

 LIVE WEBINAR

# Google Ads Benchmarks for 2019

An exclusive look at your  
Google Ads competition this  
year—and how to beat it.



**WordStream**  
Online Advertising Made Easy

## WHO IS WORDSTREAM?



PREMIER PARTNER



FREE TOOLS



EDUCATIONAL CONTENT



SOFTWARE & SUPPORT

## WHAT IS WORDSTREAM ADVISOR?



CROSS PLATFORM  
CAMPAIGN MANAGEMENT



20-MINUTE WORK WEEK



CUSTOM ALERTS



TURN-KEY REPORTING

## HOW CAN WE HELP YOU?



INCREASE ROI



SAVE TIME



FEEL SUPPORTED

# STAY CONNECTED WITH WORDSTREAM



/wordstream



@wordstream



/wordstream



@wordstream



/wordstream

# LOGISTICS



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Check your inbox for the materials.



**Submit your questions for Q&A!**



**WordStream**

 LIVE WEBINAR

# Google Ads Benchmarks for 2019

An exclusive look at your  
Google Ads competition this  
year—and how to beat it.



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Online Advertising Made Easy

# I'm Gordon!

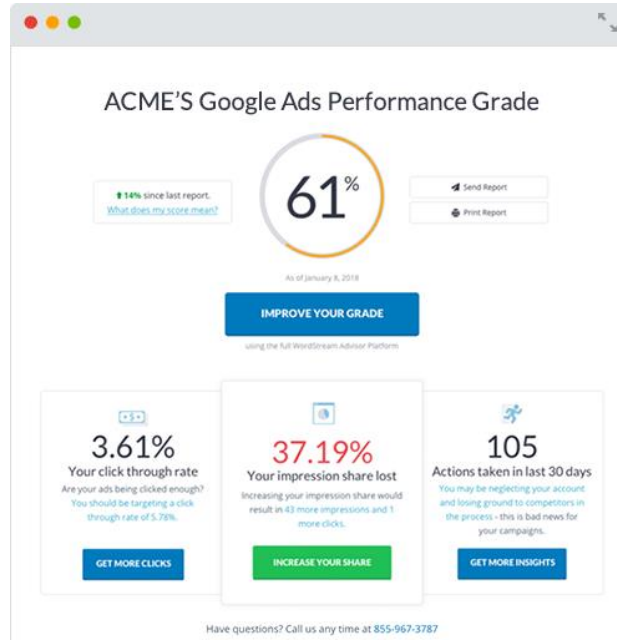


**Gordon Donnelly**

- SEO & Content at WordStream
- Blogging, video, & misc. content creation
- Speaker @ Mobile Monkey's Advanced Facebook Ads Summit

# “The Grader”

- Wordstream.com/google-adwords
- 11 individual grades
- Performance benchmarks



*"While there are no universally determined benchmarks for good AdWords campaigns, the AdWords Performance Grader from WordStream goes a remarkably long way towards establishing standards for this."*

**- Marshall Sponder of Web Metrics Guru**



## GOOGLE ADS INDUSTRY BENCHMARKS

WordStream liked



**Google Partners** @googlepartners · 4 Jun 2018

.@WordStream put together some interesting **AdWords benchmarks** broken down by industry. How do you compare? [goo.gl/Qk62P1](http://goo.gl/Qk62P1)



Dating websites have the highest conversion rates on the Search network.

Source: WordStream

Google Partners



6



17

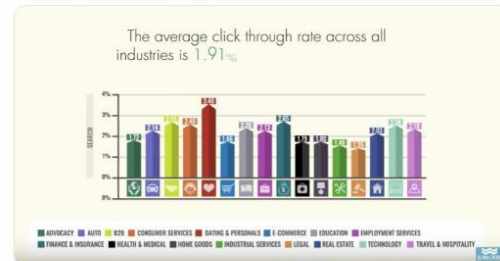


WordStream liked



**Larry Kim** @larrykim · 10 Nov 2016

Google #AdWords Performance **Benchmarks** by Industry  
[youtu.be/cQkmU75D1ak](https://youtu.be/cQkmU75D1ak)



2

18

30



**Moz** @Moz · 30 Mar 2018

Google **AdWords Benchmarks** for YOUR Industry [mz.cm/2Gt59Oz](https://mz.cm/2Gt59Oz) via  
[@wordstream #MozTop10](https://wordstream.com/#MozTop10)



**Google Ads Benchmarks for YOUR Industry [Updat...**

Whether you're doing PPC for the first time or you've just signed a new client, it can be daunting to know whether or not you're doing a good job. Sure, we all want to c...  
[wordstream.com](https://wordstream.com)



13

17



# I'm Patrick Henry!



**Patrick Henry Carrera**

- Senior Data Analyst
- Big fan of Tableau, SQL, and all things Data
- Has been told by the police, “No you cannot pet our dog, he or she is working” .....multiple times

# What are the benchmarks?

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## 1. The Benchmarks

The benchmarks are Medians for CPC, CTR, CPA, CVR on the Google Display and Search Network, separated by industry.

# What are the benchmarks?

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## 2. Industry Categories

This is the first time our benchmarks will strictly adhere to Google's industry category classification. This is exciting because as we continue to release our benchmarks it will be easier to see what changes are happening in certain industries.

We can not only benchmark your prior performance in a specific industry but set goals for the upcoming year as well.

# What are the benchmarks?

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## 3. Why use a median

A median is a better indicator of what is typical than an average. With a median, a single account's data can only affect the result as much as any other account.

An average allows accounts with significantly higher costs to disproportionately affect the final output.

# What are the benchmarks?

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## 4. Applied Filters

Each of the reports for the eight metrics in total needed to have their own filters.

For example, the Display CPA benchmark does not consider any accounts that have a zero value for Display Cost.

# Where did they come from?

- ✓ The data comes from our Wordstream SEM Google Ads account which contains the data of our customers as well as anyone who has connected their account to ours via our Google Ads Performance Grader.
- ✓ Unfortunately, there is no industry field in Google Ads. Using the Client ID I was able to join the Google Ads data to our Grader Free Tool data as well as our Customer data where individuals can declare their industry
- ✓ To include accounts using foreign currency we used the currency conversion rate from [www.OANDA.com](http://www.OANDA.com)

# Interesting Findings & Trends

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## B2C vs B2B

- Example B2B Industries: Finance, Law & Government, and Business & Industrial
- Example B2C Industries: Hobbies & Leisure, Arts & Entertainment, Dining & Nightlife
- Industries that are more geared to be B2C have lower CPA for Search than industries that are more heavily B2B
  - Median CPA for B2C = \$ 36.65 | Median CPA for B2B = \$75.48
- This trend does not follow for the Display network



# Interesting Findings & Trends

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## Search vs Display

- CPC is larger in the Search network than in the Display network, but still CPA is almost always higher in Display than in Search.
- This is caused by much lower CTR and CVR in the Display network compared to the Search network.

# Interesting Findings & Trends

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## Highest Conversion Rates

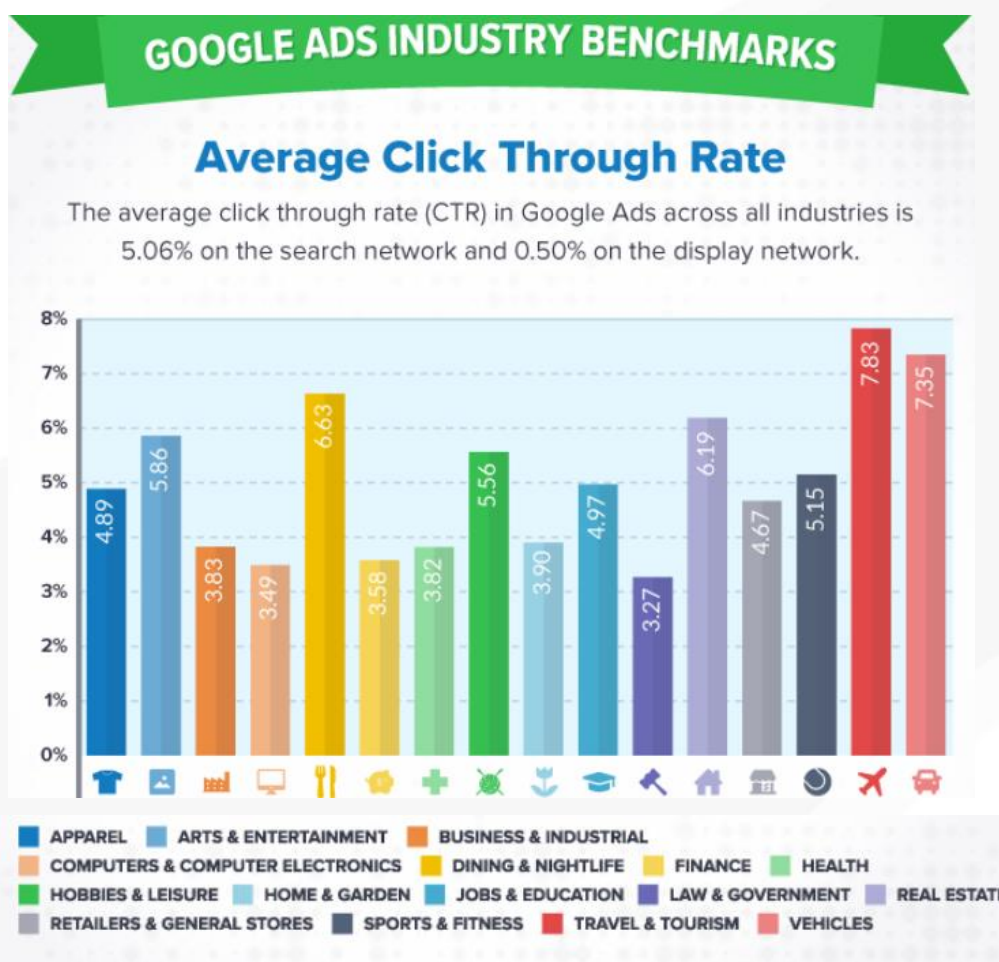
- Highest conversion rates for the Google Search network is for Vehicles at 7.98% & Law and Government at 7.45%.
  - The Median (CVR) 4.16%
  - The Standard Deviation (CVR) 1.41%
- Highest conversion rate for the Display network is Hobbies & Leisure at 1.12%.
  - The Median (CVR) .52%
  - The Standard Deviation (CVR) .22%

**CTR, CPC, CVR, & CPA: Which  
metric is most important for  
*your* advertising goals?**

# Average click-through rate (CTR)

## High CTR Industries

- Travel & Tourism (7.83%)
- Vehicles (7.35%)
- Dining & Nightlife (6.63%)



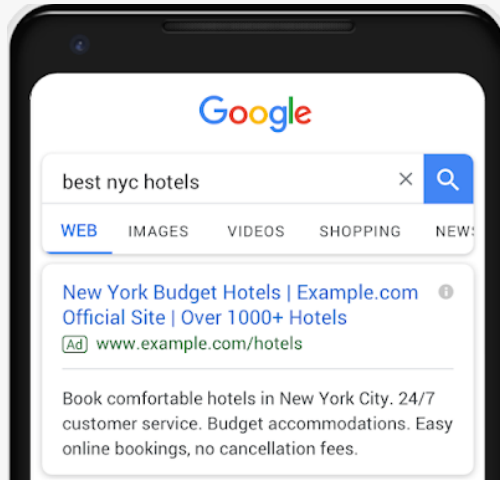
## Low CTR Industries

- Law & Government (3.27%)
- Computers (3.49%)
- Finance (3.58%)

**3.17% → 5.06% Increase YOY**

# Search ads are BIGGER in 2019

- Expanded Text Ads (ETAs) are bigger than ever (8/18)
- 1 more headline, 1 more description, & 10 more characters per description
- Mobile optimized—your first two headlines and first description will always show.
- Use the third headline and second description to **enhance and reinforce your messaging**—not for vital messaging



Ad group: Select an ad group to save your ad ✎

New text ad ✕

Final URL ⓘ

Headline 1 ⓘ 0 / 30

Headline 2 ⓘ 0 / 30

Headline 3 ⓘ NEW 0 / 30

Display path ⓘ  
www.example.com / Path 1 / Path 2  
0 / 15 0 / 15

Description 1 ⓘ 0 / 90

Description 2 ⓘ NEW 0 / 90

Ad URL options

# Search ads are more *flexible* in 2019

## Responsive Search Ads (RSAs)

The screenshot shows the Google Ads interface for creating a Responsive Search Ad. On the left, there are fields for 'Final URL' (www.example.com /) and 'Display URL' (www.example.com /). Below these are sections for 'Headlines' (5 slots, each 30 characters) and 'Descriptions' (2 slots, each 90 characters). A blue callout box says: 'To increase your chances of ads showing, add at least 5 headlines that are different from each other and don't use similar phrases. See examples'. At the bottom are 'SAVE NEW AD' and 'CANCEL' buttons.

**Responsive search ads are only available in English, French, German, and Spanish.**  
If you're creating an ad in any other language, create a text ad. [Learn more](#)

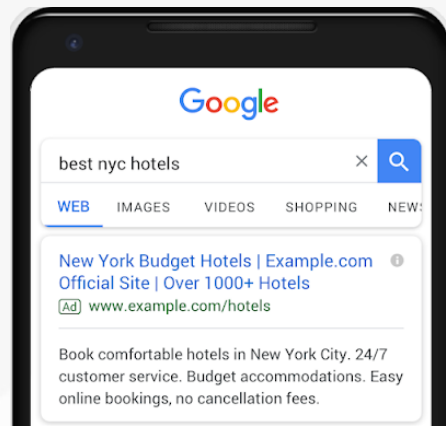
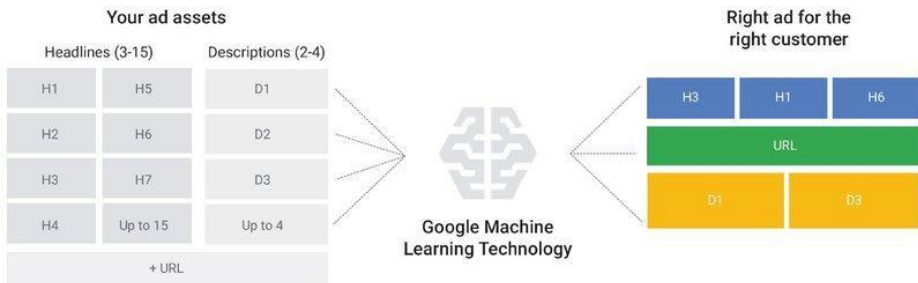
**Preview**

This preview shows potential ads assembled using your assets. Not all combinations are shown, and some shortening may also occur in some formats.

**Keep in mind**

- Responsive search ads are in beta. Make sure to regularly monitor the performance and status of your ads.
- Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law.
- Non-disclosure reminder: Since this is a beta feature, under the AdWords Terms & Conditions, you may not disclose any non-public information.
- Even after ads are assembled, they may not serve.
- If you have text that should appear in every ad, then you must pin it to either: Headline position 1, Headline position 2, or Description position 1, and also make sure it is less than 80 characters long. [Learn more](#)

## Responsive Search Ads in Action

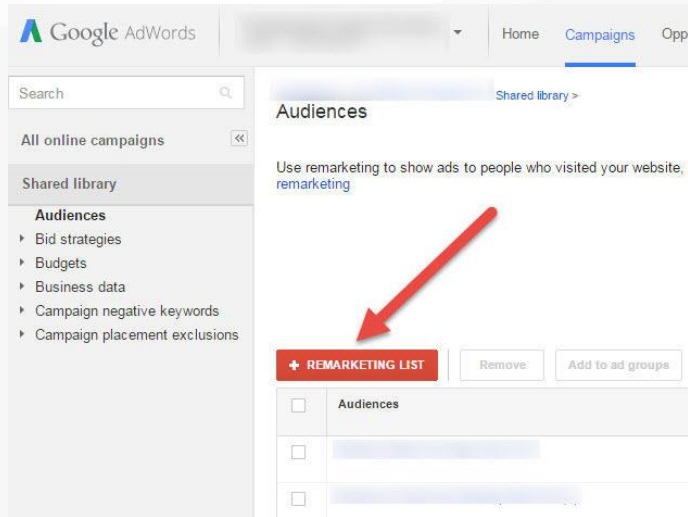




# You can now target *more high-intent prospects*

## Google Ads Audiences

Then (RLSAs)



Now

*In-market*  
**Combined**  
*Detailed demo*

# How to increase CTR in any industry

# Personalize ad copy via audience targeting



# Inject click-worthy *feeling* into your copy

Buy Laptop | Shop Office Depot® & Save | OfficeDepot.com

 [www.officedepot.com/](http://www.officedepot.com/) ▼

Order **Laptop** Computers Online At Office Depot®. Browse Now & Save! Live Chat Available.



Buy Surface Laptop 2 | Shop Bundles & Save

 [www.microsoft.com/](http://www.microsoft.com/) ▼

Get The **Laptop** With The Perfect Balance Of Design, Performance, & Battery-Life. Windows Hello. Free Shipping. PixelSense™ Display. 14.5 Hours Battery-Life. Windows 10 Pro.



Surface Laptop 2 | Your Perfect Match

 [www.microsoft.com/](http://www.microsoft.com/) ▼

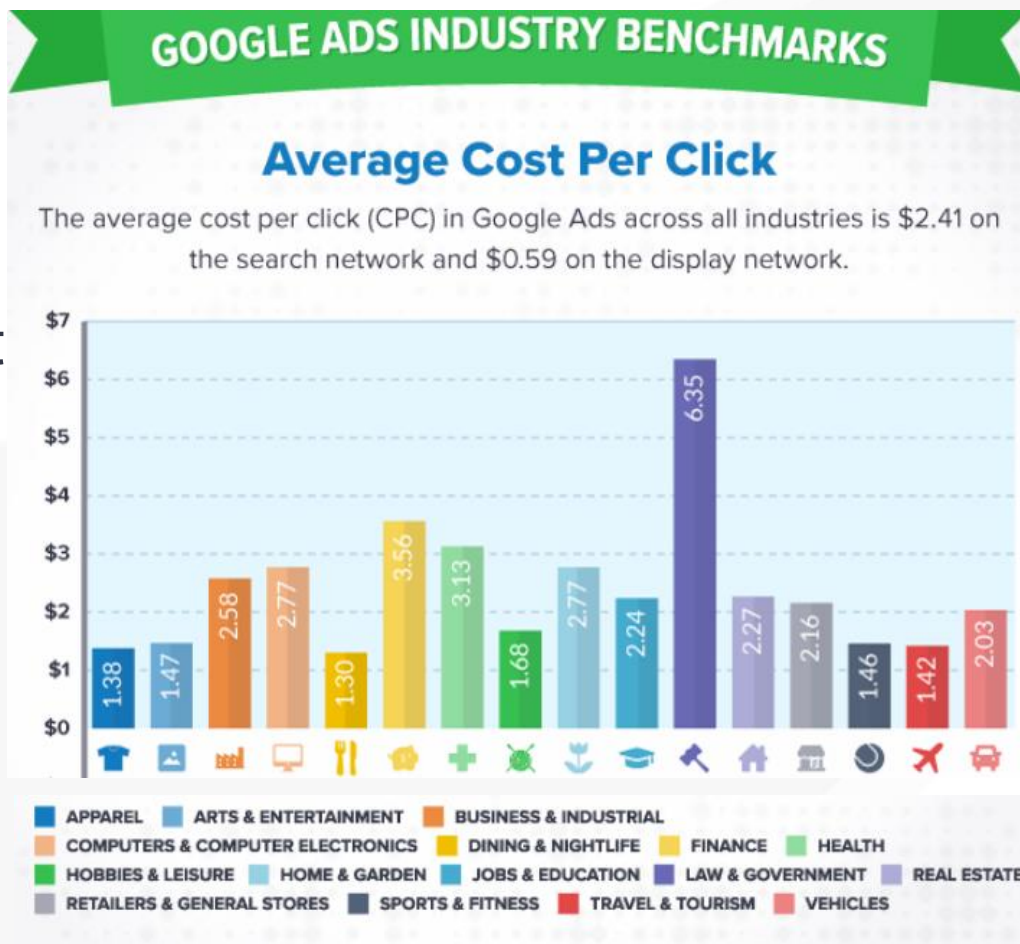
Sleek & Light. Slip It In Your Bag & Make Every Day More Productive. PixelSense™ Display. 14.5 Hours Battery-Life. Windows 10 Pro. Windows Hello. Free Shipping. Styles: Burgundy, Platinum, Cobalt Blue, Matte Black.



# Average cost per click (CPC)

# High CPC Industries

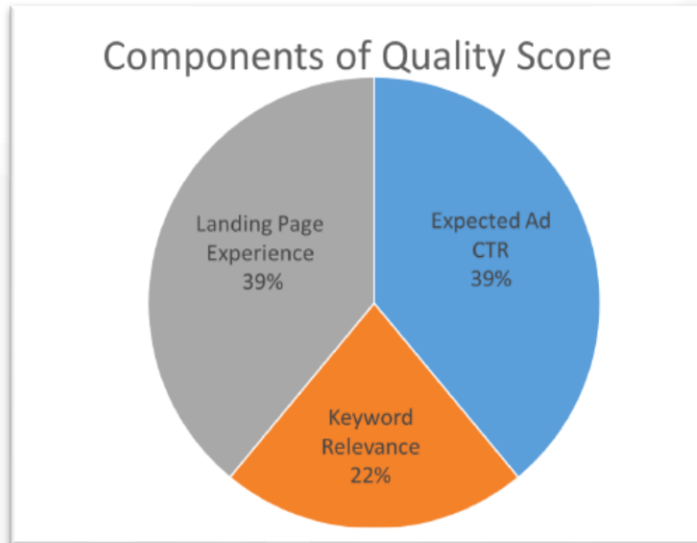
- Law & Government (\$6.35)
- Finance (\$3.56)
- Health (\$3.13)



# Low CPC Industries

- Dining & Nightlife (\$1.30)
- Apparel (\$1.38)
- Travel & Tourism (\$1.42)

# Quality Score & CPC

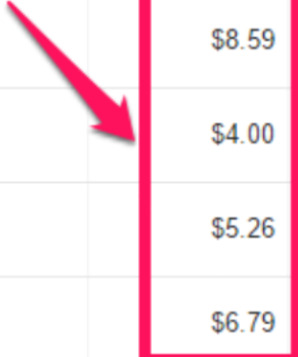


**You are not your industry!**



# How much do I bid??

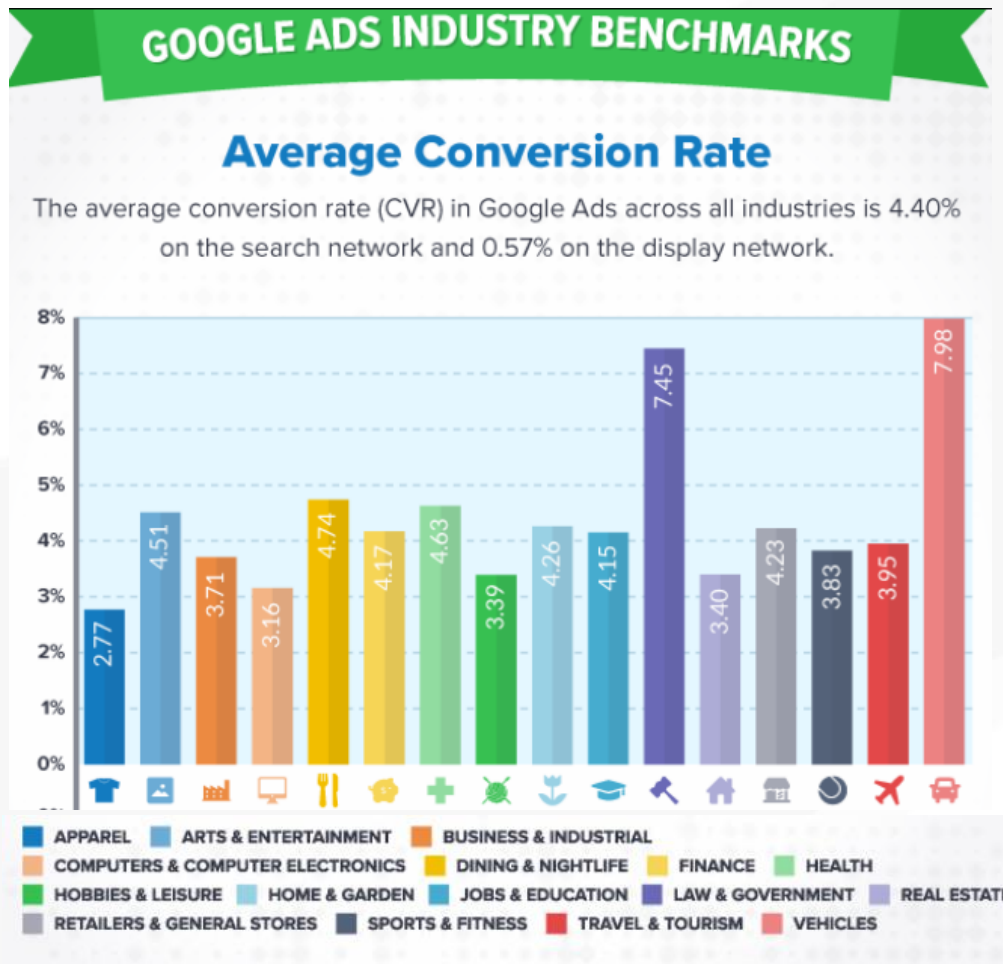
weight loss diet	📈	6,600	Medium	\$4.09
weight loss programs	📈	22,200	High	\$8.59
weight loss diet plan	📈	4,400	Medium	\$4.00
weight loss plans	📈	9,900	High	\$5.26
best weight loss program	📈	5,400	High	\$6.79



# Average conversion rate (CVR)

# High CVR Industries

- Vehicles (7.98%)
- Law & Government (7.45%)
- Dining & Nightlife (4.74%)

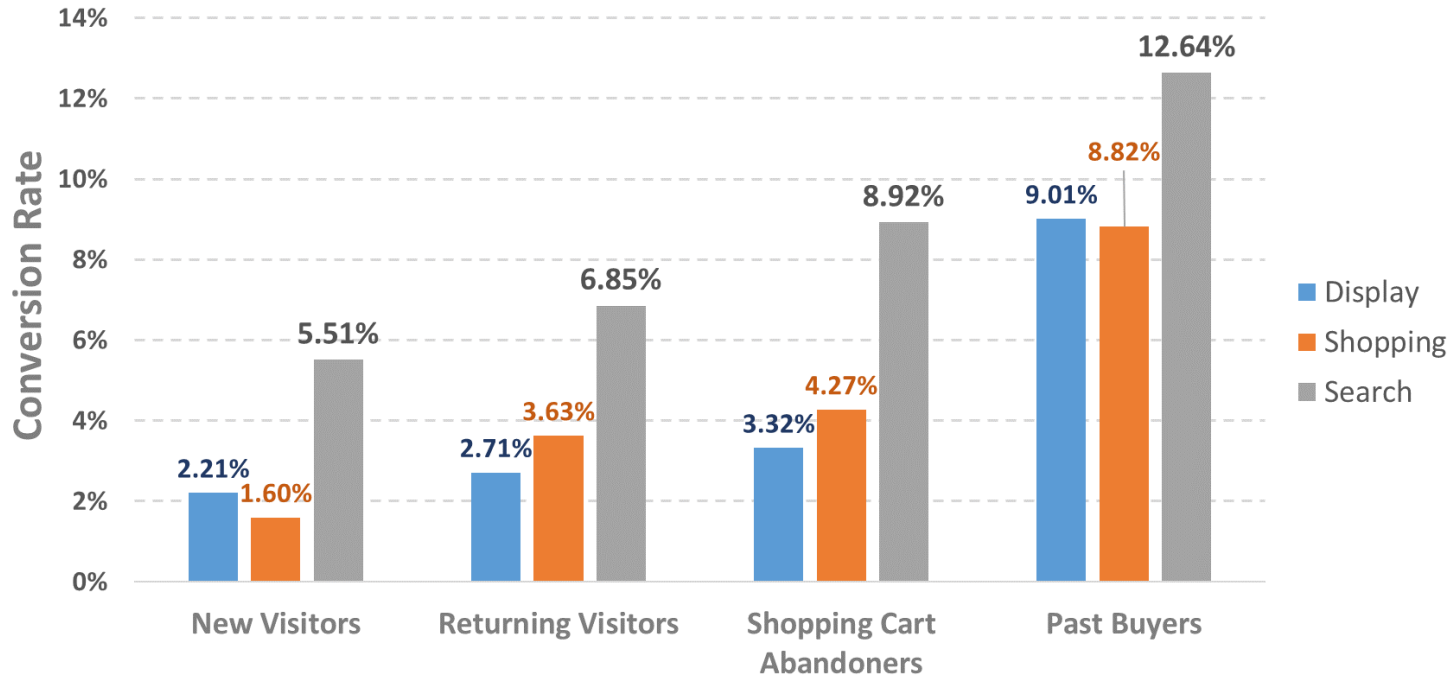


# Low CVR Industries

- Apparel (2.77%)
- Computers (3.16%)
- Hobbies & Leisure (3.39%)

# Remarketing & audience building

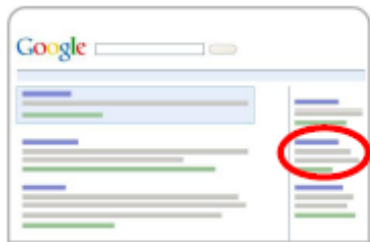
## Highly Engaged Users Are More Likely to Later Convert



## Search

Ads are triggered by a **proactive search query** inputted by the user

+ **Audiences**  
Users are **proactively** looking for ads related to services/products



## Display Network

Ads are triggered when **matched to relevant page content or specifically targeted** by advertisers

Users are **visiting pages** that relate to their needs, interests, or profile and are **not proactively looking for ads**



# RLSAs

# Getting started with RLSAs

Google AdWords

Home Campaigns Opportunities Tools

Search

All online campaigns

Shared library

Audiences

- Bid strategies
- Budgets
- Business data
- Campaign negative keywords
- Campaign placement exclusions

### New remarketing list

Create a list of people who have recently visited your website or mobile app. Before you create a list, you need to place a remarketing tag across your website or mobile app. [Learn more](#)

Remarketing list name:

Web or app:  Website  Mobile apps

Who to add to your list:

People who visited a page with any of the following:

- URL contains services

The list is empty

Show advanced options [See examples](#)

Include past users who match these rules

Membership duration:

Description (Optional):

Check the "Policy for advertising based on interest and location" to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's privacy policy.



Home Campaigns Opportunities Tools and Analysis Billing My account

Search

Shared library >

### Tag: Test

**Step 1: Check your privacy policy**

Review the Remarketing program policy to find out what you need to include in your site's privacy policy, and which sensitive categories of sites can't use this feature.

**Step 2: Add the remarketing code to your entire site.**

Add this code to your webpages, right before the <body> tag. [Insertion guide](#)

```
<!-- Google Code for Test -->
<!-- Remarketing tags may not be associated with personally identifiable information or placed on pages
related to sensitive categories. For instructions on adding this tag and more information on the above
requirements, read the setup guide: google.com/ads/remarketingsetup -->
<script type="text/javascript">
  (function() {
    var google_conversion_id = 1042981674;
    var google_conversion_label = "TEU6iCHExgM0esag8QM";
    var google_custom_params = window.google_tag_params;
    var google_remarketing_only = true;
  })();
</script>
```

Automation

Reports

1 alerts

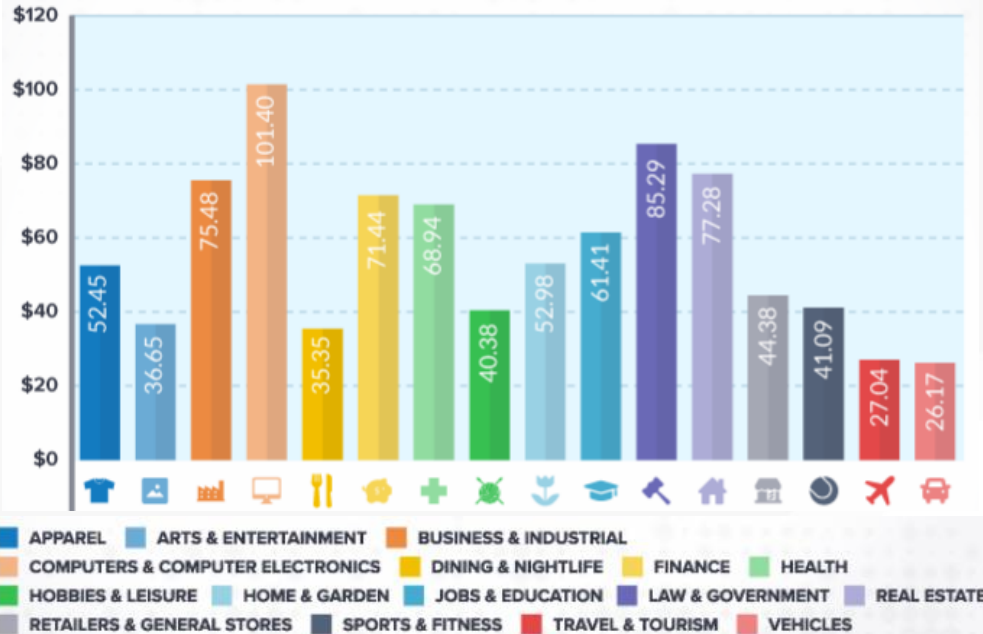


# Average cost per action (CPA)

# GOOGLE ADS INDUSTRY BENCHMARKS

## Average Cost Per Action

The average cost per action (CPA) in Google Ads across all industries is \$56.11 on the search network and \$90.80 on the display network.



## High CPA Industries

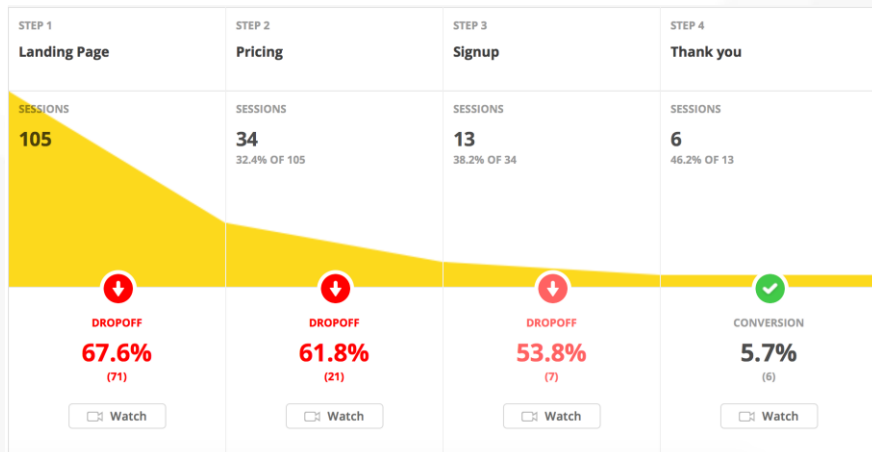
- Computers (**\$101.40**)
- Law & Government (**\$85.29**)
- Real Estate (**\$77.28**)

## Low CPA Industries

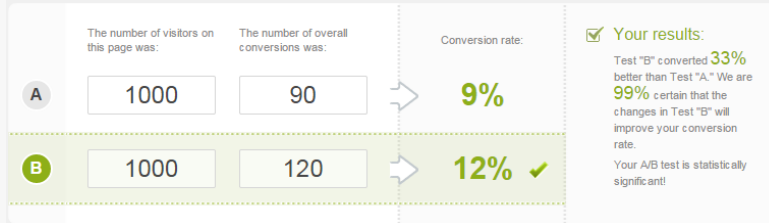
- Vehicles (**\$26.17**)
- Travel & Tourism (**\$27.04**)
- Dining & Nightlife (**\$35.35**)

# CPA: It's all about the path

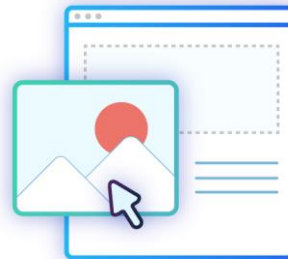
# Reducing friction along your conversion path



What's the page view and conversion data for each page in the test?



Convenient visual editors for A/B testing from experts



# Fewer touchpoints is not always better



# Key Takeaways

- 1 Utilize all the new features at your disposal
- 2 Make your ad copy relevant
- 3 Leverage RLSAs
- 4 Make your conversion path fluid

5 [wordstream.com/google-adwords](https://wordstream.com/google-adwords)

**Thank you!**

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