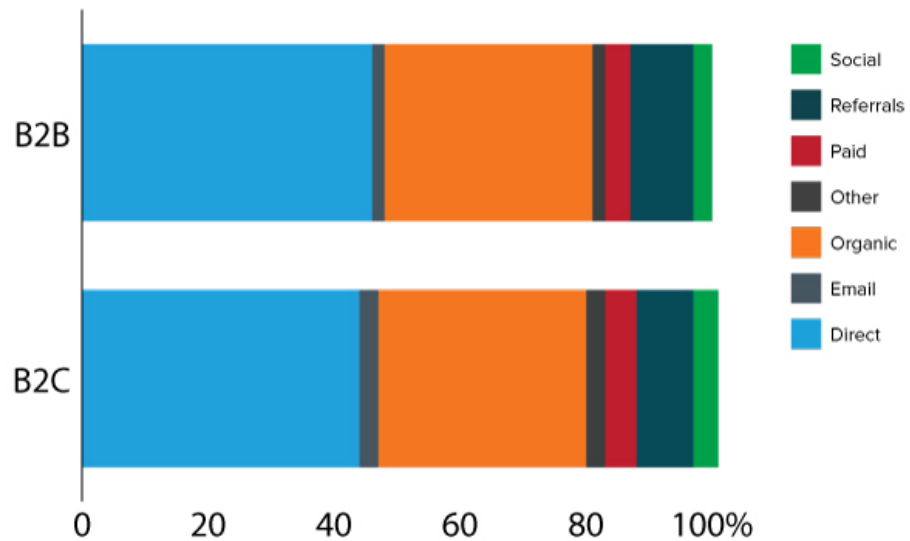
HubSpot Research exported [sources data](#) from HubSpot's Marketing product and created website visit benchmarks across business type, employee size, region, and industry.

HubSpot Research calculated the proportion of total visits each channel generates across January 2014 through May 2015. The detailed charts below also represent the average number of visits received each month from each traffic source.

2

B2B and B2C

Proportion of visits from each source by company type



Source: Product data from [HubSpot](#)

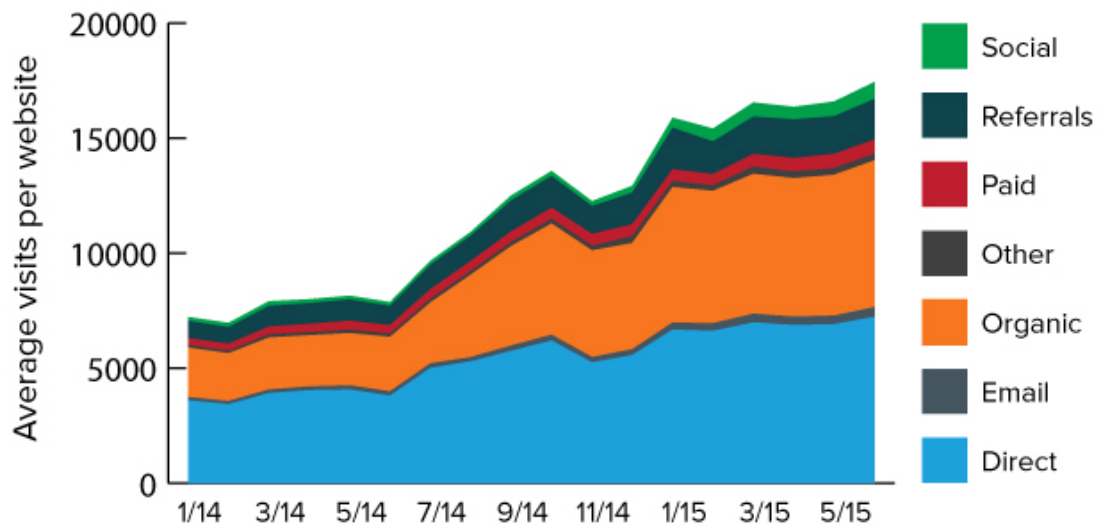
Proportion of visits from each source by company type

	Direct	Email	Organic	Other	Paid	Referrals	Social
B2B	46%	2%	33%	2%	4%	10%	3%
B2C	44%	3%	33%	3%	5%	9%	4%



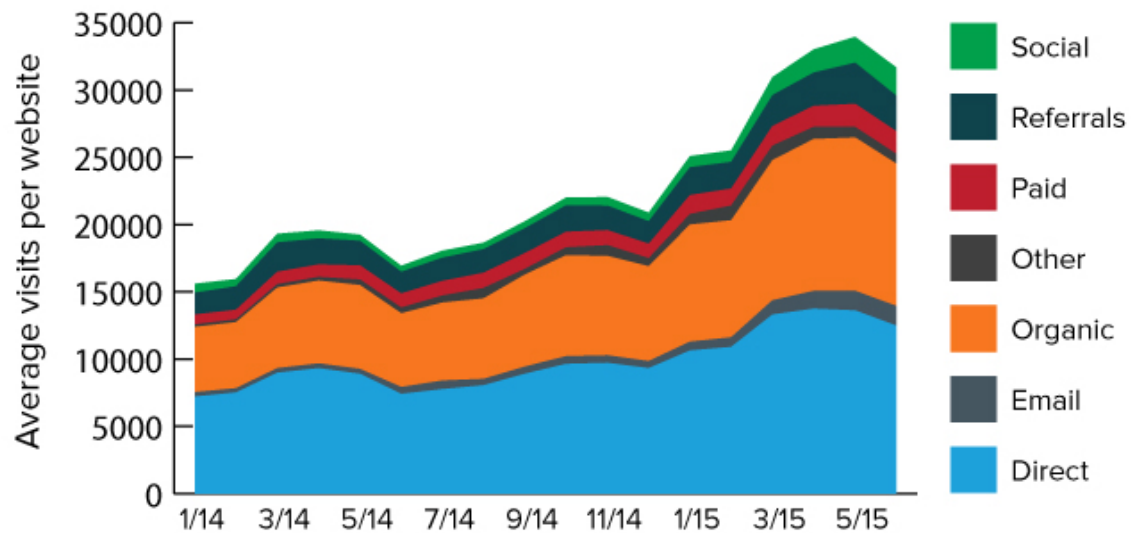
Source: Product data from HubSpot


Average sources of visits for B2B companies



Source: Product data from **HubSpot**

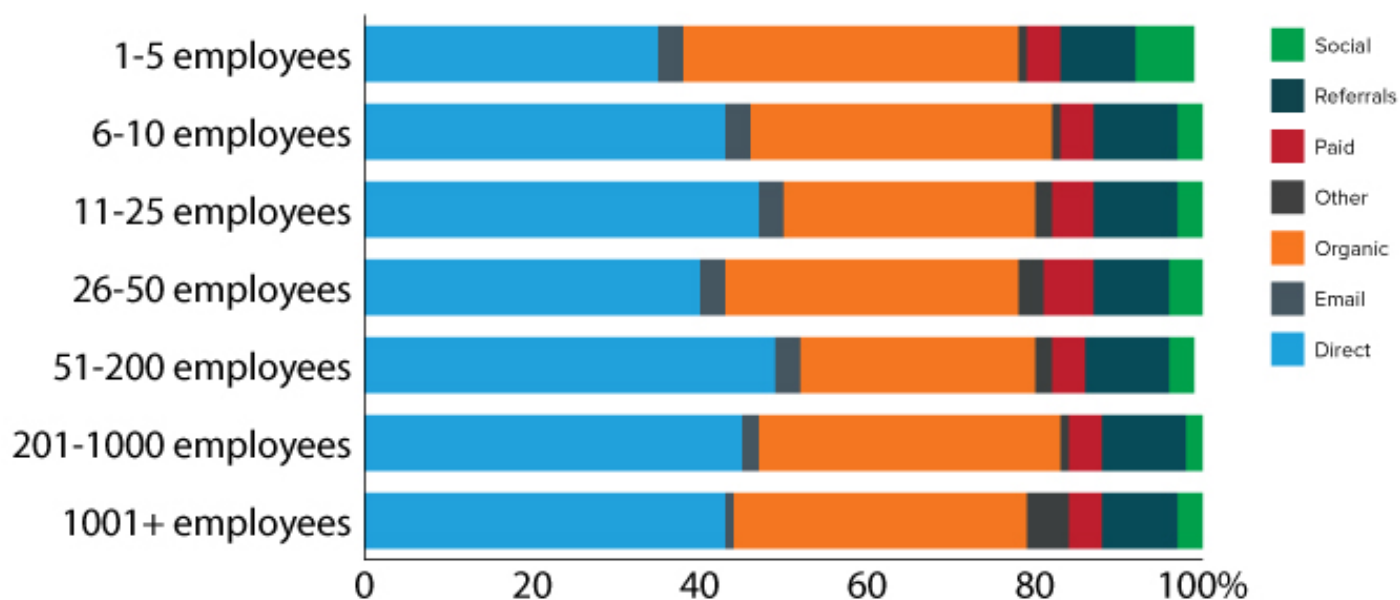
Average sources of visits for B2C companies



Source: Product data from 

3 Company size

Proportion of visits from each source by company size



Source: Product data from [HubSpot](#)

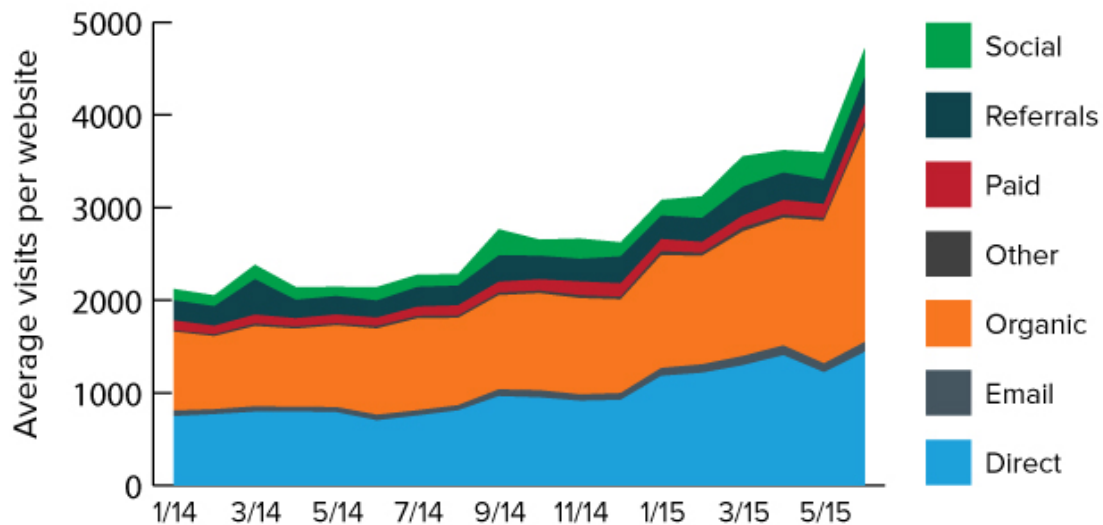
Proportion of visits from each source by company size

	Direct	Email	Organic	Other	Paid	Referrals	Social
1-5 employees	35%	3%	40%	1%	4%	9%	7%
6-10 employees	43%	3%	36%	1%	4%	10%	3%
11-25 employees	47%	3%	30%	2%	5%	10%	3%
26-50 employees	40%	3%	35%	3%	6%	9%	4%
51-200 employees	49%	3%	28%	2%	4%	10%	3%
201-1000 employees	45%	2%	36%	1%	4%	10%	2%
1001+ employees	43%	1%	35%	5%	4%	9%	3%



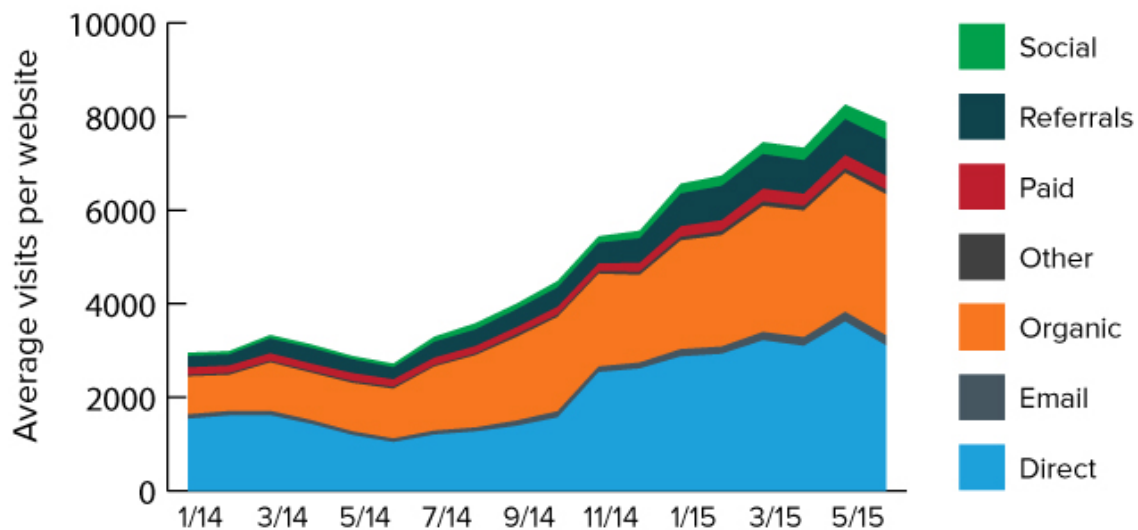
Source: Product data from HubSpot

Average sources of visits for companies with 1-5 employees



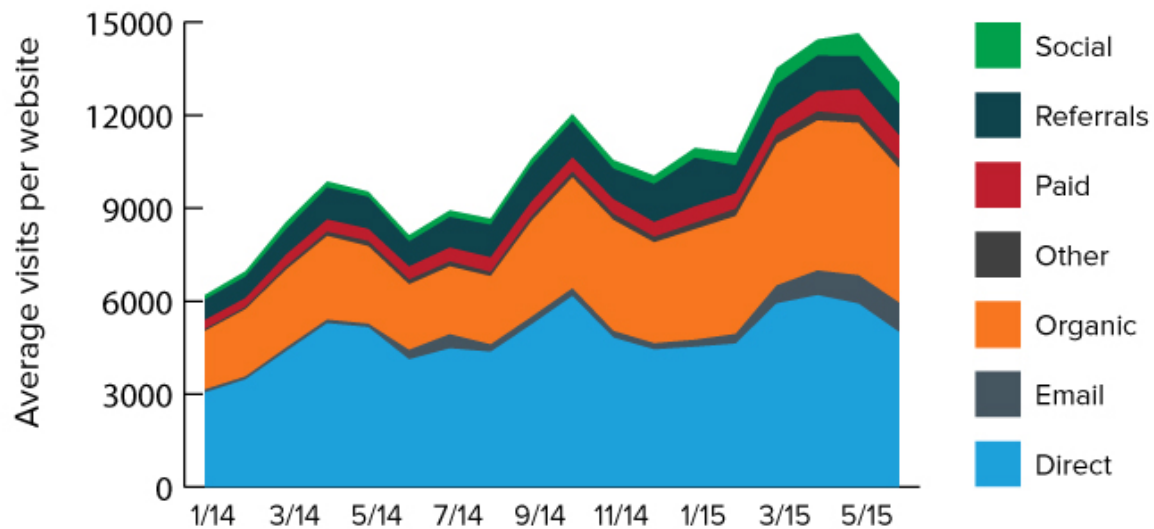
Source: Product data from **HubSpot**

Average sources of visits for companies with 6-10 employees



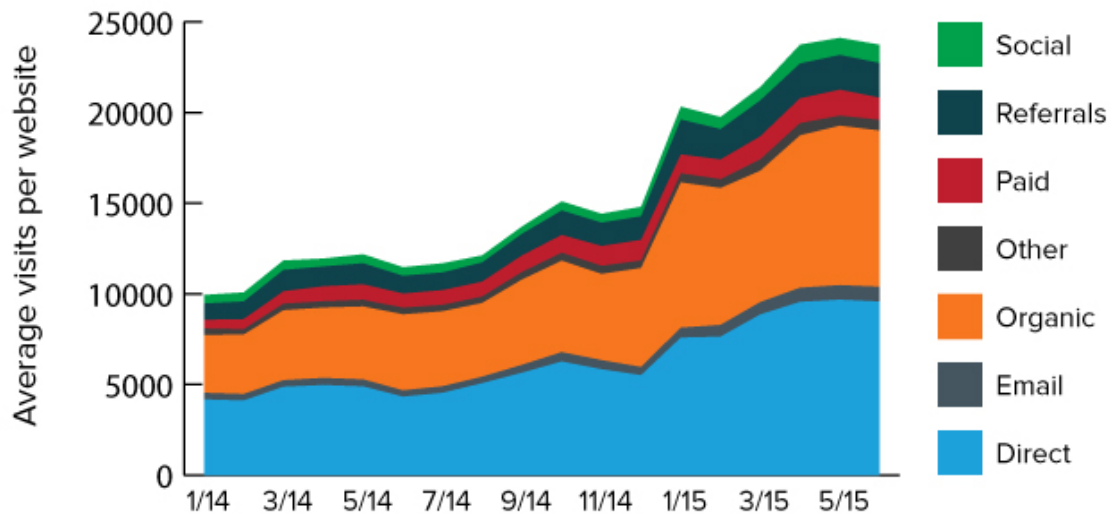
Source: Product data from **HubSpot**

Average sources of visits for companies with 11-25 employees



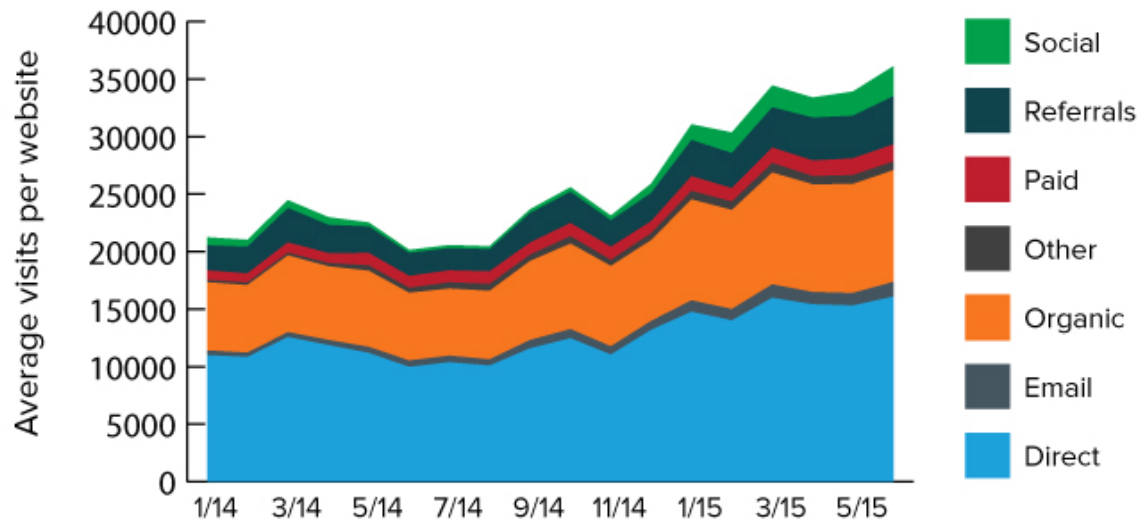
Source: Product data from **HubSpot**

Average sources of visits for companies with 26-50 employees



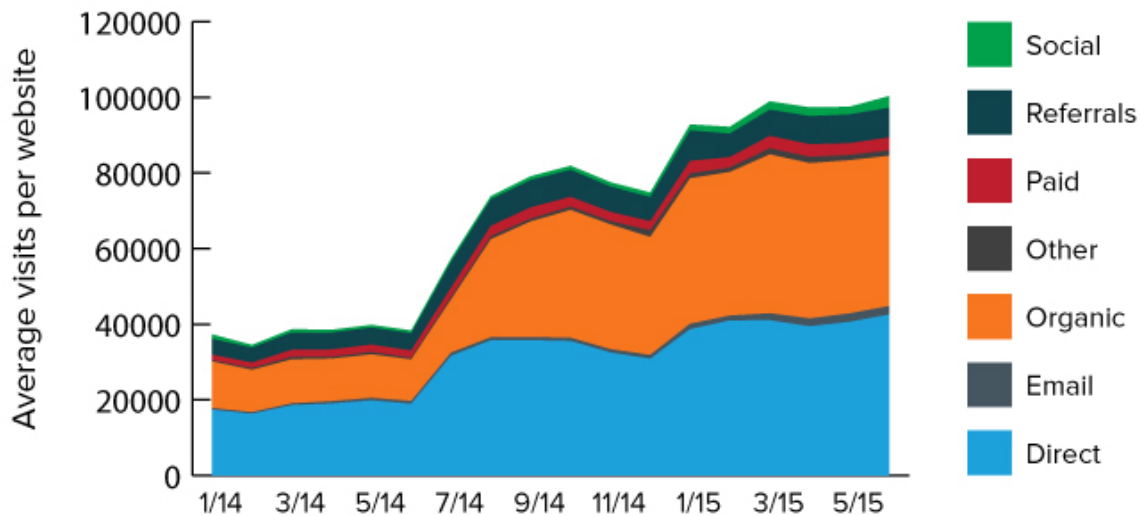
Source: Product data from **HubSpot**

Average sources of visits for companies with 51-200 employees



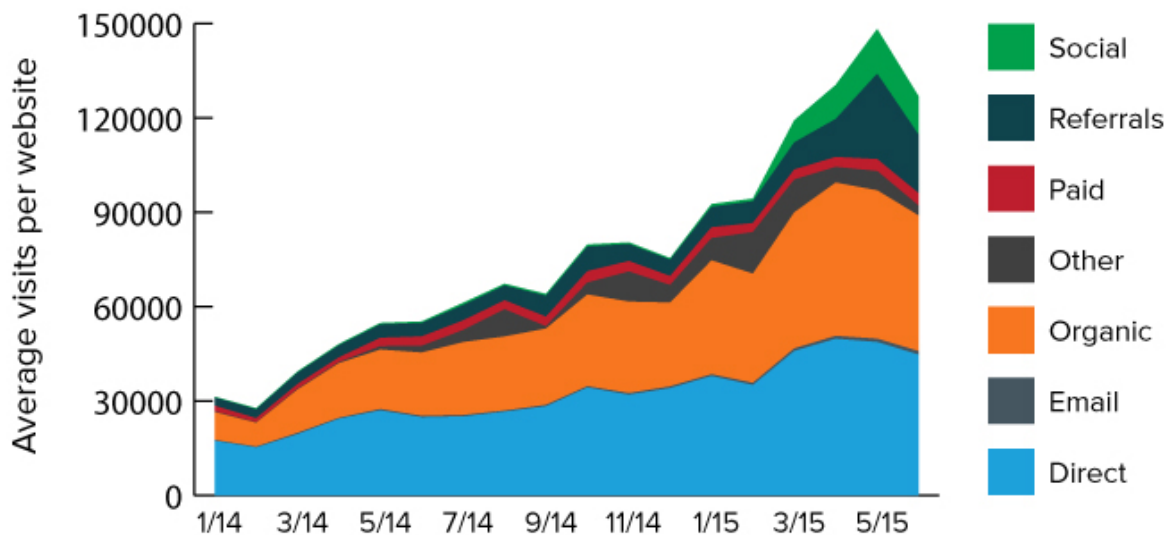
Source: Product data from **HubSpot**

Average sources of visits for companies with 201-1,000 employees



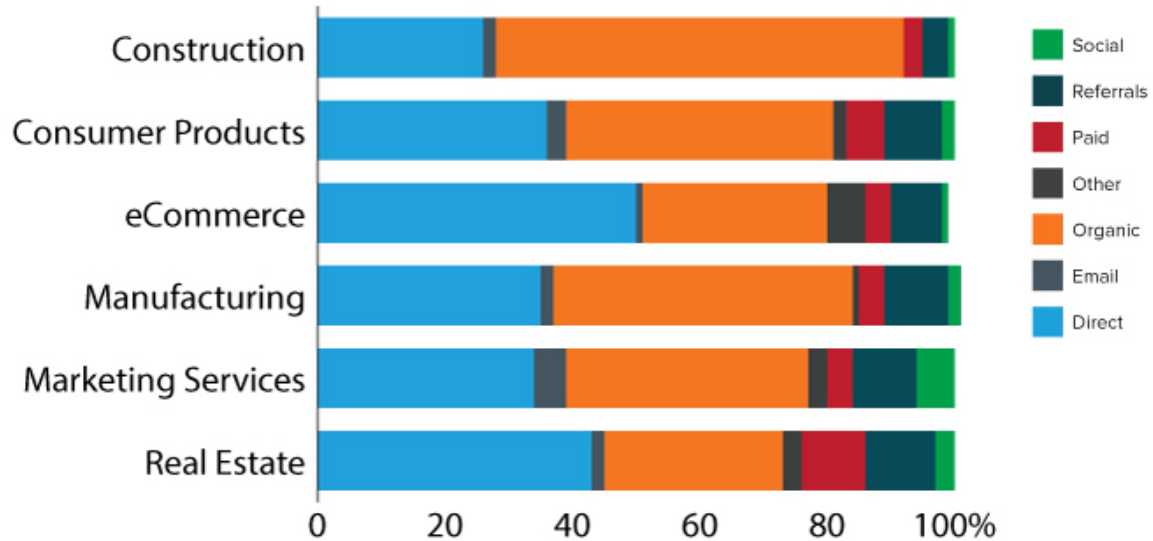
Source: Product data from **HubSpot**

Average sources of visits for companies with 1,000+ employees



4 Industry

Proportion of visits from each source by industry



Source: Product data from HubSpot

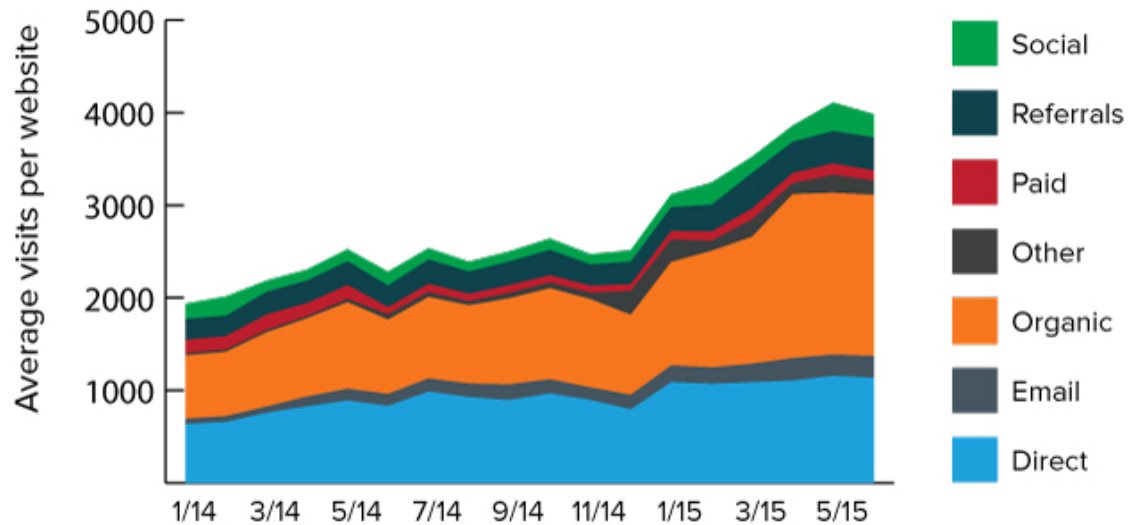
Proportion of visits from each source by industry

	Direct	Email	Organic	Other	Paid	Referrals	Social
Construction	26%	2%	64%	0%	3%	4%	1%
Consumer Products	36%	3%	42%	2%	6%	9%	2%
eCommerce	50%	1%	29%	6%	4%	8%	1%
Manufacturing	35%	2%	47%	1%	4%	10%	2%
Marketing Services	34%	5%	38%	3%	4%	10%	6%
Real Estate	43%	2%	28%	3%	10%	11%	3%



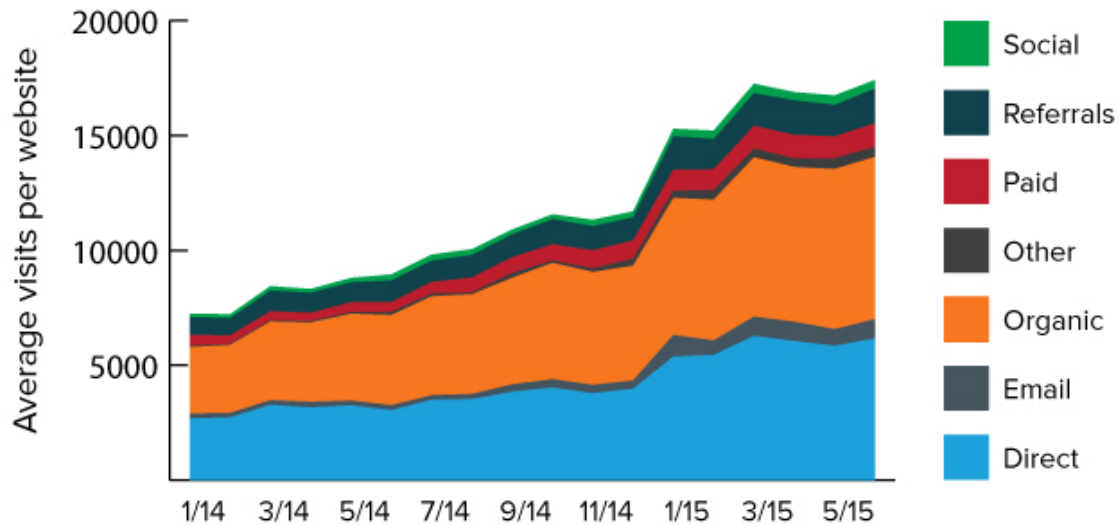
Source: Product data from HubSpot

Average sources of visits for Agencies/Marketing services



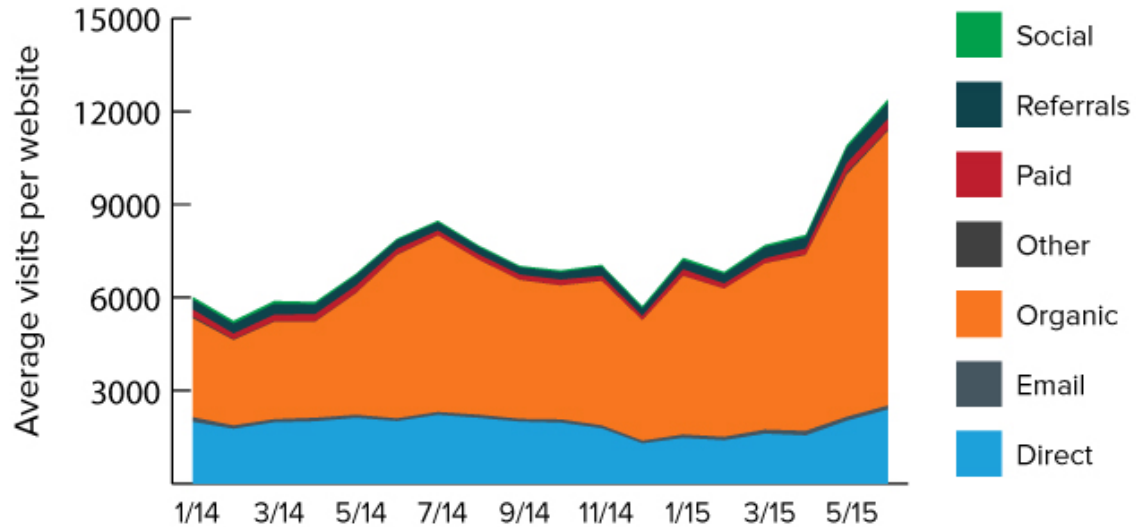
Source: Product data from **HubSpot**


Average sources of visits for Consumer Products companies



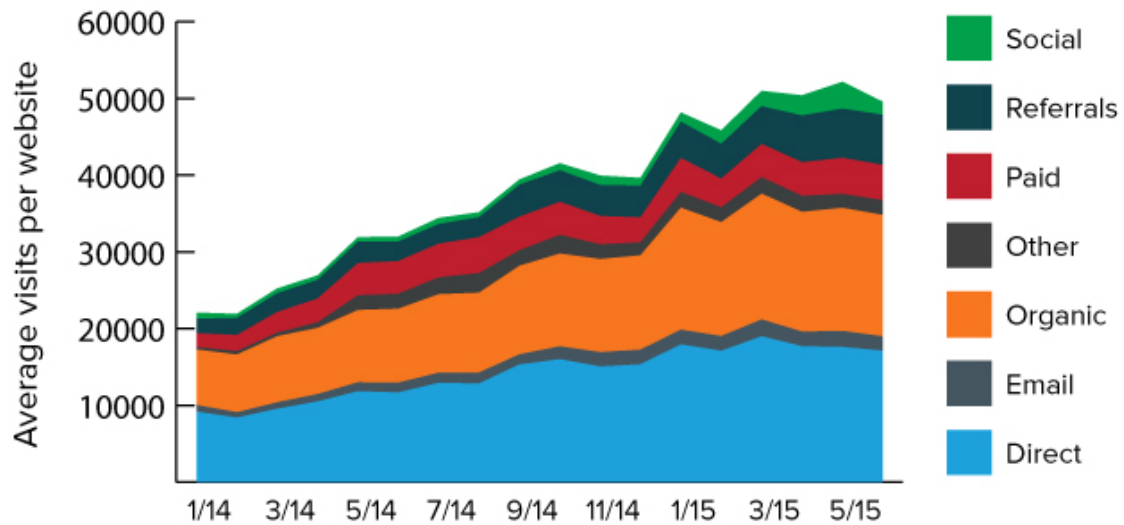
Source: Product data from **HubSpot**

Average sources of visits for Construction companies



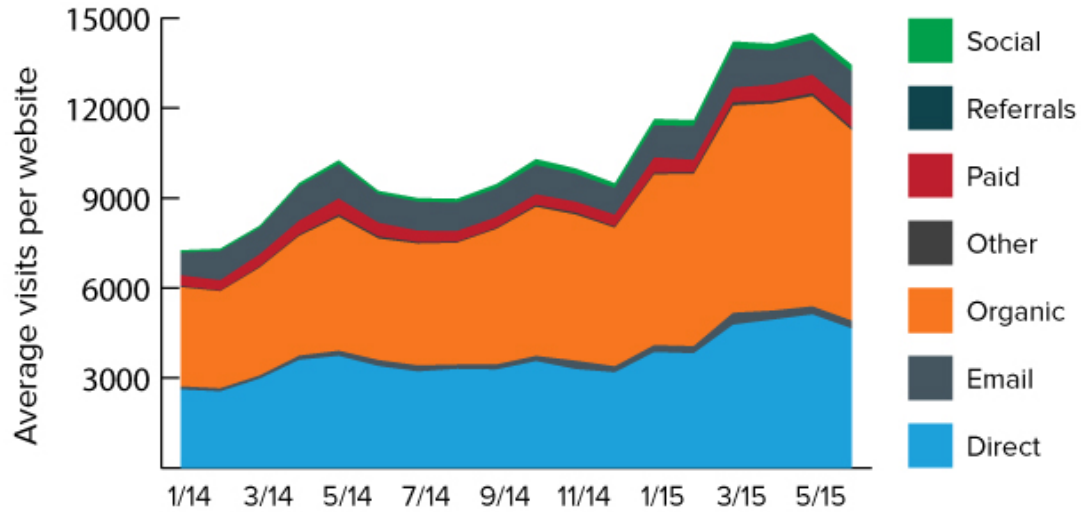
Source: Product data from 

Average sources of visits for Ecommerce companies



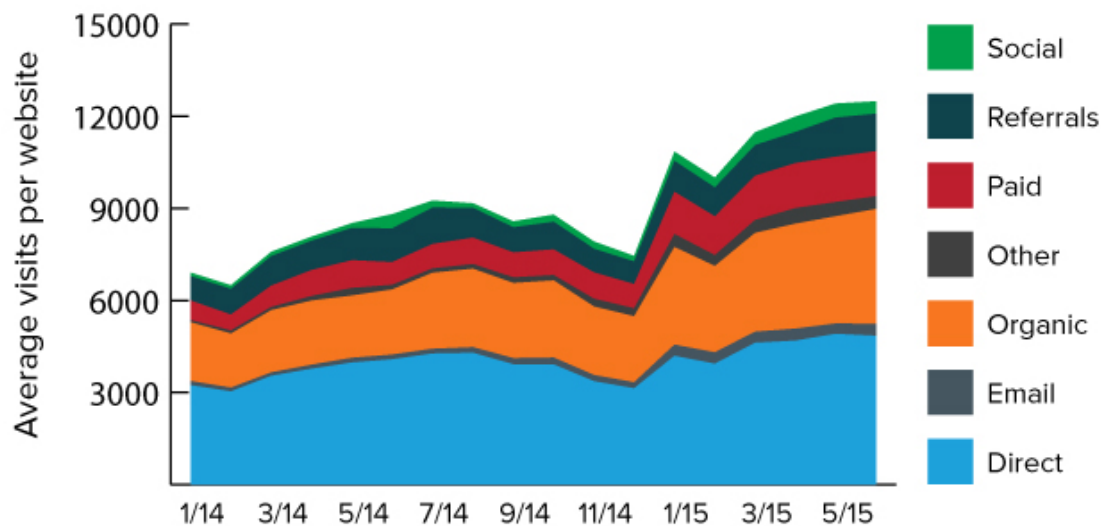
Source: Product data from **HubSpot**


Average sources of visits for Manufacturing companies



Source: Product data from HubSpot

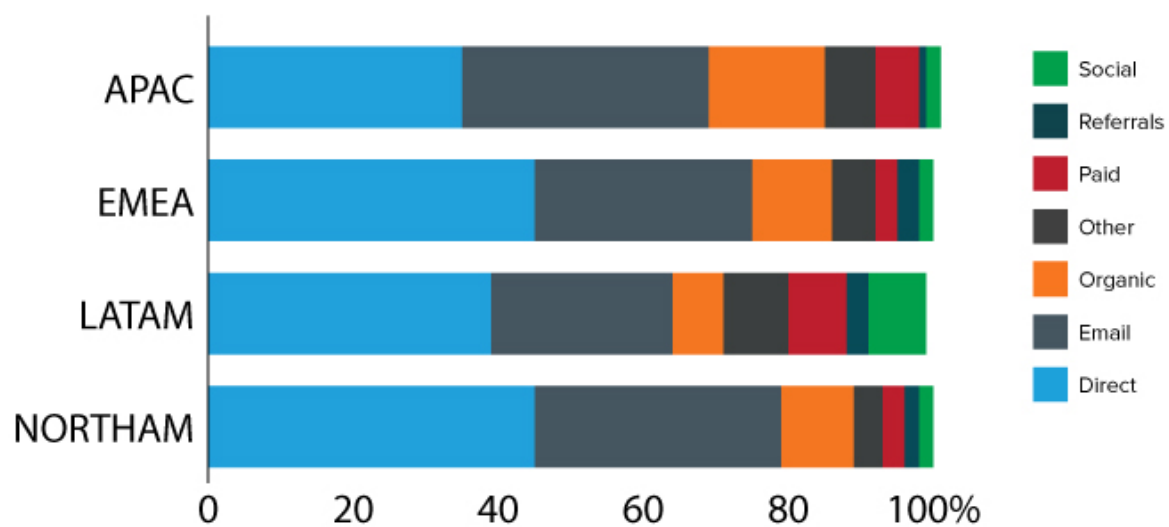
Average sources of visits for Real Estate companies



Source: Product data from 

5 Region

Proportion of visits from each source by geography



Source: Product data from [HubSpot](#)

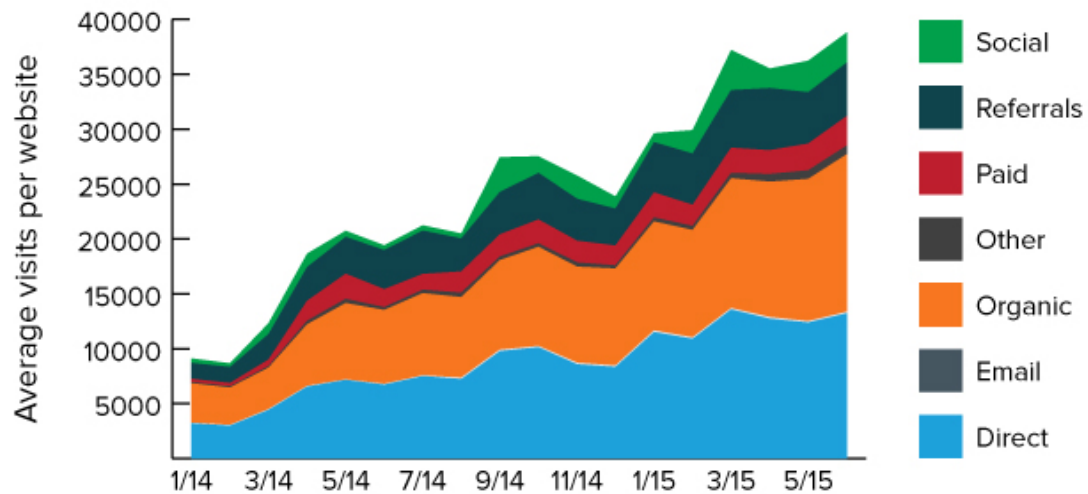
Proportion of visits from each source by geography

	Direct	Email	Organic	Other	Paid	Referrals	Social
APAC	35%	34%	16%	7%	6%	1%	2%
EMEA	45%	30%	11%	6%	3%	3%	2%
LATAM	39%	25%	7%	9%	8%	3%	8%
NORTHAM	45%	34%	10%	4%	3%	2%	2%



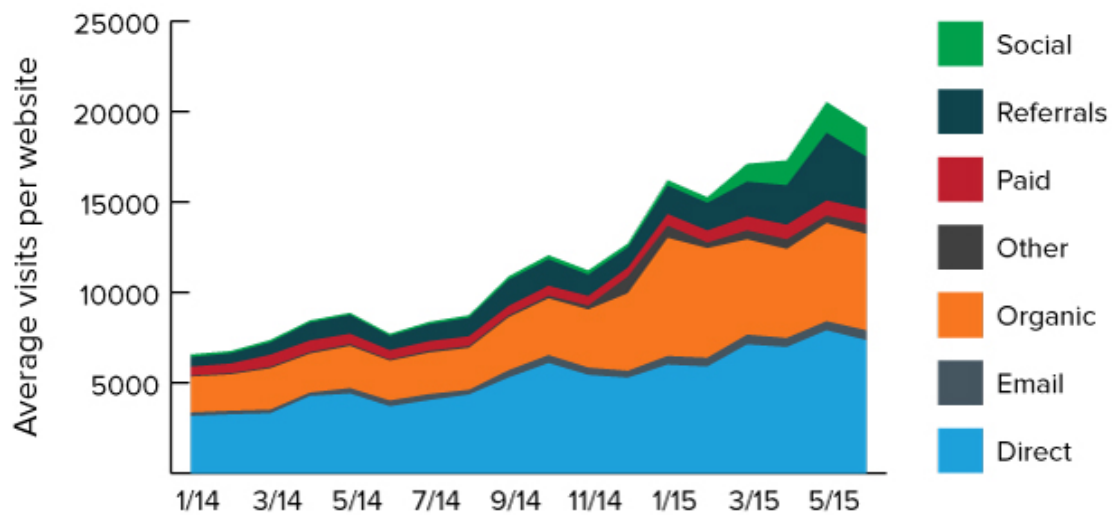
Source: Product data from HubSpot

Average sources of visits for APAC



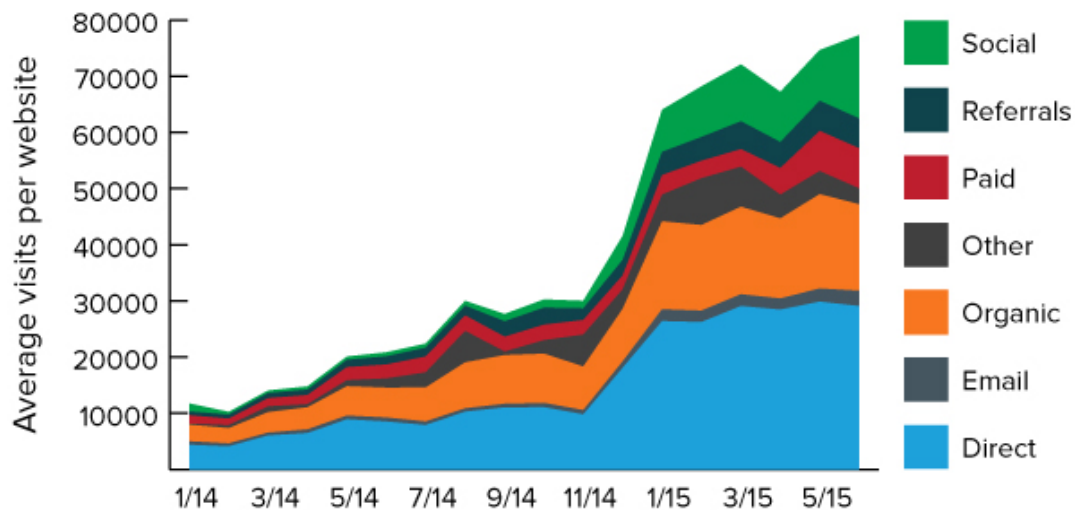
Source: Product data from **HubSpot**

Average sources of visits for EMEA



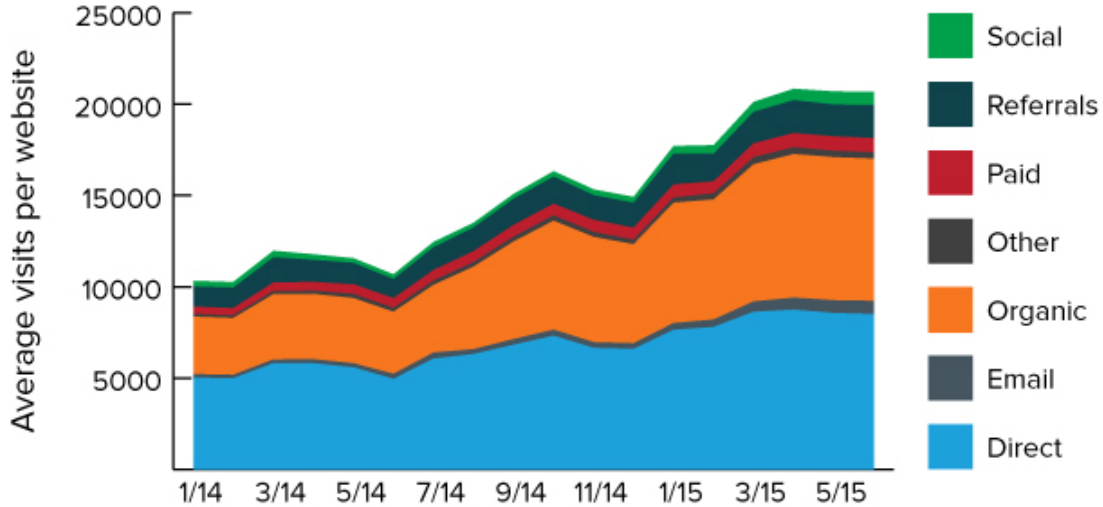
Source: Product data from [HubSpot](#)


Average sources of visits for LATAM



Source: Product data from **HubSpot**

Average sources of visits for NORTHAM



Source: Product data from 

HubSpot