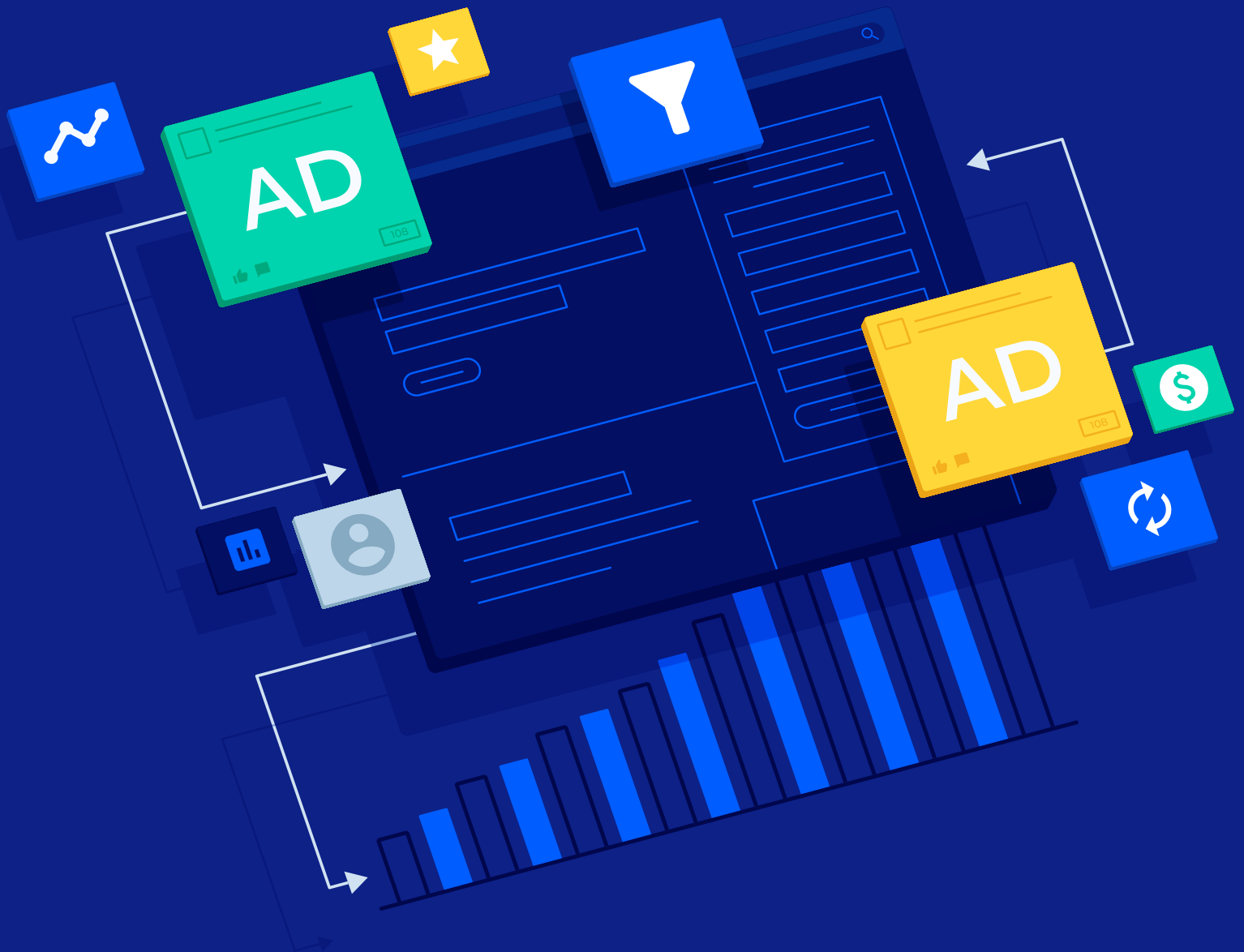


Mastering Landing Page Conversion Rate Benchmarks in 2022

An Instapage Report



Mastering Landing Page Conversion Rate Benchmarks in 2022

Your marketing campaign is only as strong as your landing page conversion rate.

There are many metrics to consider when analyzing campaign performance—like click-through rates and ad impressions. But, if you want to increase ROAS and beat the competition, you need to increase your conversions.

Our 2022 Landing Page Conversion Rate Benchmark Report walks through the average conversion rate for Google Ads and Facebook Ads across twelve different industries. You'll find out exactly where your landing page stands and learn how to increase your conversion rates by utilizing proven best practices.

What is a good landing page conversion rate?

A conversion can mean many things based on your campaign objective, like signing up for a free trial, downloading an ebook, or subscribing to a newsletter. No matter the goal, conversion rate calculations use the same equation.

$$\frac{\text{Number of visitors who convert on your page}}{\text{Total number of visitors on your page}} = \text{Conversion rate \%}$$

Conversion rates vary drastically between industries, so it's important to understand how you measure up against the competition.

For example, the metric will differ for an ecommerce page compared to a DTC landing page. An essential step toward driving high conversion rates is defining what those metrics look like for your industry.

Understanding industry-specific metrics helps you see where you stand—and create a plan to improve your landing page conversion rate and ROAS.

Let's dive into the data.

The Data

Here's a breakdown of average conversion rates for landing pages across eleven industries for Google Ads (search network), Facebook, and Instapage.

Vertical	Instapage Customers (Median)	Google Ads*	Facebook Ads*
Retail	17.4 %	4.23 %	3.26%
Automotive	9.8%	7.98%	5.11%
Financial Services	11.8 %	4.17 %	9.09%
Telecom	17.3%	4.40%	9.21%
CPG & Consumer Products	18.0%	4.40%	9.21%
Travel	10.7%	3.95%	2.82%
Computing Products & CE	9.6 %	3.16 %	2.31%
Education	4.15%	4.15%	13.58%
Entertainment & Lifestyle	14.2%	4.51%	7.10%
Healthcare & Pharma	12.9%	4.63%	11.00%

*as reported by [Wordstream](#)

The average conversion rate across Google Ads is 4.45%. The automotive industry has the highest average landing page conversion rate at 7.98% while computing products and CE come in last with 3.16%.

Facebook Ads benchmarks show some notable differences across these same industries. The average conversion rate across Facebook Ads is 7.44%. The education industry has the highest conversion rate at 13.58% while computing products and CE come at the lowest position with 2.31%.

As you can see, the average landing page conversion rate for Instapage customers across the eleven industries is 12.97%—which is **292% higher than Google** and **174% higher than Facebook the average**.

CPG & Consumer Products have the highest conversion rate at 18%, and Computing and CE have the lowest conversion rate at 9.6%.

This report will break down exactly why Instapage customers enjoy a significantly higher landing page conversion rate and how you can achieve the same.

Now that you know where your landing page conversion rate compares to the industry average, here are a few best practices to help you fast-track your improvements.



How to improve your landing page conversion rates

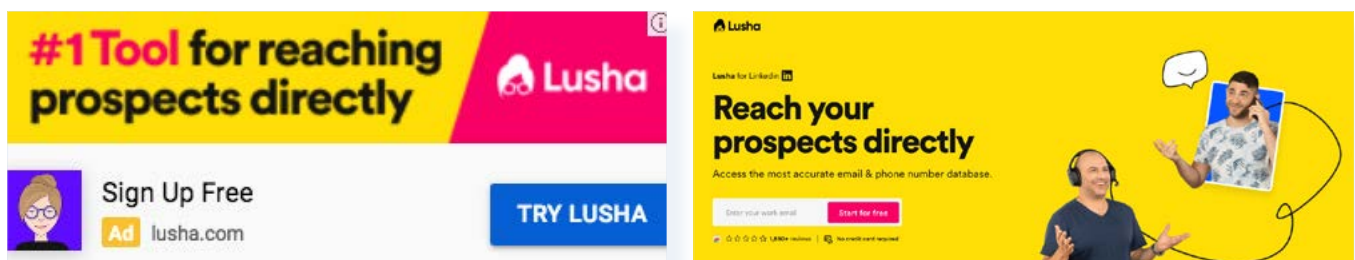
Landing page optimization is what improves your landing page conversion rate. Landing page optimization refers to the process of enhancing or improving landing pages to increase conversions, such as improving page speed, optimizing on-page experiences, A/B testing, and message matching.

Message match your ads and landing pages

Unfortunately, high ad clicks don't always translate into a high landing page conversion rate.

The first step to ensuring that an ad click becomes a conversion is establishing message match between your pre-click (ad) and post-click (landing page) experience.

Message matching is the process of connecting the narrative of your ad with that of your landing page. Establishing a clear connection between ad and page meets the user's expectations when they get to the landing page. This way, users know they've landed at the right place—and are willing to give your offer a fair shot.



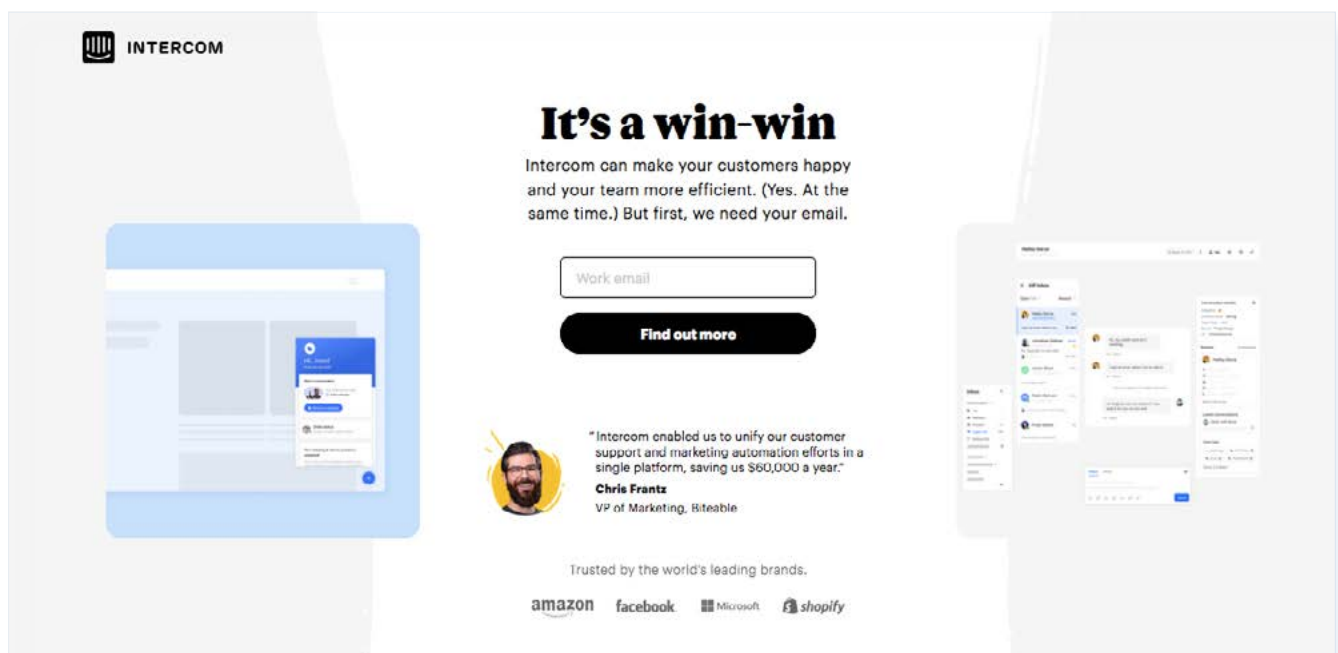
B2B contact information platform Lusha's ad and landing page have message-matched headlines and branding and advertise the same "try Lusha for free" offer.

Focus on one conversion goal

Though a landing page contains many of the familiar design elements of a web page, it differs from other web pages primarily because it features a 1:1 conversion ratio.

Conversion ratio refers to the number of places to click compared to conversion goals. And because your landing page should only have one goal, there should be a sole destination for users to go, i.e., the CTA button. Any button or link that takes your visitor away from the main conversion goal has no place on the landing page—this includes a hyperlinked logo, navigation menu, header, and footer.

This Intercom page has the singular goal of getting visitors to find out more about the platform. There's also only one place to click—the "Find out more" CTA button.



Create relevant landing pages

Relevance drives a high ROAS. To achieve relevance, you need to create dedicated and personalized landing pages for each audience segment.

Personalization goes beyond using tools like dynamic text replacement, dynamic keyword insertion, and basic message matching. Targeting specific audiences with your ads and landing pages allows you to deliver content that forms a meaningful narrative—one that speaks to audience motivations and personal circumstances and addresses potential buying objections.



For every second delay in mobile page load, conversions can fall by **up to 20%**

Improve page load speed

A slow-loading page directly affects your conversion rate and bounce rate. According to [Think With Google](#), every second delay in mobile page load time leads to a drop in conversions: So, if your landing page takes too long to load, your bounce rate increases, and your [conversion rate decreases](#).



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Here are a few key ways to improve your page load speed:

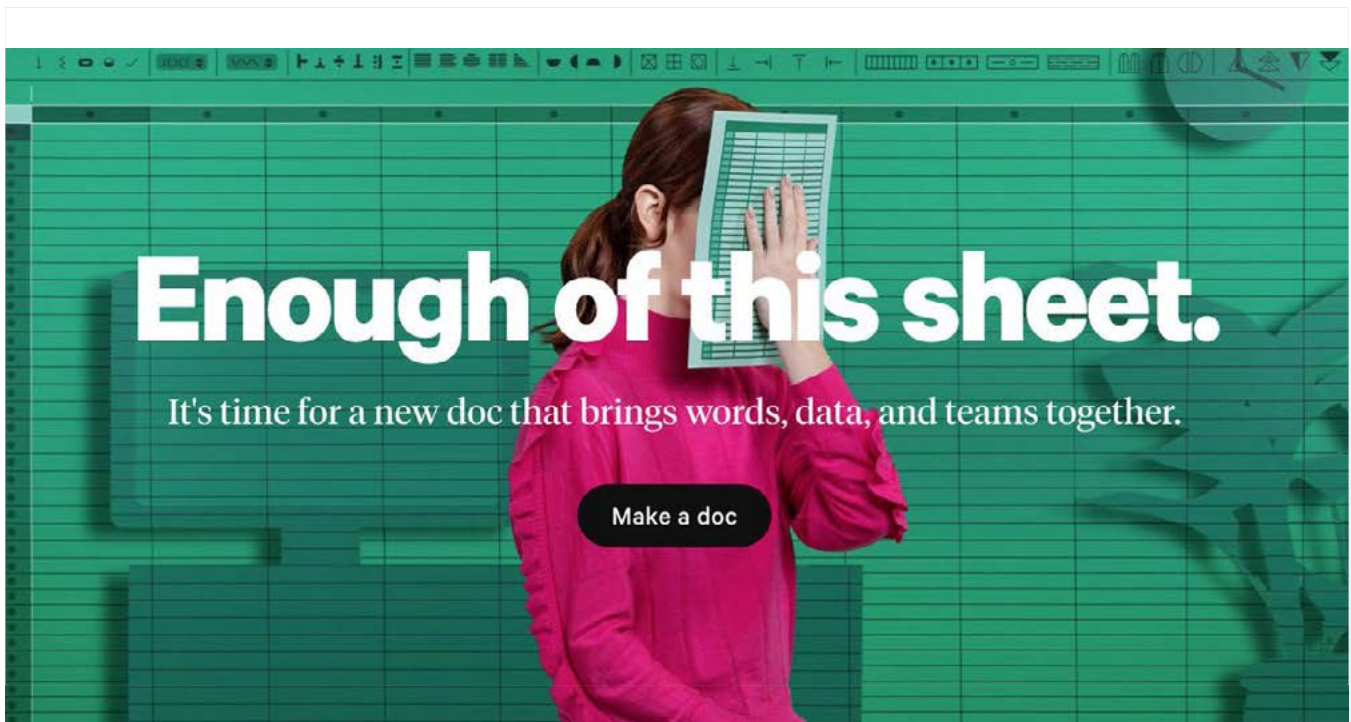
- Minimize CSS and JavaScript
- Remove images with big file sizes
- Compress images
- Enable browser caching
- Get rid of unnecessary JavaScript
- Build your landing pages with AMP

Create optimized page elements

To optimize page elements, you need to ensure they are visually appealing, relevant to your offer, and make for a positive user experience. These include:

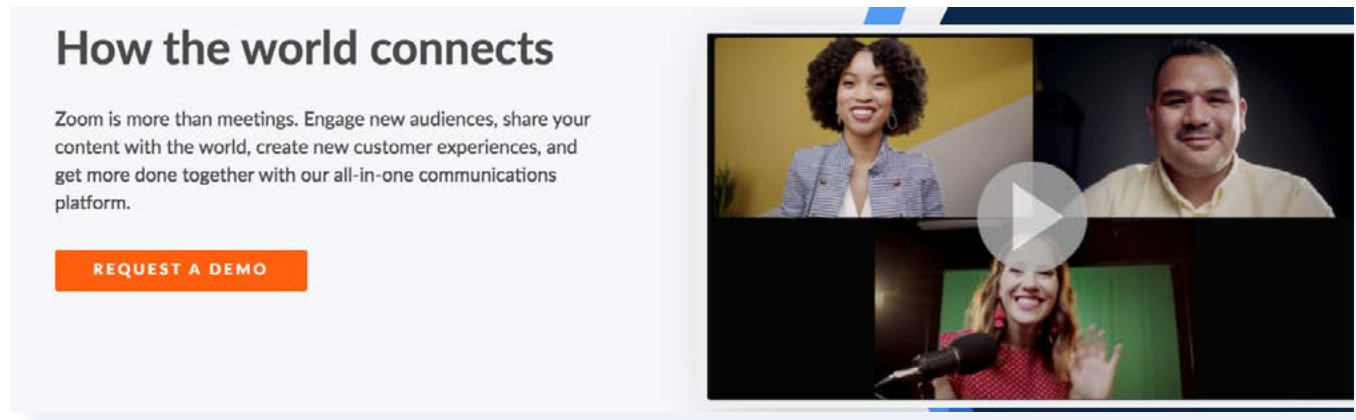
An engaging headline: The headline is the first thing visitors see, so it needs to make the right impact. An engaging headline convinces visitors to continue down the page, while a bland one might cause them to bounce. Make sure your unique selling proposition (USP) is evident in your headline so visitors who clicked your ad know they're in the right place.

The Coda headline explains the service's unique value proposition (UVP): The platform is an evolution of the traditional online docs.



A standout CTA button: Your CTA button should be prominently featured on the page using contrasting colors. Ensure the CTA copy is relevant to the offer and tells the visitor exactly what will happen when they click it.

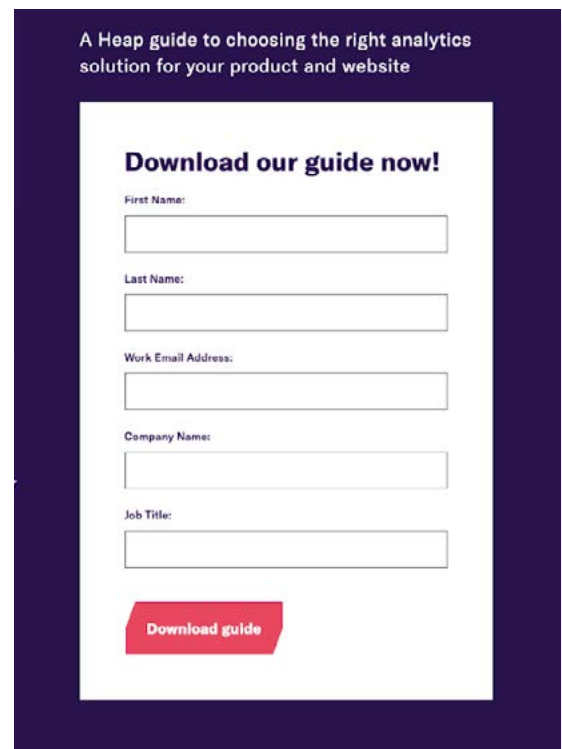
Zoom’s landing page CTA button contrasts with the page background and tells visitors what to expect after the click.



Concise lead capture form: Your lead capture form is essential for your page, as it collects valuable lead data.

The form shouldn't ask for too much information, because you don't want to overwhelm or intimidate visitors. The smaller the offer, the shorter the form. For example, if you're providing a free ebook, you can't ask users to enter their credit card details.

Heap's form is quick and easy to complete, which will help their conversion rate for this free guide download.

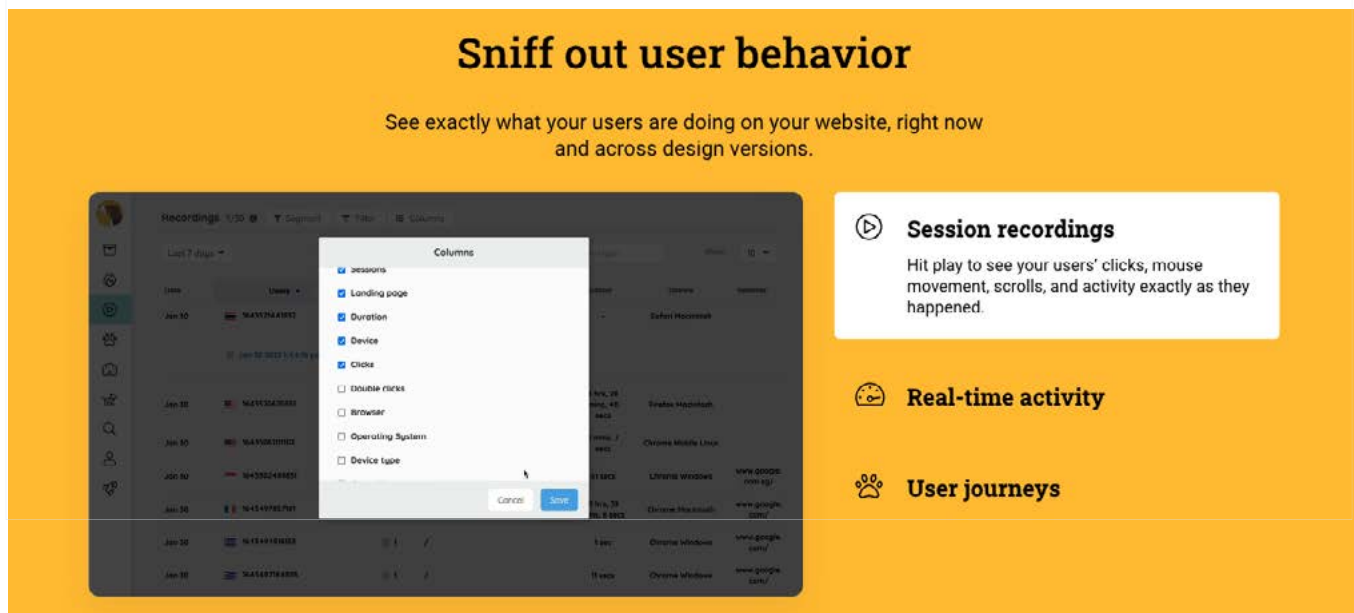


Compelling, benefit-driven copy: Craft clear and engaging copy for your page that inspires prospects to take action. Focus on benefits before features, and explain succinctly how your product or service can help visitors.

Compelling copy is:

- **Conversational:** Avoid using jargon and technical language. To ensure your copy is conversational, try reading it aloud. Does it sound similar to how you would speak to another person?
- **Concise:** Paragraphs should be short or visitors may bounce when they see an intimidating wall of text. Try not to exceed four lines. Use bullet points when appropriate for better readability.
- **Personalized:** Write your copy specifically for the target audience so they identify with your offer and are willing to convert.

The UXsniff page features to-the-point personalized copy to explain user benefits.

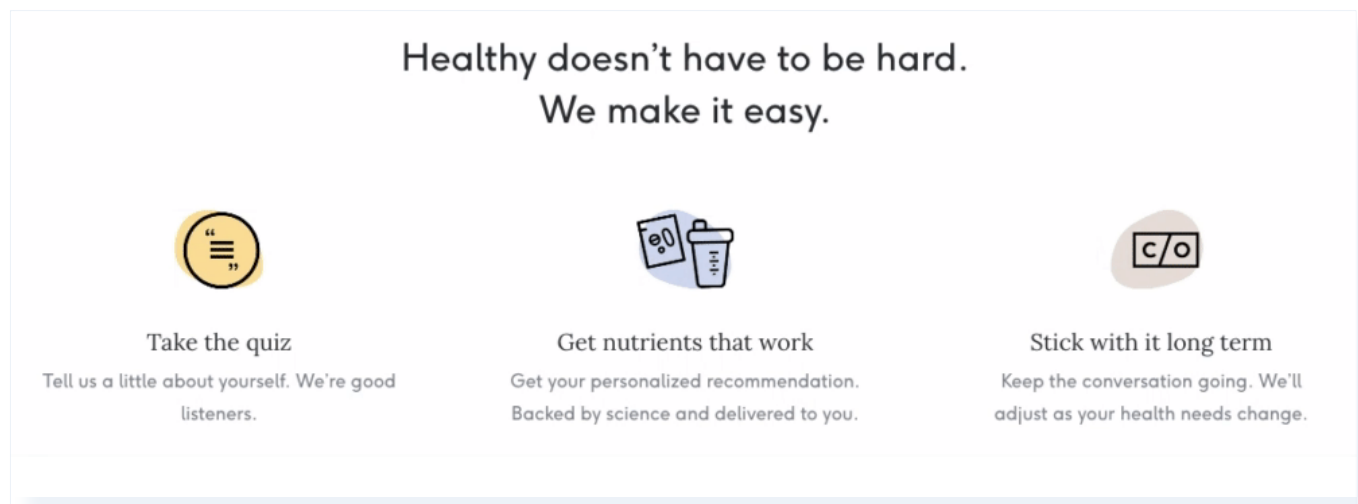


Relevant media: Make sure every element of your landing page media adds value. Don't add an image just for the sake of having a visual.

Consider adding the following media types based on what is most impactful for your industry, audience, and conversion goals:

- **Explainer videos** are valuable for introducing a new offer or service
- **Introductory videos** are great for brands that rely on a particular person's reputation, such as a well-known founder or celebrity
- **Product screenshots** show how visitors can use your product and give them a sneak peek into your platform
- **Video testimonials** add credibility to your offer by featuring personal stories from customers
- **Icons** make your page more readable and visually appealing

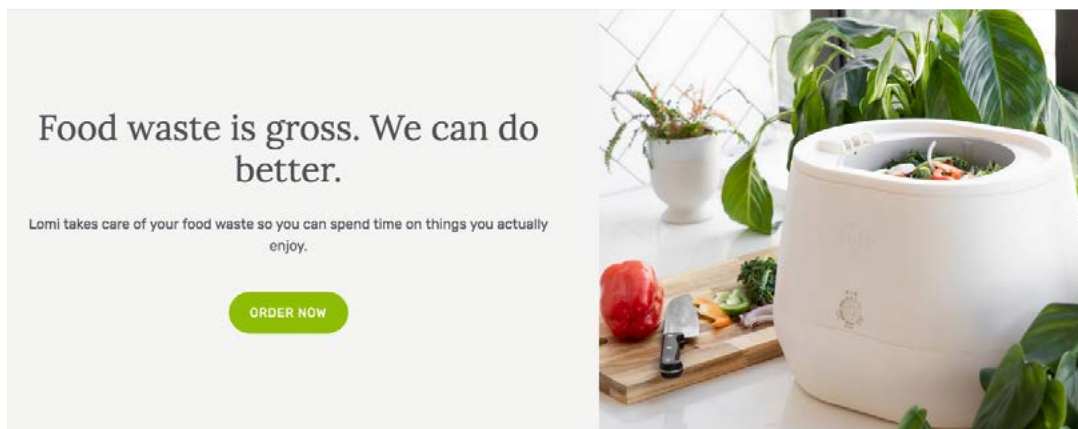
In the example below, Care/of uses animated personalized logos to explain what the service does.



Use storytelling to convince audiences to convert

Storytelling allows you to form an emotional connection with your visitors. Create persuasive, unique micro-stories to engage, delight, and convert prospective customers. To tell a compelling narrative on a landing page, present content like a good novel or movie does: Introduce tension, present a solution, and demonstrate the resolution.

The Lomi landing page features a “food waste is gross” narrative instead of just focusing on product features.



Reduce conversion friction from the landing page

Conversion friction is the enemy of an optimized customer journey. It confuses visitors and creates anxiety and frustration, which leads them to quickly lose interest. Reduce conversion friction on your page by adding social proof in the form of trusted badges, customer testimonials, reviews, customer counters, or a pop-up for your [privacy policy](#).

Hootsuite features their customer count and badges from notable brands.



Optimize for mobile

According to Statista, mobile advertising spending will amount to nearly \$413 billion by 2024. This means marketers need to ensure mobile ads lead to landing pages that are not just mobile-responsive, but mobile-optimized.

What's the difference? Mobile-responsive pages meet the fundamental criteria for a positive mobile user experience. They reformat and restructure automatically for any device, regardless of screen size. Mobile optimization involves designing each page element with the user experience in mind.

You can optimize your pages for mobile by:

- Removing clutter
- Adding sticky CTA buttons
- Introducing click-to-call buttons
- Featuring concise and readable copy

A/B test your landing pages

To increase landing page conversion rates, you need to analyze data consistently and test new approaches—the best way to do this is through A/B testing.

With A/B testing, you create multiple variations of your post-click landing page and analyze what layout, copy, and images work best for specific audiences. The testing methodology allows marketers to construct hypotheses and learn how certain page elements impact user behavior.



Another way for you to test your landing pages is with multivariate testing. These tests help you discover the optimal arrangement of all elements on your page rather than testing one element at a time.

Landing page testing is a continuous process, not a single task. There's no end date for an ongoing conversion optimization strategy. Performing regular statistically significant tests based on data-backed hypotheses provides ongoing conversion improvements.



By utilizing these landing page optimization best practices, you improve the likelihood of higher landing page conversion rates. However, you still need the right platform to help you implement and monitor everything.

This is where Instapage comes in.

How Instapage helps increase your landing page conversion rate

Unlike other single product solutions on the market, Instapage includes six products and hundreds of features built specifically to help you increase your advertising conversion rates.

Create landing pages with a better builder

Instapage allows you to create relevant, on-brand, mobile-optimized landing pages without a developer.

With the Instapage builder, you get:

- An intuitive and powerful user interface
- The only landing page builder with built-in collaboration
- Scalability with Instablocks® and global blocks
- Over 500+ layouts built and optimized for conversion
- Near-instant page loads, with or without AMP

1:1 ad-to-page personalization

Dynamically deliver relevant landing page experiences to every audience to increase conversion rates.

- Create as many unique audience experiences as you want for each page
- Test audience experiences and variations to optimize for conversions
- Dynamically pair visitor intent to a relevant post-click landing page for each ad
- Match copy to visitor-level data such as keywords, firmographics, and demographics

Effortlessly connect your ads with landing pages using AdMap®

Visualize your ad campaigns and effortlessly connect ads to relevant post-click landing pages all in one place with AdMap®.

- Contextually visualize your ad campaigns in Instapage
- Evaluate the post-click stage for ad-to-page relevancy
- Intuitively connect your ads to relevant post-click landing pages
- Publish real-time updates to live, connected experiences to match ad changes
- Automatically push connection updates between Instapage and ad platforms

Accelerate page speed with the Thor Render Engine® and AMP

We saw the importance of page speed earlier. The faster the page, the better. Capture visitor attention right away with responsive, lightning-fast landing pages.

- Enhance the mobile browsing experience with lightning-fast AMP landing pages
- Deliver 3x faster-loading landing pages with the Thor Render Engine®
- Improve Quality Scores, increase conversions, and decrease CPA with responsive pages

Perform seamless experiments

You can now take full ownership of your landing page experiences by optimizing conversion rates with precise A/B testing, analytic insights, and personalization.

With Instapage, you can consistently test, learn and improve.

- Test without compromise with server-side experimentation
- Understand visitor behavior with heatmaps
- Choose whether to run A/B or multivariate tests
- Gain real-time insights with robust analytics dashboards
- Easily send data to the rest of your marketing stack

The Instapage platform gives you access to the most powerful way to create, personalize, and optimize post-click landing pages at scale.





See What Instapage Can Do for You

Sign up for the world's most advanced landing page platform to automatically create, personalize, and optimize landing pages for every ad.

Contact our team to find out how Instapage can help you build more landing pages faster than ever before.

[GET AN INSTAPAGE DEMO](#)