

HIGHER EDUCATION

2020 DIGITAL MARKETING INDUSTRY BENCHMARKS

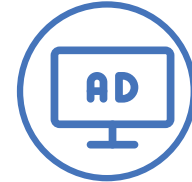


PAY PER CLICK

Average CPC is \$3.73
Average CTR Is 3.5%
Average Cost Per Contact Is \$72

DISPLAY

Average CPM \$10-\$18 with OTT
Average CPM \$7-\$12 without OTT



EMAIL

Open Rate 23%
Click Through Rate 3%
Unsubscribes .2%

FACEBOOK/INSTAGRAM

Average CTR .70%
Average CPM Custom Audience \$1.50-\$2
Average CPM Basic Audience: \$7-\$12
Average CPM Custom Audiences with CRM \$15-\$25



YOUTUBE

Average completed video view rate 20-25%
Average cost per completed video view .15 cents

SNAPCHAT

Average CPM \$5-\$7
Average Cost Per Swipe Up \$2-\$4

