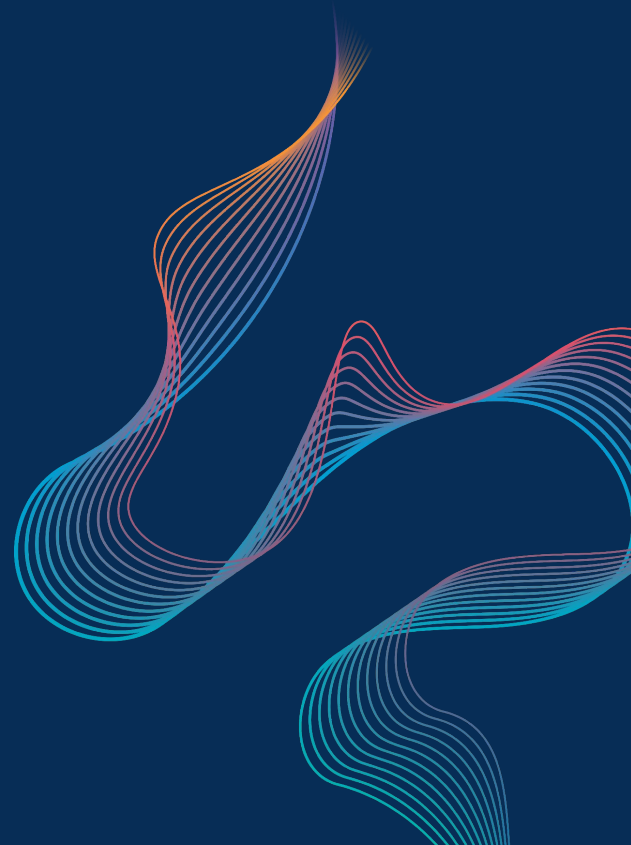




2024 Report

B2B paid search benchmarks for performance marketing

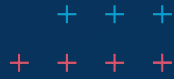
 webmechanix



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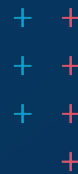
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The goal:

Create a series of binary benchmarks that measure the waste, opportunity, and scalability of a given paid search campaign.



What to expect when you meet the 6 benchmarks

- More consistent and predictable conversion volume
- More consistent and controllable spend distribution across campaigns and ad groups
- More linear scaling of conversions as a result of increased budget
- More stable (and lower) cost per conversion
- Higher rates of effectiveness with ad and landing page split tests



How these benchmarks were created

The last 5 years of ad spend across dozens of search accounts were analyzed in the defining of the 6 benchmarks.

The goal was to identify accounts that were:

- Spending consistently each month
- Measured by performance (CPL, leads, ROI, etc.)
- Marketing B2B services such as:
 - SaaS
 - Fintech
 - Consulting
 - Finance/legal
 - Professional services
- Had the desire to
 - Improve efficiency
 - Scale (or maximize existing budget)
 - Optimize more to revenue (vs leads)

6 key commonalities were found between the highest performing accounts in the last half-decade. It was determined that these commonalities were causal in nature, not simply correlated.

Those 6 commonalities have been revalidated hundreds of times and are now considered tenets in an effective paid search strategy.

**\$72MM
in ad spend.**

**Analyzed
over 5 years.**

**6 consistent
benchmarks.**



The 6 B2B paid search benchmarks



The 6 B2B paid search benchmarks

In a 90 day window for enabled keywords:

1. Over 90% of spend should be on converting keywords
2. More than 20% of keywords should have conversions associated
3. More than 80% of keywords should be serving impressions
4. More than 80% of those keywords should have clicks
5. Less than 2% of all keywords should be marked “low quality” (ideally 0%)
6. Filtered conversions to indicate quality



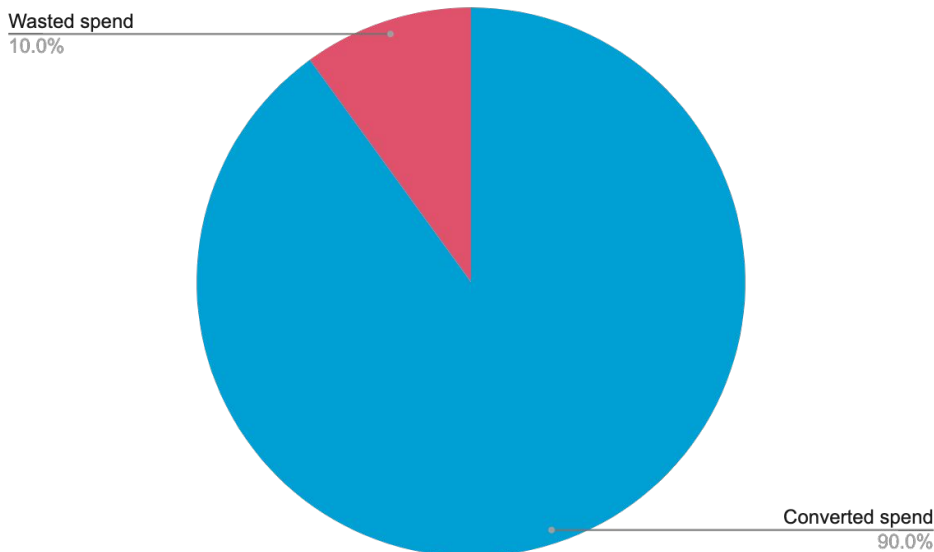
Over 90% of spend should be on converting keywords

Why measure it?

- Anything more than 10% on non-converting keywords in 90 days, is wasted money

What to do if it's <90%?

- Immediately reallocate spend from keywords wasting budget, to those converting it.
- Experience an immediate lift in conversions and efficiency



If you're not spending the majority of your money on things that work... then what are you spending it on?

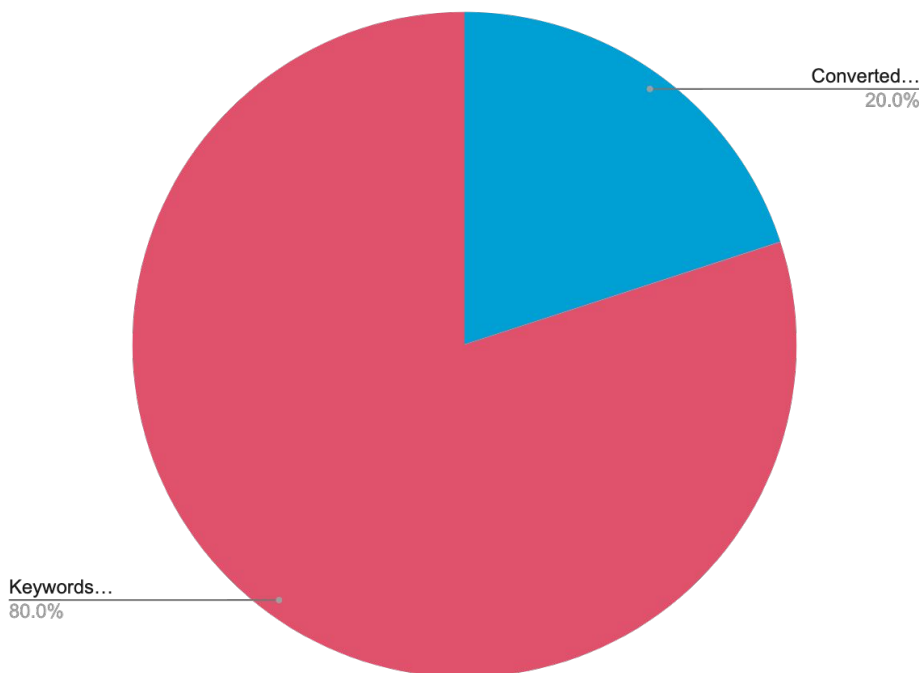
More than 20% of keywords should have conversions associated

Why measure it?

- Too few keywords carrying all the weight of performance holds an account back from scaling (either into new budget, or efficiently with the current one)

What to do if it's <20%?

- Examine and address ineffective keywords:
 - Are they irrelevant?
 - Are they being cannibalized by other adgroups taking all the spend?
 - Are they poorly aligned to ads/landing pages?



80/20

**20% of your
keywords
should be
doing 80% of
the work**

More than 80% of keywords should be serving impressions

Why measure it?

- Active/enabled keywords are in an account for a reason. If they're not serving, they can't possibly perform

What to do if it's <80%?

- Split out the adgroups not serving because another is taking all the campaign's budget
- Determine if they're relevant and unique, or duplicative of the keywords in their adgroups getting the impressions
- Split out those that are relevant and underserved into a new environment

Keyword type	% of category
Has Impressions	80.00%
No Impressions	20.00%
Grand Total	100.00%

“If a keyword is in an adgroup, but it never serves - is it really there?”

- Unknown

More than 80% of keywords should be serving impressions

Why measure it?

- Keywords serving, but not receiving clicks, are red flags of misalignment (and missed opportunity)

What to do if it's <80%?

- Examine and address:
 - Keyword and ad misalignment (categorically)
 - Searchers intent vs ad offer
- Either:
 - Split keywords into better aligned groups
 - Test more relevant or dynamic ads

Keyword type	% of category
Has Impressions	80.00%
Has Clicks	80.00%
No Clicks	20.00%
No Impressions	20.00%
No Clicks	100.00%
Grand Total	100.00%

Good keywords only matter if the ads are enticing enough to be clicked on

Less than 2% of keywords should be low quality

Why measure it?

- Low quality keywords cost more money
- IF those keywords convert, the cost for those conversions is artificially higher for the same lead as a good quality keyword

What to do if it's >2%?

- Examine and address keywords with:
 - Low click-through rate
 - “Poor landing page experience”
 - Bids (if manual) lower than 1st page

Keyword type	% of keywords
low quality	2.00%
ok/good	98.00%
Grand Total	100.00%

**Pay more for
the same
thing.**

Or don't.

**The choice is
yours.**

Filtered conversions to indicate quality

Why do it?

- Ad platforms can't tell the difference between person A who asks for a demo and person B (unless you tell them).
- Adding an indicator of quality to the form, allows for filtering conversion data sent to the platform to be only qualified data.
- Less optimization to an unqualified audience helps increase qualification rate AND sales velocity

What to do to get started

- Determine the top 1-2 binary questions a prospect can be asked that will indicate if they're qualified or not. Things like:
 - Company size
 - Revenue
 - Tech stack
 - Etc.
- Add that question to your form
- Restrict conversion data sent to Google Ads to be ONLY users who have filled out the form AND selected the 'correct' answer

**Optimize to
quality.**

**Then pour
gas on the
fire.**



How often to reevaluate the benchmarks



How often to reevaluate benchmarks

Real-time tracking and evaluation

The 3 benchmarks to measure constantly are:

1. 90% of spend on converting keywords
2. 20% of keywords generating conversions
3. Conversions are qualified individuals

The changes to these percentages are realized more quickly than their counterparts.

Combined, they also make for the largest and most immediate potential impact on account and sales performance.

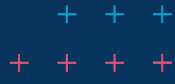
Monthly/quarterly evaluation

The 3 benchmarks to evaluate monthly and quarterly are:

1. 80% of keywords serving impressions
2. 80% of keywords being clicked on
3. <2% low quality keywords

The solutions to these metrics are often less straightforward, and more customizable.

As such, take the approach that best suits your account, and monitor progress, but don't snapshot the changes until at least 4 weeks have elapsed.



Who is WebMechanix?



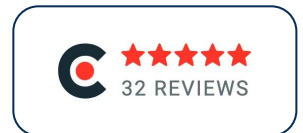
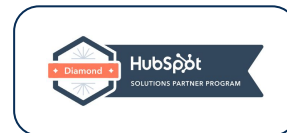
Scaling B2B pipeline and revenue since 2009

We are

A lead gen marketer's best friend. Performance-obsessed with a service-oriented, partnership mentality. Breakthrough strategy, consistent innovation, business acumen, and quick to roll up our sleeves and execute.

We help

Mid-market companies, selling high-ticket technology or services, catering to multiple buying influences over long complex sales cycles; Small but mighty marketing teams who believe in digital.



See how you stack up

Book your free benchmark audit

Spend over \$20,000 in paid search every month? Book a call and learn:

- How much spend you're wasting
- How to unlock immediate opportunity
- How to get more for your \$ this, and every month into the future

[Book a call](#)