

# Google Ads Expectations

A guideline of expected CPC and ROAS for an average customer, by industry

When done properly, Google Ads deliver unbeatable results at driving new customers. Every city/category combination yields different results, but here is what you can expect from the Automated Google Ads platform overall.

## Cost Per Introduction

The cost for your business to be promoted or introduced to a consumer, who is in your target area, actively searching for the specific products and/or services you sell.

## Cost Per Engagement

The cost per engaged, targeted visitor to your specific business website or listing page(s).

## Cost Per New Customer

The cost for a new lifetime customer.

INDUSTRY AVERAGES	AVERAGE COST PER INTRODUCTION	AVERAGE COST PER ENGAGEMENT	AVERAGE CONVERSION TO CUSTOMER	AVERAGE COST PER NEW CUSTOMER
All categories	<b>\$0.07</b>	<b>\$2.25</b>	<b>4.32%</b>	<b>\$56.09</b>

BY CATEGORY	AVERAGE COST PER INTRODUCTION	AVERAGE COST PER ENGAGEMENT	AVERAGE CONVERSION TO CUSTOMER	AVERAGE COST PER NEW CUSTOMER
Advocacy	\$0.05	\$1.07	1.96%	\$54.72
Auto	\$0.07	\$1.85	6.03%	\$30.60
B2B	\$0.06	\$2.50	3.04%	\$82.15
Consumer Services	\$0.12	\$4.80	6.64%	\$72.29
Dating & Personals	\$0.13	\$2.09	9.64%	\$21.63
E-Commerce	\$0.02	\$0.87	2.81%	\$30.96
Education	\$0.07	\$1.80	3.39%	\$53.10
Employment Services	\$0.04	\$1.53	5.13%	\$29.82
Finance & Insurance	\$0.08	\$2.58	5.10%	\$50.59
Clinics	\$0.06	\$1.97	3.36%	\$58.48
Home Goods	\$0.05	\$2.21	2.70%	\$81.67
Industrial Services	\$0.05	\$1.92	3.37%	\$56.97
Legal	\$0.15	\$5.06	6.98%	\$72.53
Mortgage	\$0.07	\$1.78	2.47%	\$71.96
Technology	\$0.06	\$2.85	2.92%	\$97.60
Travel & Hospitality	\$0.05	\$1.15	3.55%	\$32.32

