

Google Ads Expectations

A guideline of expected CPC and ROAS for an average customer, by industry

When done properly, Google Ads deliver unbeatable results at driving new customers. Every city/category combination yields different results, but here is what you can expect from the Automated Google Ads platform overall.

Cost Per Introduction

The cost for your business to be promoted or introduced to a consumer, who is in your target area, actively searching for the specific products and/or services you sell.

Cost Per Engagement

The cost per engaged, targeted visitor to your specific business website or listing page(s).

Cost Per New Customer

The cost for a new lifetime customer.

INDUSTRY AVERAGES	AVERAGE COST PER INTRODUCTION	AVERAGE COST PER ENGAGEMENT	AVERAGE CONVERSION TO CUSTOMER	AVERAGE COST PER NEW CUSTOMER
All categories	\$0.07	\$2.25	4.32%	\$56.09

BY CATEGORY	AVERAGE COST PER INTRODUCTION	AVERAGE COST PER ENGAGEMENT	AVERAGE CONVERSION TO CUSTOMER	AVERAGE COST PER NEW CUSTOMER
Advocacy	\$0.05	\$1.07	1.96%	\$54.72
Auto	\$0.07	\$1.85	6.03%	\$30.60
B2B	\$0.06	\$2.50	3.04%	\$82.15
Consumer Services	\$0.12	\$4.80	6.64%	\$72.29
Dating & Personals	\$0.13	\$2.09	9.64%	\$21.63
E-Commerce	\$0.02	\$0.87	2.81%	\$30.96
Education	\$0.07	\$1.80	3.39%	\$53.10
Employment Services	\$0.04	\$1.53	5.13%	\$29.82
Finance & Insurance	\$0.08	\$2.58	5.10%	\$50.59
Clinics	\$0.06	\$1.97	3.36%	\$58.48
Home Goods	\$0.05	\$2.21	2.70%	\$81.67
Industrial Services	\$0.05	\$1.92	3.37%	\$56.97
Legal	\$0.15	\$5.06	6.98%	\$72.53
Mortgage	\$0.07	\$1.78	2.47%	\$71.96
Technology	\$0.06	\$2.85	2.92%	\$97.60
Travel & Hospitality	\$0.05	\$1.15	3.55%	\$32.32