



NEILPATEL

CRO Facts Sheet

Conversion Rate Strategies For
Doubling Your Leads & Sales

1. In 2020, the average website conversion rate is 2.35% (Source: <https://funneloverload.com/conversion-rate-optimization-statistics/>)
2. In 2020, the best websites have conversion rates of 11% or more. (Source: <https://funneloverload.com/conversion-rate-optimization-statistics/>)
3. In 2020, The average mobile conversion rate is around 1.53% (Source: <https://www.statista.com/statistics/234884/us-online-shopper-conversion-rate-by-device/>)
4. In 2020, The average desktop conversion rate is around 1.53% (Source: <https://www.statista.com/statistics/234884/us-online-shopper-conversion-rate-by-device/>)
5. Facebook ads, in 2020, convert at around 9.21% on average. (Source: <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>)
6. In 2020, Sporting goods have the LOWEST average eCommerce conversion rate by industry (2.35%) (Source: <https://www.yotpo.com/resources/ecommerce-conversion-rate/>)
7. In 2020, Food and beverages have the HIGHEST average eCommerce conversion rate by industry (4.95%) (Source: <https://www.yotpo.com/resources/ecommerce-conversion-rate/>)
8. In 2020, the highest average conversion rate by traffic source is paid search (2.9%) (Source: <https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>)
9. In 2017, Companies spend just \$1 on conversion rate optimization for every \$92 spent on customer acquisition. (Source: <https://econsultancy.com/reports/conversion-rate-optimization-report/>)
10. In 2020, Top-converting companies spend at least 5% of their budget on CRO. (Source: <https://www.adobe.com/>)
11. In 2016, 55.%% of companies plan to increase their CRO budget. (Source: <https://cxl.com/blog/2016-conversion-optimization-report/>)
12. In 2016, around two-thirds of businesses still don't have a structured CRO strategy in place. (Source: <https://cxl.com/blog/2016-conversion-optimization-report/>)
13. In 2020, Increasing your number of landing pages from 10 to 15 increases leads by 55%. (Source: https://blog.hubspot.com/blog/tabid/6307/bid/33756/Why-You-Yes-You-Need-to-Create-More-Landing-Pages.aspx?_hstc=191390709.746839a12c7de108bab70a6e4dcd88d.1513882967279.1513882967279.1513882967279.1&_hssc=191390709.1.1513882967323&_hsfp=3334262211)
14. In 2020, Websites with 40+ landing pages generate 12x more leads. (Source: <https://blog.hubspot.com/blog/tabid/6307/bid/15424/The-Key-to-More-Leads-Create-More-Targeted-Conversion-Opportunities-Data.aspx>)
15. In 2020, On average, 44% of B2B clicks go to homepages, not landing pages. (Source: https://blog.hubspot.com/blog/tabid/6307/bid/32566/Why-Landing-Pages-Are-an-Indispensable-Part-of-Marketing.aspx?_hstc=254327127.5147cfffcd1b306a5aad8e7c5547da1.1462381338529.1462381338529.1462381338529.1&_hssc=254327127.1.1462381338530&_hsfp=3033964874)
16. In 2020, Removing page navigation from your landing pages boosts conversion rates by up to 100% (Source: <https://vwo.com/blog/>)
17. In 2017, Businesses that successfully boost conversion rates perform 50% more tests. (Source: <https://econsultancy.com/reports/conversion-rate-optimization-report/>)
18. In 2020, Videos increase landing page conversions by 86%. (Source: https://www.eyeviewdigital.com/documents/eyeview_brochure.pdf)
19. In 2020, User-generated content boosts conversion rates by 161%. (Source: <https://www.yotpo.com/resources/ecommerce-conversion-rate/>)
20. In 2020, Personalized email messages generate 10% more conversions. (Source: <https://www.aberdeen.com/>)

21. In 2016, Anchor text CTAs outperform button CTAs by 121%. (Source: <https://blog.hubspot.com/marketing/blog-anchor-text-call-to-action-study>)
22. In 2017, Only 22% of businesses are satisfied with their conversion rates. (Source: <https://econsultancy.com/reports/conversion-rate-optimization-report/>)
23. In 2020, More Google searches for “conversion rate optimization” are being made than ever before. (Source: <https://trends.google.com/trends/explore>)
24. In 2020, 44% of companies use split testing software. (Source: <https://builtvisible.com/>)
25. In 2017, Companies whose conversion rates improved last year are conducting 50% more A/B tests and 47% are using more methods to improve conversion. (Source: <https://econsultancy.com/reports/conversion-rate-optimization-report/>)
26. In 2020, Top converting companies spend more than 5% of their budgets on optimization. (Source: <https://www.adobe.com/uk/>)
27. In 2017, The average return on investment (ROI) from CRO tools is 223%. (Source: <https://sessioncam.com/20-conversion-rate-optimization-stats-you-need-to-know/>)
28. In 2020, Automation increases average conversion rates from 2.6% to 3.6%. (Source: <https://www.adobe.com/uk/>)
29. In 2018, HubSpot reports that 69% of the marketers feel lead conversion of top priority. (Source: <https://cdn2.hubspot.net/hubfs/53/assets/hubspot.com/research/reports/State%20of%20nbound%202018%20Global%20Results.pdf>)
30. In 2020, And if you’re in the B2B industry then landing pages have an average conversion rate of 13.28%. (Source: <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>)
31. As of the first quarter of 2019, 4.01% of eCommerce conversions are from desktops. It’s followed by tablets with 3.54% and mobile with a 1.88% conversion rate. (Source: <https://www.statista.com/statistics/918503/worldwide-online-shopper-conversion-rate-by-device/>)
32. In 2020, OptinMonster revealed that cart abandonment on the desktop is 67.1%, but the rate jumps to 77.8% on mobile. (Source: <https://optinmonster.com/cart-abandonment-statistics/>)
33. In 2020, A single second of delay in mobile page response brings down the conversion rate by 7%. (Source: <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>)
34. In 2020, To boost your conversion rates on an eCommerce store, it’s important that your store is mobile responsive and visitors can easily check out, no matter the device they use. (Source: <https://www.monsterinsights.com/ecommerce-conversion-optimization-tactics/>)
35. In 2018, That said, eCommerce conversion rates are higher in Europe (1.51%) than in the US (1.37%). And the UK leads the pack with a 1.8% conversion rate. (Source: <https://www.wolfgangdigital.com/kpi-2019/>)
36. In 2020, If you rank number 1 on Google, your click-through rate (CTR) is nearly 30%. CTR drops to 10% if you’re third and goes below 2% if you’re positioned ninth or below. (Source: <https://www.advancedwebranking.com/ctrstudy/>)
37. In 2020, Organic results get 94% of the clicks compared to paid results. (Source: <https://www.smartinsights.com/search-engine-optimisation-seo/seo-analytics/comparison-of-google-clickthrough-rates-by-position/>)
38. In 2020, Organic leads have an average conversion rate of 14.6%. (Source: <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>)
39. In 2020, Organic conversion rates can vary across industries:
 - 20% in consultancy and marketing agency

- 20% in media and publications
 - 11% in retail and wholesale distribution
 - 15% in the technology sector
 - 15% in manufacturing
40. Facebook and Google lead this industry for the total digital ad spend in the US. It's expected that total ad spending on Google will be 36.3% by 2020 and 19.3% on Facebook. (Source: <https://www.emarketer.com/chart/217028/facebook-vs-google-share-of-total-us-digital-ad-spending-2016-2020-of-total-digital-ad-spending>)
 41. In 2020, The average CTR in Google Ads across all industries is 3.17% for the search network and 0.46% on the display network. (Source: <https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks>)
 42. In 2020, The headline of your blog post can also determine the conversion rate. Research shows that 36% of people prefer headlines that have numbers. (Source: <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>)
 43. In 2017, According to HubSpot, when they optimized 12 of their high-ranking posts CTAs with the search keywords, their visitors were looking for, they increased lead generation by 99% and conversion rate by 87% from those posts. (Source: <https://blog.hubspot.com/marketing/keyword-based-blog-conversion-optimization>)
 44. In 2020, 43% of consumers want more video content. (Source: <https://optinmonster.com/blogging-statistics/>)
 45. In 2020, When companies across all industries use user-generated content, the average conversion rates increased by 161%. (Source: <https://www.yotpo.com/resources/ecommerce-conversion-rate/>)
 46. In 2018, When it comes to online shopping, 37% of users say they use social media as inspiration before purchasing. (Source: <https://www.marketingcharts.com/industries/pharma-and-healthcare-82799>)
 47. In 2017, 96% of B2B marketers say that they consider Facebook as a valuable marketing platform. (Source: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/businesses-use-social-media-2017-report/>)
 48. In 2020, Just 50% of landing pages are mobile-optimized. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 49. In 2020, Referrals have a conversion rate of 3.74%. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 50. In 2020, 40% of marketers report a conversion rate lower than 0.5%. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 51. In 2020, 68% of organizations don't have a documented CRO strategy. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 52. In 2020, Organizations with more than 40 landing pages generate 12 times more leads than those with 5 or less. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 53. In 2020, Just 48% of marketers build a new landing page for every new marketing campaign. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 54. In 2020, Just 52% of landing page users perform tests to improve conversions. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 55. In 2020, Just 16% of landing pages have no navigation menu. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 56. In 2020, Opt-in rate for email averages at 1.95%. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
 57. In 2020, Emails with just one CTA increase sales by up to 1617%. (Source: <https://99firms.com/blog/cro-statistics/#gref>)

58. In 2020, Most CRO professionals have less than 3 years of experience. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
59. In 2020, 81% of sales occur after 7 or more contacts. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
60. In 2020, Personalized calls-to-action have a 202% higher conversion rate than regular ones. (Source: <https://99firms.com/blog/cro-statistics/#gref>)
61. In 2019, Businesses that blog generate an average of 67% more leads than those that don't. (Source: <https://www.spiralytics.com/blog/must-know-blogging-statistics-for-businesses/>)
62. In 2019, 57% of marketers say they've earned customers specifically through blogging. (Source: <https://www.spiralytics.com/blog/must-know-blogging-statistics-for-businesses/>)
63. In 2017, 74% of conversion rate optimization programs have been observed to increase sales. (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
64. In 2017, 61% of consumers read online reviews before making a purchase. (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
65. In 2020, most companies will stop 85% of the time after 1 or 2 contacts. (Source: <https://www.leadpages.com/blog/>)
66. In 2017, 82% of marketers say knowing how to test effectively is somewhat or very challenging. (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
67. In 2017, When you have the correct targeting and testing methods in place, you can increase conversions by up to 300%. (Source: (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
68. In 2017, The optimal number of form fields is 3. (Source: <https://ifactory.com.au/>)
69. 3-4 of a company's personas account for 90% of a company's revenue. (Source: <https://businessgrow.com/2014/02/12/31-business-building-benefits-buyer-personas/>)
70. In 2017, Nurtured leads make 47% larger purchases than leads that aren't nurtured. (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
71. In 2020, Multipage forms have an average completion rate of 13.85%. (Source: <https://www.formstack.com/resources/report-form-conversion>)
72. In 2017, Every desktop visit is worth 4x as much as every smartphone visit. (Source: <https://www.slideshare.net/adobe/adi-retail-industry-report-q2-2017>)
73. In 2017, B2C companies that use marketing automation have seen conversion rates as high as 50%. (Source: <https://www.kyleads.com/conversion-rate-optimization-stats/>)
74. In 2017, A feature box can increase sign ups by up to 51%. (Source: <https://diythemes.com/thesis/>)
75. In 2020, end-of-post banner CTA's only contribute an average of 6% of the leads. (Source: <https://www.spiralytics.com/blog/conversion-rate-optimization-statistics-blog-strategy/>)
76. In 2018, the typical conversion rate for the clothing and accessories market was 1.41%. (Source: <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx?Market=3>)
77. In 2018, the typical conversion rate for the agricultural supplies was 0.58%. (Source: <https://www.irpcommerce.com/en/gb/ecommercemarketdata.aspx?Market=14>)
78. In 2020, Amazon, for instance, boasts a 13% conversion rate, which is almost seven times the industry average. (Source: <https://recurly.com/blog/how-to-match-amazons-conversion-rates/>)
79. In 2020, Linux has a conversion rate of 0.02%. (Source: <https://info.monetate.com/rs/092-TQN-434/images/Q1%202020%20Ecommerce%20Quarterly%20Benchmarks.pdf>)
80. In 2020, PayPal transactions have 70% higher checkout rates than non-Paypal transactions. (Source: https://www.paypalobjects.com/webstatic/mktg/pdf/PayPal_Checkout_Best_Practices.pdf)
81. In 2020, Odd-numbered list headlines have a 20% better click-through rate than even-numbered. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)

82. By 2020, 50% of all searches will be voice searches. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
83. In 2020, LinkedIn is 277% more effective for lead generation than Facebook or Twitter. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
84. In 2020, Lead generation is a primary content marketing goal for 80% of marketers. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
85. In 2020, BilligParfume.dk achieved a 61.3% CR just by creating a banner with 80% Black Friday deals, which popped out just before you tried to leave their site. (Source: <https://www.billigparfume.dk/>)
86. In 2020, FOMO can be an important conversion campaign. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
87. In 2020, 15% of consumers don't trust businesses who don't have reviews. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
88. In 2020, 83% of buyers no longer trust advertising, but many trust recommendations from other online users. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
89. In 2020, user-generated content can take the form of reviews, photos, videos or anything else you can create. See, people who research online stores already consider a potential purchase. Without the UGC, however, only 2.16% convert. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
90. In 2020, Pages who suggest that the user would be called convert at 12%. Remove this and CR can easily jump to 17%. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
91. In 2020, Forms with the word "age" convert at 15%, while pages without it do so at 18%. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
92. [Yuppiechef](#) is a South African kitchenware website. In 2020, when it removed the navigation bar at the top of the page, it got twice as many conversions as before. The CR increased from 3% to 6%. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
93. In 2020, Changing your CTA to "Click here" can increase CR by 30%. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
94. In 2020, Conversion rate statistics for Facebook crown the fitness industry as the champion of online ads at 14.29%. (Source: <https://techjury.net/blog/conversion-rate-stats/#gref>)
95. According to Shareaholic, in 2020, social media drives 31.24% referral traffic to websites. And among different content types shared on social media, user-generated content has the most conversion rate. (Source: <https://www.monsterinsights.com/conversion-rate-optimization-stats-show-what-youve-been-missing/>)
96. In 2018, Pop-up boxes can increase your subscriber list by 1.375%. (Source: <https://www.crazyegg.com/blog/opt-pop-ups/>)
97. In 2020, A HubSpot survey revealed that 93% of their blog post leads came from anchor text CTA's. (Source: <https://www.spiralytics.com/blog/conversion-rate-optimization-statistics-blog-strategy/>)
98. In 2020, Slide-in box earns an average of 192% higher click-through rate. (Source: <https://www.spiralytics.com/blog/conversion-rate-optimization-statistics-blog-strategy/>)
99. In 2020, slide-in pop-ups can also generate 27% more submissions than a regular end-of-post CTA. (Source: <https://www.spiralytics.com/blog/conversion-rate-optimization-statistics-blog-strategy/>)
100. In 2020, blog posts that offer templates drive conversions by 240%. (Source: <https://www.spiralytics.com/blog/conversion-rate-optimization-statistics-blog-strategy/>)