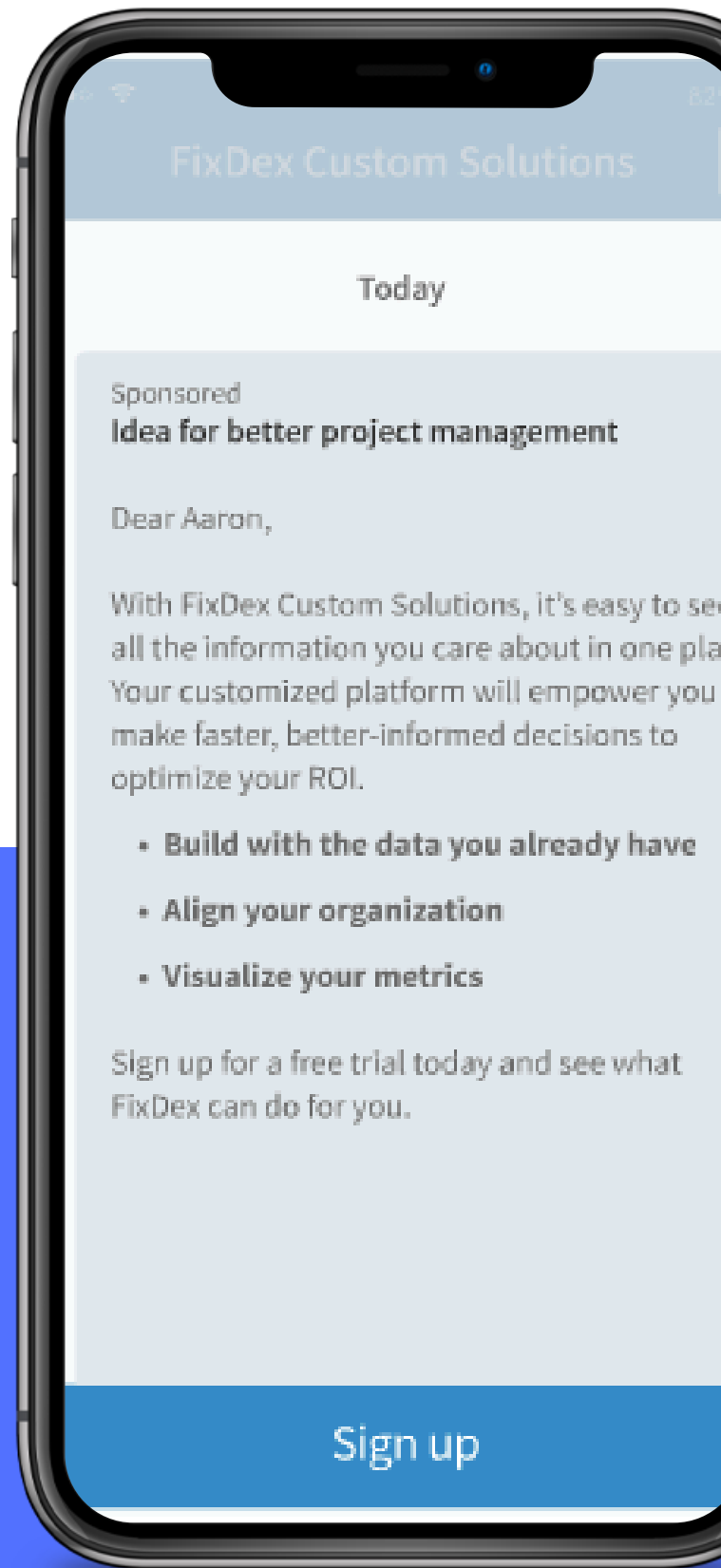


# The Ultimate LinkedIn Message Ad Benchmarks Guide

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



the[in]academy



# TABLE OF CONTENTS

- 1) OPEN RATE & CLICK TO OPEN RATE BENCHMARKS BY REGION
- 2) OPEN RATE & CLICK TO OPEN RATE BENCHMARKS BY INDUSTRY
- 3) COST PER SEND BENCHMARKS BY COUNTRY
- 4) FORM FILLED RATE & COST PER LEAD BENCHMARKS BY REGION

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions

REGION	OPEN RATE	CLICK TO OPEN RATE
All	56.30%	2.70%
NAMER	48.30%	2.00%
South America	66.70%	3.50%
Europe	60.10%	2.60%
Australia	49.30%	1.60%
Asia	60.00%	4.60%

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: All

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	70.10%	7.30%
Consumer Goods	59.10%	4.50%
Corporate Services	60.60%	3.70%
Education	56.80%	3.10%
Energy & Mining	56.10%	2.20%
Finance	55.20%	2.50%
Hardware & Networking	55.10%	2.00%
Healthcare	50.80%	2.70%
Manufacturing	58.90%	2.70%
Media & Communication	55.60%	3.40%
Real Estate	57.20%	3.40%
Recreation & Travel	55.00%	3.40%
Retail	56.10%	3.30%
Software & IT	55.00%	2.00%
Transportation & Logistics	57.00%	2.40%

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: NAMER

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	43.70%	0.70%
Consumer Goods	46.90%	3.50%
Corporate Services	47.10%	2.40%
Education	51.50%	2.20%
Energy & Mining	46.60%	1.50%
Finance	45.40%	1.80%
Hardware & Networking	45.50%	1.30%
Healthcare	45.40%	2.00%
Manufacturing	48.10%	2.00%
Media & Communication	46.60%	3.10%
Real Estate	44.50%	2.70%
Recreation & Travel	43.90%	2.90%
Retail	49.10%	3.10%
Software & IT	47.50%	1.50%
Transportation & Logistics	46.90%	1.70%

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: South America

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	NA	NA
Consumer Goods	66.70%	7.40%
Corporate Services	68.10%	3.90%
Education	68.20%	4.40%
Energy & Mining	65.90%	3.40%
Finance	66.50%	2.80%
Hardware & Networking	63.60%	1.90%
Healthcare	61.80%	6.10%
Manufacturing	64.00%	2.80%
Media & Communication	66.40%	3.60%
Real Estate	62.80%	2.90%
Recreation & Travel	62.90%	3.40%
Retail	66.20%	4.10%
Software & IT	66.70%	2.80%
Transportation & Logistics	64.70%	3.80%

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: Europe

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	73.30%	5.50%
Consumer Goods	63.00%	3.60%
Corporate Services	63.80%	3.60%
Education	64.20%	3.70%
Energy & Mining	57.70%	2.00%
Finance	60.00%	2.30%
Hardware & Networking	56.50%	1.40%
Healthcare	56.80%	2.90%
Manufacturing	60.50%	2.50%
Media & Communication	60.80%	3.40%
Real Estate	61.80%	3.00%
Recreation & Travel	61.90%	2.90%
Retail	59.50%	3.70%
Software & IT	57.60%	1.80%
Transportation & Logistics	59.00%	1.90%

# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: Australia

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	NA	NA
Consumer Goods	45.60%	1.60%
Corporate Services	50.10%	2.20%
Education	50.10%	1.90%
Energy & Mining	48.80%	1.20%
Finance	49.70%	1.90%
Hardware & Networking	48.50%	1.80%
Healthcare	47.90%	1.70%
Manufacturing	49.60%	1.70%
Media & Communication	47.90%	2.10%
Real Estate	59.00%	1.90%
Recreation & Travel	55.20%	1.50%
Retail	51.10%	2.50%
Software & IT	48.60%	1.30%
Transportation & Logistics	39.80%	0.60%



# OPEN RATE & CLICK TO OPEN RATE BENCHMARKS:

## Regions & Top Industry Groups

Region: Asia

INDUSTRY	OPEN RATE	CLICK TO OPEN RATE
Agriculture	83.80%	22.50%
Consumer Goods	60.90%	7.20%
Corporate Services	61.30%	6.40%
Education	61.40%	4.60%
Energy & Mining	60.90%	5.20%
Finance	61.80%	4.40%
Hardware & Networking	60.00%	3.60%
Healthcare	57.10%	4.80%
Manufacturing	61.70%	3.70%
Media & Communication	57.30%	5.10%
Real Estate	59.50%	4.10%
Recreation & Travel	59.40%	5.60%
Retail	55.90%	3.80%
Software & IT	58.80%	4.10%
Transportation & Logistics	59.50%	4.80%

# COST PER SEND BENCHMARKS:

## Top Countries

COUNTRY	COST PER SEND RANGE
United States	USD 0.20-0.30
India	USD 0.05-0.06
China	USD 0.25-0.28
Brazil	USD 0.10-0.20
United Kingdom	USD 0.20-0.30
France	USD 0.10-0.20
Canada	USD 0.15-0.17
Indonesia	USD 0.15-0.17
Mexico	USD 0.10-0.20
Italy	USD 0.10-0.20
Spain	USD 0.10-0.20
Australia	USD 0.30-0.40
Germany	USD 0.15-0.17
Turkey	USD 0.10-0.20
Netherlands	USD 0.10-0.20

# Form Filled Rate & Cost per Lead Benchmarks: Regions

REGION	FORM FILLED RATE	COST PER LEAD
All	47.83%	USD 34.08
NAMER	36.17%	USD 108.65
South America	33.33%	USD 14.20
Europe	59.35%	USD 32.29
Australia	58.21%	USD 75.48
Asia	44.00%	USD 25.96

Got any LinkedIn or B2B  
marketing questions?

Shoot me an email at  
[gary@theinacademy.com](mailto:gary@theinacademy.com)



the[in]academy