

EPC Benchmarks

Earnings per click (EPC) is a metric commonly used by suppliers when determining to which study to send sample. EPC is a function of **conversion rate** and **CPI** and gives the supplier insight into how much they can expect to earn per study entrant.

EASY



Gen Pop Audiences



>50% IR



Full timeline allowed

\$0.12 - \$0.15

MEDIUM

Lots of Quotas
DMA Specific

< 30% IR

Full timeline allowed

\$0.15 - \$0.20

HARD

B2B Audiences
Niche Targets

<10% IR

Expedited timeline

\$0.30+