



# DIGITAL MARKETING

## 2023 Benchmarks

Data is critical to understanding the ins and outs of how your marketing efforts are doing. A mix of the right data points can indicate an issue or success, but no data point should ever be viewed alone. Benchmarks are the same – they merely serve as a starting point of what to expect, not a guarantee of performance.

CTR	Pannos	Industry
Google Search	14.81%	8.88%
Bing Search	5.07%	2.34%
Google Display	1.88%	0.40%
Google Remarketing	1.58%	n/a
Programmatic Display	0.42%	0.13%
Facebook	0.89%	0.58%
Instagram	0.53%	0.22%
LinkedIn	0.33%	0.60%
YouTube	1.76%	0.38%
Google Performance Max	2.39%	n/a

Conversion Rate	Pannos
Google Search	11.82%
Bing Search	1.83%
Google Display	6.39%
Google Remarketing	3.17%
Programmatic Display	n/a
Facebook	n/a
Instagram	n/a
LinkedIn	n/a
YouTube	0.08%
Google Performance Max	12.16%

CPC	Pannos	Industry
Google Search	\$1.49	\$3.41
Bing Search	\$0.48	n/a
Google Display	\$0.45	\$0.86
Google Remarketing	\$0.39	n/a
Programmatic Display	\$1.90	\$3.34
Facebook	\$0.79	\$3.89
Instagram	\$1.38	\$1.86
LinkedIn	\$3.80	\$6.90
YouTube	\$0.81	n/a
Google Performance Max	\$0.07	n/a

CPM	Pannos
Google Search	\$221.10
Bing Search	\$24.63
Google Display	\$8.38
Google Remarketing	\$6.20
Programmatic Display	\$9.38
Facebook	\$710
Instagram	\$710
LinkedIn	\$19.52
YouTube	\$64.57
Google Performance Max	\$1.75