

COST PER LEAD ANALYSIS - GOOGLE ADWORDS

COST PER CLICK	POTENTIAL CONVERSION RATES									
	1%	2%	3%	4%	5%	6%	8%	10%	15%	20%
	0.01	0.02	0.03	0.04	0.05	0.06	0.08	0.1	0.15	0.2
\$0.25	\$25.00	\$12.50	\$8.33	\$6.25	\$5.00	\$4.17	\$3.13	\$2.50	\$1.67	\$1.25
\$0.50	\$50.00	\$25.00	\$16.67	\$12.50	\$10.00	\$8.33	\$6.25	\$5.00	\$3.33	\$2.50
\$0.75	\$75.00	\$37.50	\$25.00	\$18.75	\$15.00	\$12.50	\$9.38	\$7.50	\$5.00	\$3.75
\$1.00	\$100.00	\$50.00	\$33.33	\$25.00	\$20.00	\$16.67	\$12.50	\$10.00	\$6.67	\$5.00
\$1.50	\$150.00	\$75.00	\$50.00	\$37.50	\$30.00	\$25.00	\$18.75	\$15.00	\$10.00	\$7.50
\$2.00	\$200.00	\$100.00	\$66.67	\$50.00	\$40.00	\$33.33	\$25.00	\$20.00	\$13.33	\$10.00
\$2.50	\$250.00	\$125.00	\$83.33	\$62.50	\$50.00	\$41.67	\$31.25	\$25.00	\$16.67	\$12.50
\$3.00	\$300.00	\$150.00	\$100.00	\$75.00	\$60.00	\$50.00	\$37.50	\$30.00	\$20.00	\$15.00
\$4.00	\$400.00	\$200.00	\$133.33	\$100.00	\$80.00	\$66.67	\$50.00	\$40.00	\$26.67	\$20.00
\$5.00	\$500.00	\$250.00	\$166.67	\$125.00	\$100.00	\$83.33	\$62.50	\$50.00	\$33.33	\$25.00
\$10.00	\$1,000.00	\$500.00	\$333.33	\$250.00	\$200.00	\$166.67	\$125.00	\$100.00	\$66.67	\$50.00
\$20.00	\$2,000.00	\$1,000.00	\$666.67	\$500.00	\$400.00	\$333.33	\$250.00	\$200.00	\$133.33	\$100.00

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About this chart

1. This "cost per lead" chart shows you what it will cost you to generate a single lead based on your cost per click and your click-to-lead conversion rate.
2. It's important to remember that clicks from your search or display ads are just clicks and you don't get a lead until someone actually fills out your form.
3. Conversion rates vary widely. While some programs can convert as high as 20 or 30%, the vast majority convert in the single digits - often in 1, 2 or 3% range.
4. Your cost per click will also vary widely depending on your industry and the amount of competition you have.
5. Google Search campaigns will command the highest cost per click because you are competing for the top spot on Google.
6. Google Display ads and Remarketing ads can generate clicks for a lot less - maybe 10% of a Search campaign.
7. It should be noted this chart only shows you the cost per lead. For a more complete analysis, you should also consider what percentage of your leads will become sales. This is also known as your lead-to-sale conversion rate.