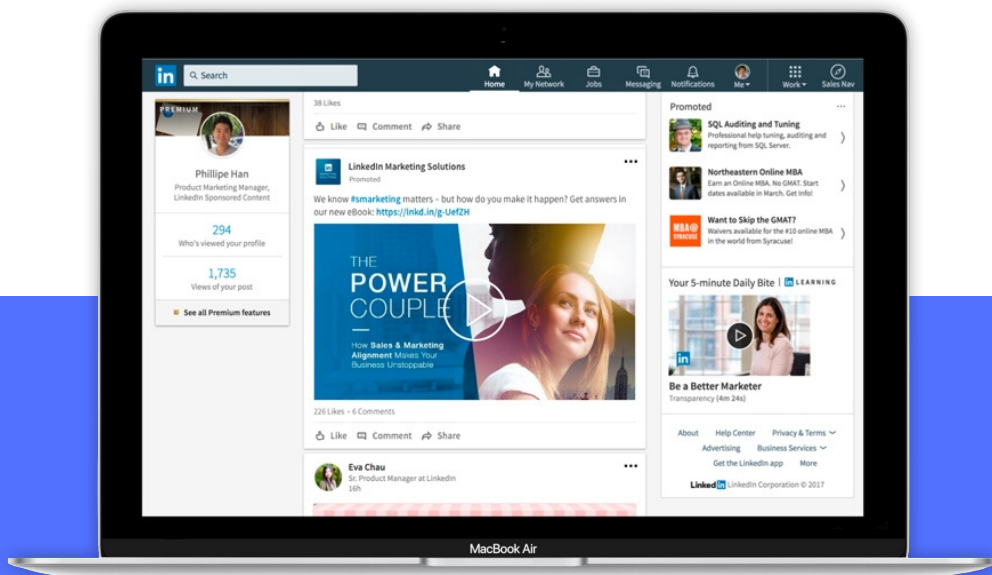


The Ultimate LinkedIn Sponsored Content Benchmarks Guide



Find out how well you are doing in your
country and industry



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Engagement Campaign's Benchmarks



WHAT COUNT AS A CHARGEABLE CLICK?

If the campaign objective is engagement, your chargeable clicks will include:

- Landing page clicks
- LinkedIn page clicks
- Social pill clicks – open a window to see who like or comment on your ad
- Social actions – likes, comments, shares, clicks to hashtags
- Video – clicks anywhere on the media (headline, CTA, or video)
- Video player actions
- Open more content clicks – see more to expand intro text
- Save article
- LinkedIn company follows



WHAT COUNT AS AN ENGAGEMENT?

All of the above plus:

- Other clicks on your ad include: view all comments, see more description, see social count, see list of likes, and more.

CTR & ENGAGEMENT RATE BENCHMARKS:

Regions & Ad Formats

Ad format: All

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 1.04% | 1.23% |
| NAMER | 0.74% | 0.84% |
| South America | 1.06% | 1.22% |
| Europe | 0.86% | 1.06% |
| Australia | 0.92% | 1.35% |
| Asia | 1.44% | 1.65% |

Ad format: Image

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 1.06% | 1.07% |
| NAMER | 0.65% | 0.68% |
| South America | 1.15% | 1.15% |
| Europe | 0.83% | 0.85% |
| Australia | 0.91% | 0.91% |
| Asia | 1.34% | 1.36% |

CTR & ENGAGEMENT RATE BENCHMARKS:

Regions & Ad Formats

Ad format: Carousel

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 1.01% | 1.04% |
| NAMER | 0.93% | 0.94% |
| South America | 0.90% | 0.90% |
| Europe | 0.45% | 0.45% |
| Australia | 0.69% | 0.69% |
| Asia | 1.50% | 1.56% |

Ad format: Video

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 1.02% | 2.93% |
| NAMER | 0.89% | 2.31% |
| South America | 0.95% | 2.41% |
| Europe | 1.02% | 2.64% |
| Australia | 1.01% | 3.18% |
| Asia | 1.75% | 5.41% |

CTR & ENGAGEMENT RATE BENCHMARKS:

Top Industry Groups

Ad format: All

| INDUSTRY | CTR | ENGAGEMENT RATE |
|----------------------------|-------|-----------------|
| Agriculture | 1.70% | 1.71% |
| Consumer Goods | 1.28% | 1.38% |
| Corporate Services | 0.95% | 1.22% |
| Education | 0.86% | 0.86% |
| Energy & Mining | 1.19% | 1.46% |
| Finance | 1.19% | 1.32% |
| Hardware & Networking | 0.98% | 1.25% |
| Healthcare | 1.15% | 1.20% |
| Manufacturing | 0.95% | 1.09% |
| Media & Communication | 0.97% | 1.36% |
| Real Estate | N/A | N/A |
| Recreation & Travel | 1.07% | 2.57% |
| Retail | 1.59% | 3.63% |
| Software & IT | 0.95% | 1.09% |
| Transportation & Logistics | 1.16% | 1.18% |

CPC BENCHMARKS:

Top Countries

Ad format: All

| COUNTRY | CPC RANGE |
|----------------|---------------|
| United States | USD 5-9 |
| India | USD 0.9-2 |
| China | USD 2.5-5 |
| Brazil | USD 0.9-2 |
| United Kingdom | USD 3-6 |
| France | USD 1.5-3.5 |
| Canada | USD 4-7 |
| Indonesia | USD 0.95-1.47 |
| Mexico | USD 1.1-2.5 |
| Italy | USD 1.5-3.5 |
| Spain | USD 1.38-3.11 |
| Australia | USD 2.8-6 |
| Germany | USD 2.6-5 |
| Turkey | USD 0.7-1.8 |
| Netherlands | USD 0.2-2.8 |

Website Visit/Conversion Campaign's Benchmarks



WHAT COUNT AS A CHARGEABLE CLICK?

If the campaign objective is website visit, your chargeable clicks will include:

- Landing page – clicks on your intro text, ad image, headline, or CTA that go to your destination URL



WHAT COUNT AS AN ENGAGEMENT?

Landing page clicks plus:

- LinkedIn page clicks
- Social pill clicks – open a window to see who like or comment on your ad
- Social actions – likes, comments, shares, clicks to hashtags
- Video – clicks anywhere on the media (headline, CTA, or video)
- Video player actions
- Open more content clicks – see more to expand intro text
- Save article
- Other clicks on your ad include: view all comments, see more description, see social count, see list of likes, and more.

CTR & ENGAGEMENT RATE BENCHMARKS:

Regions & Ad Formats

Ad format: All

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.36% | 0.78% |
| NAMER | 0.35% | 0.62% |
| South America | 0.42% | 1.10% |
| Europe | 0.31% | 0.70% |
| Australia | 0.30% | 0.61% |
| Asia | 0.41% | 0.99% |

Ad format: Image

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.37% | 0.71% |
| NAMER | 0.37% | 0.56% |
| South America | 0.48% | 1.09% |
| Europe | 0.31% | 0.65% |
| Australia | 0.30% | 0.55% |
| Asia | 0.39% | 0.87% |

CTR & ENGAGEMENT RATE BENCHMARKS: Regions & Ad Formats

Ad format: Carousel

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.31% | 0.71% |
| NAMER | 0.32% | 0.66% |
| South America | 0.30% | 0.80% |
| Europe | 0.27% | 0.56% |
| Australia | 0.29% | 0.64% |
| Asia | 0.40% | 0.95% |

Ad format: Video

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.33% | 1.95% |
| NAMER | 0.31% | 1.39% |
| South America | 0.35% | 2.27% |
| Europe | 0.30% | 2.38% |
| Australia | 0.31% | 2.01% |
| Asia | 0.54% | 4.15% |

CTR & ENGAGEMENT RATE BENCHMARKS: Top Industry Groups

Ad format: All

| INDUSTRY | CTR | ENGAGEMENT RATE |
|----------------------------|-------|-----------------|
| Agriculture | 0.73% | 1.18% |
| Consumer Goods | 0.55% | 1.77% |
| Corporate Services | 0.39% | 0.88% |
| Education | 0.41% | 1.00% |
| Energy & Mining | 0.61% | 1.20% |
| Finance | 0.38% | 0.95% |
| Hardware & Networking | 0.35% | 0.79% |
| Healthcare | 0.43% | 1.04% |
| Manufacturing | 0.39% | 0.82% |
| Media & Communication | 0.32% | 0.61% |
| Real Estate | 0.43% | 1.20% |
| Recreation & Travel | 0.31% | 0.73% |
| Retail | 0.48% | 1.14% |
| Software & IT | 0.32% | 0.62% |
| Transportation & Logistics | 0.61% | 1.53% |

CPC BENCHMARKS:

Top Countries

Ad format: All

| COUNTRY | CPC RANGE |
|----------------|--------------|
| United States | USD 11-17 |
| India | USD 1.65-4 |
| China | USD 6-9 |
| Brazil | USD 1.55-4 |
| United Kingdom | USD 6.5-10.6 |
| France | USD 4.5-8 |
| Canada | USD 8.2-15 |
| Indonesia | USD 3.2-6 |
| Mexico | USD 3.6-8.5 |
| Italy | USD 3.7-8 |
| Spain | USD 4-8.8 |
| Australia | USD 7.5-14 |
| Germany | USD 7.7-16 |
| Turkey | USD 2.5-6 |
| Netherlands | USD 3.9-9 |

Lead Gen Campaign's Benchmarks



WHAT COUNT AS A CHARGEABLE CLICK?

If the campaign objective is lead gen, your chargeable clicks will include:

- Lead Gen Form CTA button clicks
- Clicks on your intro text link, ad image, or headline that opens the form
- LinkedIn Page clicks
- Social pill clicks - open a window to see who like or comment on your ad
- Video clicks - headline and CTA that open the form



WHAT COUNT AS AN ENGAGEMENT?

All of the above plus:

- Social actions - likes, comments, shares, clicks to hashtags
- Video player actions
- Open more content clicks - see more to expand intro text
- Save article
- Other clicks on your ad include: view all comments, see more description, see social count, see list of likes, and more.

CTR & ENGAGEMENT RATE BENCHMARKS:

Regions & Ad Formats

Ad format: All

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.55% | 1.03% |
| NAMER | 0.54% | 1.01% |
| South America | 0.54% | 1.21% |
| Europe | 0.51% | 0.87% |
| Australia | 0.43% | 0.87% |
| Asia | 0.61% | 1.17% |

Ad format: Image

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.56% | 1.04% |
| NAMER | 0.55% | 1.02% |
| South America | 0.55% | 1.19% |
| Europe | 0.51% | 0.87% |
| Australia | 0.43% | 0.87% |
| Asia | 0.61% | 1.18% |

CTR & ENGAGEMENT RATE BENCHMARKS:

Regions & Ad Formats

Ad format: Carousel

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.51% | 0.90% |
| NAMER | 0.48% | 0.82% |
| South America | 0.51% | 1.08% |
| Europe | 0.39% | 0.57% |
| Australia | 0.42% | 0.73% |
| Asia | 0.57% | 0.96% |

Ad format: Video

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 0.53% | 1.01% |
| NAMER | 0.51% | 1.01% |
| South America | 0.59% | 1.64% |
| Europe | 0.51% | 0.88% |
| Australia | 0.52% | 1.09% |
| Asia | 0.65% | 1.38% |

CTR & ENGAGEMENT RATE BENCHMARKS: Top Industry Groups

Ad format: All

| INDUSTRY | CTR | ENGAGEMENT RATE |
|----------------------------|-------|-----------------|
| Agriculture | 0.80% | 1.78% |
| Consumer Goods | 0.77% | 1.82% |
| Corporate Services | 0.53% | 1.04% |
| Education | 0.58% | 1.25% |
| Energy & Mining | 0.50% | 1.35% |
| Finance | 0.59% | 1.31% |
| Hardware & Networking | 0.54% | 1.01% |
| Healthcare | 0.78% | 1.76% |
| Manufacturing | 0.60% | 1.16% |
| Media & Communication | 0.59% | 0.91% |
| Real Estate | 1.00% | 3.00% |
| Recreation & Travel | 0.42% | 1.03% |
| Retail | 1.01% | 1.39% |
| Software & IT | 0.53% | 0.94% |
| Transportation & Logistics | 0.64% | 1.07% |

CPC BENCHMARKS:

Top Countries

Ad format: All

| COUNTRY | CPC RANGE |
|----------------|--------------|
| United States | USD 9.2-16 |
| India | USD 1-3.1 |
| China | USD 4.8-8 |
| Brazil | USD 1.2-3.6 |
| United Kingdom | USD 5.41-9.5 |
| France | USD 3.1-7.3 |
| Canada | USD 6.2-13.1 |
| Indonesia | USD 1.6-4.8 |
| Mexico | USD 2.5-7.2 |
| Italy | USD 2.6-6.6 |
| Spain | USD 2.76-7.1 |
| Australia | USD 5.6-13 |
| Germany | USD 6.7-13 |
| Turkey | USD 1.38-4 |
| Netherlands | USD 3.46-8.5 |

Form Filled Rate & Cost per Lead Benchmarks: Regions & Ad Formats

Ad format: All

| REGION | FORM FILLED RATE | COST PER LEAD |
|---------------|------------------|---------------|
| All | 9.39% | USD 113.05 |
| NAMER | 7.75% | USD 251.31 |
| South America | 8.96% | USD 45.42 |
| Europe | 11.76% | USD 124.67 |
| Australia | 9.68% | USD 141.74 |
| Asia | 9.01% | USD 79.02 |

Ad format: Image

| REGION | CTR | ENGAGEMENT RATE |
|---------------|--------|-----------------|
| All | 8.89% | USD 119.01 |
| NAMER | 7.98% | USD 250.44 |
| South America | 9.83% | USD 43.25 |
| Europe | 9.78% | USD 144.10 |
| Australia | 10.70% | USD 136.01 |
| Asia | 8.99% | USD 81.82 |

Form Filled Rate & Cost per Lead Benchmarks: Regions & Ad Formats

Ad format: Carousel

| REGION | CTR | ENGAGEMENT RATE |
|---------------|-------|-----------------|
| All | 6.32% | USD 129.73 |
| NAMER | 4.66% | USD 396.81 |
| South America | 7.92% | USD 44.17 |
| Europe | 8.72% | USD 137.22 |
| Australia | 8.91% | USD 203.59 |
| Asia | 5.97% | USD 111.47 |

Ad format: Video

| REGION | CTR | ENGAGEMENT RATE |
|---------------|--------|-----------------|
| All | 7.32% | USD 157.37 |
| NAMER | 3.57% | USD 463.22 |
| South America | 3.33% | USD 99.14 |
| Europe | 12.52% | USD 133.59 |
| Australia | 4.32% | USD 235.38 |
| Asia | 3.85% | USD 112.56 |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: All

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | 13.68% | USD 25.94 |
| Consumer Goods | 4.72% | USD 171.70 |
| Corporate Services | 10.45% | USD 99.36 |
| Education | 8.93% | USD 75.18 |
| Energy & Mining | 10.75% | USD 35.33 |
| Finance | 6.78% | USD 151.08 |
| Hardware & Networking | 6.52% | USD 121.93 |
| Healthcare | 9.43% | USD 157.91 |
| Manufacturing | 7.88% | USD 82.25 |
| Media & Communication | 7.28% | USD 242.13 |
| Real Estate | 3.63% | USD 66.66 |
| Recreation & Travel | 4.90% | USD 242.41 |
| Retail | 13.24% | USD 117.77 |
| Software & IT | 10.39% | USD 117.17 |
| Transportation & Logistics | 12.99% | USD 128.95 |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: NAMER

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | NA | NA |
| Consumer Goods | 4.45% | USD 301.75 |
| Corporate Services | 10.86% | USD 184.87 |
| Education | 7.53% | USD 186.22 |
| Energy & Mining | 3.74% | USD 648.91 |
| Finance | 7.96% | USD 268.40 |
| Hardware & Networking | 4.56% | USD 500.26 |
| Healthcare | 10.74% | USD 205.44 |
| Manufacturing | 6.09% | USD 199.23 |
| Media & Communication | 15.02% | USD 202.85 |
| Real Estate | NA | NA |
| Recreation & Travel | 4.62% | USD 415.18 |
| Retail | NA | NA |
| Software & IT | 7.99% | USD 294.45 |
| Transportation & Logistics | 14.69% | USD 161.50 |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: South America

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | 13.68% | USD 25.94 |
| Consumer Goods | 4.60% | USD 120.57 |
| Corporate Services | 7.80% | USD 65.26 |
| Education | 20.69% | USD 17.83 |
| Energy & Mining | 19.53% | USD 15.55 |
| Finance | 8.33% | USD 41.39 |
| Hardware & Networking | 6.02% | USD 65.8 |
| Healthcare | 3.45% | USD 67.48 |
| Manufacturing | 6.73% | USD 55.84 |
| Media & Communication | 8.93% | USD 70.25 |
| Real Estate | 3.23% | USD 90.23 |
| Recreation & Travel | NA | NA |
| Retail | NA | NA |
| Software & IT | 8.13% | USD 60.93 |
| Transportation & Logistics | 23.12% | USD 33.50 |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: Europe

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | NA | NA |
| Consumer Goods | 4.92% | USD 174.05 |
| Corporate Services | 10.37% | USD 96.13 |
| Education | 31.53% | USD 52.43 |
| Energy & Mining | 2.11% | USD 427.59 |
| Finance | 5.34% | USD 206.32 |
| Hardware & Networking | 4.27% | USD 155.52 |
| Healthcare | 7.27% | USD 365.31 |
| Manufacturing | 7.87% | USD 134.62 |
| Media & Communication | 4.42% | USD 535.55 |
| Real Estate | 7.59% | USD 64.85 |
| Recreation & Travel | NA | NA |
| Retail | 17.39% | USD 19.91 |
| Software & IT | 13.33% | USD 114.97 |
| Transportation & Logistics | 14.29% | USD 96.93 |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: Australia

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | NA | NA |
| Consumer Goods | 10.01% | USD 93.12 |
| Corporate Services | 18.07% | USD 22.24 |
| Education | 6.22% | USD 139.63 |
| Energy & Mining | NA | NA |
| Finance | 17.39% | USD 93.32 |
| Hardware & Networking | 6.00% | USD 125.27 |
| Healthcare | 4.76% | USD 385.64 |
| Manufacturing | 5.41% | USD 304.40 |
| Media & Communication | 17.39% | USD 170.52 |
| Real Estate | NA | NA |
| Recreation & Travel | NA | NA |
| Retail | NA | NA |
| Software & IT | 10.81% | USD 141.86 |
| Transportation & Logistics | NA | NA |

Form Filled Rate & Cost per Lead Benchmarks: Top Industry Groups & Regions

Region: Asia

| INDUSTRY | FORM FILLED RATE | COST PER LEAD |
|----------------------------|------------------|---------------|
| Agriculture | NA | NA |
| Consumer Goods | 6.67% | USD 102.86 |
| Corporate Services | 10.70% | USD 27.61 |
| Education | 9.54% | USD 28.83 |
| Energy & Mining | 16.91% | USD 22.90 |
| Finance | 3.62% | USD 127.15 |
| Hardware & Networking | 8.24% | USD 96.42 |
| Healthcare | 11.48% | USD 45.98 |
| Manufacturing | 10.59% | USD 54.24 |
| Media & Communication | 17.36% | USD 55.58 |
| Real Estate | 3.43% | USD 56.31 |
| Recreation & Travel | 16.67% | USD 68.78 |
| Retail | 12.53% | USD 121.73 |
| Software & IT | 9.52% | USD 87.49 |
| Transportation & Logistics | 7.57% | USD 185.66 |

Got any LinkedIn or B2B
marketing questions?

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