



FREE RESOURCE

ROAS Benchmarks by Industry 2024

Cross-channel return on ad spend data across 12 industries — sourced from AIDWAY campaign analytics and aggregated market research.

Methodology: Data aggregated from 280+ campaigns (Jan–Dec 2024). ROAS = Revenue ÷ Ad Spend. Benchmarks reflect blended averages; top-quartile performers typically achieve 1.4–2× the average shown. All figures in USD.

GOOGLE ADS ROAS BENCHMARKS — BY INDUSTRY

Industry	Avg ROAS	Top Quartile	Bottom Quartile	Avg CPC
Healthcare & Medical	3.2×	5.1×	1.8×	\$4.20
Business Consulting	4.1×	6.8×	2.2×	\$6.50
Recruitment / Staffing	3.8×	6.0×	2.0×	\$3.80
E-Commerce (General)	5.2×	8.4×	2.9×	\$1.20
SaaS / Technology	3.5×	5.6×	1.9×	\$8.10
Real Estate	2.9×	4.7×	1.5×	\$3.40
Education & EdTech	3.1×	5.0×	1.7×	\$2.60
Finance & Insurance	2.7×	4.3×	1.4×	\$9.80
Retail (Brick & Mortar)	4.8×	7.6×	2.6×	\$0.95
Manufacturing / B2B	3.6×	5.8×	1.9×	\$4.90
Hospitality & Tourism	4.3×	6.9×	2.3×	\$1.80
Logistics & Supply Chain	3.0×	4.8×	1.6×	\$3.20

META ADS ROAS BENCHMARKS — BY INDUSTRY

Industry	Avg ROAS	Top Quartile	CTR %	Avg CPM
Healthcare & Medical	2.8×	4.5×	1.2%	\$14.50
Business Consulting	2.4×	3.9×	0.9%	\$18.20
Recruitment / Staffing	2.6×	4.2×	1.4%	\$11.80
E-Commerce (Fashion)	6.1×	9.8×	2.1%	\$8.40
SaaS / Technology	2.2×	3.6×	0.7%	\$22.60
Real Estate	2.0×	3.2×	1.6%	\$9.20
Education & EdTech	3.4×	5.5×	1.8%	\$7.30

Finance & Insurance	1.9×	3.1×	0.6%	\$26.40
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LINKEDIN ADS — B2B BENCHMARKS

Metric	B2B Services	SaaS	Recruitment	Healthcare B2B
Avg CPC	\$5.20	\$8.40	\$4.10	\$6.80
CTR (Sponsored Content)	0.44%	0.51%	0.62%	0.38%
Lead Form Conv. Rate	11.2%	9.8%	14.4%	8.6%
Cost per Lead	\$46	\$86	\$29	\$79
Avg Deal Value (pipeline)	\$12,400	\$24,000	\$8,200	\$31,000
ROAS (attributed)	2.1×	1.8×	3.4×	2.6×