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CONVERSION RATE BENCHMARKS for 2020 (and Beyond)

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Introduction

It's no secret that businesses today are expected to monitor metrics and data points to figure out what's working and what's not.

And while there's plenty of debate over which KPI is the most important for the average company, conversion rates are definitely a top priority.

Because let's be honest: what good is your traffic or click-throughs if you aren't actually converting customers?

Digging into conversion rates can clue you in on where your business is winning (or losing). By having a pulse on conversion rate benchmarks, you can assess what's actionable in terms of your company goals.

Oh, and don't forget the fact that conversion rates are tied directly to revenue. Converting more customers goes hand in hand with the longevity of your business.

The purpose of this e-book is to give you a comprehensive understanding of the good, the bad, and the flat-out "average" when it comes to conversion rates.

The benchmarks and statistics highlighted below will ultimately help you understand where your business stands and where there's room for improvement.

With that, let's dive right in!

Section I:

SaaS Conversion Rate Benchmarks

If you're in SaaS, you're more than likely obsessed with metrics (and rightfully so).

Conversions obviously matter when your company's survival depends on converting customers and boosting your MRR.

That said, it's important for SaaS companies to keep themselves grounded and understand what's realistic in terms of conversions for a growing company.



1

What is considered a “good” freemium conversion rate for SaaS?

Based on available data, the average conversion rate for freemium SaaS tools is **between 3% and 4%** (with some outliers such as Slack boasting a 30% CVR).¹ To be clear, this refers to free sign-ups that convert to paid customers. For tools that don’t require a credit card, that rate rises between 8% and 10%.²

Keep in mind that data is somewhat scarce regarding specific SaaS conversion benchmarks. Also, factors such as your subscription plan (freemium versus a free trial versus paid-only) will also have a significant impact on your conversion rate.

3%-4%

2

What is the average SaaS free/freemium trial conversion rate?

A conversion rate of **25%** is considered average for a trial subscription.³ This is further backed up by data that’s publicly available from major SaaS companies like Salesforce.⁴ Some experts argue that up to 50% should be the goal for companies with significant time in-market that are actively qualifying leads.⁵

25%

¹ <https://adachen.com/freemium-and-free-trial-conversion-benchmarks-9fab38d096da>

² <https://blog.useproof.com/saas-conversion-rate>

³ <https://sixteenventures.com/average-free-trial-conversion-rate>

⁴ <https://www.nickelled.com/blog/is-your-trial-to-paid-conversion-rate-too-low/>

⁵ <https://sixteenventures.com/free-trial-conversion-rate>

Section II:

Ecommerce Conversion Rate Benchmarks

Modern ecommerce often feels like a numbers game.

If you can move the needle on your conversion rate even slightly, that's obviously more money in your pocket. Merchants today are spoiled for choice in terms of lead generation, advertising, and potential traffic sources.

That said, conversions aren't guaranteed. Our data illustrates the uphill battle that ecommerce brands face (and how much conversions can vary from storefront to storefront).



3

What is considered a “good” ecommerce conversion rate?

Zeroing in on a target conversion rate is tough for ecommerce. This is especially true when factors such as pricing and your industry come into play.

1.3%

A recent survey cites the average ecommerce rate as **1.3%**⁶, which may be a low or otherwise conservative benchmark versus other studies. The same data states that a conversion rate of 3.3% would put your storefront in the top 20% of stores (and anything over 5% would put you in the top 10%).

Contrast that with 2020 data from Adobe which puts the average ecommerce conversion rate at **3%**, with a range between 1.4% and 5%.⁷

3%

The takeaway here is that anything above 3% is a solid target, meanwhile anything above 4% is superb.

4

What is considered a “poor” ecommerce conversion rate?

0.2%

Research says that a conversion rate of **0.2%** (which is obviously bad news) represents the bottom 20% of ecommerce stores. Sitting below 1% is going to be a red flag for most storefronts spending any significant amount of money on marketing or upkeep.

⁶ [https://www.littledata.io/average/ecommerce-conversion-rate-\(all-devices\)](https://www.littledata.io/average/ecommerce-conversion-rate-(all-devices))

⁷ <https://www.slideshare.net/adobe/adi-consumer-electronics-report-2020>

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Which ecommerce industries have the highest (and lowest) conversion rates?

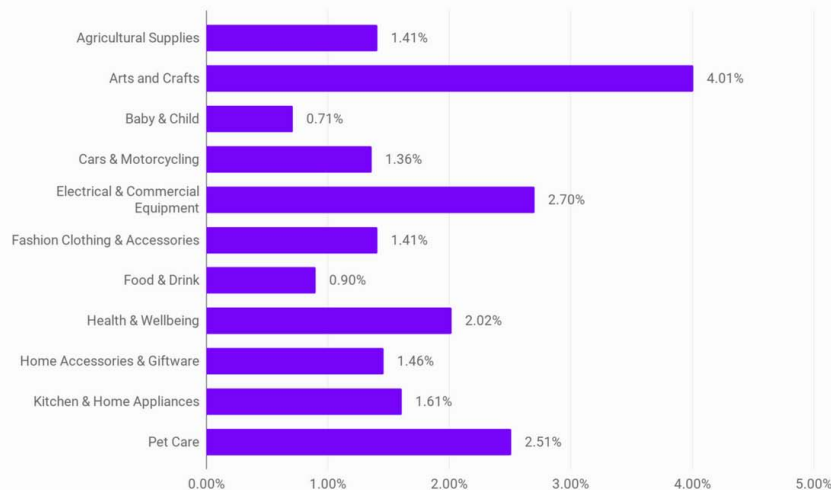
According to a recent UK survey, arts and crafts (4.01%), commercial equipment (2.7%), pet care (2.51%), and health products (2.02%) boast the highest ecommerce conversion rates.⁸ On the flip side, children's goods (0.7%) and food and drink (0.90%) are low-performers.

This particular study also highlights an average conversion rate hovering between 1.5% and 2%.

1.3%

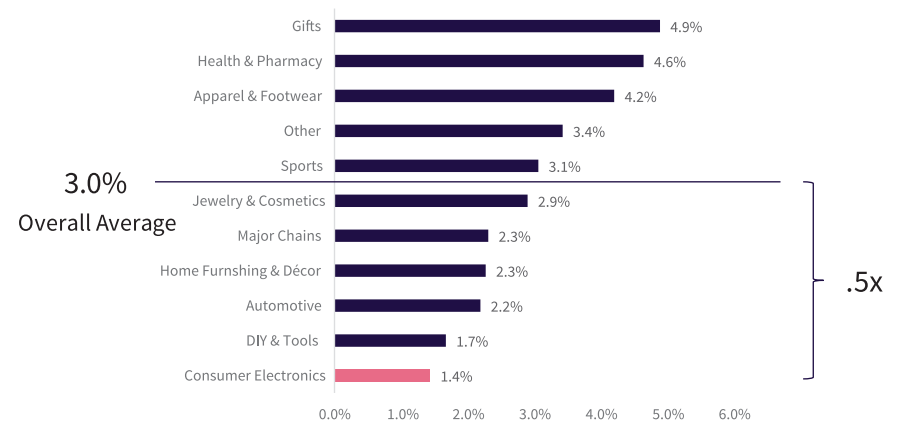
Meanwhile, the previous Adobe data⁹ states that gifts (4.9%), health (4.6%), and apparel (4.2%) as the winners and consumer electronics (1.4%) represent ecommerce's biggest loser.

Ecommerce Conversion Rate by Industry



source: irpcommerce.com, UK

Conversion (Orders/Visits)



⁸ <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx?Market=3>

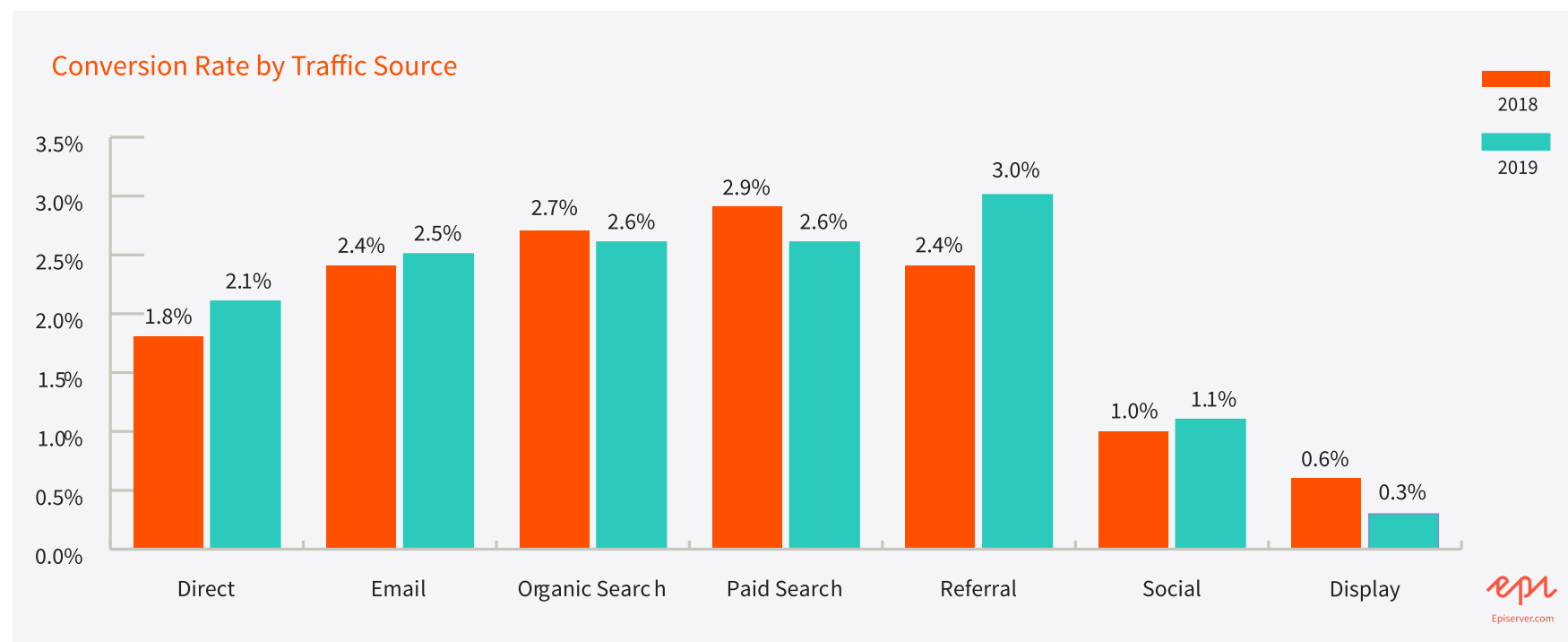
⁹ <https://www.slideshare.net/adobe/adi-consumer-electronics-report-2020>

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What is the average ecommerce conversion rate by traffic source?

Referrals (3.0%), paid search (2.6%), and organic (2.5%) are among the top-converting types of traffic to ecommerce stores on average¹⁰. Meanwhile, social media (1.19%) and display ads (0.39%) are on the low-end.

1.3%



¹⁰ <https://www.episerver.com/globalassets/03-global-documents/reports/b2c-retail-benchmark-report-q1-2020.pdf>

Section III:

Conversion Rate Benchmarks for Paid Ads

Companies rightfully want the most bang for their buck when it comes to their ad budget.

The problem? With more ad channels available than ever, businesses have to choose wisely and focus on platforms that'll actually result in a positive ROI.

Doing so often requires some trial and error. The benchmarks below can shed light on what businesses can expect from the various ad types out there (and which ones make sense). These numbers represent the rate of people who eventually became customers upon clicking through an ad.



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What is the average conversion rate for a Facebook ad?

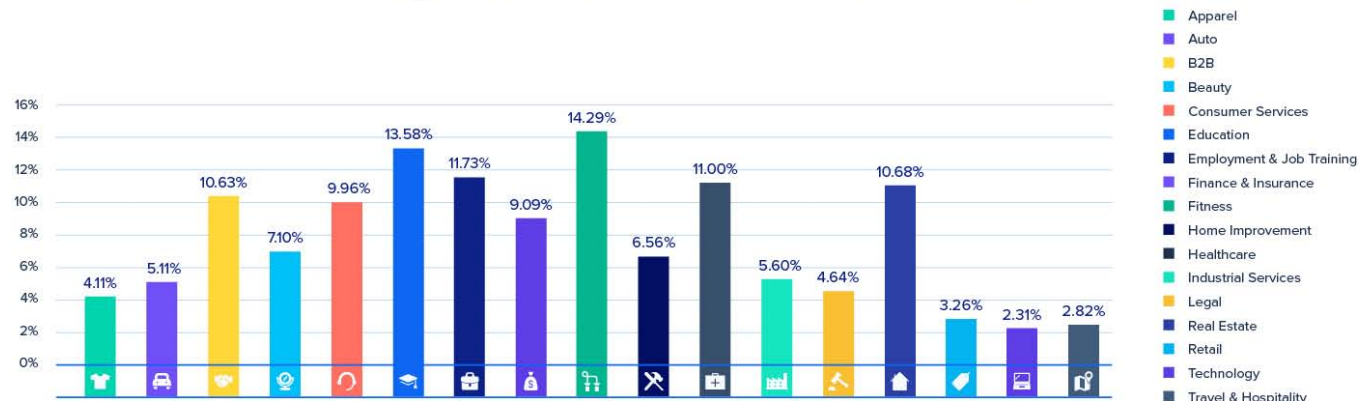
9.21%

For Facebook ads, the average conversion rate is **9.21%**¹¹ across all industries. This represents the highest conversion rate of all the major social media platforms, perhaps explaining why Facebook is so popular among ecommerce merchants and service businesses alike.

Facebook Ads Industry Benchmarks

Average Conversion Rate

The average conversion rate in Facebook ads across all industries is 9.21%



Note that there is quite a range between industries when it comes to conversions. For example, fitness (14.29%) and education (13.58%) represent exceptional conversion rates, while retail (3.26%) and technology (2.82%) are on the low-end.

4.71%

There have been numerous studies conducted regarding Facebook's ad platform, but contrast 2020's numbers with data from 2018 which saw conversion rates sitting at **4.71%**. To say that Facebook has stepped it up for businesses would be an understatement.

¹¹ <https://instapage.com/blog/facebook-advertising-benchmarks>

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What is the average conversion rate for an Instagram ad?

The average Instagram ad boasts a **3.1%** conversion rate¹². Although there are plenty of ad formats to choose from, marketers should note that ads containing user-generated content (such as customer photos) produce a **4.5% increase** in conversions.

3.1%

9

What is the average conversion rate for a LinkedIn ad?

Increasingly popular for B2B companies, the average conversion rate for a LinkedIn ad is **6.1%**¹³. For additional context, this study was based on companies with a ~\$1,000 campaign budget. This percentage refers to traffic that converted via a landing page after coming from a LinkedIn ad.

6.1%

¹² <https://heap.io/blog/data-stories/4-key-facts-you-should-know-before-allocating-ad-spend>

¹³ <https://business.linkedin.com/marketing-solutions/blog/content-marketing-events/2016/5-things-we-ve-learned-after-a-year-with-linkedin-ads>

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What is the average conversion rate of an Amazon ad?

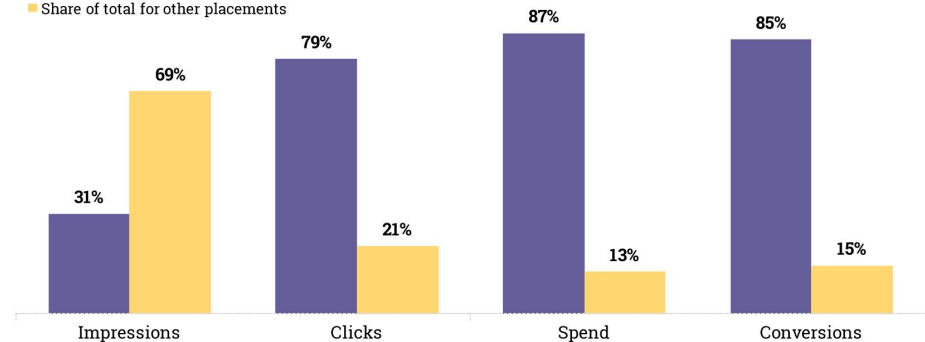
The average Amazon ad conversion rate is **9.55%**, although this fluctuates based on factors such as ad placement, products, and price point. In fact, **85% of conversions** from Amazon ads come from first page placements.

9.55%

Amazon US Sponsored Brand Ads in Q2 2020

marketing charts

■ Share of total for Top of Search (1st page)
■ Share of total for other placements

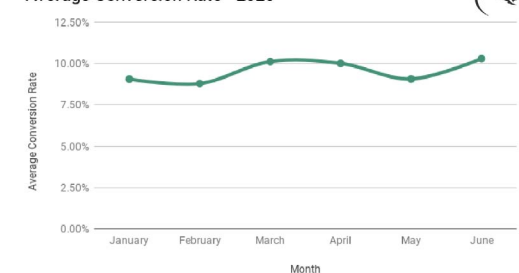


Published on MarketingCharts.com in August 2020 | Data Source: Tinuiti

Based on anonymized Tinuiti advertiser data from Q2 2020 | Read as: top of search accounted for 85% of US Sponsored Brands conversions

Amazon's conversion rate has been relatively steady since the beginning of 2020, signaling both the platform's staying power and Amazon's resilience in the wake of COVID-19.

Average Conversion Rate - 2020



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What is the average conversion rate of a Google Shopping ad?

1.91%

Tailor-made for ecommerce, the average conversion rate across all industries for a Google Shopping ad is **1.91%**.¹⁴

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What is the average conversion rate of a Google search ad?

4.40%

The average conversion rate for a Google search ad is **4.40%**¹⁵ as of 2020. This is notably up from **3.48%**¹⁶ in 2018 , although competing industry reports cite search ads converting at a **3.75%**¹⁷ rate.

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What is the average conversion rate of a YouTube ad?

0.5%

Despite the popularity of YouTube and the boom of video marketing, YouTube ads have a paltry conversion rate of **0.5%**¹⁸. This makes YouTube the least effective ad platform when paired against major social networks and search engines.

That said, organic video still has a role to play in boosting conversions (with some companies citing an 80% lift¹⁹ in conversions after implementing video on a landing page).

¹⁴ <https://www.searchenginejournal.com/google-shopping-ads-industry-benchmarks-wordstream/302375/>

¹⁵ <https://www.wordstream.com/blog/ws/2019/08/19/conversion-rate-benchmarks>

¹⁶ <https://www.smartinsights.com/paid-search-marketing-ppc/paid-search-display-network/google-adwords-conversion-rate-averages-by-industry-infographic/>

¹⁷ <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>

¹⁸ <https://www.forbes.com/sites/priceonomics/2018/03/09/the-advertising-conversion-rates-for-every-major-tech-platform/>

¹⁹ <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

Section IV:

Marketing Campaign Conversion Rate Benchmarks

Exploring and optimizing your marketing tactics is a smart move regardless of your business or industry.

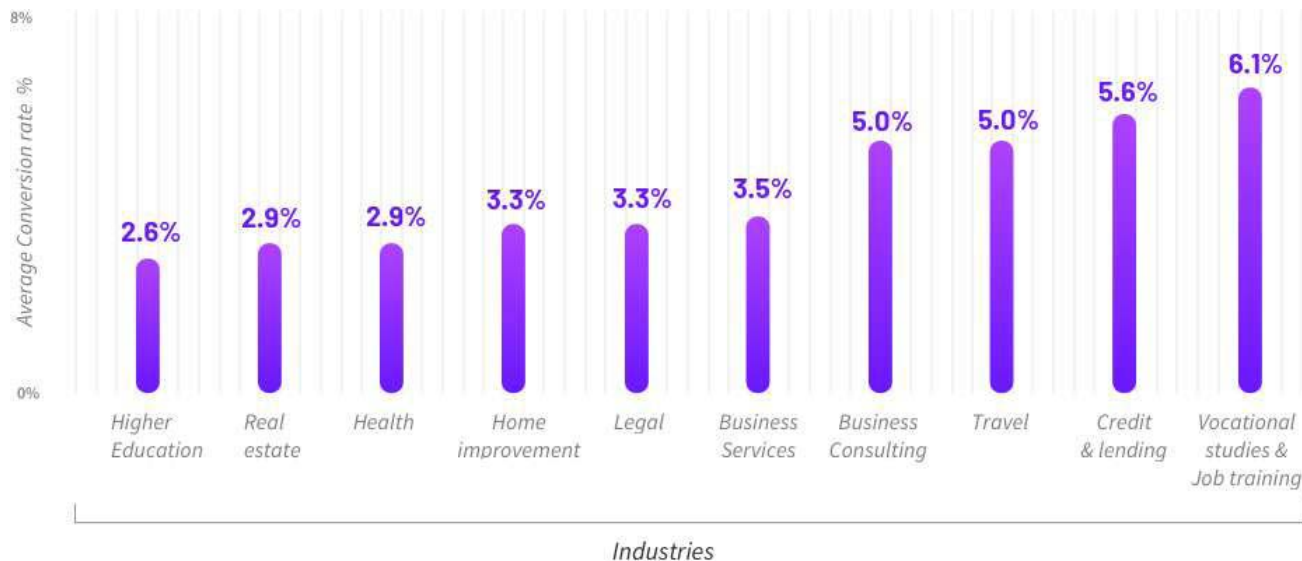
To wrap things up, we'll break down conversion benchmarks for general marketing campaigns. This includes completed actions including email sign-ups, demos, or free trials.



What is the average conversion rate for a Facebook ad?

The average conversion rate for traffic sent to a specific, sales-related landing page is **4.02%**. Conversions range between 2.6% and 6.1% depending on your industry, with B2B companies sitting at 3.5%.²⁰

4.02%



Food for thought, though: sites with more name recognition and higher traffic typically have highly effective landing pages.

In fact, studies show that the top 25% of sites convert at 5.31% or higher (meanwhile the top 10% of sites convert at 11.45% and above).²¹

And if this seems high for a SaaS company, you're right: SaaS sites typically convert 10% less than the baseline landing page rate.²²

²⁰ <https://unbounce.com/average-conversion-rates-landing-pages/>

²¹ <https://www.impactbnd.com/blog/what-is-a-good-landing-page-conversion-rate>

²² <https://unbounce.com/conversion-rate-optimization/the-state-of-saas-landing-pages/>

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What is a “good” conversion rate for organic traffic?

For companies focused on SEO and targeted search traffic, a good conversion rate from search engines sits just above **10%**²³ for a completed action such as an email sign-up.

10%

16

What is the typical conversion rate for a marketing video?

Websites and product pages with video boast an average conversion rate of **4.8%**²⁴ versus pages without them (2.9%). To drive this point home, 41% of B2B and B2C companies cite video at the top-performing content for converting leads.²⁵

4.8%

²³ <https://www.webfx.com/blog/marketing/what-is-a-good-conversion-rate/>

²⁴ <https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

²⁵ <https://www.marketingcharts.com/charts/most-effective-content-formats-for-building-relationships-to-generate-leads-that-convert/attachment/ascend2-effective-content-formats-leads-that-convert-jul2020>

²⁶ <https://growandconvert.com/conversion-rate-optimization/blog-conversion-strategy>

²⁷ <https://www.formstack.com/guides/what-is-conversion-rate>

²⁸ <https://blog.hubspot.com/blog/tabid/6307/bid/6746/Which-Types-of-Form-Fields-Lower-Landing-Page-Conversions.aspx#sm.00007tv8fbieqeeaur41jp4hpcap1>

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What is the typical conversion rate from an email capture form?

0.5%-25%

Based on placement, email opt-in conversions on a company blog can vary from **0.5% to 25%**.²⁶

Here’s a quick breakdown of the placements and their respective performance, for reference:

- Sidebar calls-to-action: 0.5% to 1.5%
- In-text calls-to-action in a blog post: 0.5% to 1.5%
- Pop-ups: 1% to 8%
- Sliders and bars: 1% to 5%
- Welcome gates: 10% to 25%

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What is a “good” form field conversion rate?

The average form field conversion rate is **11%**.²⁷ Conventional wisdom tells marketers to keep their forms simple, as fewer fields (three seems to be the sweet spot) and less text to input seems to correlate with higher conversions.²⁸

11%

What is a “good” conversion rate from an email campaign?

Abandoned cart (5%) and order follow-up emails (5%) have the highest conversion rates while newsletters are the lowest (1%). In this case, a conversion refers to a completed action (such as someone returning to their cart to complete a purchase) or actions that result in someone eventually becoming a customer.

1.3%

Email Type	Open Rate	Click-Through Rate	Conversion Rate
Newsletter	23.4%	17.8%	1%
Order Follow-Up	46.1%	16.7%	5%
Inactive Customers	38.9%	19.5%	2.6%
Abandoned Cart	46.6%	28.7%	5%
Member Follow-Up	39.2%	22.4%	2.7%

²⁹ <https://marketinginsidergroup.com/content-marketing/email-marketing-conversion-rate-comparison/>

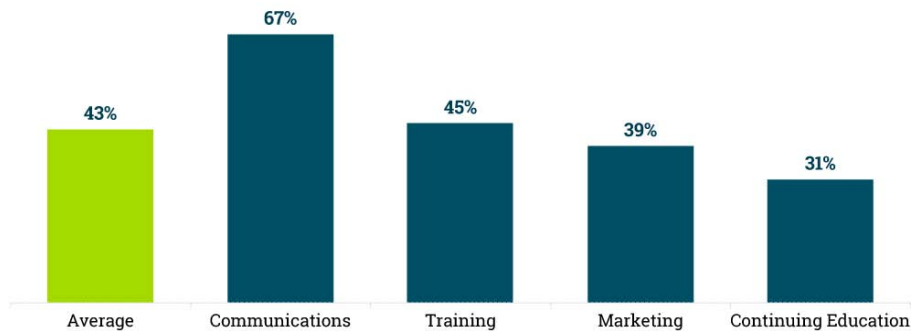
20

What is considered a “good” conversion rate for a webinar?

The average webinar registrant-to-attendant conversion rate is **43%**³⁰ for presentations with more than 100 attendees.

43%

Webinar Registrant-to-Attendant Conversion Rates (For webinars with more than 100 attendees, in 2018)



Published on MarketingCharts.com in April 2019 | Data Source: ON24

Based on an analysis of 22,922 webinars with at least 100 attendees held on ON24's platform in 2018.

The events represent a cross-section of more than 1,600 organizations from a mix of sizes, ranging from SMB to enterprise.

³⁰ <https://www.marketingcharts.com/cross-media-and-traditional/content-marketing-108045>

³¹ <https://www.altudo.co/resources/blogs/abm-success-metrics>

³² <https://www.convinceandconvert.com/social-media-strategy/social-media-is-a-terrible-ecommerce-tactic-or-is-it/>

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What is a “good” conversion rate for an ABM (account-based marketing) campaign?

3%-4%

Anything **between 3% and 4%** is considered “good” for converting an MQL (marketing qualified lead) to a customer.³¹ In this scenario, an MQL would refer to someone who’s engaged with your content or interacted with your company in the past (via email, social media, etc).

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What is the typical conversion rate of leads from social media?

Organic social media converts at a disappointing **0.71%**³², one the lowest conversion rates we’ve mentioned so far. Although social media is invaluable for nurturing leads and researching prospects, a totally organic presence probably isn’t going to result in a flood of business for most companies.

0.71%

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What is the typical conversion rate for an influencer marketing campaign?

The average conversion rate of an influencer marketing campaign is **2.55%**.³³ This might come as a surprise given that influencer campaigns are all-the-range right now.

2.55%

24

What is considered a “good” app store conversion rate?

The average app store conversion rate is **26.4%**,³⁴ with the top factor of app store conversions being traffic source (~50% of users discover apps via search³⁵).

26.4%

25

What is considered a “good” conversion rate for a referral?

The average lead-to-deal conversion rate from a customer referral is **3.65%**.³⁶

3.65%

26

What is considered a “good” conversion rate for mobile visitors?

The typical conversion rate for mobile traffic (for ecommerce) is **2.25%**,³⁷ less than half of what it is from desktop users.

2.25%

27

What is considered a “good” conversion rate for desktop visitors?

Desktop traffic converts at a rate of **4.81%**,³⁸ perhaps signaling that customers at home are eager to act versus mobile users who are “just browsing.”

4.81%

³³ https://cdn2.hubspot.net/hubfs/418657/Resources_Downloads/Influencer_Marketing_2016_Benchmarks.pdf

³⁴ <https://www.geckoboard.com/best-practice/kpi-examples/website-conversion-rate/>

³⁵ <https://splitmetrics.com/blog/good-app-store-conversion-rate/>

³⁶ <https://amplifinity.com/8-benchmarks-creating-successful-customer-referral-program>

³⁷ <https://www.thedrum.com/opinion/2019/11/01/why-are-mobile-conversion-rates-lower-desktop#:~:text=According%20to%20stats%20from%20Monetate,converting%20at%204.06%25%20on%20average.>

³⁸ <https://www.thedrum.com/opinion/2019/11/01/why-are-mobile-conversion-rates-lower-desktop#:~:text=According%20to%20stats%20from%20Monetate,converting%20at%204.06%25%20on%20average.>

Conclusion

When it comes to conversion rates, it's crucial to know where you stand.

Start with the basics: [measure](#).

Without an understanding of your existing rates, it's impossible to know how you stack up against industry benchmarks or what you can do to improve.

Start measuring, and you've won half the battle to improving.





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