MARKETING AND ADVERTISING PERIODIC TABLE

#Backlinks Largest Non Social Driver of Rank														70 CPC - Est. Convo Search Engine Marketing	700 CPC - Est. Click to Site / Search Engine Marketing
5% Form Submits from Organic Search	26-70% Bounce Rate													10% CPC - % of Media Budg. Search Engine Marketing	7,000 CPC - Est. Impressions. Search Engine Marketing
2-3min Average Session Duration	5.1% CTR, 5th Result: Organic Search	7 Quality Score (Google Ads)	28.8% Social Media Advertising	4.4% Print Response Rate	1-5% CTR - Prospect Lists	20-30% 1st vs. 3rd Email Open Rate - DripCampaign	21% Program Budget Spent on Digital Marketing	24.6% DMP Spent on Display Ads	1-3% Twitter RL Conv. Rate (Organic & Paid)	$0.50-2 B2B Promoted Tweets CPE	1-10% Facebook RL Conv. Rate (Organic & Paid)	20-40% Pipeline Source by Marketing	2-5 Minutes Spent on Website Per Visit	5,384 CPM - Click to Site / Soc-Meta Prospecting	135 CPM - Est. Conversation Social- Meta Retargeting
2:1-4:1 SEO - ROI Return of Investment	4.4% CTR, 6th Result: Organic Search	2% CTR - Google Adwords	$0.50-2 Mobile Advertising	34% Guerrilla Advertising	1% CTR - Prospect Lists	1-5% CTA - Drip Campaigns	20-50% Program Budget Spent on New Led Gen Tactics	10-30% White Paper Conversation Rate	$1.72 Facebook CPC	1-5% Facebook Like Rate	$1-50 Paid Search AdveringCPM	1-10% SaaS Firms with Freemium Model	24.Mon Website Complete Refresh Cycle	1,145,455 CPM - Est. Impressions. Soc-Meta Prospecting	9,545 CPM - Click to Site Social- Meta Retargeting
2 sec Page Load Time	1-5% Organic Search to RL Conv. Rate	0.40% CTR - Google Display Network	70.1% Television Marketing	5-20% Billboard Advertising	1-5% Email Marketing Conversation Rate	5 Touches per Month - Drip Campaigns	12% DMP Spent on Social Marketing	35-50% Webinar Conv. Rate	1.31% B2B Promoted Tweets Eng. Rate	$2-4 Promoted Tweet Cost per Follower UK vs.USA	41% SaaS Firms with 30 Day Trial	40-60% Bounce Rate for Websites	2-3min Average Session Duration on Websites	18% CPM - % of Media Budg. Social-Meta Prospecting	135 CPM - Est. Convo Social - Meta Retargeting
25% CTR, 1st Result: Organic Search	.25-.50% CTR - Mobile Banner Ads	4:1 Ratio ROAS - Return on Ad spend	76% Radio Advertising	15-25% Email Marketing Open Rates	57.89% Mobile - CTR Product list	15-25% Unique Open Rate - Prospect Lists	15% DMP Spent on Marketing Automation	27% Firms Partially Outsourcing Content Creation	0.90% Facebook CTR	1-3% Promoted Tweets Follow Rate	10% Website Visitor to Free Trial Conv. Rate	50-90% Drop-Off Rate	8% CPM - % of Media Budg. Cross-Device Display [BT & CT]	5% CPM - % of Media Budg. Cross-Device Display Retargeting	120 CPM - Est. Convo Soc-linkedIn Prospecting
18.7% CTR, 2nd Result: Organic Search	$1-$2 CPC - Paid Search	15% General Digital Adversting	4.4% Direct-Mail Conversion Rate	10% Bounce Rate - Prospect Lists	15-30% Gross Open Rate - Prospect Lists	13.6% Program Budget Spent on Content Marketing	20% DMP Spent on Search Ads	20% Companies Using Content Syndication	5% LinkedIn RL Conv. Rate (Organic & Paid)	1% Native Advertising	18% SaaS Firms with 14 Day Trial	1-5% Traffic From Paid Search & Referral	656,250 CPM - Est. Impressions Cross-Device Display [BT & CT]	393,750 CPM - Est. Impressions. Cross-Device Display Retargeting	2,394 CPM - Click to Site / Linkedin Prospecting
10.2% CTR, 3rd Result: Organic Search	5% Paid Search to AQL Conversation Rate	5-25% CPA - Retail/Ecommerce	5% Form Submits from Paid Search & Referral	2.3% Form Submits from Email	31% Name to MQL Conv. Search	20% DMP Spent on SEO	$.75-2.50 DMP Spent on Website	30-50% Webinar Attendance as a % of Registrants	10.4% Display Advertising	1-10% Form Submits From Social Media	10-30% Free Trial to Subscription Conv. Rate	32% Traffic From Organic Search	2,559 CPM - Est. Clicks to Site Cross-Device Display [BT & CT]	1,969 CPM - Est. Clicks to Site-Cross-Device Display Retargeting	420,000 CPM - Est. Impressions Linkedin Prospecting
7.2% CTR, 4th Result: Organic Search	60-90% Impression Share	30% CPA - Digital Products	$59.18 CPA - High Value Sectors	64.08% Desktop CTR Product list	2-3% CTA - Customer Lists	2.6-3% DMP Spend on Email Marketing	8.7-10% Other DMP Spend (SMS, Digital Events, Mobile Ads)	5% Engagement Rate for Social Posts	0.5-2% LinkedIn CTR	$5-10 Facebook CPM	20-30% Overall MQL to SQL Conv. Rate	4-5 Page Views Per Visit	26 CPM - Est. Convo Cross-Device Display [BT & CT]	20 CPM - Est. Conv. Cross-Device Display Retargeting	12% CPM - % of Media Linkedin Prospecting

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SOONER MARKETING

NOTE: THE STATISTICS ARE AVERAGES ACROSS ALL INDUSTRIES IN 2023-2024

LEGEND

- Conv. Rate = Conversation Rate
- CPC= Cost per Click
- CPE = Cost Per Engagement
- CPM = Cost Per Mille
- CTR = Click-Through Rate
- CPA = Cost Per Aquisition
- SEO = Search Engine Optimization
- EST -Estimate
- Eng. Rate = Engagement Rate
- CPC= Cost per Click
- DMP = Digital Marketing Program Budget
- RL = Raw Lead
- MQL = Marketing Qualified Lead
- SQL - Sales Qualified Lead
- ROAS = Return on Ad Spend
- Est. Convo = Estimate Conversation

ADVERTISING
EMAIL MARKETING
CONTENT MARKETING
FREE TRIALS AND FUNNEL

SEO
SEM
SOCIAL
BUDGET
WEBSITE