



# CONVERSION BENCHMARK REPORT

Data-driven insights on landing page  
conversion rates per industry

MARCH 2017

# TABLE OF CONTENTS

**FOREWORD**

03

**WHY IS UNBOUNCE PUBLISHING THIS REPORT?**

05

**INDUSTRIES WE ANALYZED**

06

What types of companies are represented in each industry?

07

What differences did we see between industries?

08

What if I don't see my industry?

08

**HOW TO READ THE UNBOUNCE  
CONVERSION BENCHMARK REPORT**

09

**INDUSTRY BENCHMARKS AND INSIGHTS**

Travel 14

Real Estate 19

Business Consulting 24

Business Services 29

Credit & Lending 34

Health 40

Higher Education 45

Home Improvement 50

Legal 55

Vocational Studies & Job Training 60

**WHAT SHOULD YOU DO NEXT?** 66

**METHODOLOGY** 69

**GLOSSARY** 71

**AUTHORS & CONTRIBUTORS** 72

---

## “WHAT IS A GOOD CONVERSION RATE FOR MY LANDING PAGE?”

As experts in conversion rate optimization, we’ve been hearing this question at Unbounce for more than seven years. Throughout that time, the most honest answer we could provide is, “it depends.” Credible, scientifically-grounded answers just haven’t been available. Until now.

Conversion rates depend on a variety of factors, including your industry, your offer and your marketing strategy. A booking in the travel industry is a very different type of conversion from a lead in the healthcare space. Only by comparing apples to apples can you know where you stand within your industry and, most importantly, how you can stand to improve. Because knowing where (and how) to invest your optimization efforts is the key to getting more conversions with less money.

*The Unbounce Conversion Benchmark Report* allows you to compare your conversion rates with data mined from tens of thousands of landing pages within your industry to see how your pages stack up against the competition.

For each industry, we’ll share what “good” and “bad” conversion rates look like — as well as advice from the team of data scientists and conversion marketing experts that worked on the report for how to improve those conversion rates by making simple tweaks to your copy.

Our hope is that this report gives you the data, insights and confidence you need to invest your marketing dollars in the right place and get your conversion rates to where they belong: at the top of class.

---

*“Your marketing is unique and so is your landing page. Don’t compare your conversion rate to that from other verticals.”*

 TWEET THIS QUOTE

---

We created *the Unbounce Conversion Benchmark Report* by analyzing the behavior of **74,551,421** visitors to **64,284** lead generation landing pages created in the Unbounce platform over the last quarter using a rigorous scientific [methodology](#) and our proprietary machine learning technology.

# WHY IS UNBOUNCE PUBLISHING THIS REPORT?

From Day 1, Unbounce has focused on helping businesses get more conversions out of their marketing spend. Our software is designed for data-informed marketers who care about creating amazing marketing experiences for their customers while powering growth for their businesses.

Our commitment to empowering marketers extends beyond our product to our customer success team, digital marketing blog, ebooks, ecourses and annual Call to Action Conference, which have educated tens of thousands of marketers worldwide on topics like copywriting, A/B testing, lead generation and conversion-centered design.

For the past several months, a team of Unbounce product developers, data scientists and conversion rate optimizers has been working to combine artificial intelligence and machine learning with powerful user experience techniques to simplify the process of getting more conversions.

In the future, **Conversion Automation** will power every conversion-focused marketing activity. Every digital interaction will be optimized based on visitor insights and conversion data. The result will be a personalized experience for each unique visitor. With a conversion funnel that optimizes itself to present the right message at the right time, marketers will get back to the creativity and strategy that drives meaningful growth for their business.

On our path to automating conversion optimization, we've uncovered some fascinating insights that we believe will help marketers get better conversion rates — insights that are helping us change the way we optimize our landing pages. Our hope is that *the Unbounce Conversion Benchmark Report* will provide the same value to you.

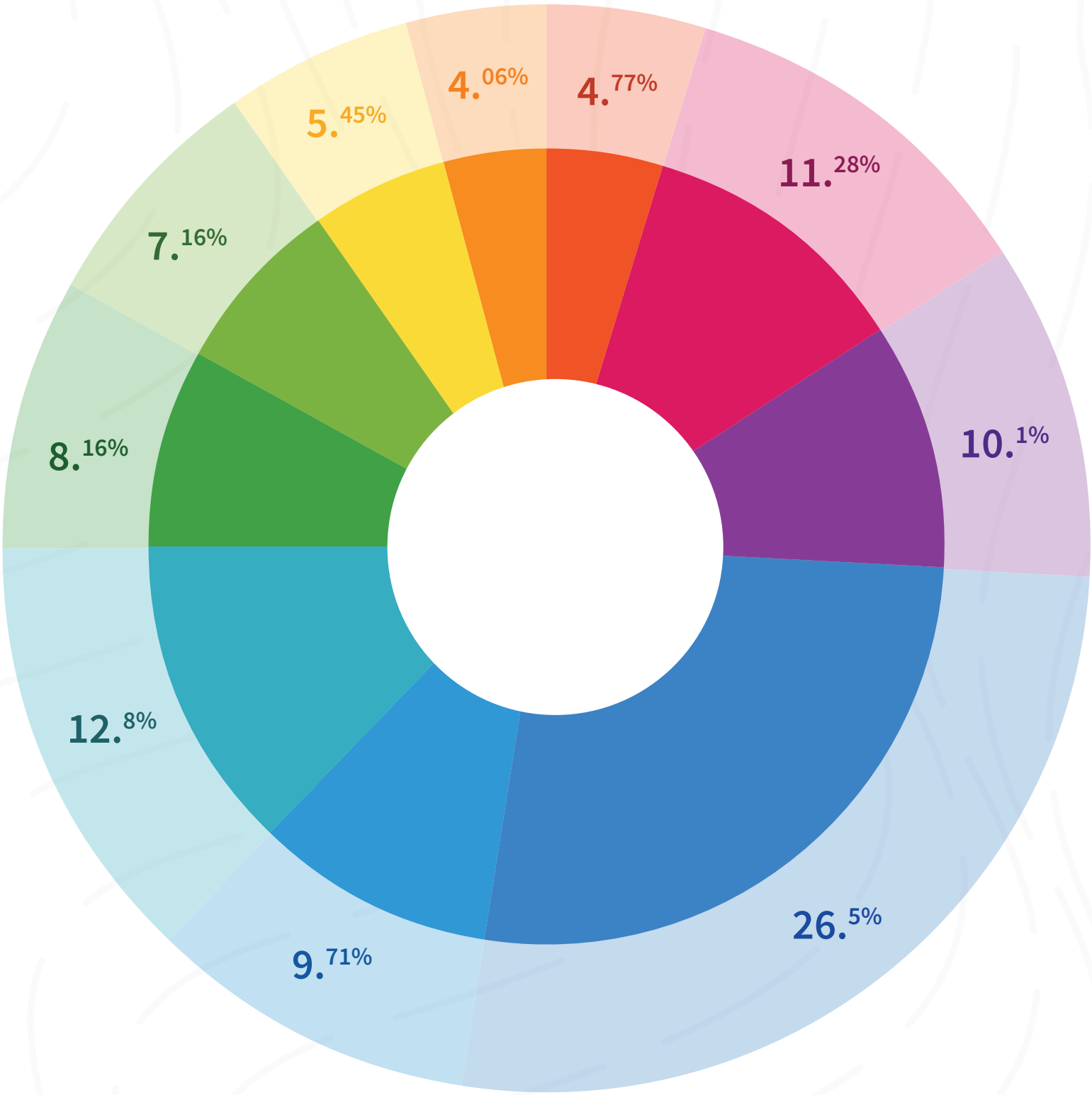


Since 2009, Unbounce has helped marketers and digital agencies increase website and campaign conversions. Unbounce's landing page and conversion marketing platform allows marketers to quickly create, launch and test high-converting landing pages and website overlays without developers. With unrivalled customer support, global hosting and 99.95% server uptime, Unbounce has powered over 275 million conversions for marketers around the world.

[LEARN MORE ABOUT UNBOUNCE](#)

# INDUSTRIES WE ANALYZED

For the first *Unbounce Conversion Benchmark Report*, we've narrowed our analysis to the 10 most popular industries represented on Unbounce lead gen landing pages. These industries are represented by more than 2,500 brands and marketing agencies including...



## Industry Size Breakdown

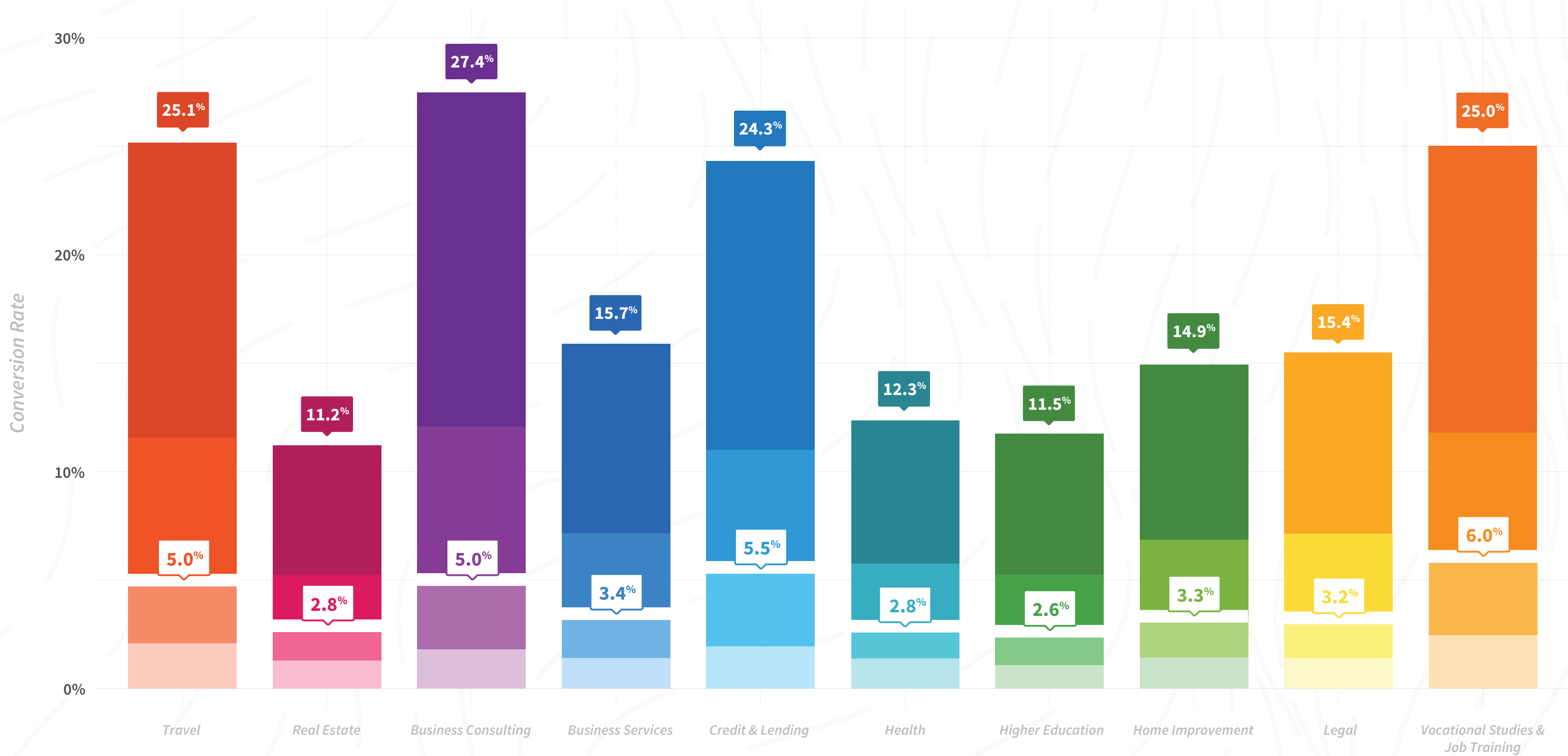
Analyzing the behavior of 74,551,421 visitors to 64,284 lead gen landing pages created by our customers.

- Travel
- Real Estate
- Business Consulting
- Business Services
- Credit & Lending
- Health
- Higher Education
- Home Improvement
- Legal
- Vocational Studies & Job Training

# Lead generation conversion rates by industry

Each bar is divided into quartiles and the white line is the median conversion rate.

Best Conversion Rate    Median Conversion Rate



## What if I don't see my industry?

Unbounce offers personalized benchmark reports for customers who are on an [Enterprise plan](#). These reports are specifically targeted to our customers' lead generation landing pages, and can be used to help prioritize your optimization efforts. If you're already an Enterprise customer, you can [sign up to get your personalized benchmark report here](#). For more information about our Enterprise plans, please visit the [Unbounce Plans & Pricing page](#).

## DIFFERENCES BETWEEN INDUSTRIES

Companies in different industries use a wide range of landing page copy, traffic generation strategies and product offers. Because of this, average conversion rates across industries vary dramatically.

Still, it's interesting to take note of some of the major **differences from one industry to the next**. Here are some of our favorite observations (and proof that you shouldn't compare your landing pages to those from other industries):

- The industries that do best at lead gen are Travel, Credit & Lending, Business Consulting and Vocational Studies & Job Training. In these industries, you can realistically target landing page conversion rates over 12%. The very best pages convert over 25% of their visitors.


- On the other hand, industries like Real Estate, Higher Education and Health can expect much lower lead gen landing page conversion rates with 6% being excellent.
- 6 out of 10 industries (Real Estate, Business Consulting, Credit & Lending, Health, Home Improvement, Legal) show better conversion rates when copy has a reading level appropriate for a 9th grade level or lower.
- For lead gen landing pages in most industries (Travel, Real Estate, Business Services, Business Consulting, Credit & Lending, Health, Home Improvement), shorter copy (fewer words on the page) is correlated with higher conversion rates.
- Using words that subconsciously evoke feelings of trust can lead to higher conversion rates in the Travel and Business Services industries, but can lead to lower conversion rates in the Credit & Lending industry.
- Copy that conjures up feelings of fear appear to hurt conversion rates in most industries, with the exception of Business Consulting. In that industry, we found that filling between 1% to 2% of your copy with words that create a deep-seated sense of fear and unease can actually help conversion rates.

# HOW TO READ THE UNBOUNCE CONVERSION BENCHMARK REPORT

Each of the 10 industries has its own section in the *Unbounce Conversion Benchmark Report*. Within each industry you can find:

- **Information about how pages within the industry convert:** Use these charts to figure out which pages you need to optimize, and which should be left alone.
- **Insights on how different aspects of page copy correspond to conversion rate within the industry:** Use this to get started optimizing pages you've identified as having the highest potential for improvement. *Note: The Unbounce recommendations are based on correlations observed across 64,284 landing pages and should be treated as guidelines, not gospel.*

For each industry we've created a series of charts for you. We'll walk through three examples below so you know how to extract meaning from the data.

 We've included a [glossary of terms](#) at the end of the Unbounce Conversion Benchmark Report. Brush up on the terms before you read through or flip back to it if you come across a term you don't know.



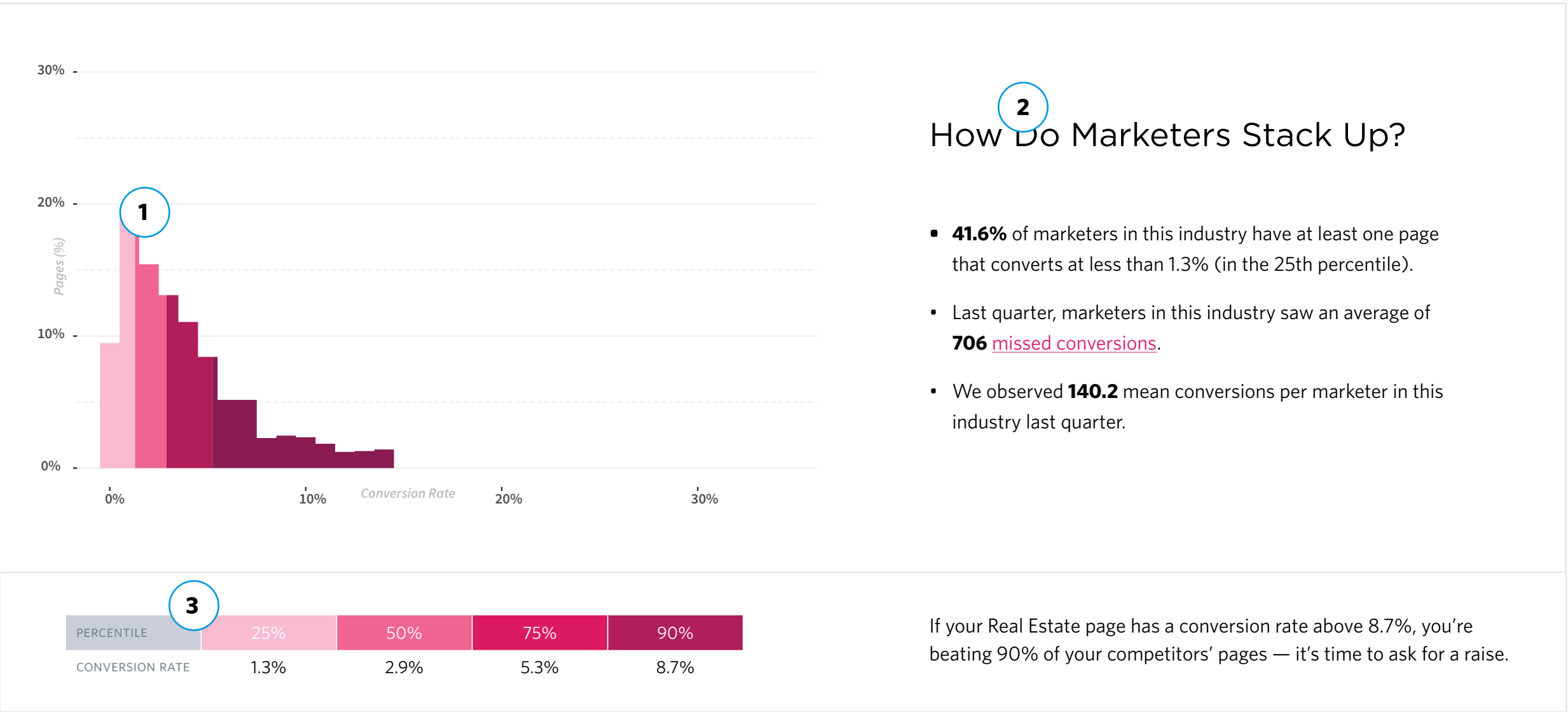
# Example chart 1: Understanding how pages within an industry convert

## CHART DETAILS

1 Percentage of pages by conversion rate in Industry A

2 Industry summary

3 Conversion rate percentiles



### MISSED CONVERSIONS

The average number of additional conversions that could have been achieved by each marketer per quarter if their pages were among the highest converting of pages like it. Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).

Every industry overview includes a graph and legend describing **conversion rate percentiles**. Percentiles help you determine how your landing page stacks up to other pages belonging to the same industry. We've grouped percentiles into the following quartiles:

PERCENTILE	25%	50%	75%	90%
CONVERSION RATE	1.3%	2.9%	5.3%	8.7%

- 25

**Below average**  
75% of pages in this industry have a higher conversion rate. (Focus on these pages: Pages in the bottom quartile represent the highest potential ROI from optimization.)
- 50

**Average**  
50% of pages in this industry have higher conversion rates, 50% have lower conversion rates.
- 75

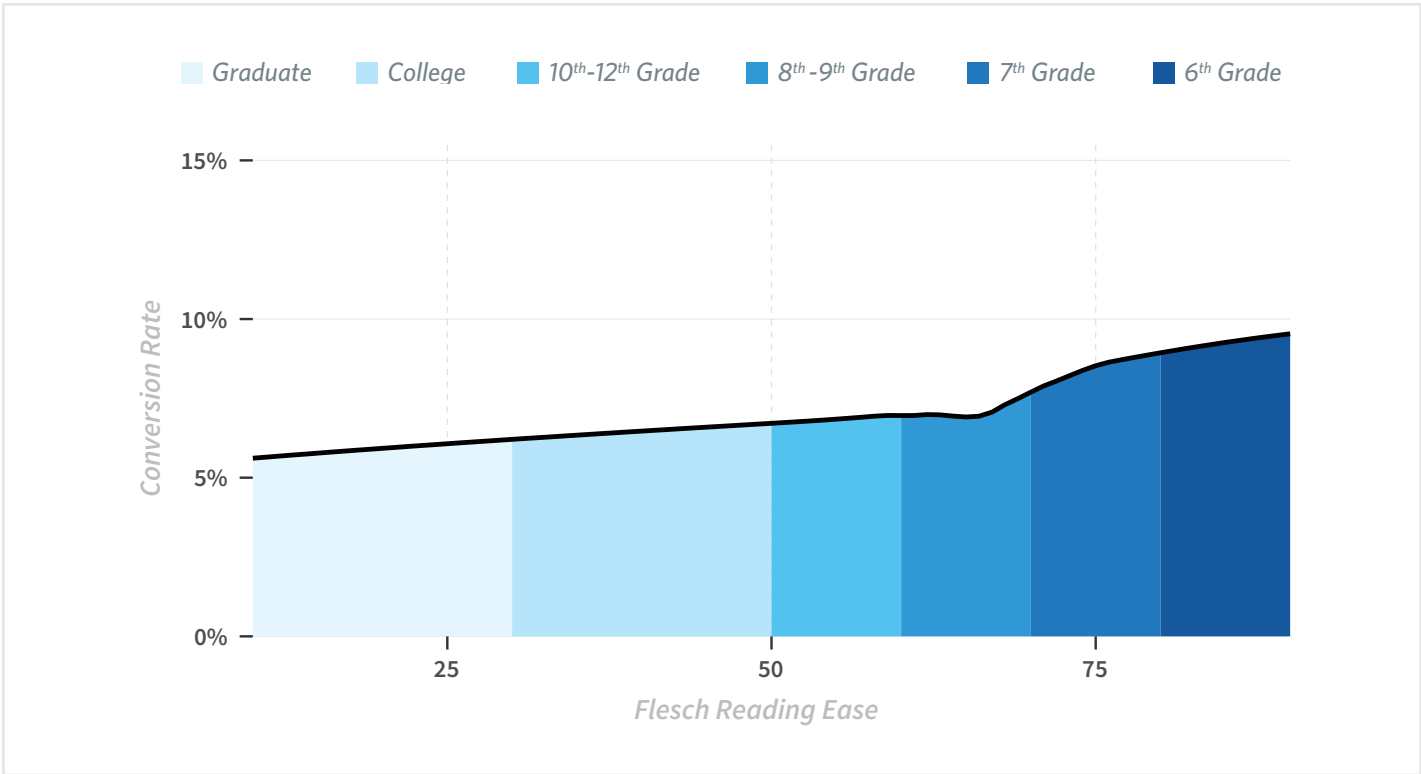
**Very good**  
Your page is better than 75% of pages in this industry.
- 90

**Amazing**  
Your page converts better than 90% of other pages in this industry. (We recommend leaving pages in the top quartile alone and focusing optimization efforts elsewhere.)

Each overview page will also include a **percentage of pages by conversion rate graph** (with conversion rate on the x-axis and percentage of pages on the y-axis), along with a **industry summary** on the right that describes how marketers in that industry are performing:

## Example chart 2: Conversion rate by reading ease

This chart shows how conversion rates trend with changes to reading ease for Industry B. On the x-axis we have the **Flesch Reading Ease score** — on the y-axis, conversion rate.



### READING EASE

An assessment of how easy a text is to read, measured according to the number of words per sentence and the number of syllables per word. We used the [Flesch Reading Ease](#) test for this report.

Reading the chart from left to right, you can see that **the easier the copy is to read, the higher the conversion rate.**

The chart would be interpreted as:

*“Keep your language simple. Pages with a reading level of 8th grade or lower had overall conversion rates that were 15% to 30% better.”*

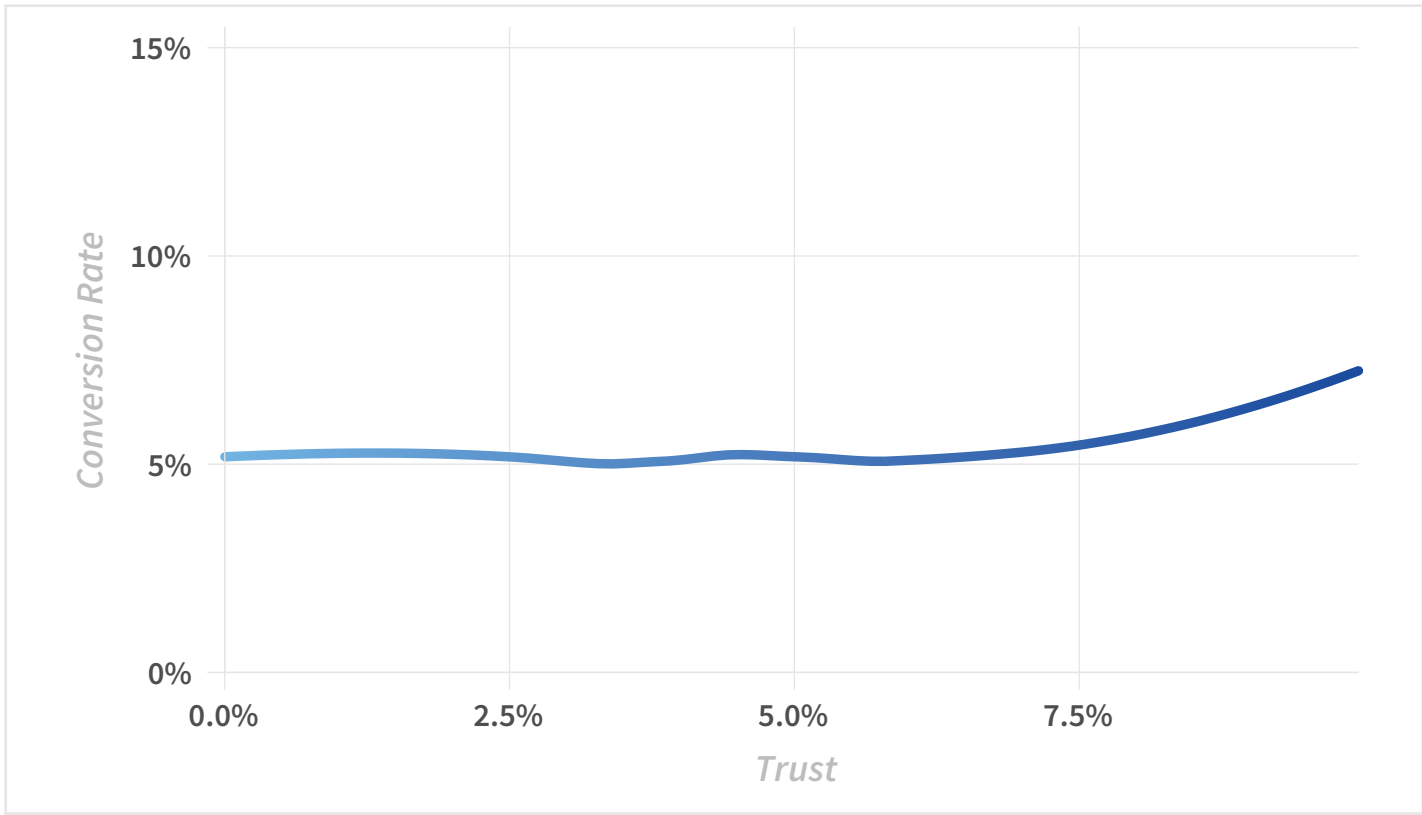
### Example chart 3: Conversion rate by percent of trust-enhancing copy

Certain words create subconscious feelings amongst visitors. Unbounce analyzed how different sentiments and emotions affect conversion rates.

**Emotion:** For this report, we used an [Emotion Lexicon](#) to determine whether words associated with eight basic emotions (anger, anticipation, disgust, fear, joy, sadness, surprise and trust) affected overall conversion rates.

**Sentiment:** Landing page copy can be used to evoke a response in visitors — whether positive, negative or neutral. Words on a landing page can be associated with several emotions, but only one sentiment at a time.


In the plot below, we examine **how the percentage of words that evoke feelings of trust compare to conversion rates:**



*This chart shows how the percentage of copy that evokes trust is related to conversion rates for Industry C. On the x-axis we have the percentage of copy that uses words related to trust — on the y-axis, conversion rate.*

Here we see that a higher percentage of copy that evokes trust corresponds to a higher conversion rate.

You might be wondering, “What are some examples of words that evoke trust in this industry?” Throughout this report, whenever you find a sentiment or emotion chart, we’ve also included a table listing the most common words for that sentiment/emotion in that industry.



*We haven’t analyzed the impact of specific words on conversion rate, only the percentage of overall content. Use these lists as a starting point for reviewing your copy but always apply your best judgement.*

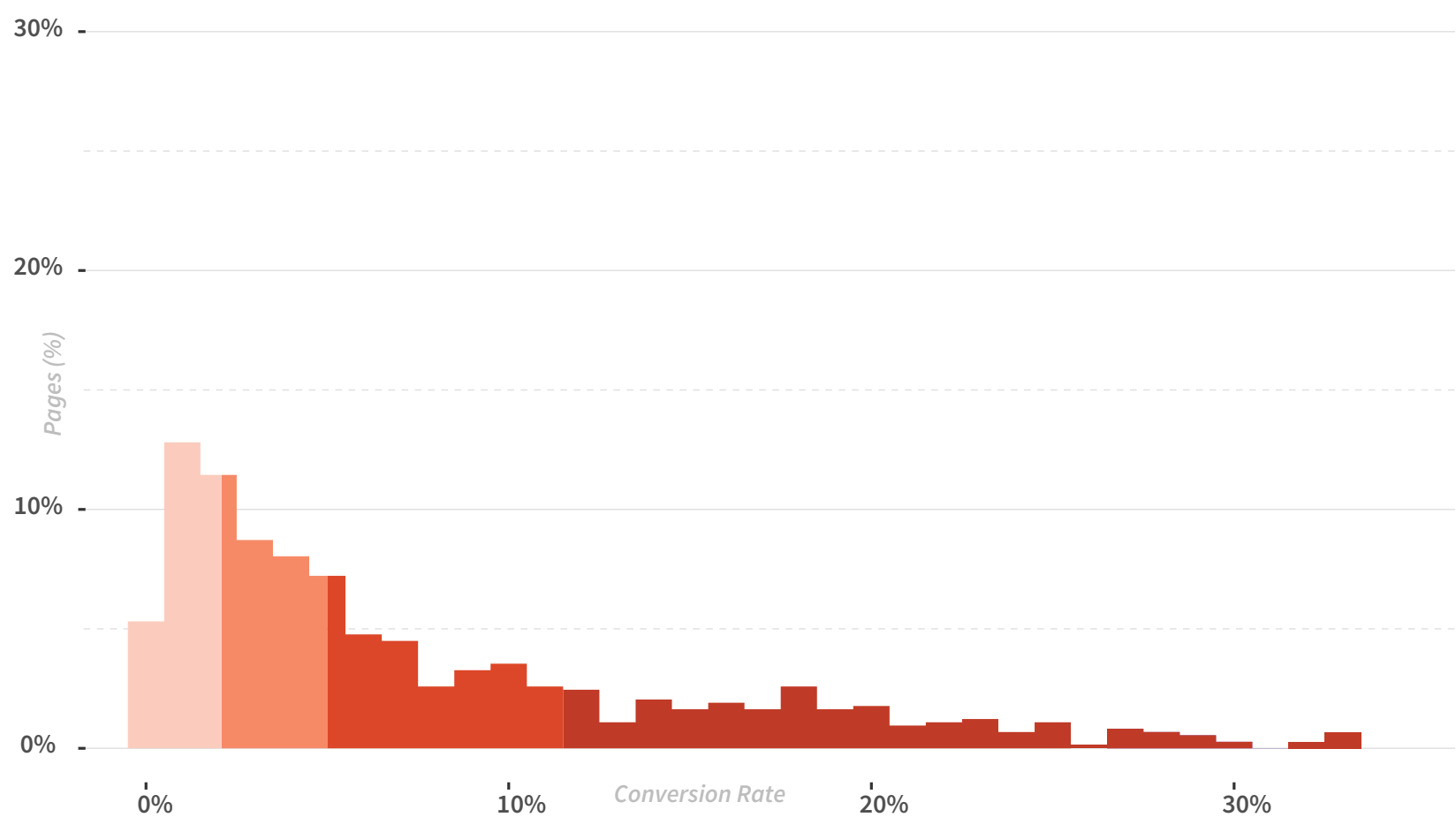
**COMMONLY USED WORDS ASSOCIATED WITH TRUST IN INDUSTRY C \***

*management, content, system, team, manage, real, policy, provide, improve, top, guide, save, grow, powerful, leading, compliance, account, fill, maintenance, money.*

*\* This list was generated by an algorithm. Use your best judgement.*

—  
**TRAVEL**

# TRAVEL



## How Do Marketers Stack Up?

- **45.6%** of marketers in this industry have at least one page that converts at less than 2.1% (in the 25th percentile).
- Notice the dramatic conversion rate difference between percentiles? If you're part of that 45.6%, your pages have lots of room for improvement.
- Last quarter, marketers in this industry saw an average of **905** [missed conversions](#).
- We observed **331.6** mean conversions per marketer in this industry last quarter.

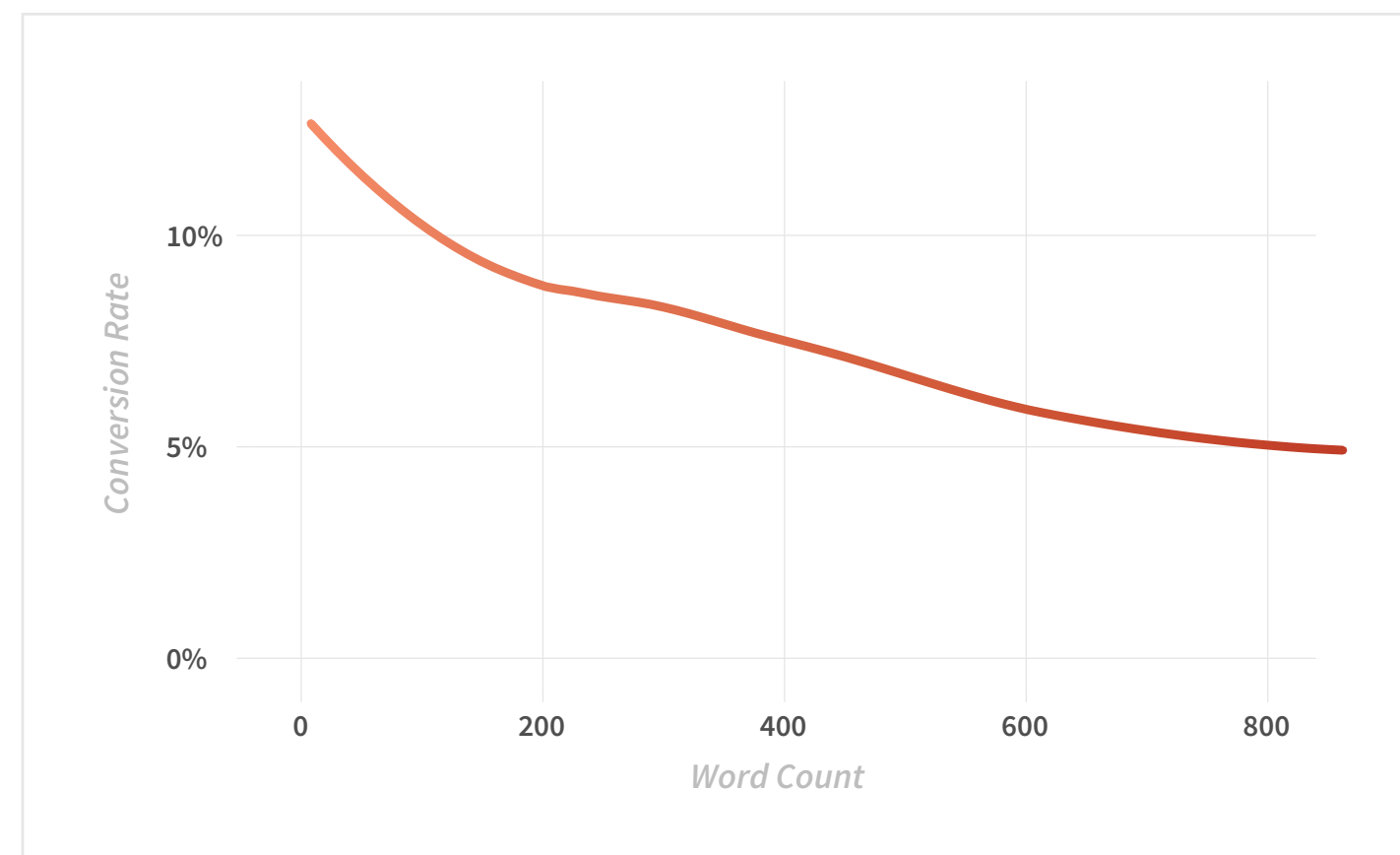
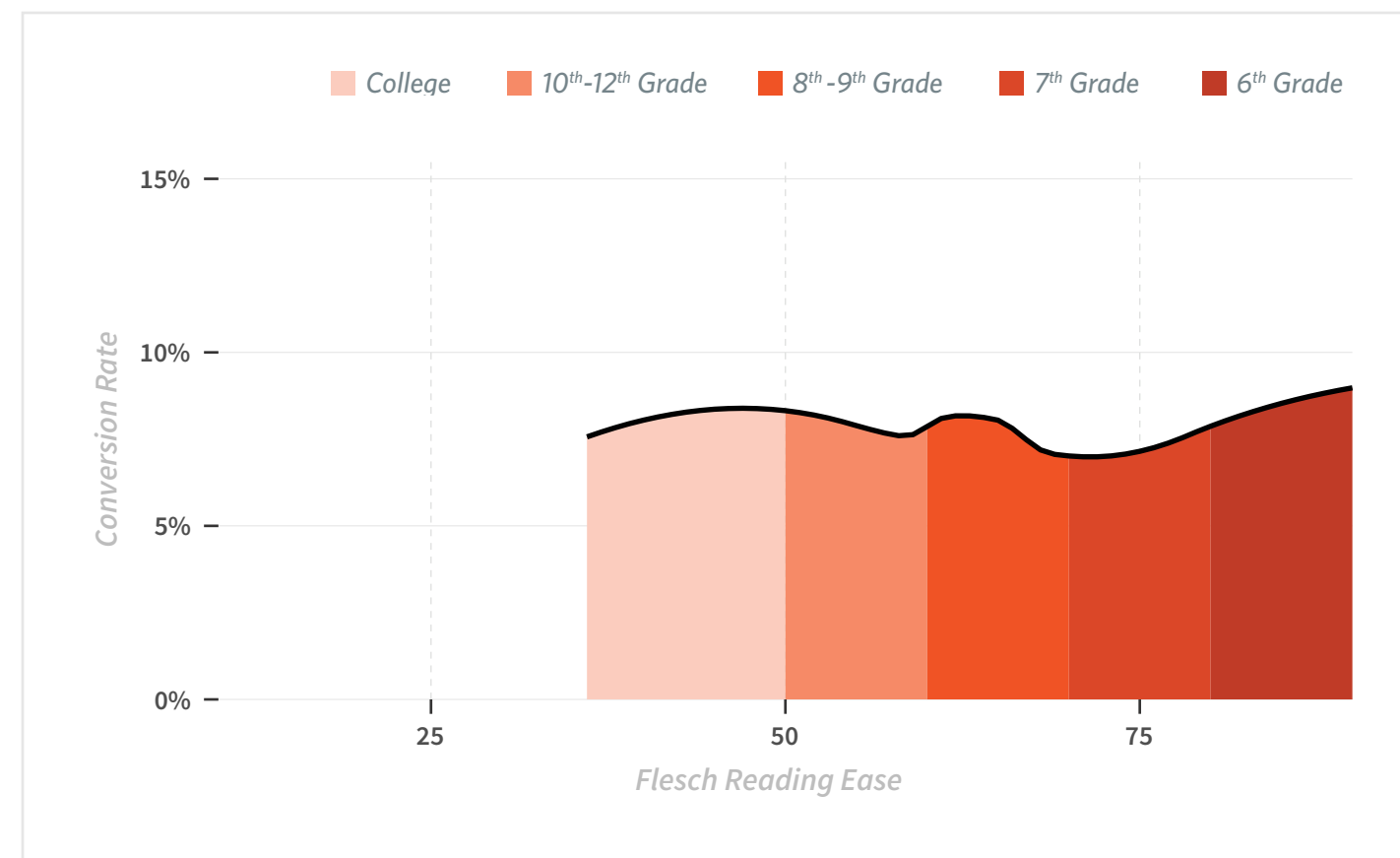
Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).

PERCENTILE	25%	50%	75%	90%
CONVERSION RATE	2.1%	5.0%	11.6%	19.7%

If your Travel page has a conversion rate above 19.7%, you're beating 90% of your competitors' pages.

If your Travel page has a conversion rate above **19.7%**, you're beating 90% of your competitors' pages.

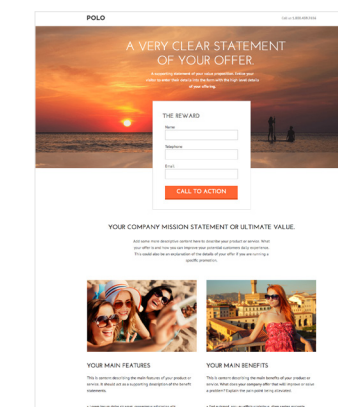
 [TWEET THIS QUOTE](#)



## Unbounce recommendations

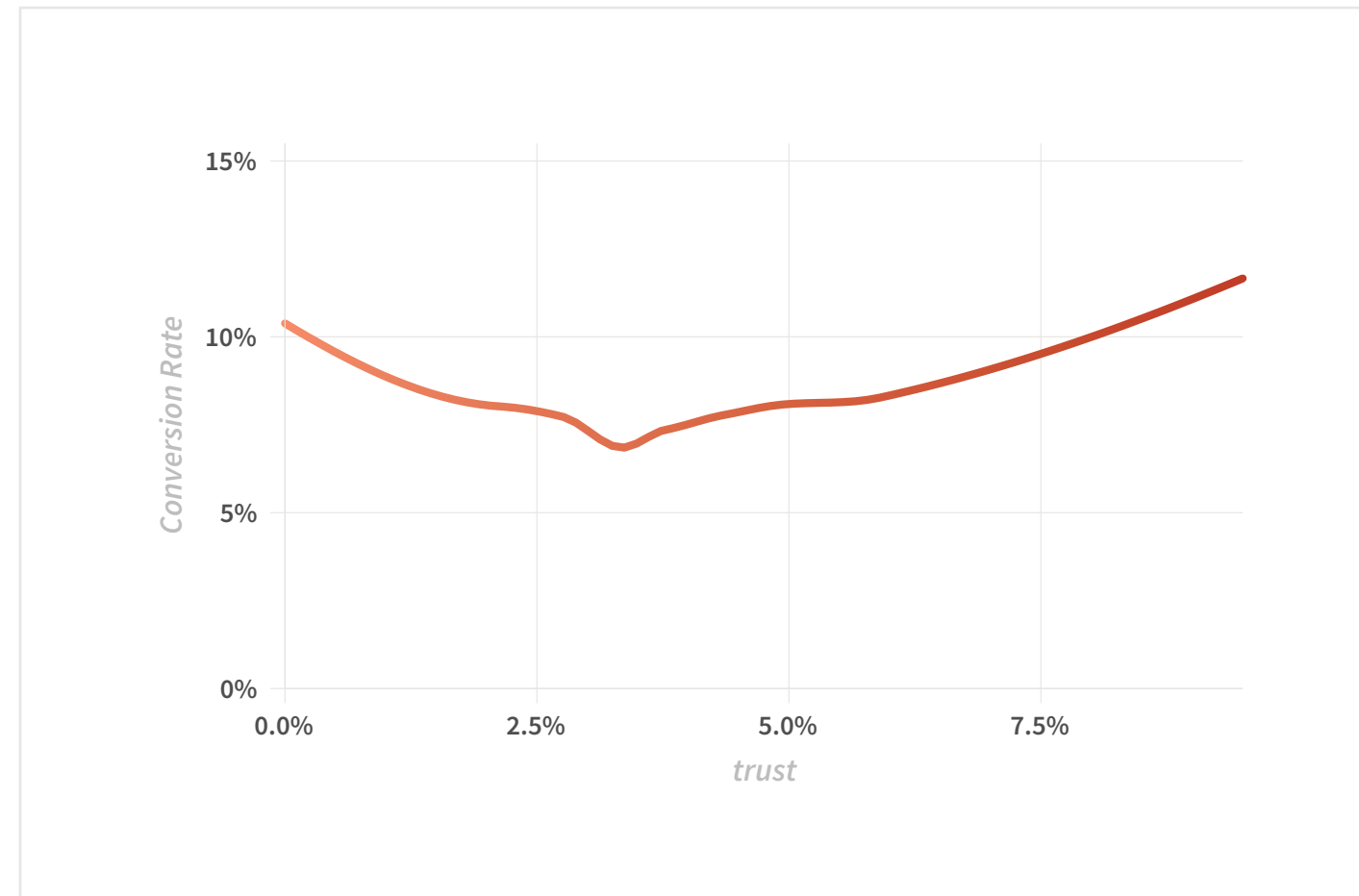
- We didn't see a very strong [dependence](#) on reading ease in this industry, but it's best to keep the language as simple and easy to understand as possible.
- Shorter landing pages in this vertical converted better. Focus on being succinct and make sure that every word you include in your copy serves a clear purpose.
- Keep language positive. If even just 1% of page copy subconsciously reminds your visitors of feelings of anger or fear, you could be seeing up to 25% lower conversion rates. No one wants to be angry on their vacation!

Excess copy is the silent landing page conversion killer. In [this post](#), learn a helpful hierarchy for countering information overload.



Inspire wanderlust in your visitors and capture details on where, when and how they want to travel with Unbounce's mobile responsive [Travel landing page templates](#).

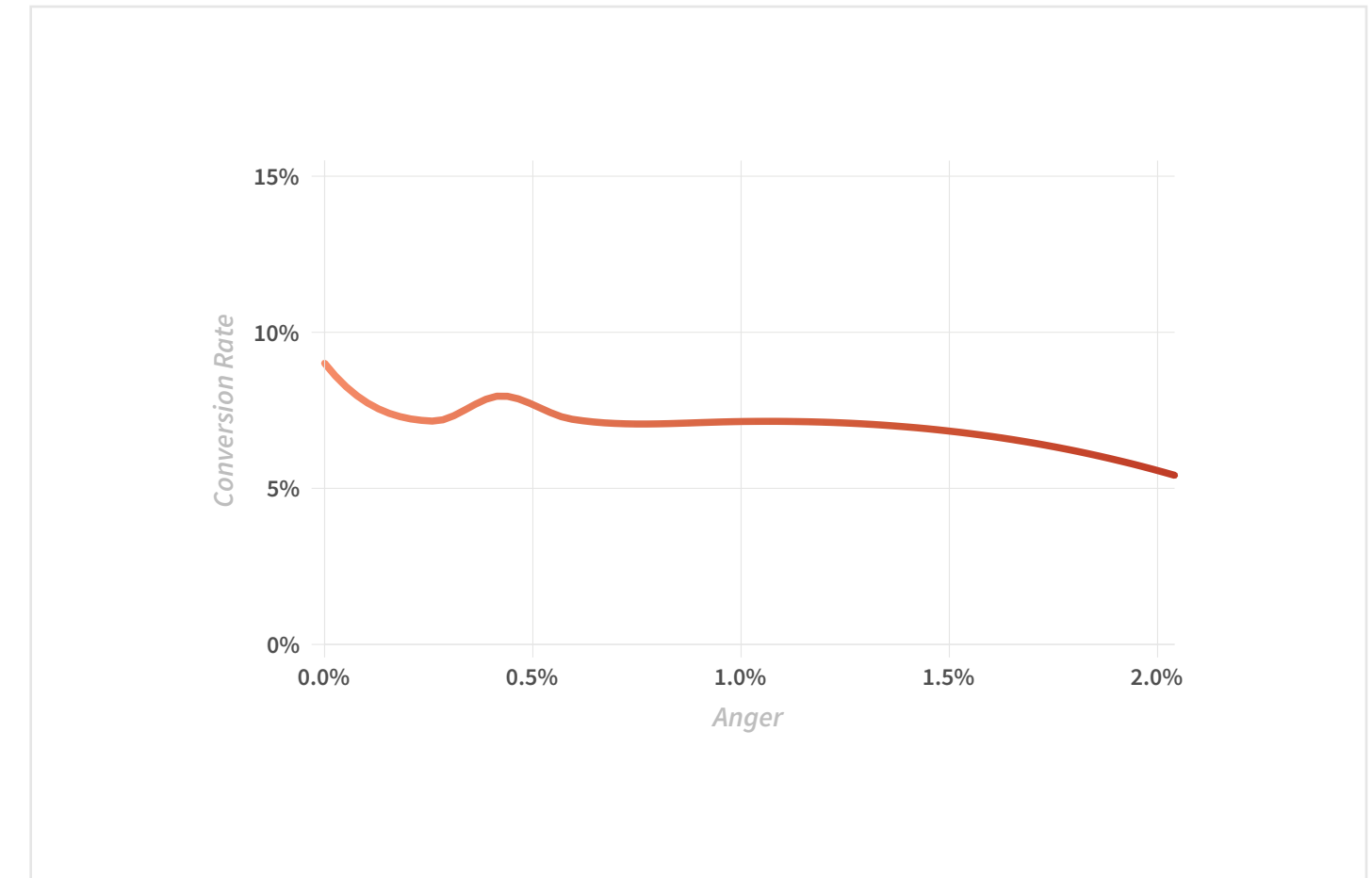
- We saw evidence that visitors to Travel pages have slight concerns about the legitimacy of the offers. Test using confidence-building words to describe destinations in detail. Using at least 7% (and up to 10%) of your copy to establish trust could result in conversion rates that are up to 20% better.



#### COMMONLY USED WORDS ASSOCIATED WITH TRUST IN TRAVEL \*

*enjoy, perfect, secret, top, team, guide, save, personal, spa, food, planning, policy, provide, star, award, real, share, friendly, recommend, school*

- Keep language positive. If even just 1% of page copy subconsciously reminds your visitors of feelings of anger or fear, you could be seeing up to 25% lower conversion rates. No one wants to be angry on their vacation!



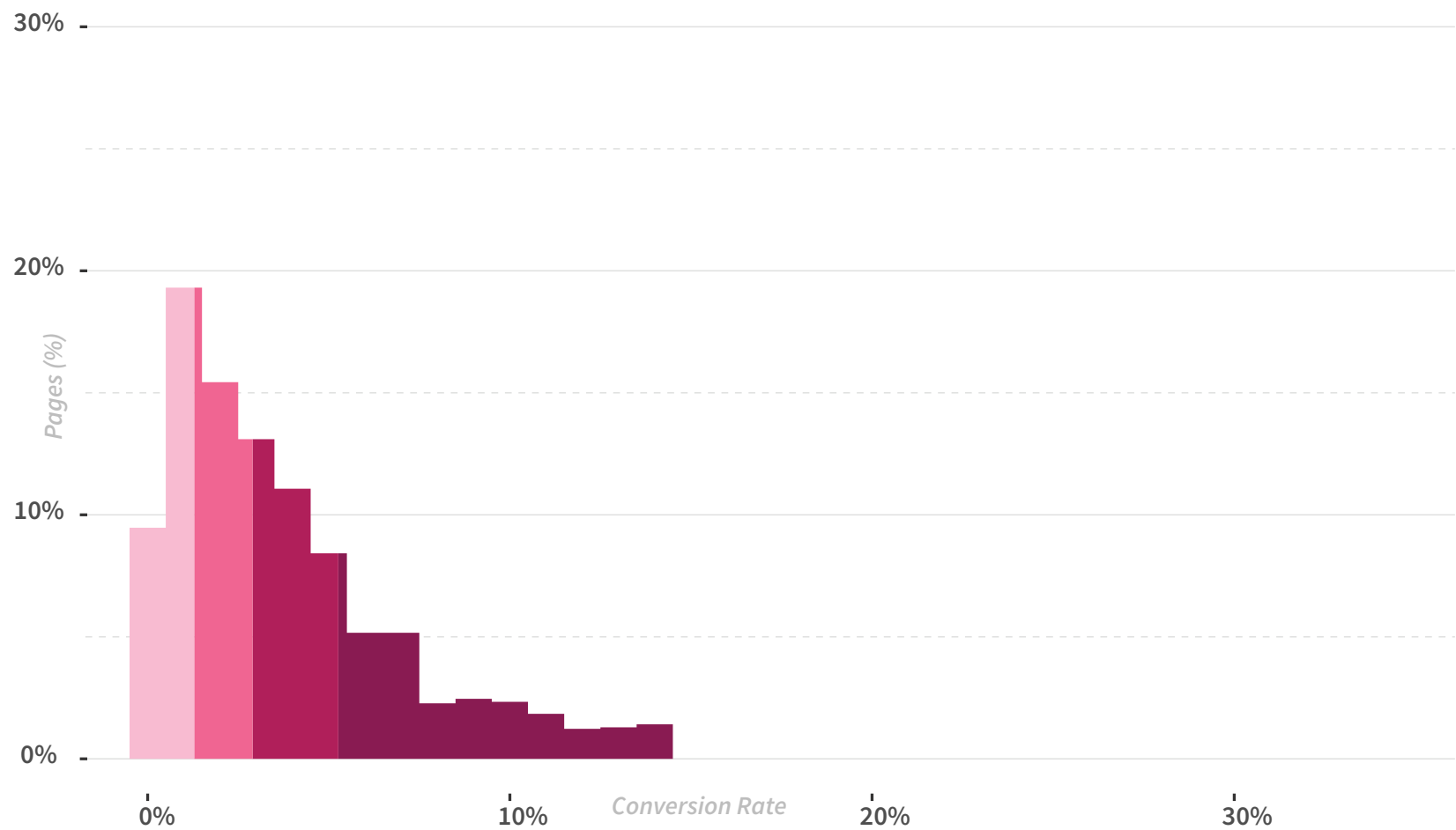
#### COMMONLY USED WORDS ASSOCIATED WITH ANGER IN TRAVEL \*

*limited, tree, money, hot, desert, endless, challenge, treat, fee, feeling, rail, stone, bear, buffet, lynch, bang, cash, cross, despair, shooting*

\* This list was generated by an algorithm. Use your best judgement.

—  
**REAL ESTATE**

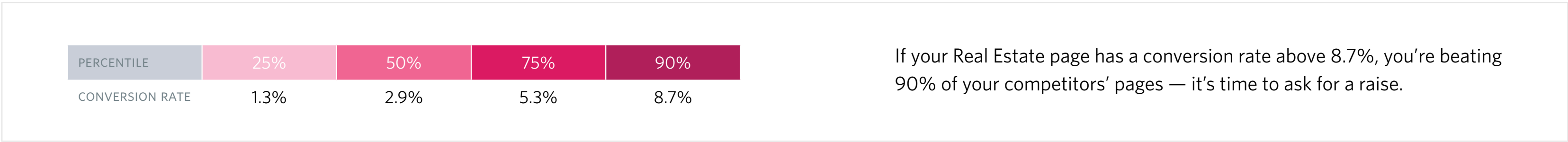
# REAL ESTATE



## How Do Marketers Stack Up?

- **41.6%** of marketers in this industry have at least one page that converts at less than 1.3% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **706** [missed conversions](#).
- We observed **140.2** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



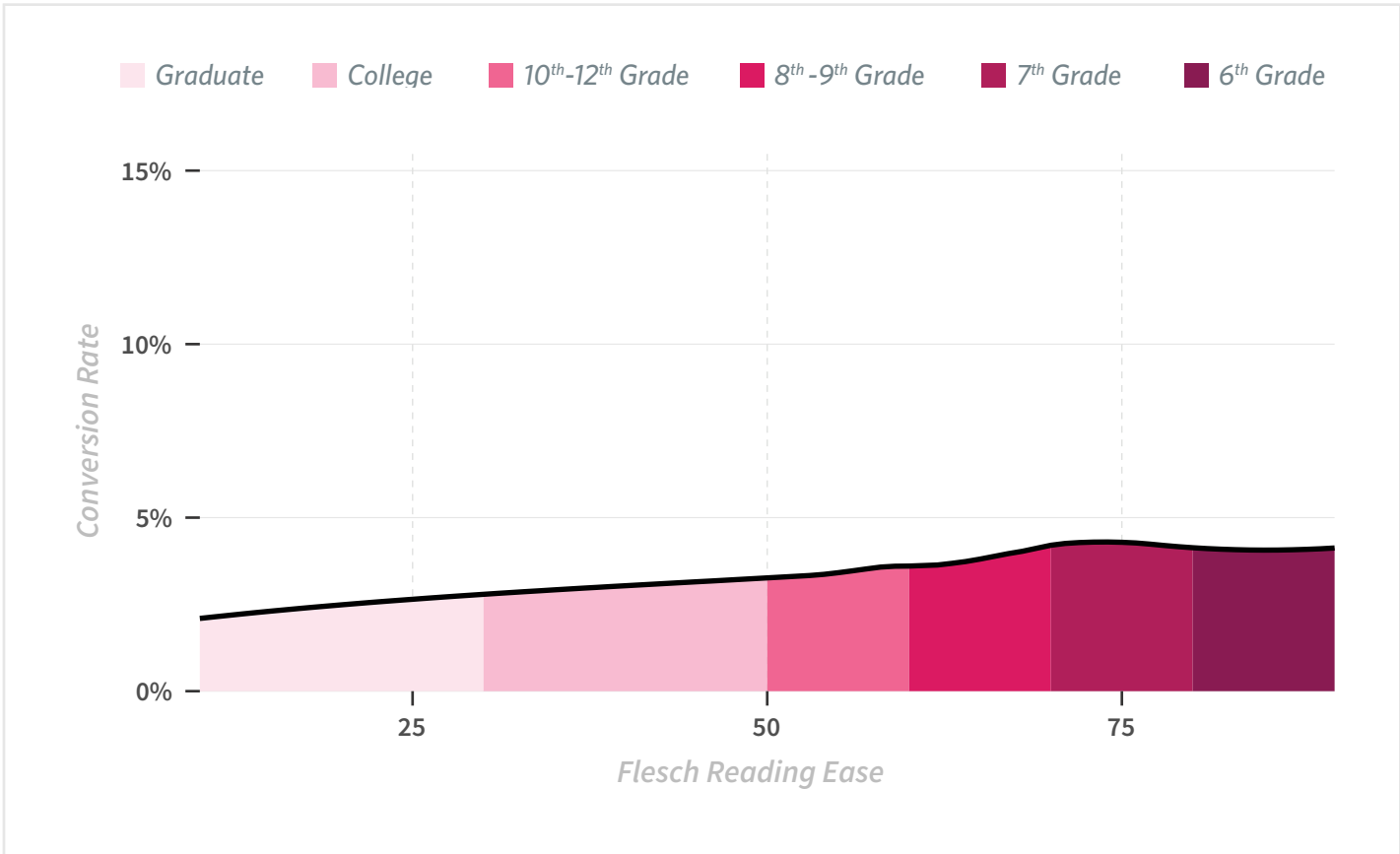
If your Real Estate page has a conversion rate above 8.7%, you're beating 90% of your competitors' pages — it's time to ask for a raise.

**If your Real Estate page has a conversion rate above **8.7%**, you're beating 90% of your competitors' pages — it's time to ask for a raise.**

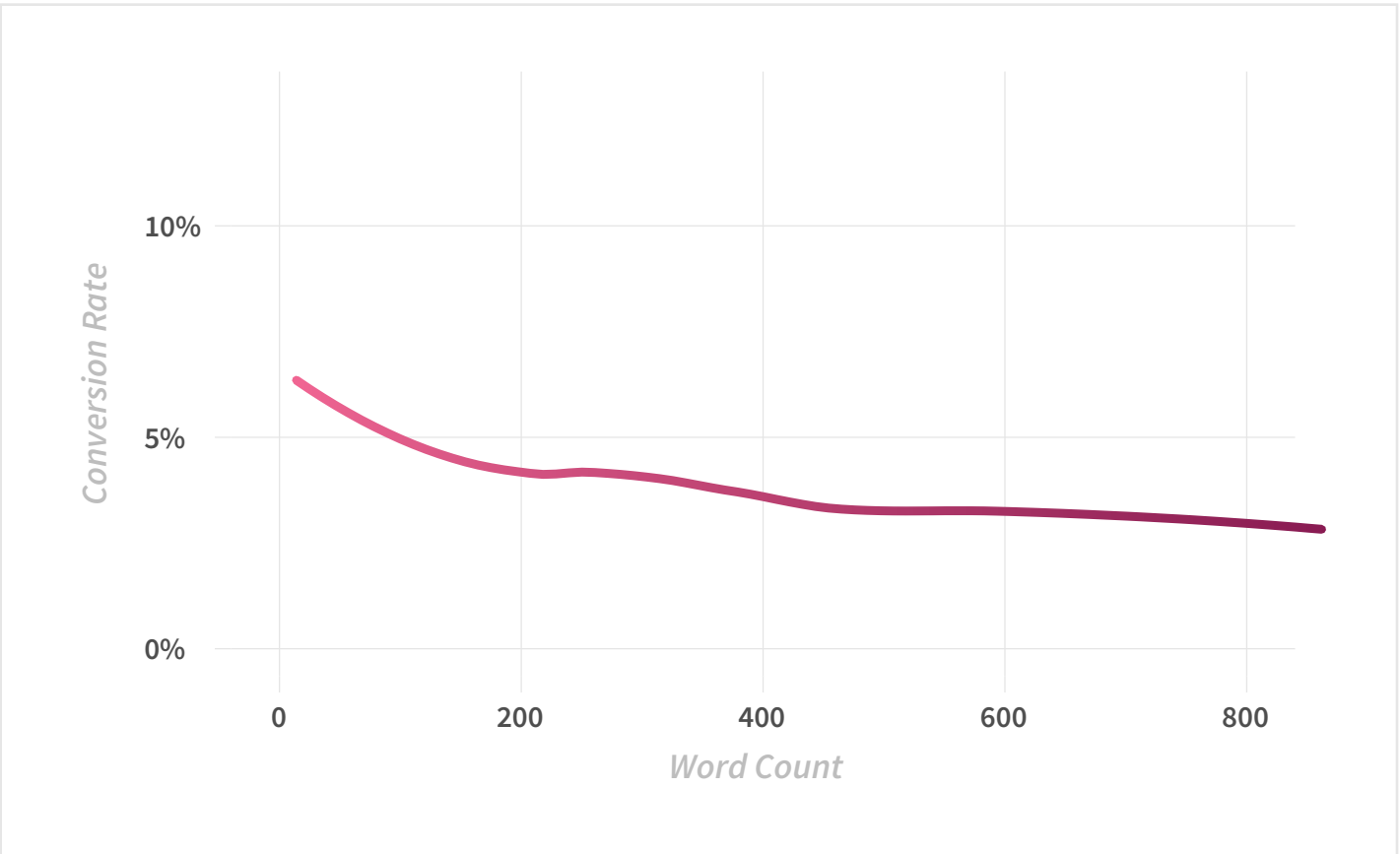


[TWEET THIS QUOTE](#)

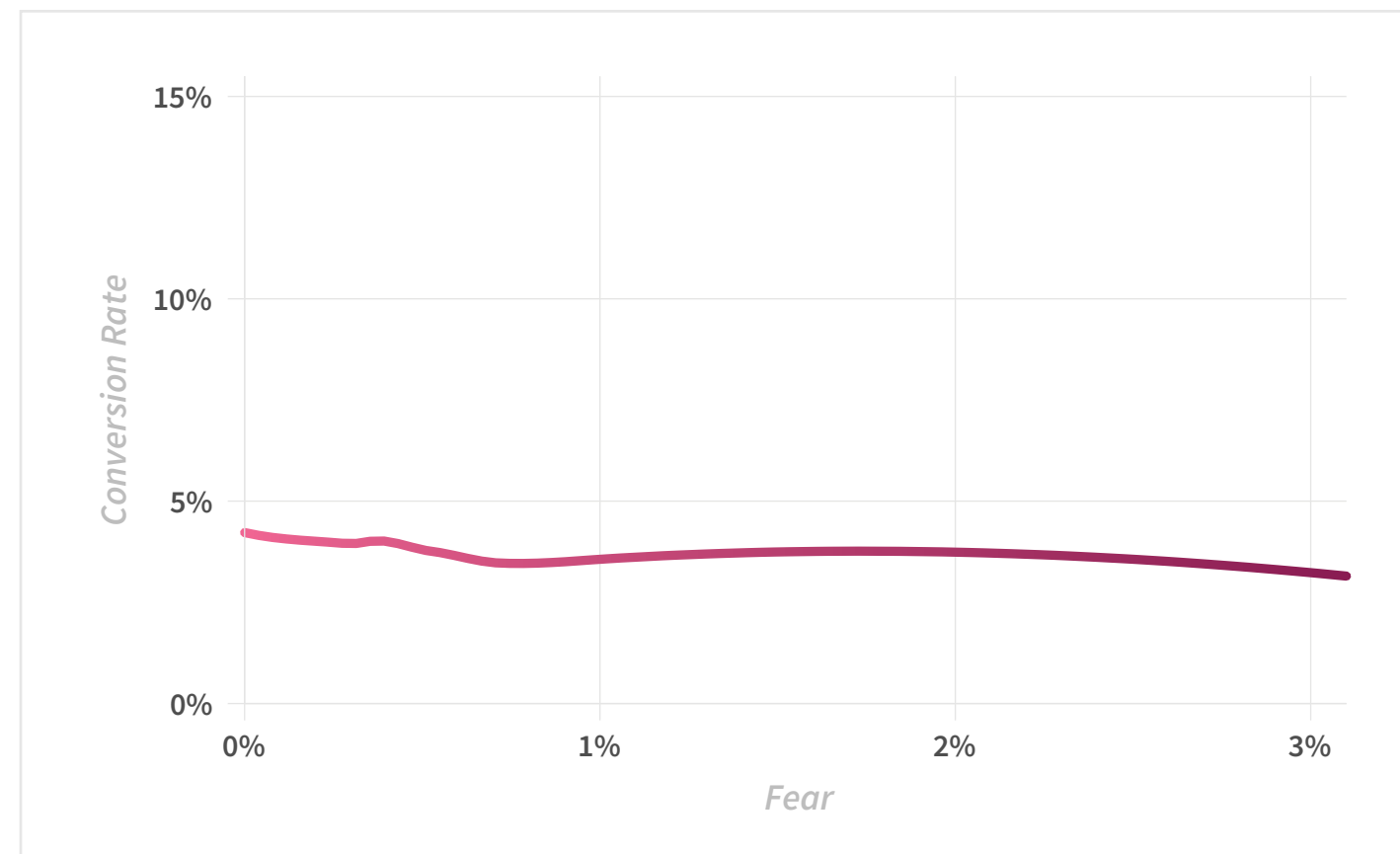
# Unbounce recommendations



- Prospects want simple and accessible language. The predicted conversion rate for a landing page written with 6th grade level language was nearly double that of a page written at the university level.



- Keep landing page copy as concise as possible. Overall, we saw 33% lower conversion rates for longer landing pages.



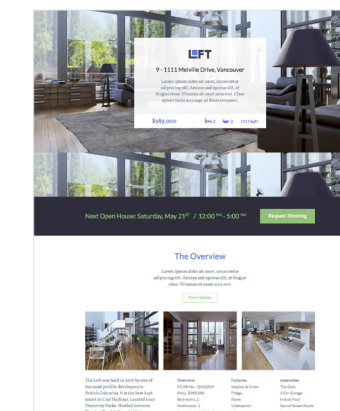
#### COMMONLY USED WORDS ASSOCIATED WITH FEAR IN REAL ESTATE \*

highest, fire, problem, watch, change, confidence, mortgage, eviction, cash, risk, cutting, military, worry, destination, treat, difficult, court, yelp, emergency, endless

\* This list was generated by an algorithm. Use your best judgement.

- For the most part, we didn't see a lot of [dependence](#) on sentiment in this industry, except...
- We saw a slight negative trend for pages using more fear-inducing terms. If more than half a percent of your copy evokes feelings of fear, you could be hurting your conversion rates.

*Fear-inducing copy might not be the only thing scaring off visitors. Be wary of common mistakes that might be causing [anxiety on your landing pages](#) (and learn how to fix them).*

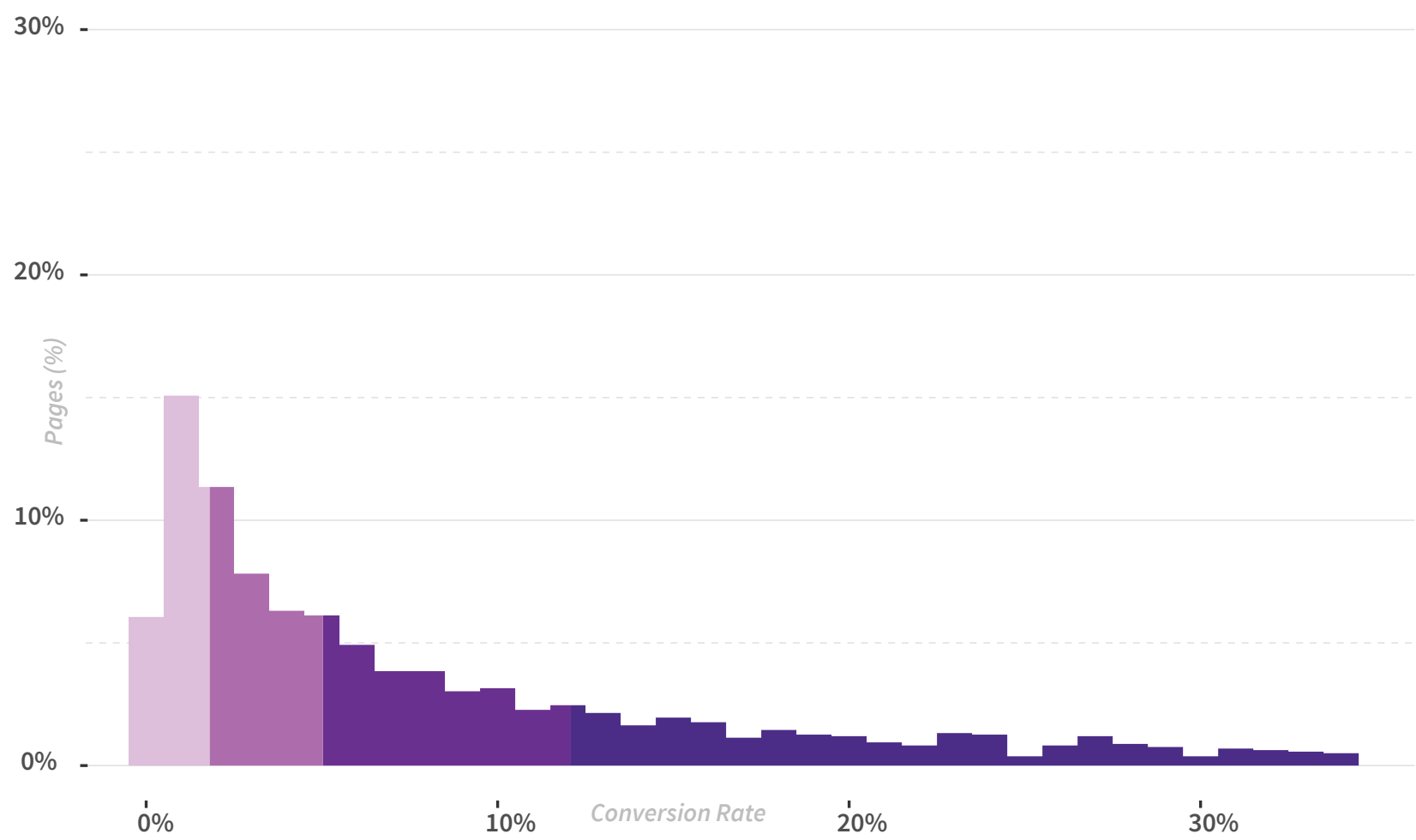


*Make your listings sparkle with bold copy and killer photography — check out Unbounce's mobile responsive [Real Estate landing page templates](#).*



**BUSINESS  
CONSULTING**

# BUSINESS CONSULTING



## How Do Marketers Stack Up?

- Landing pages in this industry are some of the highest performing pages overall.
- This industry has one of the largest spread of conversion rates, and the 95th percentile is actually the highest at **27.2%**. That means there's a lot of potential for improvement.
- **37.3%** of marketers in this industry have at least one page that converts at less than 1.8% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **598 missed conversions**.
- We observed **114.2** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).

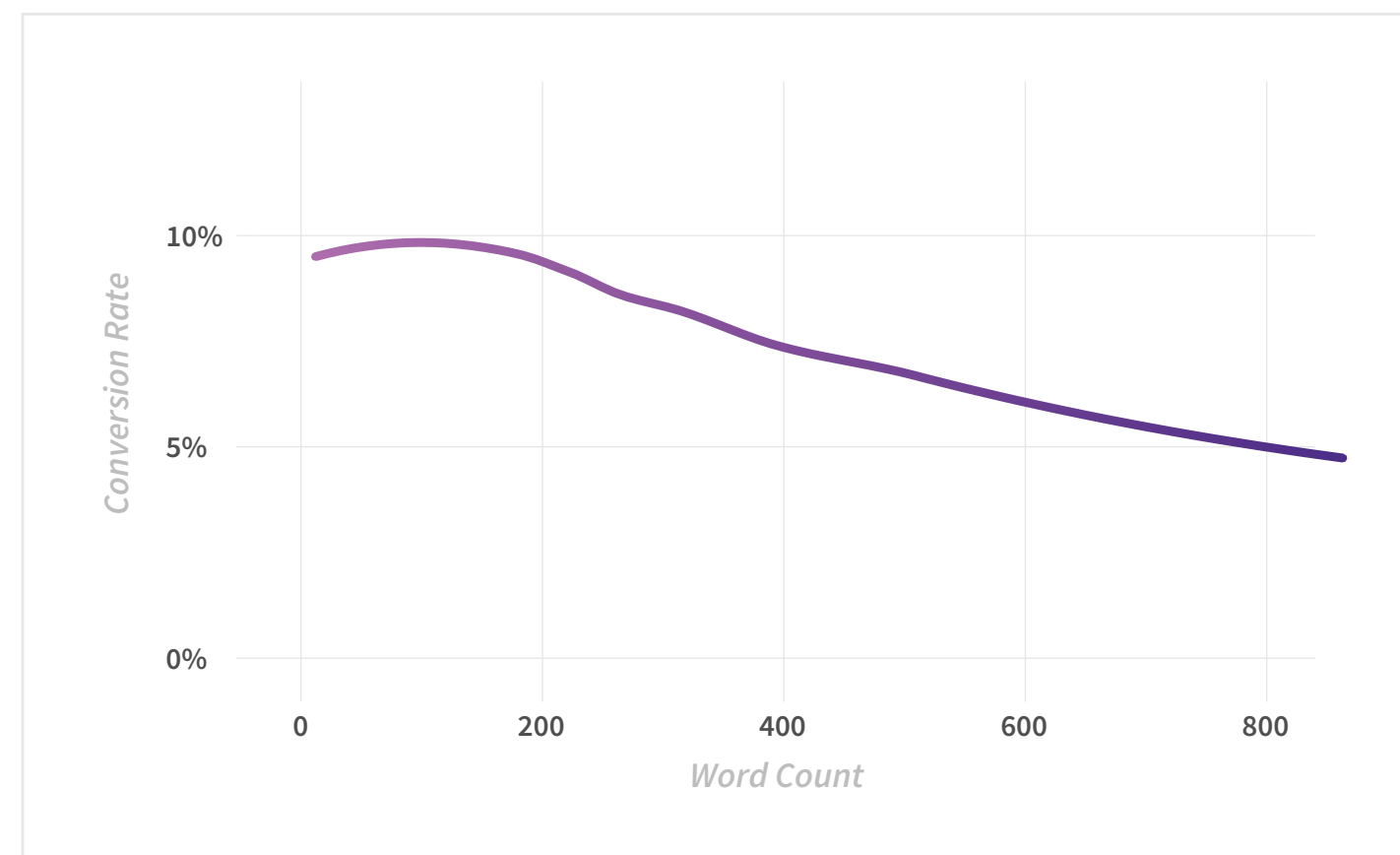
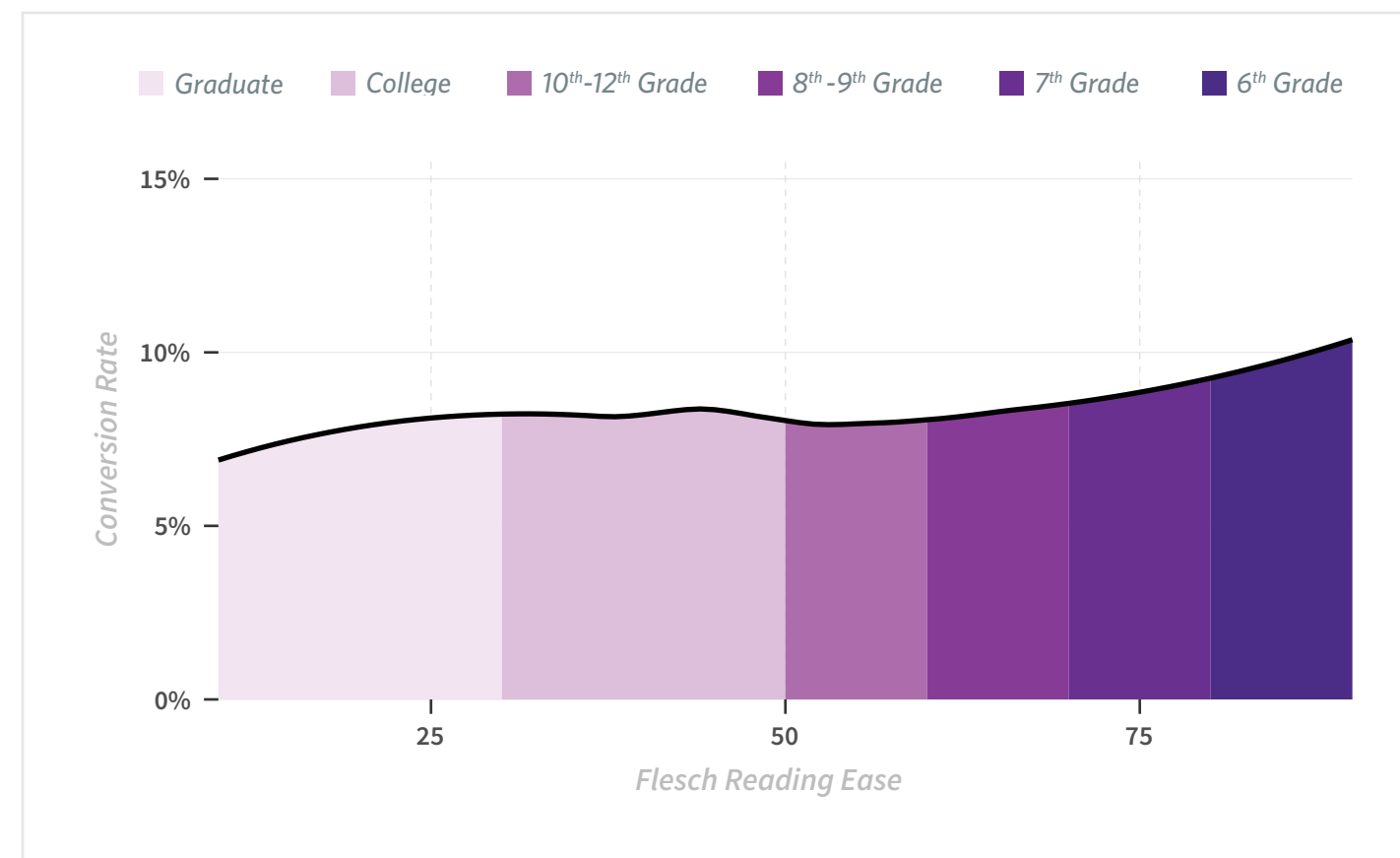
PERCENTILE	25%	50%	75%	90%
CONVERSION RATE	1.8%	5.0%	12.1%	21.7%

If your Business Consulting page has a conversion rate above 21.7%, you're beating 90% of your competitors' pages.

If your Business Consulting page has a conversion rate above **21.7%**, you're beating 90% of your competitors' pages.



TWEET THIS QUOTE

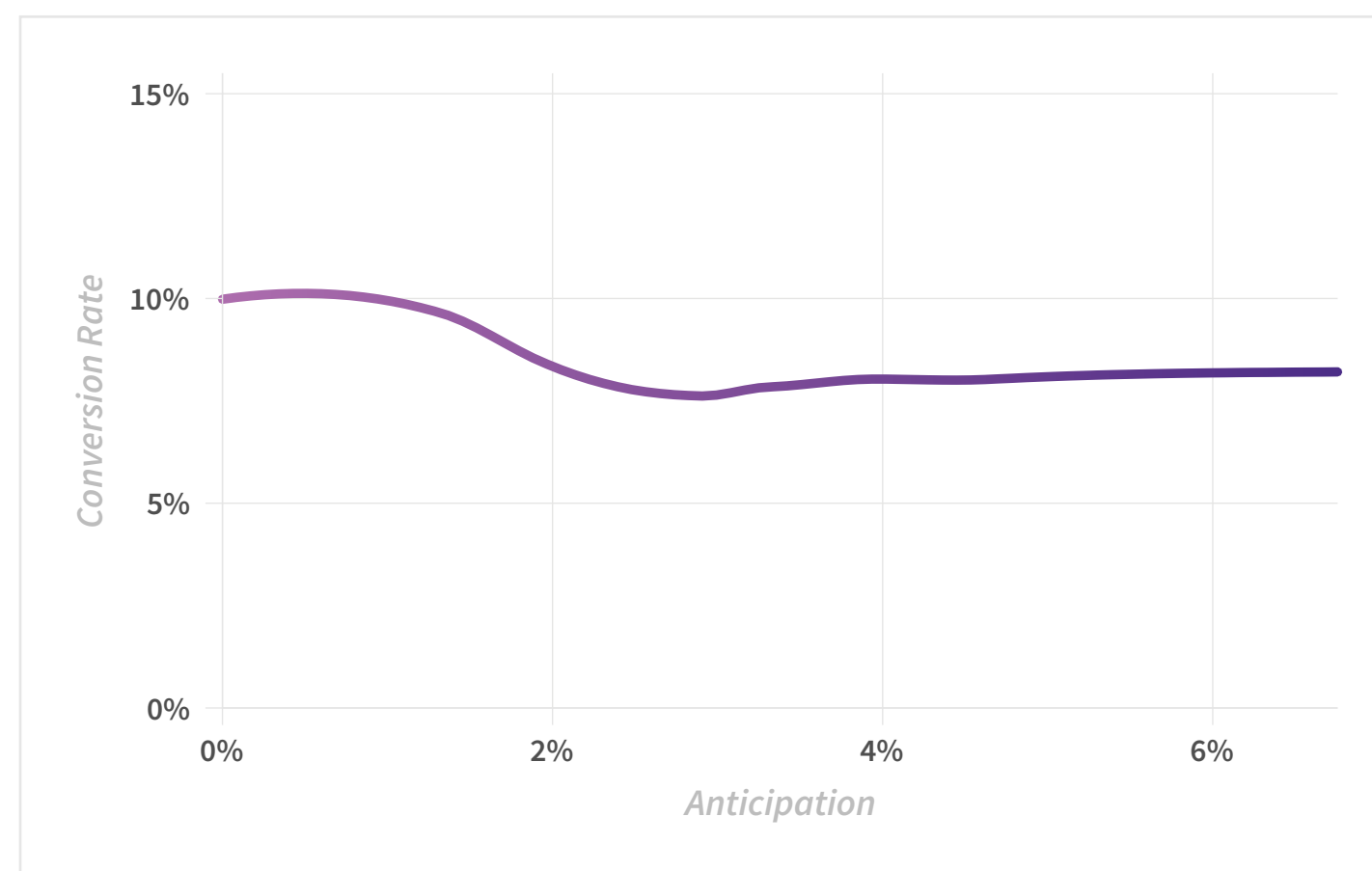


## Unbounce recommendations

- Pages targeting 7th grade or lower reading ease seem to convert noticeably better.
- Using more than 1.5% of your copy to build a sense of anticipation around your offer can result in pages with up to 25% lower conversion rates. You may think that words like “predict,” “attainable,” “achievement,” “exceed” and “excel” help hype your offering, but your audience may perceive these as empty buzzwords.

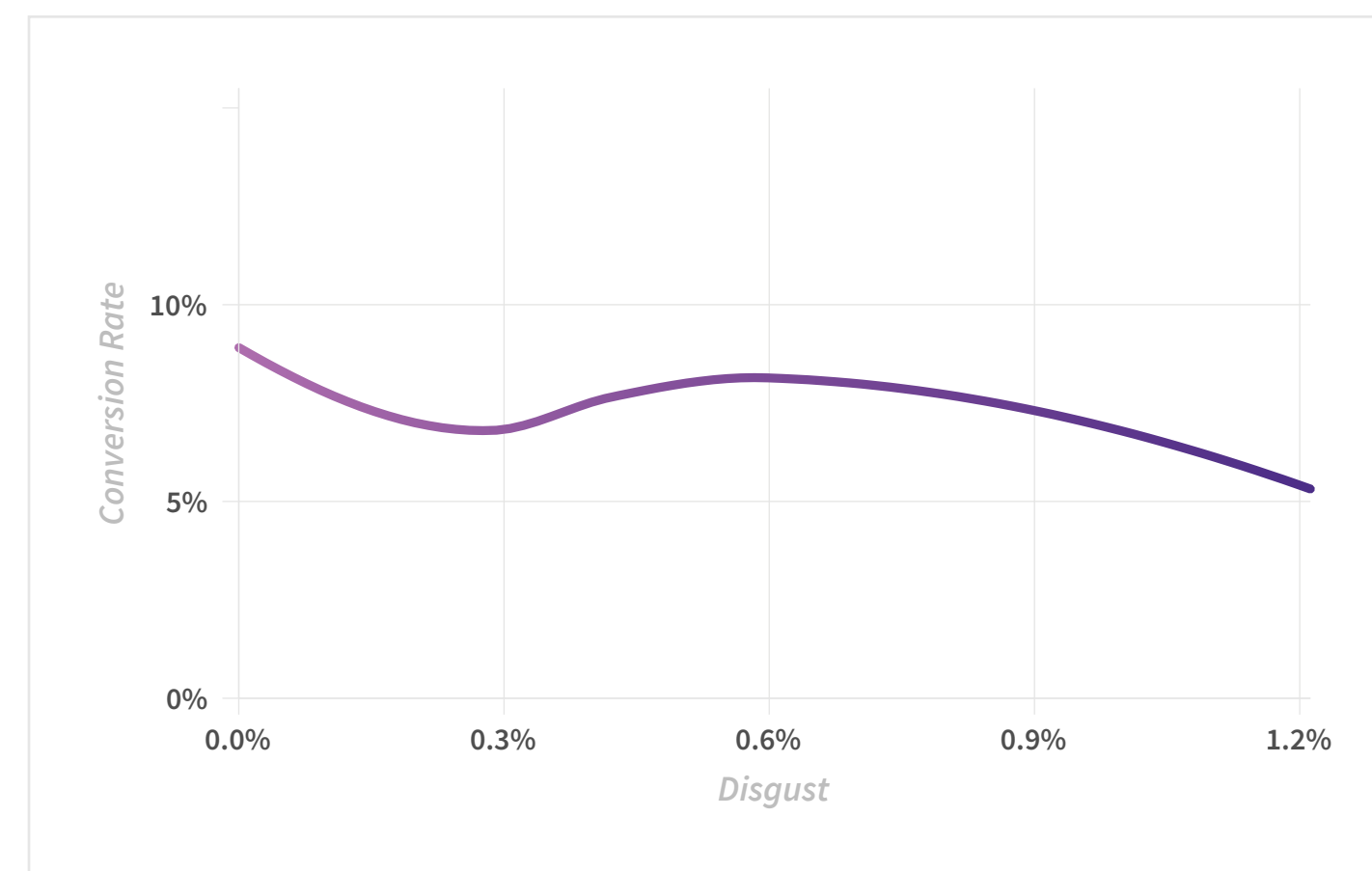
*You may think that your product is “market leading” or “cutting edge” — but some terms are so overused they’ve become filler.*

- This industry seemed to show some correlation between word count and conversion. For every additional 250 words on a page, we saw a 20% lower conversion rate.
- Using any words that might evoke feelings of disgust in your audience (words like “blame,” “cheat,” “collapse,” “disaster,” and “offend”) could be hurting your conversion rates.



#### COMMONLY USED WORDS ASSOCIATED WITH ANTICIPATION IN BUSINESS CONSULTING \*

*time, network, planning, risk, career, organization, plan, white, top, start, university, opportunity, mobile, develop, successful, gain, success, improve, share, grow*



#### COMMONLY USED WORDS ASSOCIATED WITH DISGUST IN BUSINESS CONSULTING \*

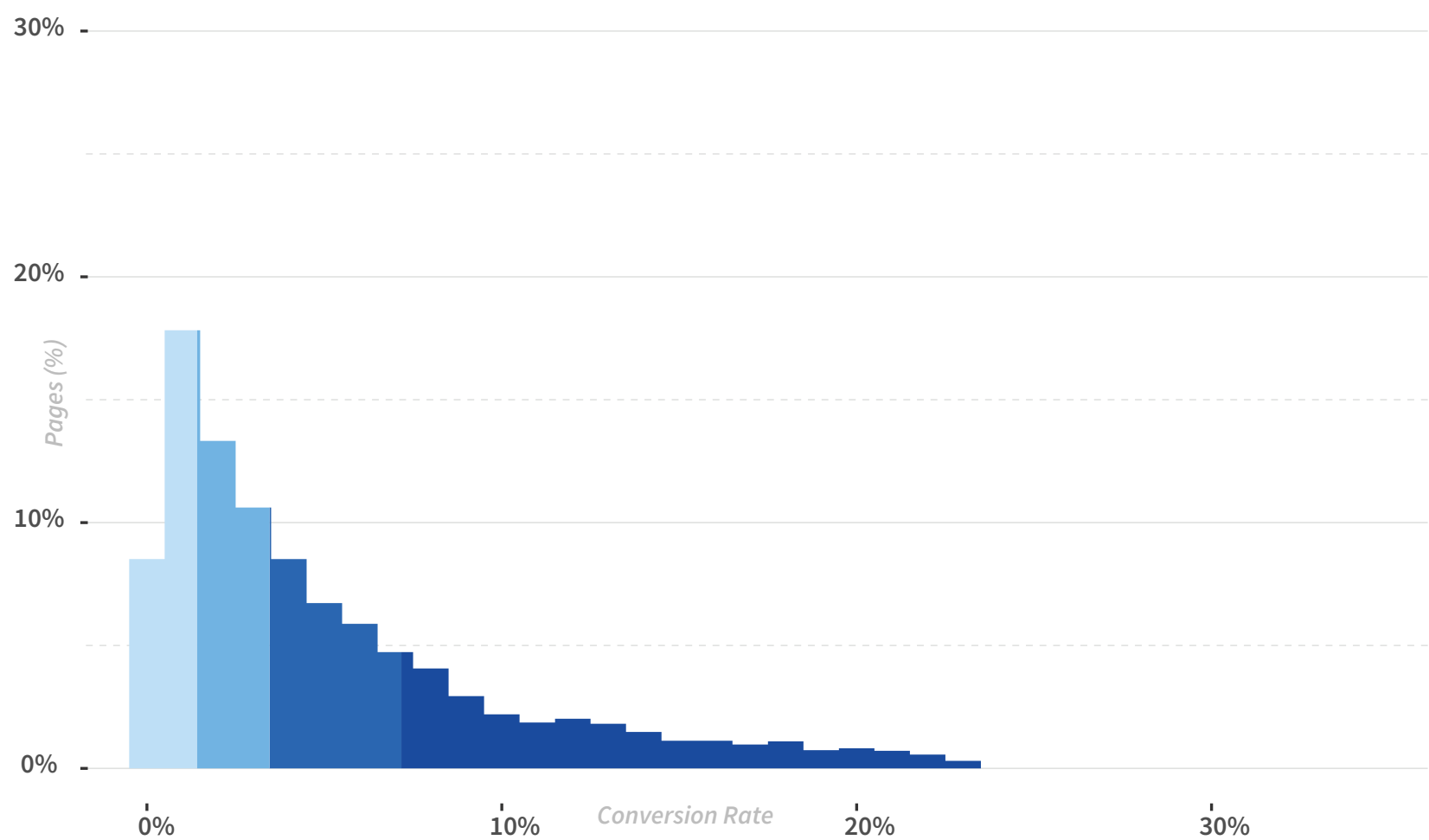
*winning, powerful, interested, actionable, cutting, excellence, waste, interior, nasty, failure, finally, provoking, larger, feeling, celebrity, corruption, nurture, remains, bad, hate*

\* This list was generated by an algorithm. Use your best judgement.



—  
**BUSINESS  
SERVICES**

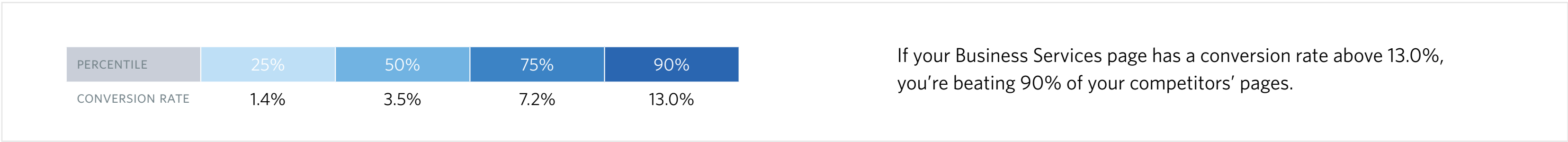
# BUSINESS SERVICES



## How Do Marketers Stack Up?

- **36.6%** of marketers in this industry have at least one page that converts at less than 1.4% (in the 25th percentile).
- Last quarter, marketers in the industry saw an average of **618** [missed conversions](#).
- We observed **101** mean conversions per marketer in this industry last quarter.

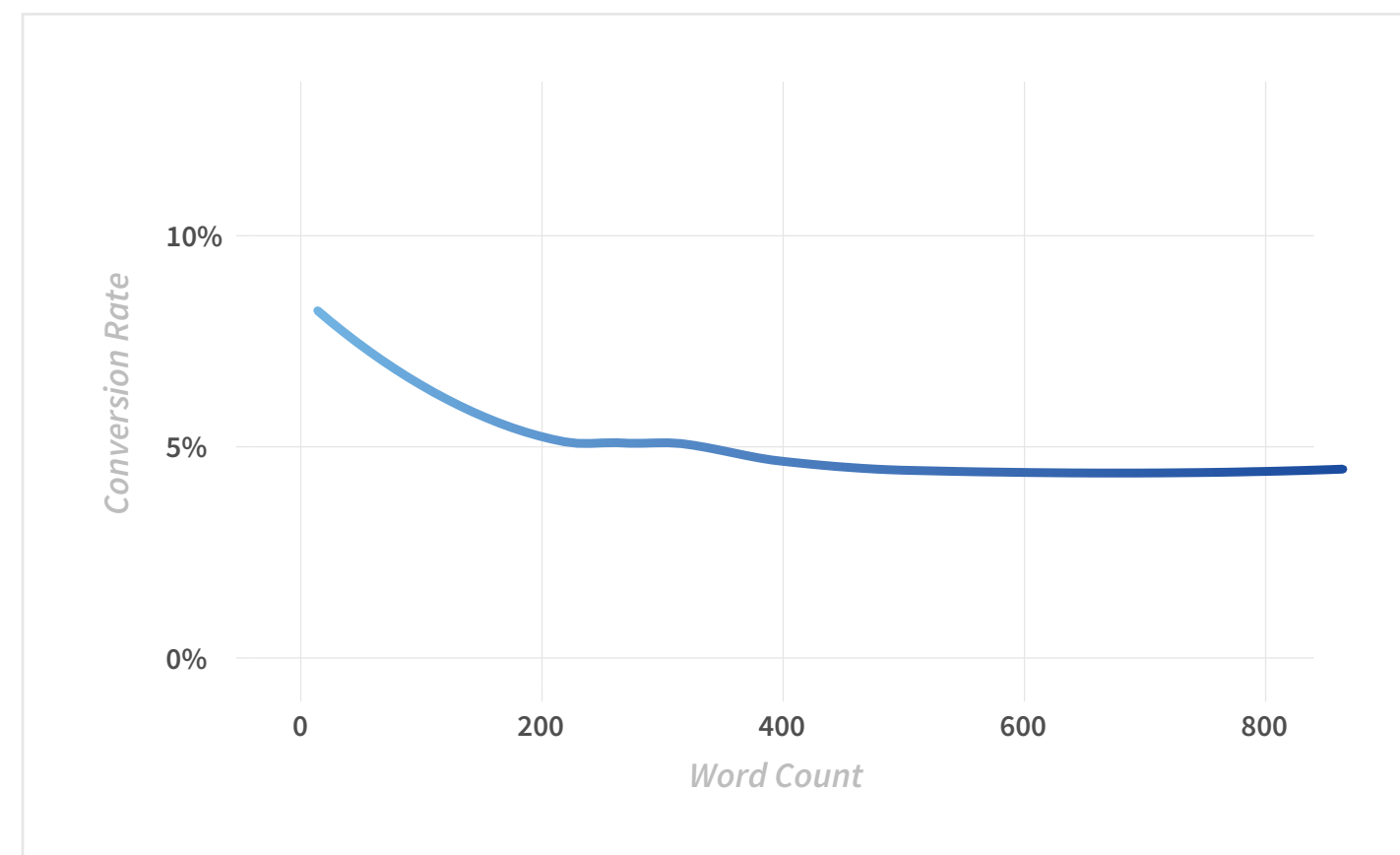
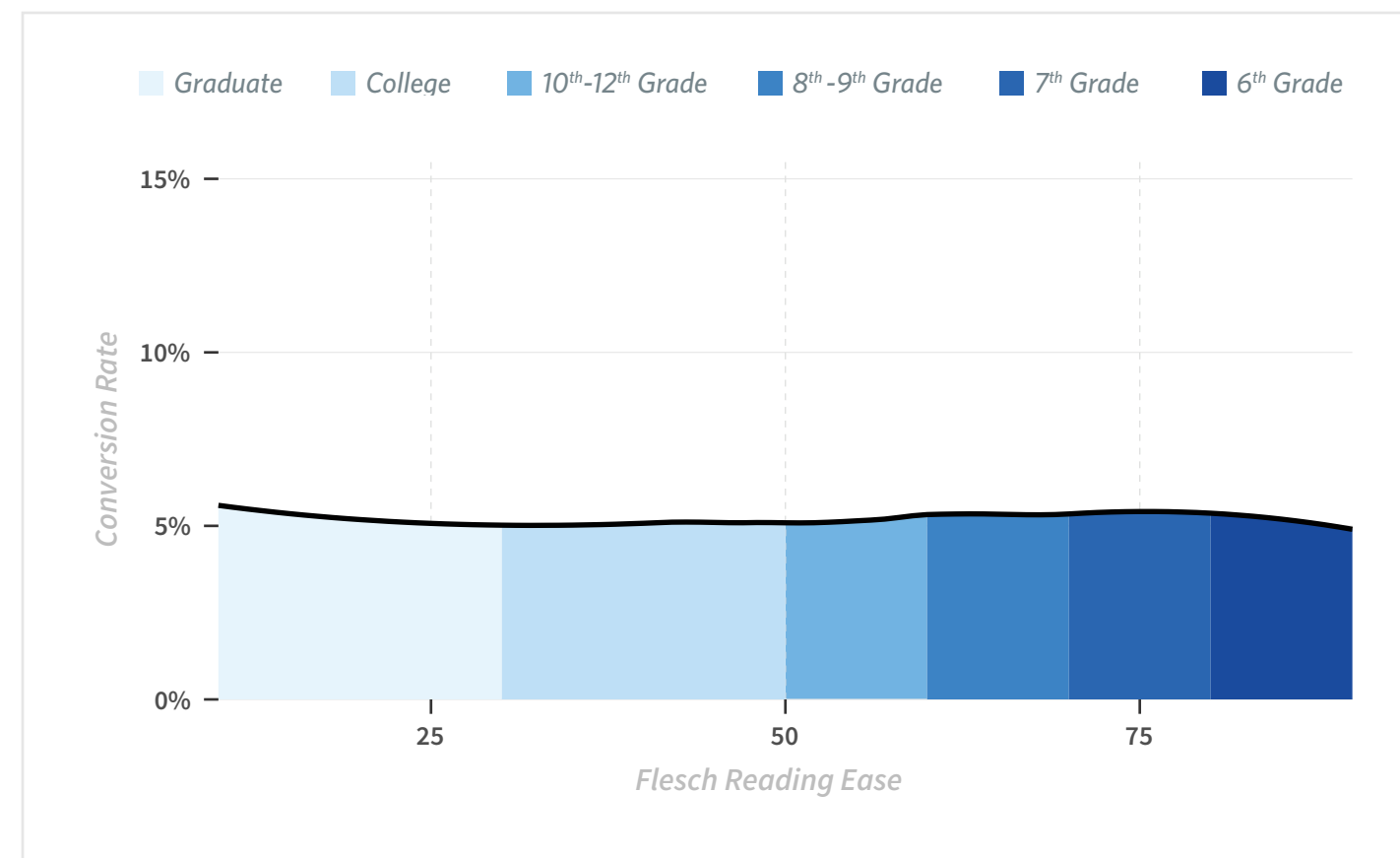
Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



If your Business Services page has a conversion rate above 13.0%, you're beating 90% of your competitors' pages.

If your Business Services page has a conversion rate above **13.0%**, you're beating 90% of your competitors' pages.

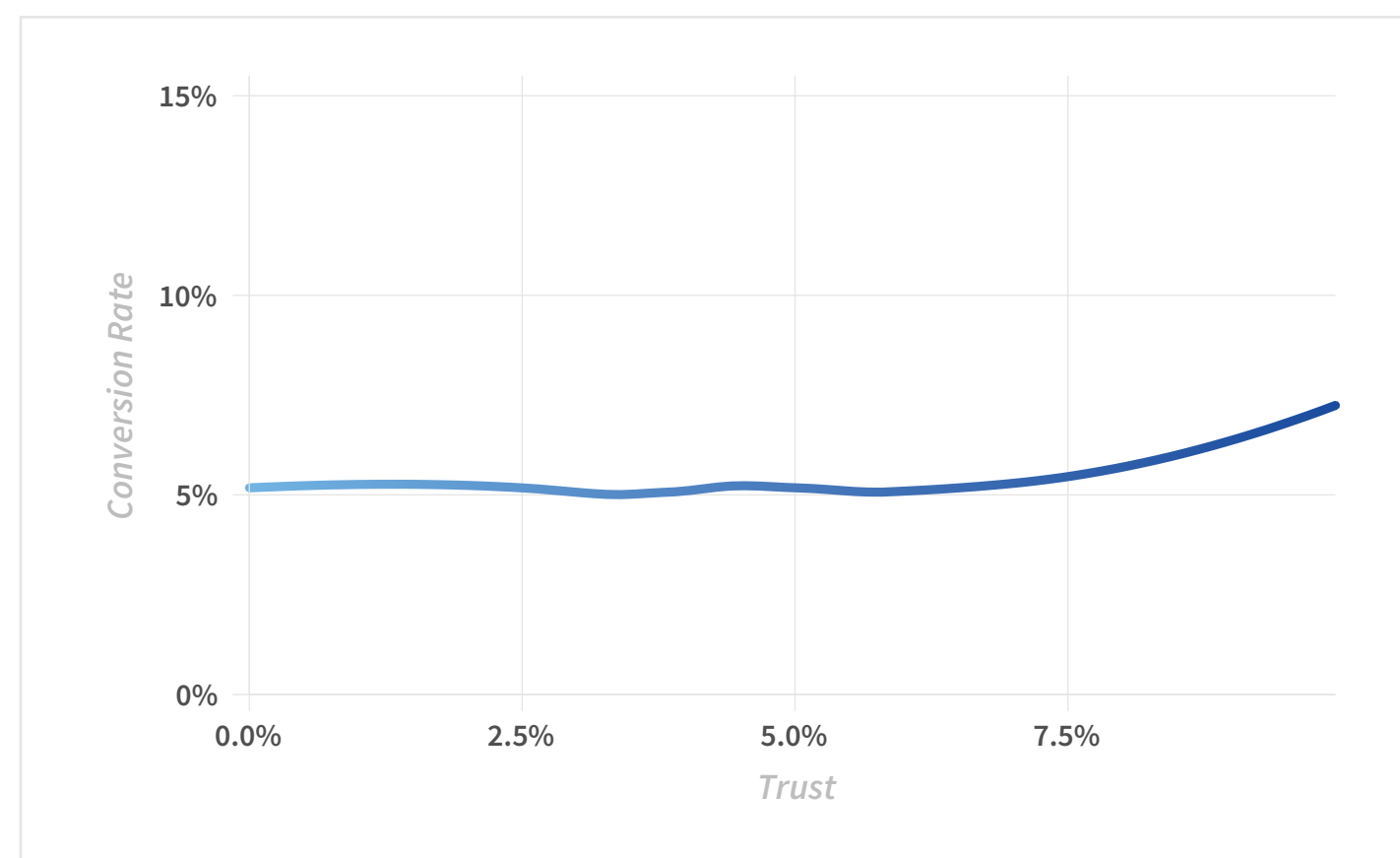




## Unbounce recommendations

- Be as concise as you can. Overall, pages with fewer than 100 words convert 50% better than those with more than 500 words.
- This is one industry where our data didn't show an obvious path towards improvement beyond changing word count. There wasn't much indication that sentiment, emotions and complexity of language had a huge effect on conversion rates.
- One emotion that does have some effect is trust, but you have to be really trustworthy. If more than 8% of your language implies trust, you could see some improvement in your conversion rates.

Copywriting isn't the only way to [convey trust on your landing pages](#).  
Just trust us.



#### COMMONLY USED WORDS ASSOCIATED WITH TRUST IN BUSINESS SERVICES \*

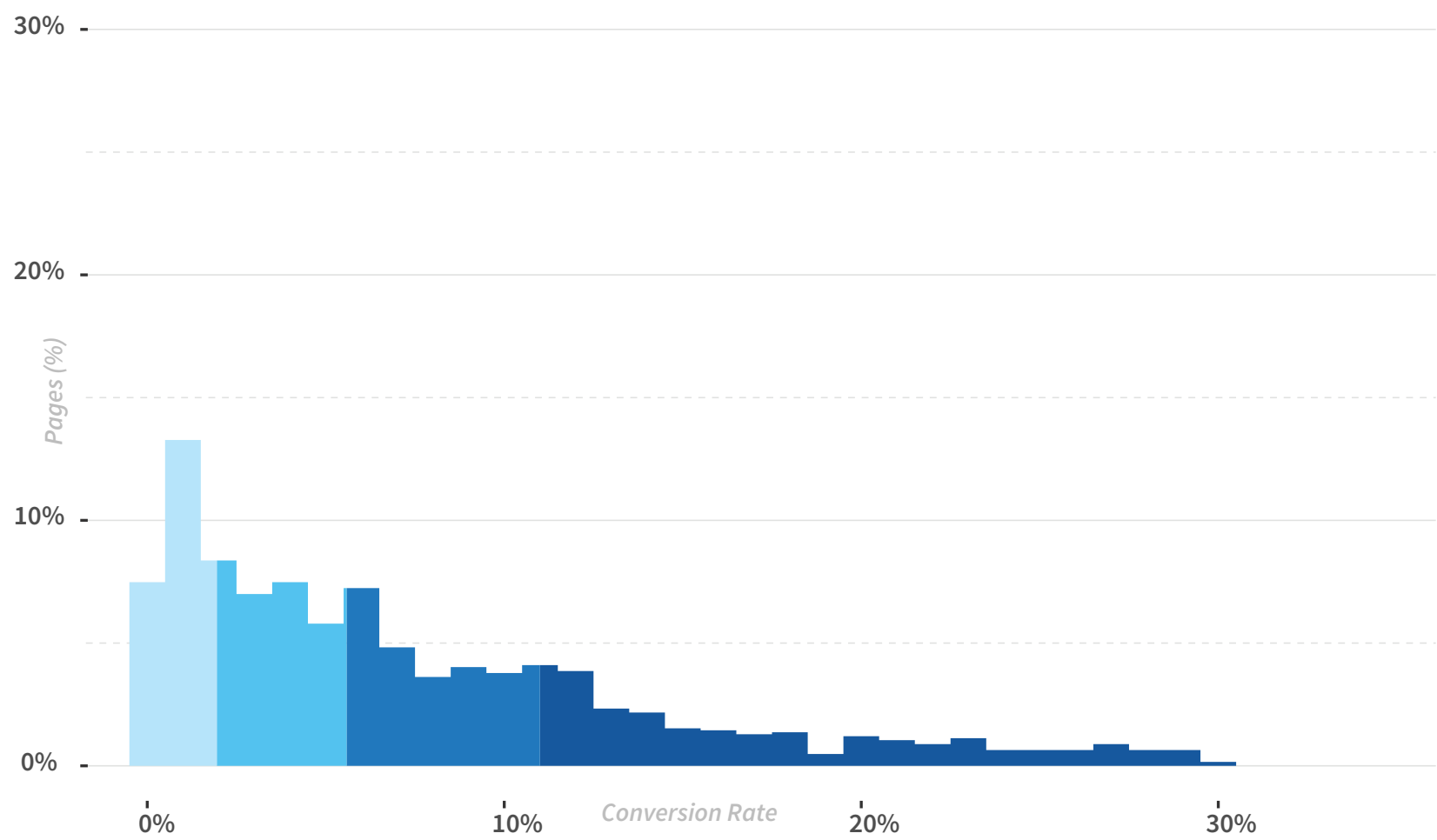
*management, system, content, manage, top, real, policy, provide, fill, guide, save, grow, team, leading, compliance, account, improve, powerful, maintenance, money*

*\* This list was generated by an algorithm. Use your best judgement.*



# --- CREDIT & LENDING

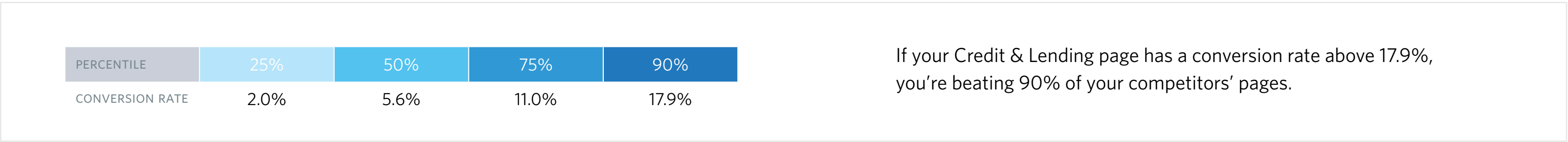
# CREDIT & LENDING



## How Do Marketers Stack Up?

- Businesses marketing in this space can expect some of the highest conversion rates of all the industries in this report. If you're only getting a 5% conversion rate with your landing pages, it's time to do some optimization and testing
- **43.8%** of marketers in this industry have at least one page that converts at less than 2.0% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **2,194** [missed conversions](#).
- We observed **359.9** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



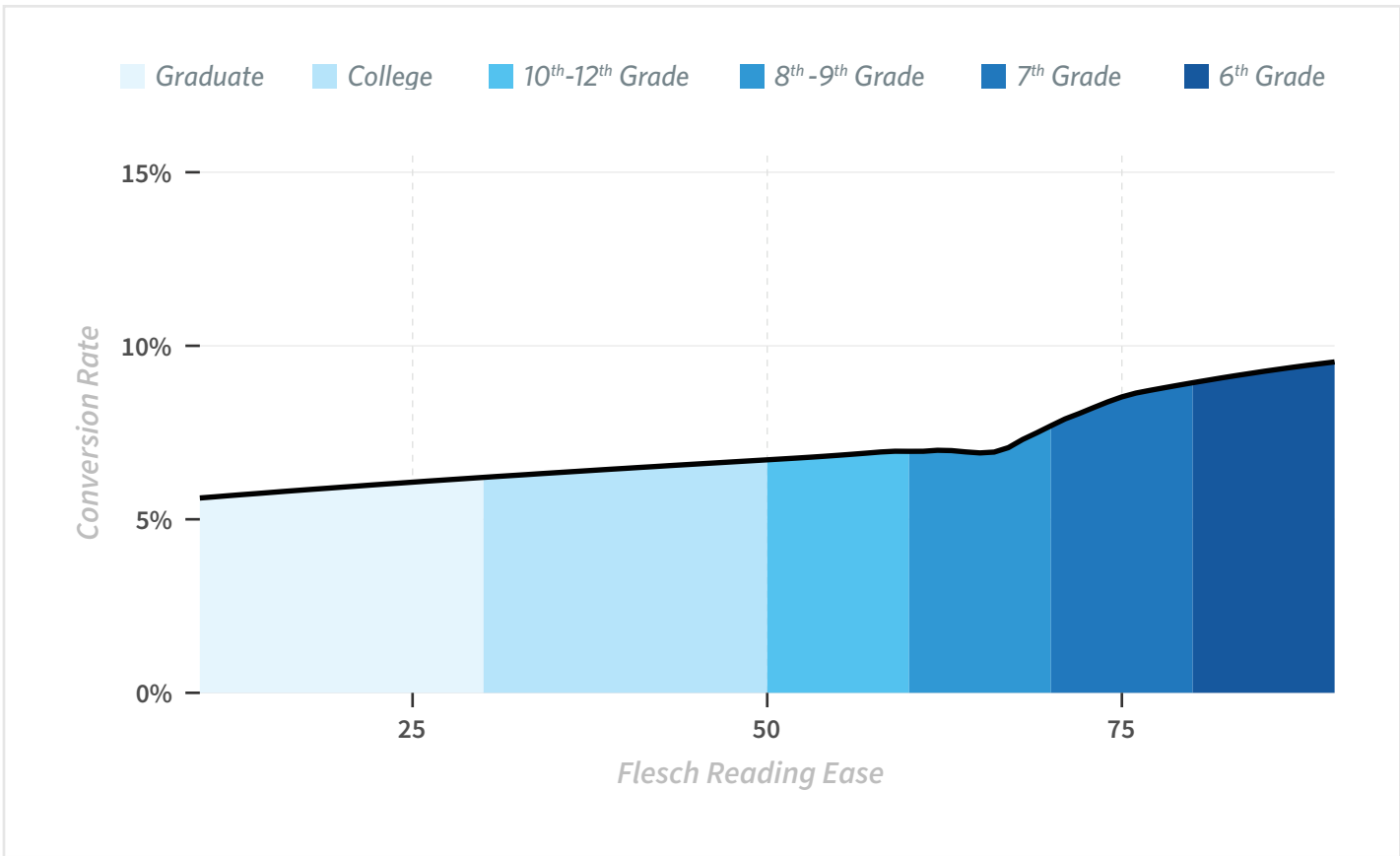
If your Credit & Lending page has a conversion rate above 17.9%, you're beating 90% of your competitors' pages.

**If your Credit & Lending page has a  
conversion rate above **17.9%**, you're beating  
90% of your competitors' pages.**

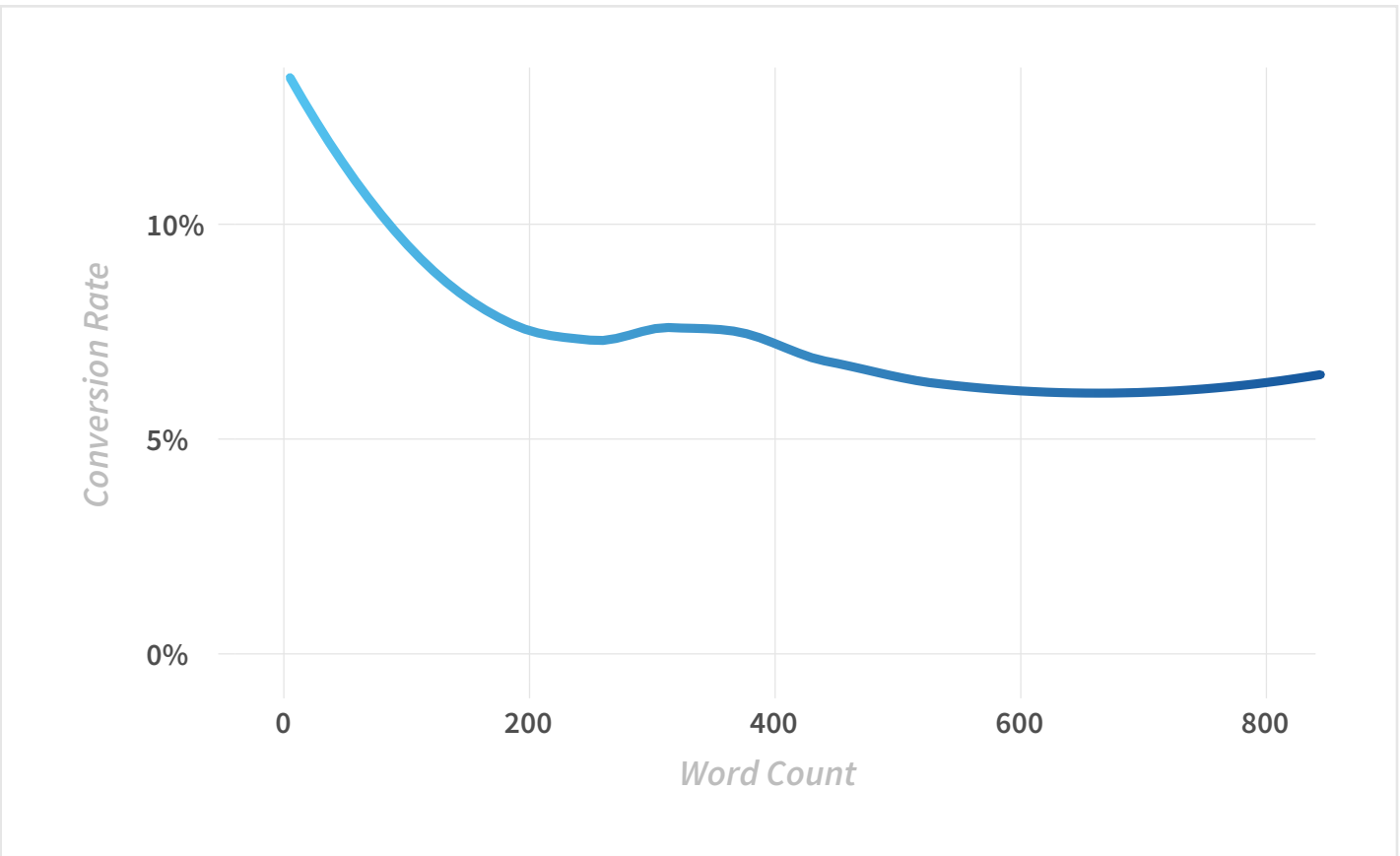


**TWEET THIS QUOTE**

# Unbounce recommendations



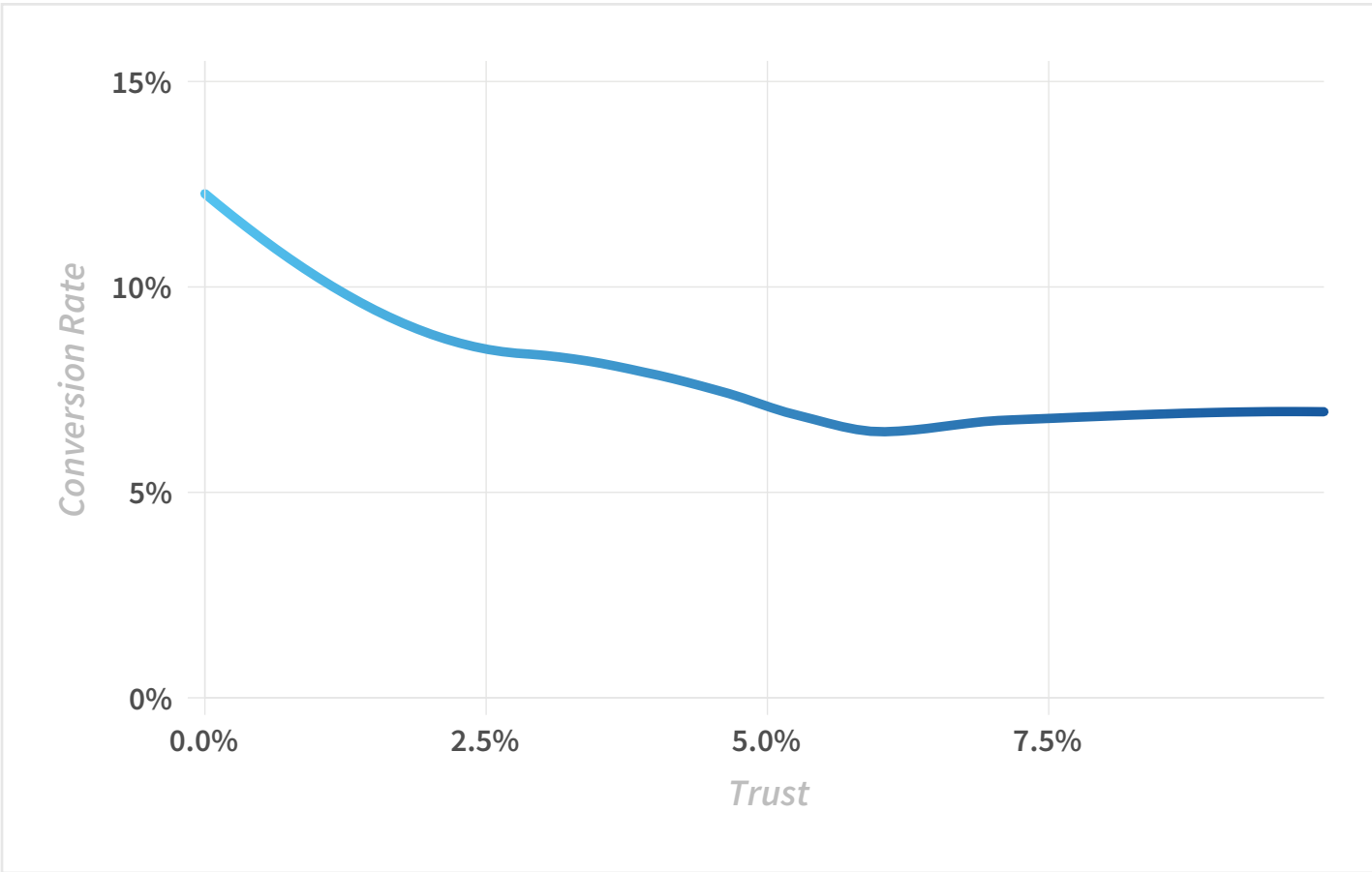
- Keep your language simple — no one wants to be confused by a credit card offer. Pages with a reading ease level of 8th grade (or easier) corresponded to 5% to 30% higher conversion rates.



- The most obvious trend in this industry is that the keeping a page below 400 words is good, but **pages below 100 words averaged nearly double the conversion rate.**

How do you know whether your landing page should be long or short?  
[This article can help you](#) gut check.

- Use words that reinforce a sense of trust strategically and sparingly — for up to 3% of your copy. Our data showed that going much beyond that resulted in up to 10% lower conversion rates.

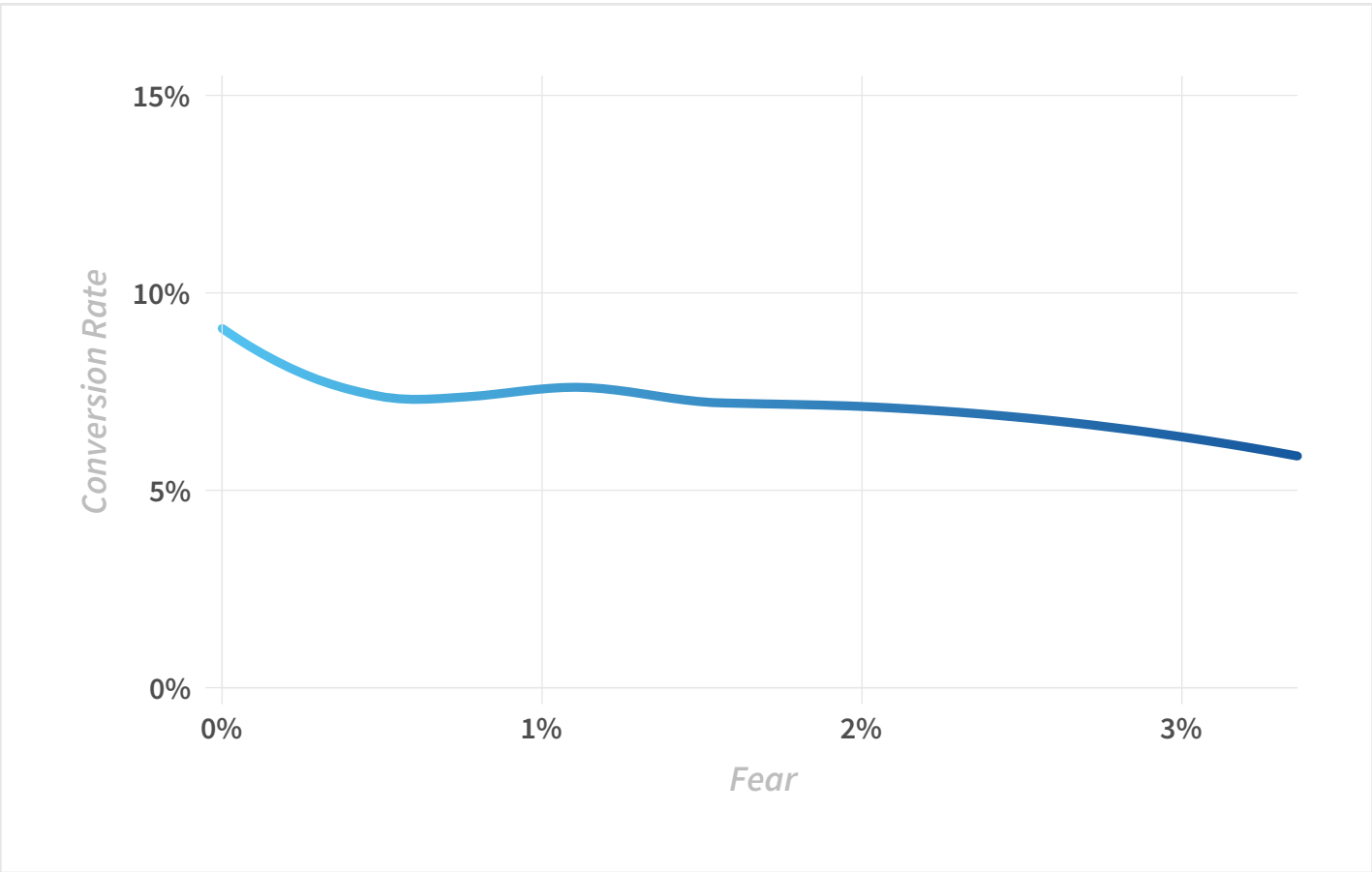


**COMMONLY USED WORDS ASSOCIATED WITH TRUST IN CREDIT & LENDING \***

*credit, provide, personal, save, advice, pay, cash, lender, money, law, fixed, council, real, bank, team, legal, income, policy, fill, good*

*\* This list was generated by an algorithm. Use your best judgement.*

- Words that create a subconscious sense of fear seemed to correlate with lower conversion rates. If this type of language makes up more than 0.25% of your copy, you could be seeing up to 15% lower conversion rates.



**COMMONLY USED WORDS ASSOCIATED WITH FEAR IN CREDIT & LENDING \***

*mortgage, attorney, advance, insolvency, bankruptcy, change, lines, bailiff, cash, bad, court, difficult, government, case, rating, avoid, risk, medical, problem, prevent*

# Landing page copy can make or break your marketing campaign

*The Unbounce Conversion Benchmark Report* provides recommendations around reading ease, emotion, page length and sentiment, but many more ingredients go into persuasive landing page copy. Here's one more tool at your disposal.

In this 56-page ebook, pro copywriter Joanna Wiebe shares her hard-learned secrets for writing irresistible landing page copy. You'll learn:

1. How every piece of your marketing campaign has one job and what that job is
2. What a click-worthy call to action is made of
3. Why social proof is a copywriter's best friend
4. The five critical copy elements on high-converting landing pages

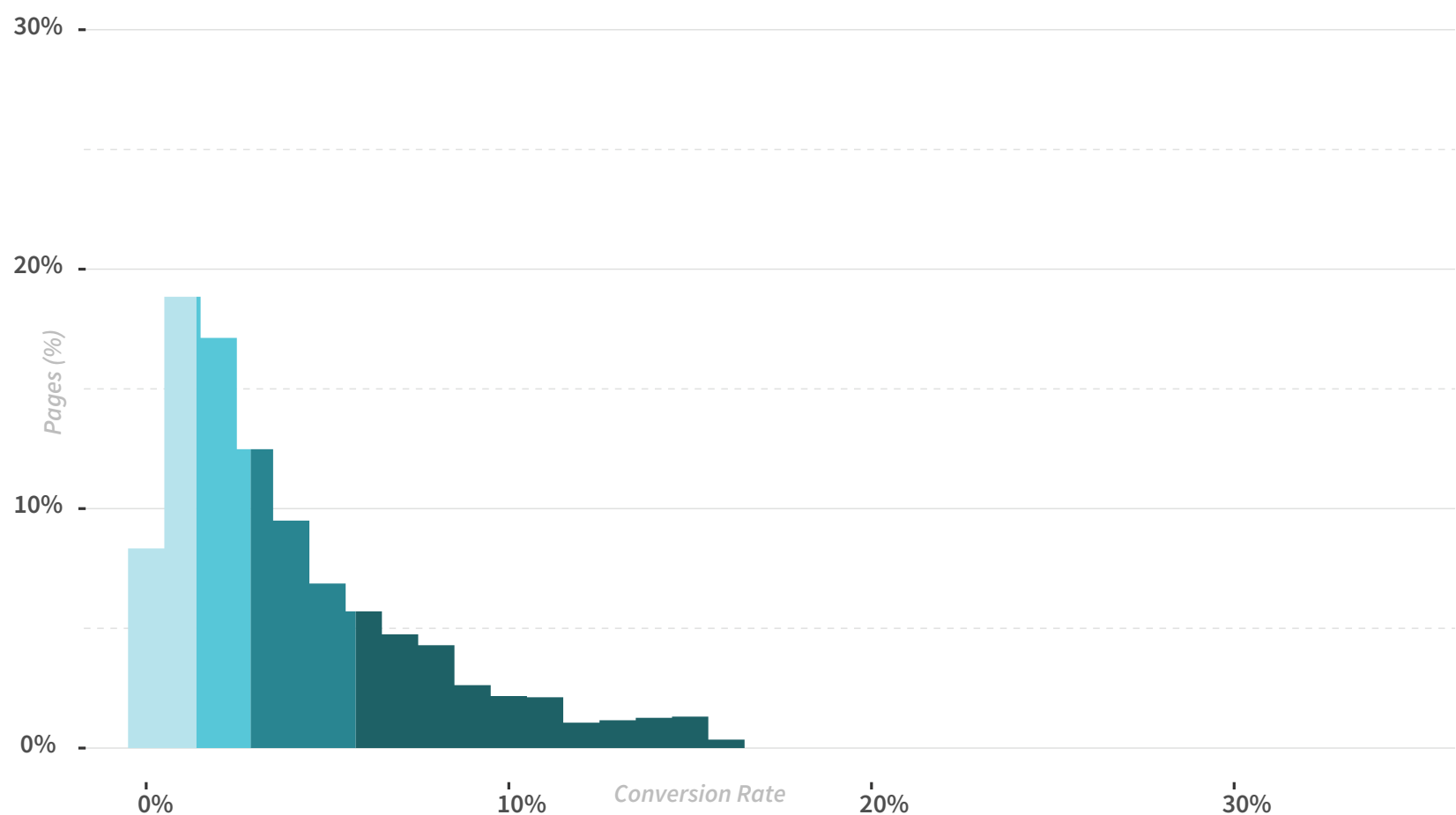
[GET MY EBOOK](#)





HEALTH

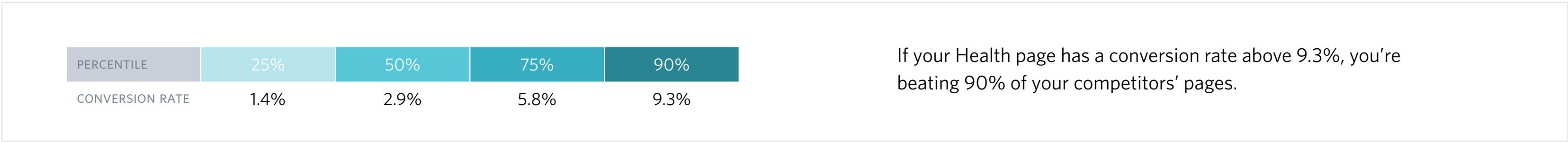
# HEALTH



## How Do Marketers Stack Up?

- This industry has some of the lowest overall conversion rates of any we looked at.
- If you can get anything above a **5%** conversion rate, you should ask for a raise.
- **45.0%** of marketers in this industry have at least one page that converts at less than 1.4% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **1,122** [missed conversions](#).
- We observed **206.7** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



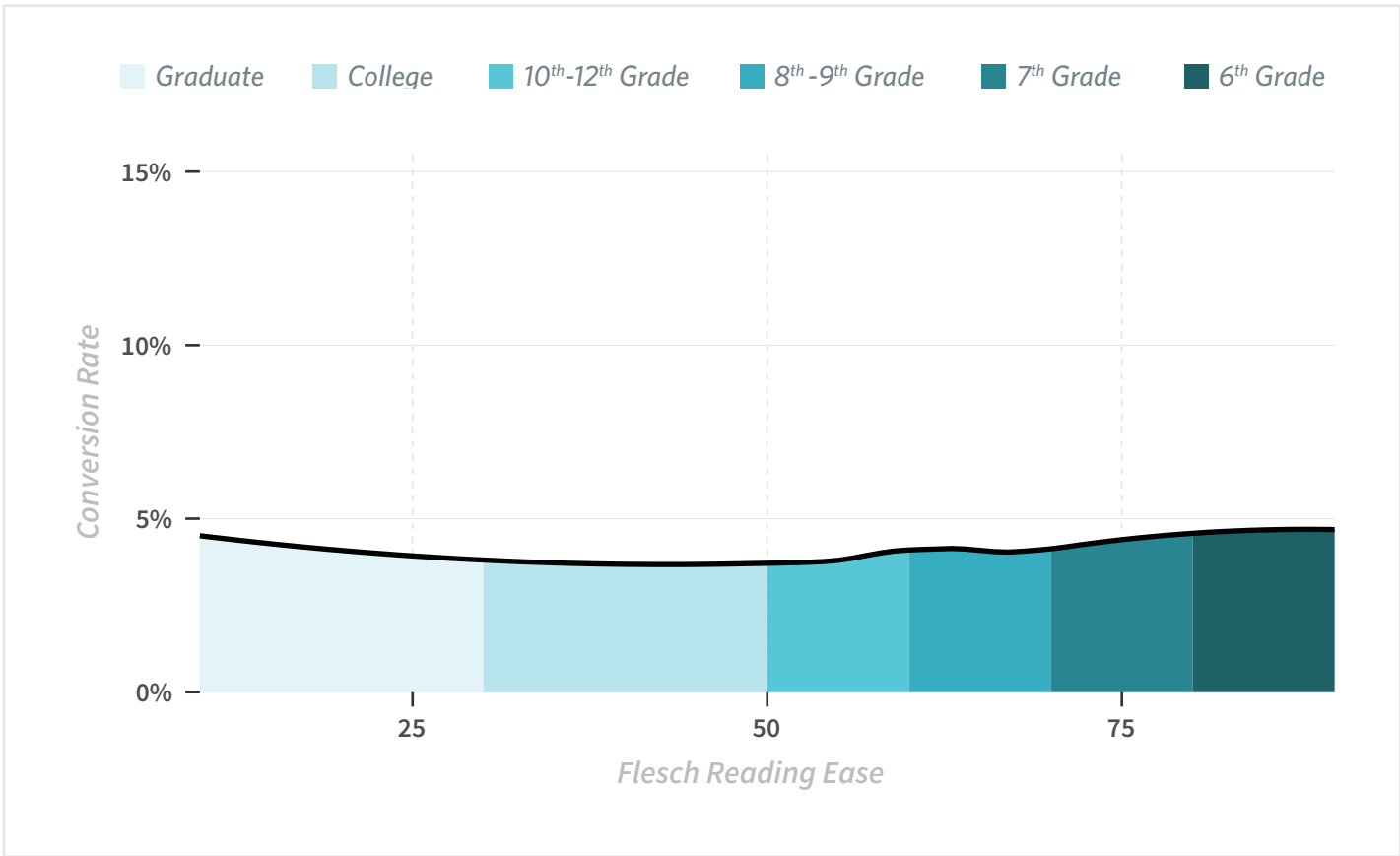
If your Health page has a conversion rate above 9.3%, you're beating 90% of your competitors' pages.

**If your Health page has a conversion rate above 9.3%, you're beating 90% of your competitors' pages.**

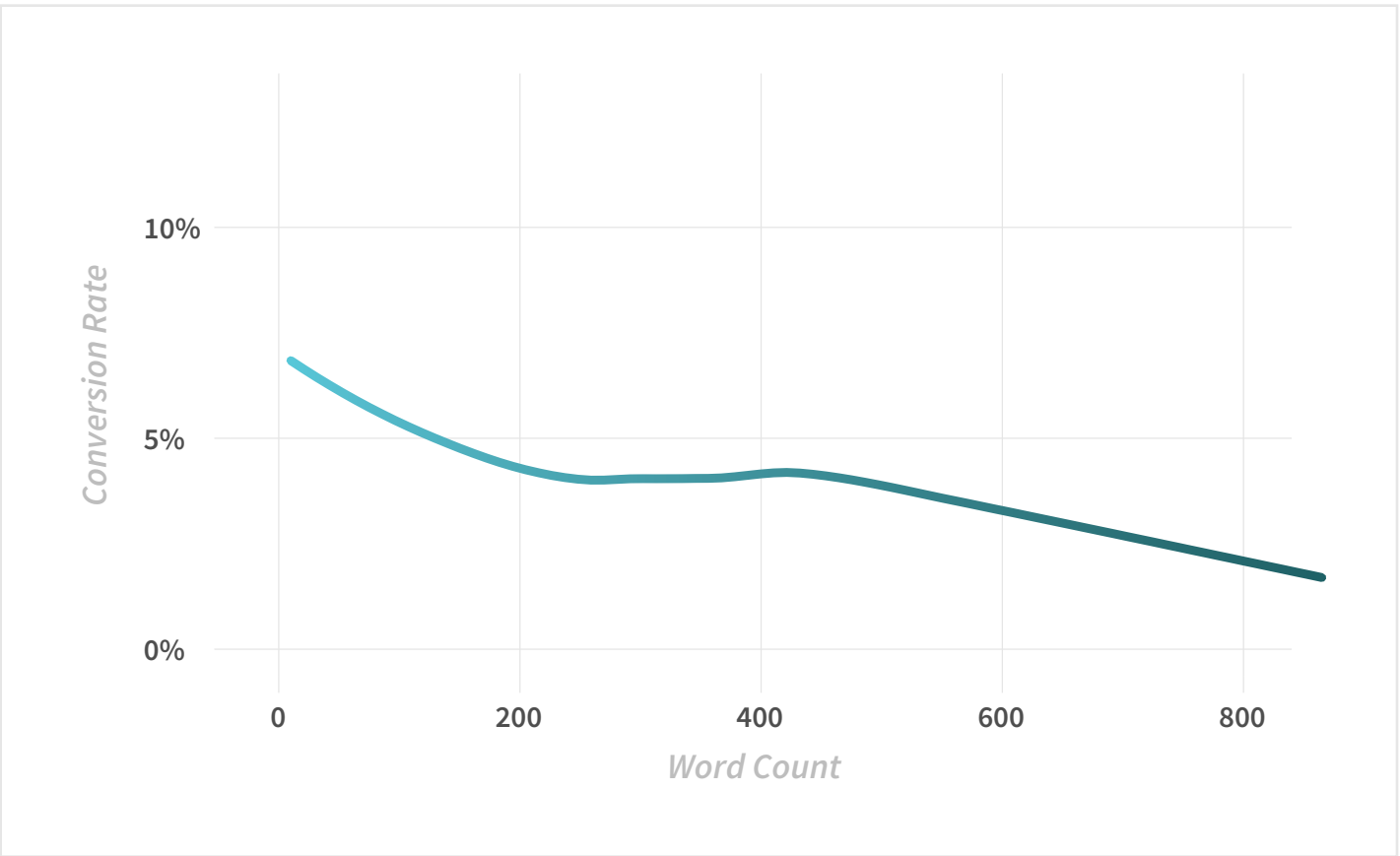


**TWEET THIS QUOTE**

# Unbounce recommendations

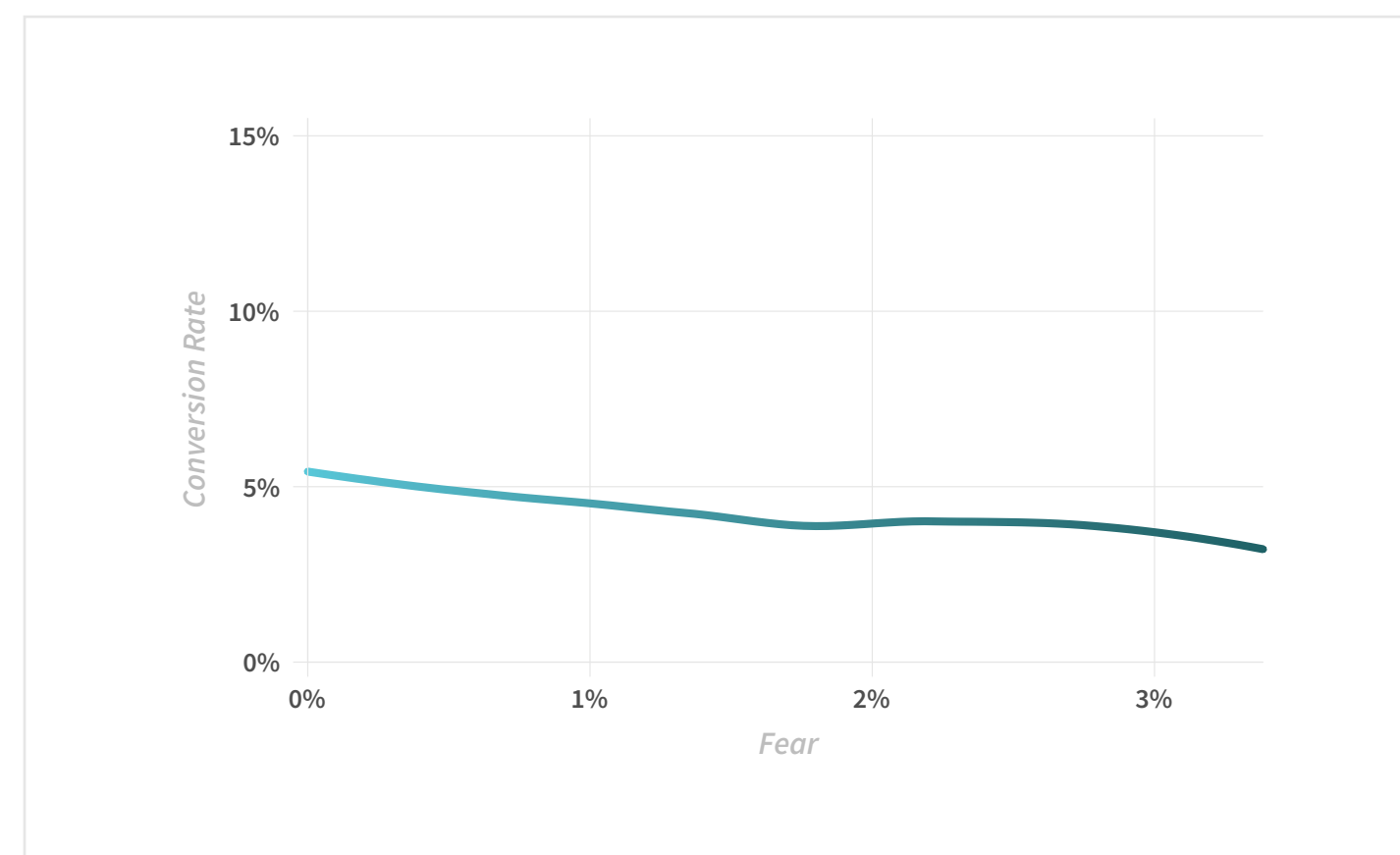


- Don't sweat the complexity of your language too much. We didn't see a lot of [dependence](#) in the Health industry on reading level.



- Be as concise as you can. We saw a consistent negative trend in conversion rates with longer pages. On average, pages with 750 words converted 30% fewer visitors than pages with 500 words.

Being concise yet persuasive is tricky — but these expert [copywriters have formulas](#) that can help.

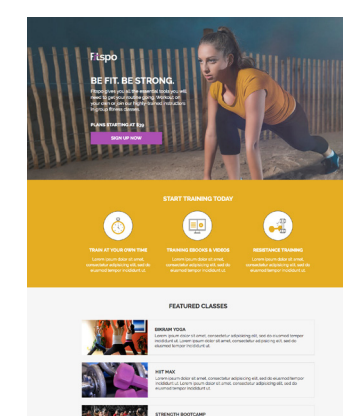


### COMMONLY USED WORDS ASSOCIATED WITH FEAR IN HEALTH \*

*pain, loss, disease, injury, hearing, weight, treat, worse, surgery, dentistry, confidence, emergency, medical, hospital, avoid, problem, cancer, procedure, diagnosis, change*

*\* This list was generated by an algorithm. Use your best judgement.*

- For every additional percent of copy that used language evoking feelings of fear, we saw conversion rates that were 10% lower.

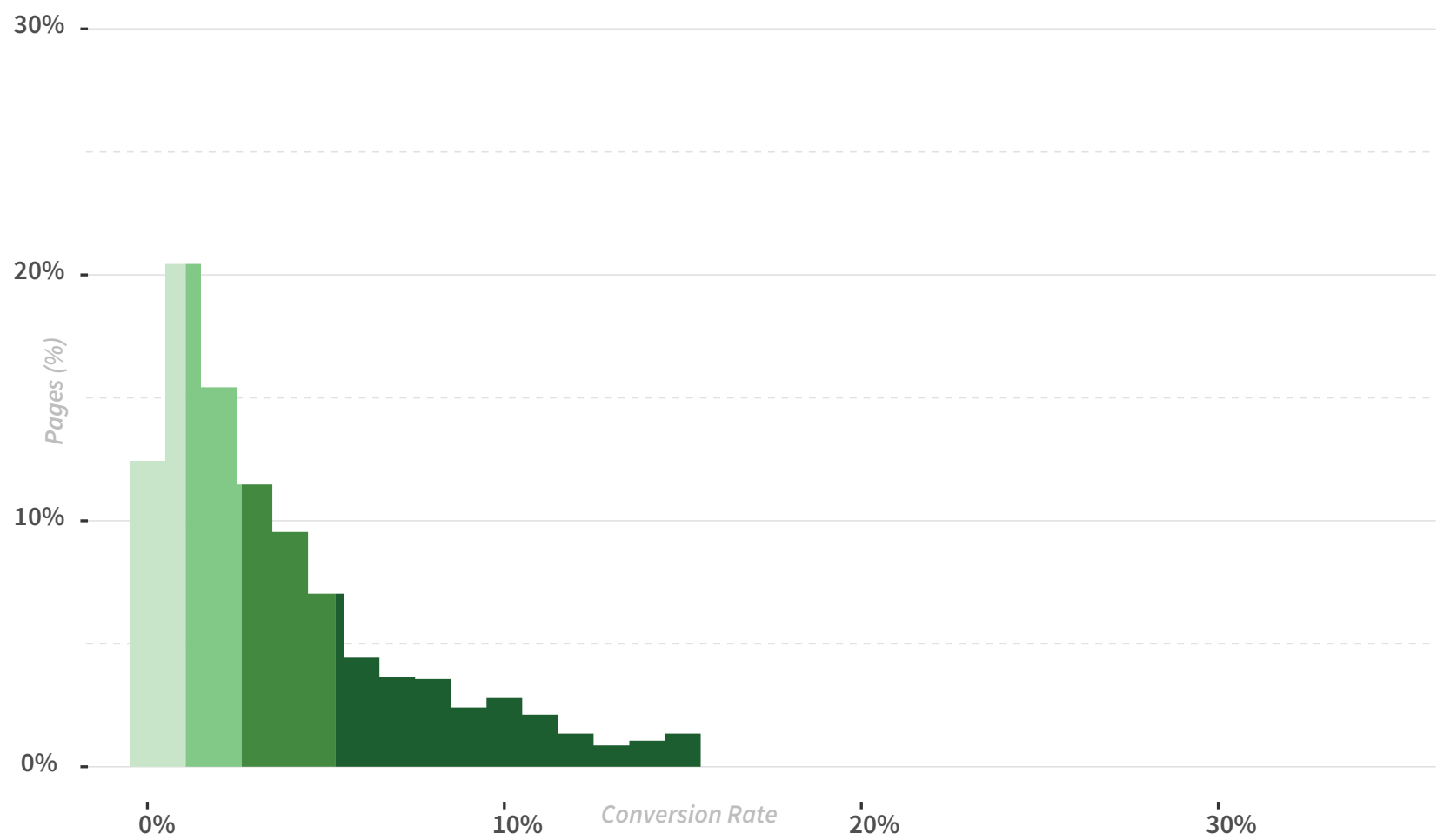


Need to boost membership for a health club or facility?  
Or how about broadening the reach of your digital health products? Check out Unbounce's mobile responsive [Health landing page templates](#).



# **HIGHER EDUCATION**

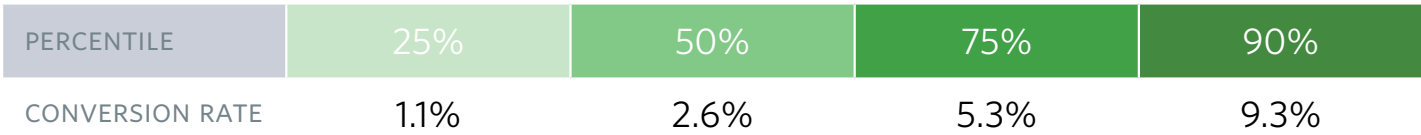
# HIGHER EDUCATION



## How Do Marketers Stack Up?

- This industry has some of the lowest overall conversion rates of any we looked at.
- If you can get anywhere around **5%** conversion rate, you're doing really well.
- **42.1%** of marketers in this industry have at least one page that converts at less than 1.1% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **1,734** [missed conversions](#).
- We observed **282** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



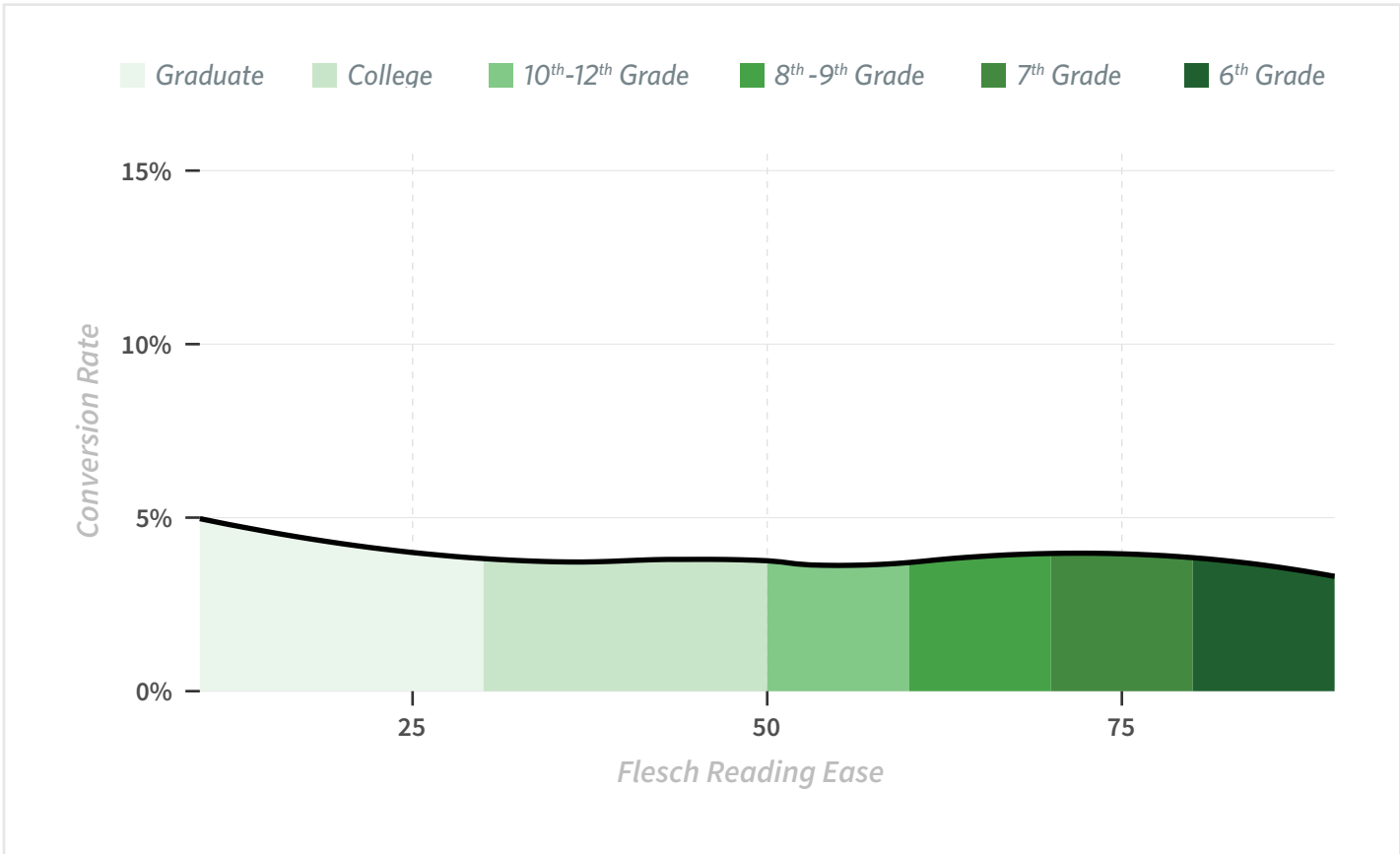
If your Higher Education page has a conversion rate above 9.3%, you're beating 90% of your competitors' pages.

**If your Higher Education page has a  
conversion rate above **9.3%**, you're beating  
90% of your competitors' pages.**

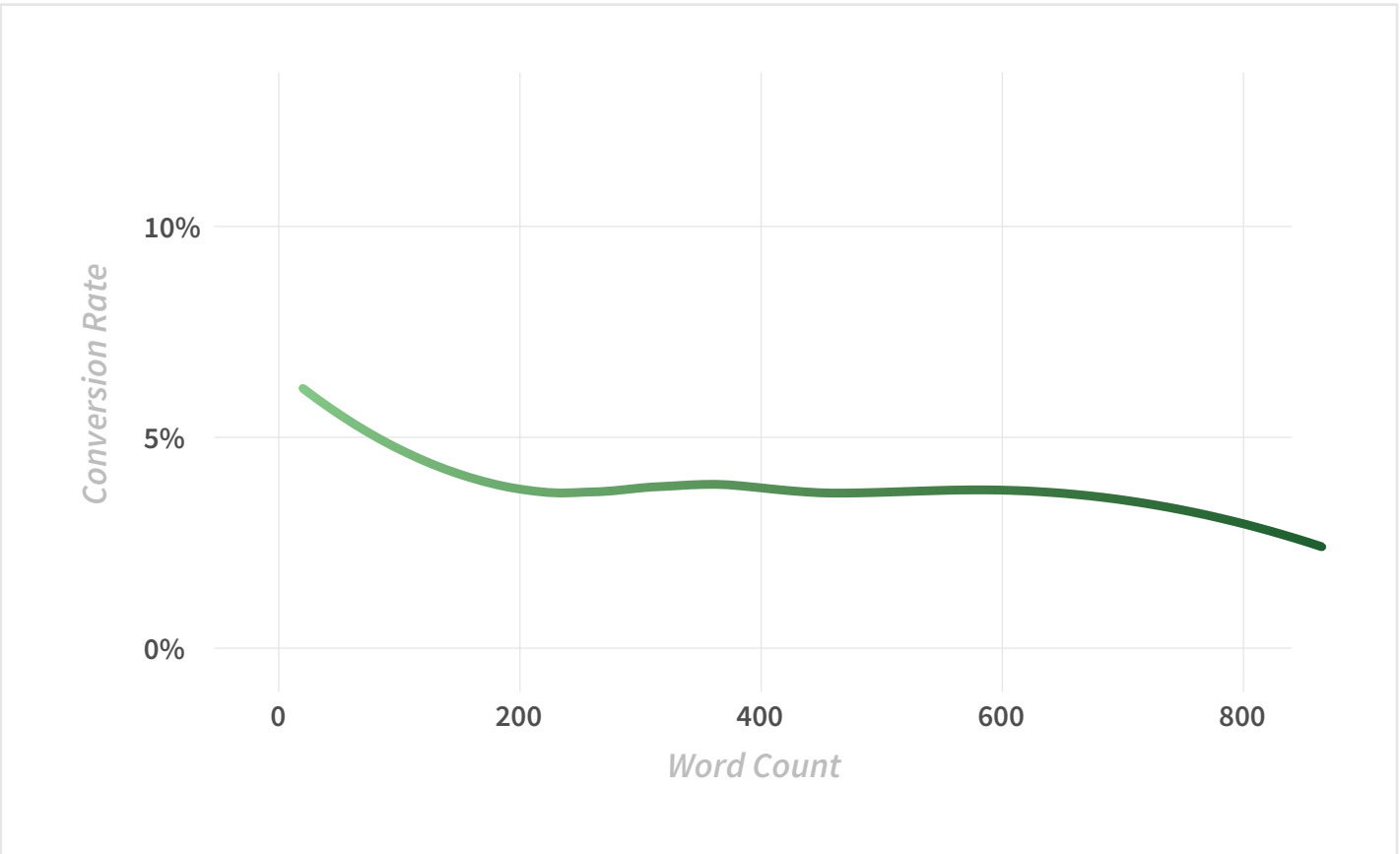


**TWEET THIS QUOTE**

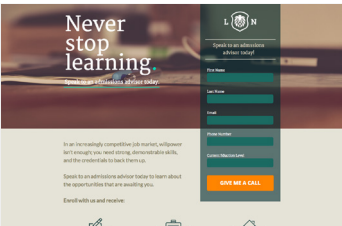
# Unbounce recommendations



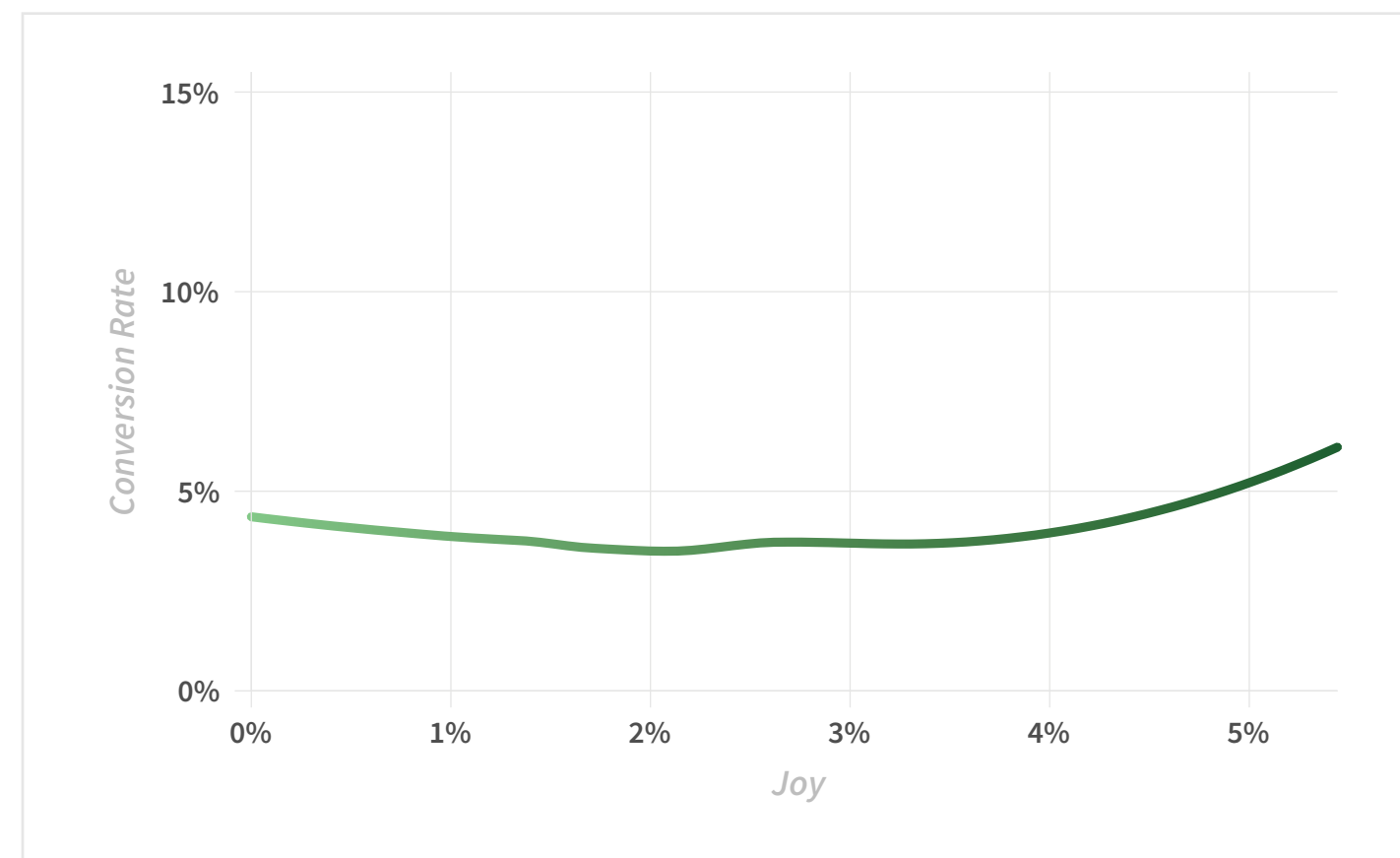
- Higher Education is one of the few industries where targeting college educated reading levels has similar landing page conversion rates to copy targeting 7th graders. At the end of the day, don't stress about reading levels too much — if you are communicating complicated concepts to a highly educated audience, it's okay to use big words.



- On average, pages using 125 words or less had 15% higher conversion rates. However, we saw very little difference between pages with 250 and 750 words. This corresponds to what we saw with reading levels — if you are communicating complicated concepts, it's okay to use longer copy.



Need to boost student registration for a program, course or workshop? Check out Unbounce's mobile responsive [Education landing page templates](#).



- Using 5% or more of your copy to create feelings of joy in your audience can help your conversion rates.

#### COMMONLY USED WORDS ASSOCIATED WITH JOY IN HIGHER EDUCATION \*

*gain, successful, improve, resources, ministry, advance, providing, enjoy, scholarship, graduation, share, succeed, success, excellence, good, faith, completion, art, achieve, journey*

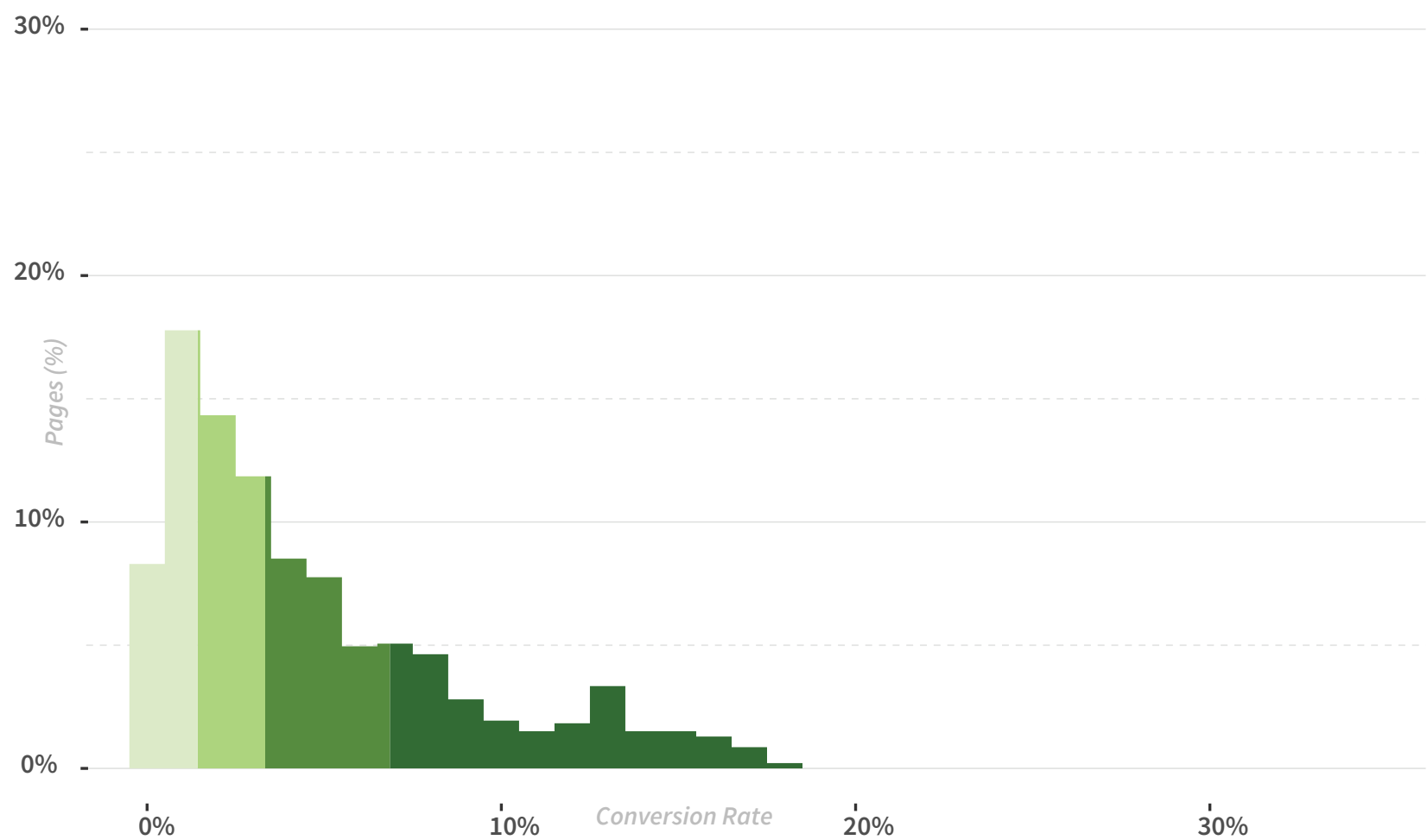
*\* This list was generated by an algorithm. Use your best judgement.*

*Emotions aren't generally discussed within the context of landing page optimization, but the fact remains: our emotions impact the decisions we make and the products we buy. [This post](#) takes you through a framework to help you ensure you're meeting the emotional needs of landing page visitors.*

The background is a solid green color with a pattern of thin, dark green wavy lines that create a sense of depth and movement. Overlaid on this are numerous small, dark green dots of varying sizes, some of which are arranged in a grid-like pattern, suggesting a topographical map or a textured surface.

# HOME IMPROVEMENT

# HOME IMPROVEMENT



## How Do Marketers Stack Up?

- If you can get to a conversion rate of **7%**, you're one of the best in this space. If you can get over **9%**, you're a top performer.
- **45.1%** of marketers in this industry have at least one page that converts at less than 1.4% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **959 missed conversions**.
- We observed **184.7** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).

PERCENTILE	25%	50%	75%	90%
CONVERSION RATE	1.4%	3.3%	6.9%	11.7%

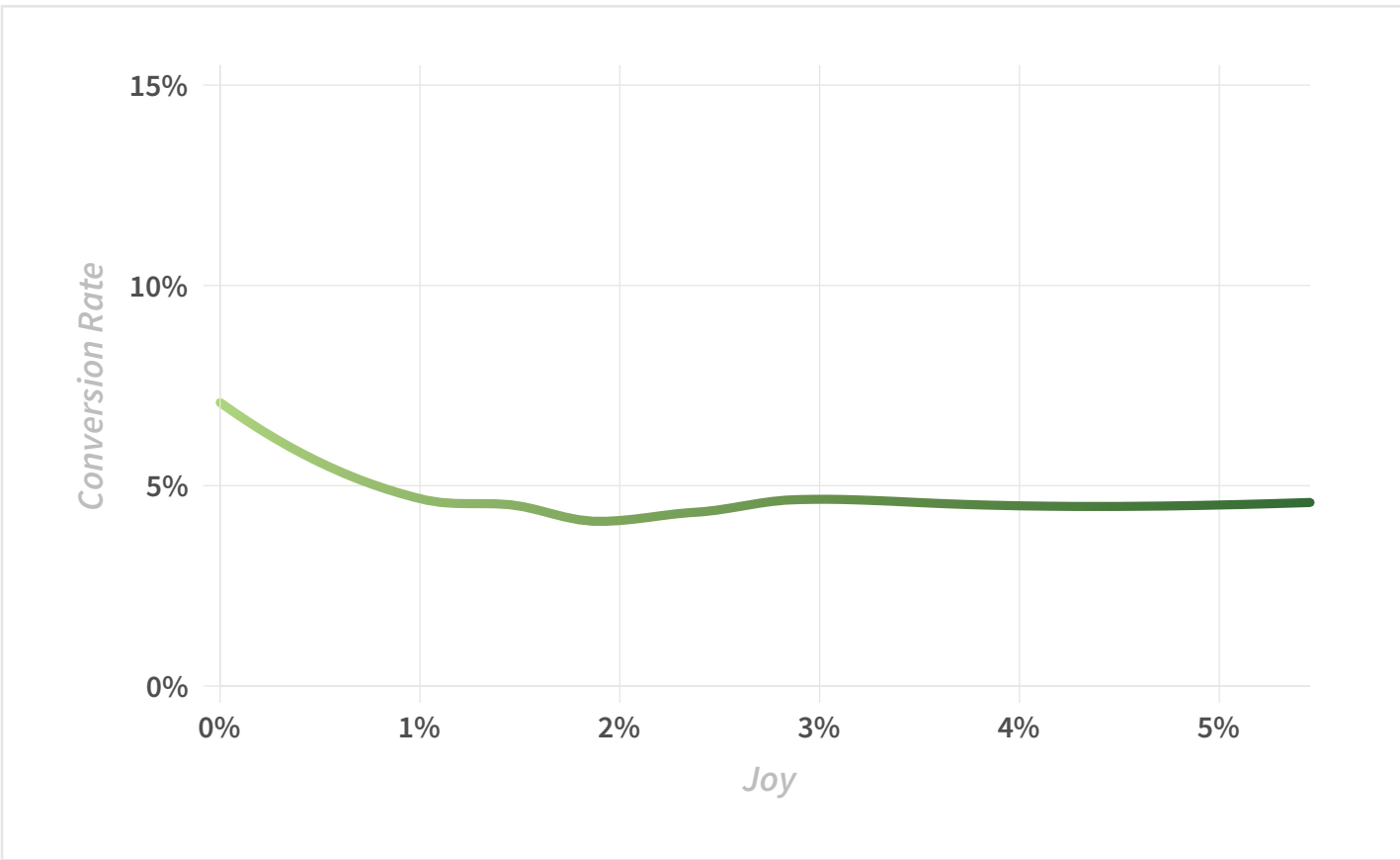
If your Home Improvement page has a conversion rate above 11.7%, you're beating 90% of your competitors' pages.

**If your Home Improvement page has a  
conversion rate above **11.7%**, you're beating  
90% of your competitors' pages.**



**TWEET THIS QUOTE**

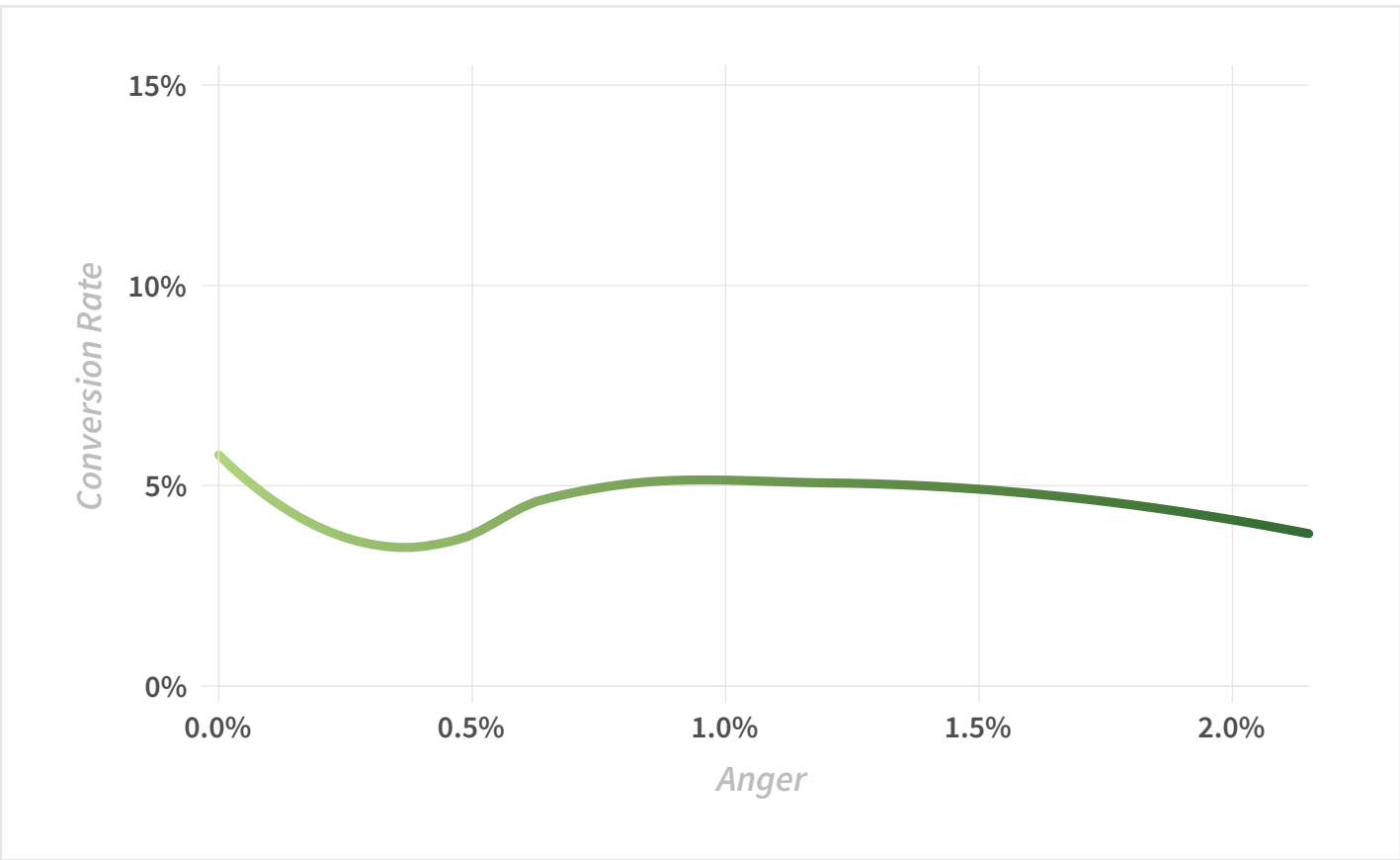
# Unbounce recommendations



- We saw a slight negative trend using words that convey joy. The best converting pages tend to have less than 1% of their copy communicating joyful concepts.

**COMMONLY USED WORDS ASSOCIATED WITH JOY IN HOME IMPROVEMENT \***

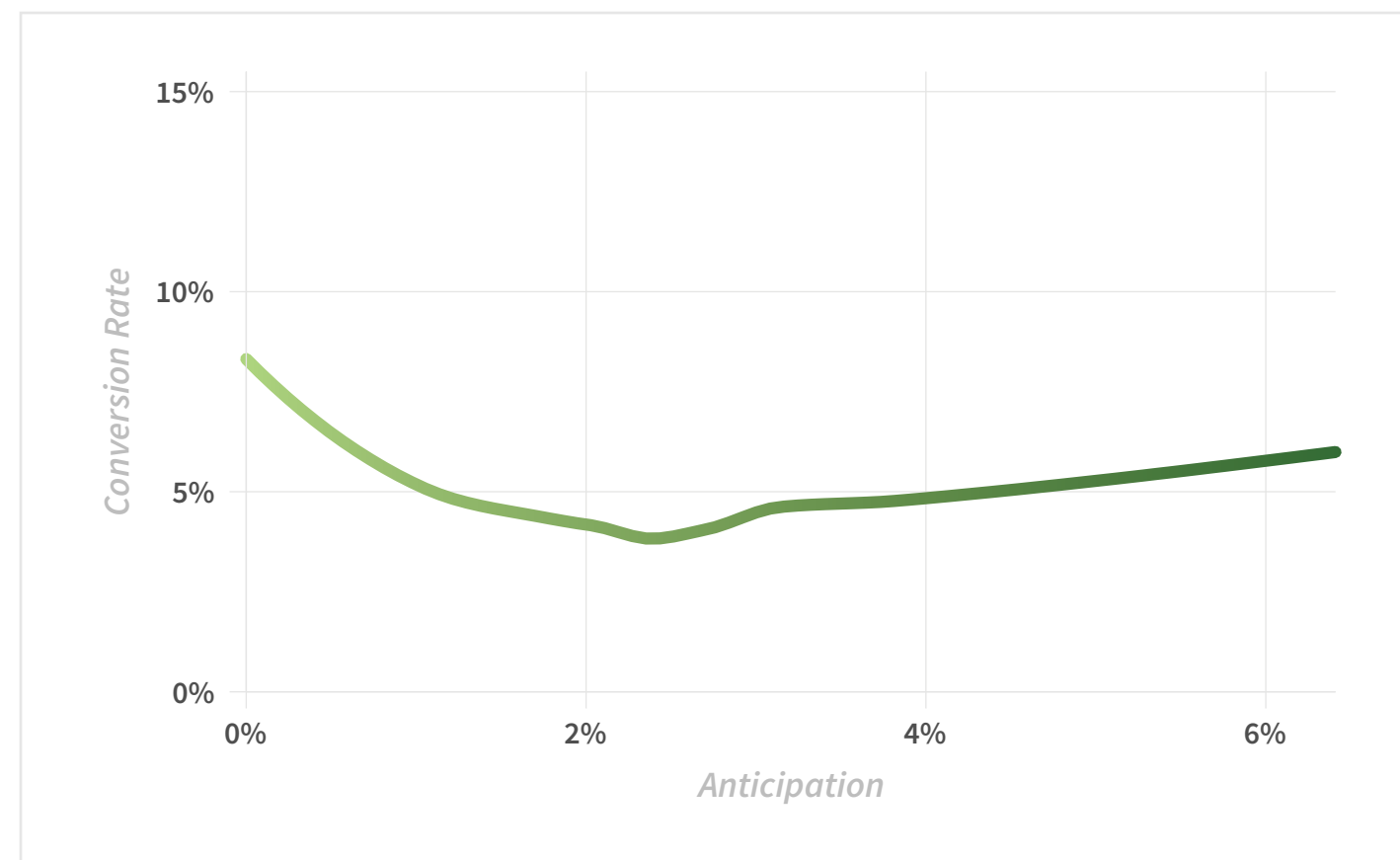
*save, friendly, clean, providing, electric, sun, perfect, satisfied, money, pay, special, safe, happy, good, highest, deal, comfort, excellent, proud, beauty*



- Stay away from any angry words and language. Your customers might already be upset about something broken in their home.

**COMMONLY USED WORDS ASSOCIATED WITH ANGER IN HOME IMPROVEMENT \***

*money, storm, fee, honest, furnace, rating, vent, slash, hot, battery, belt, nasty, limited, cash, resistance, powerful, damage, broken, tariff, harmful*

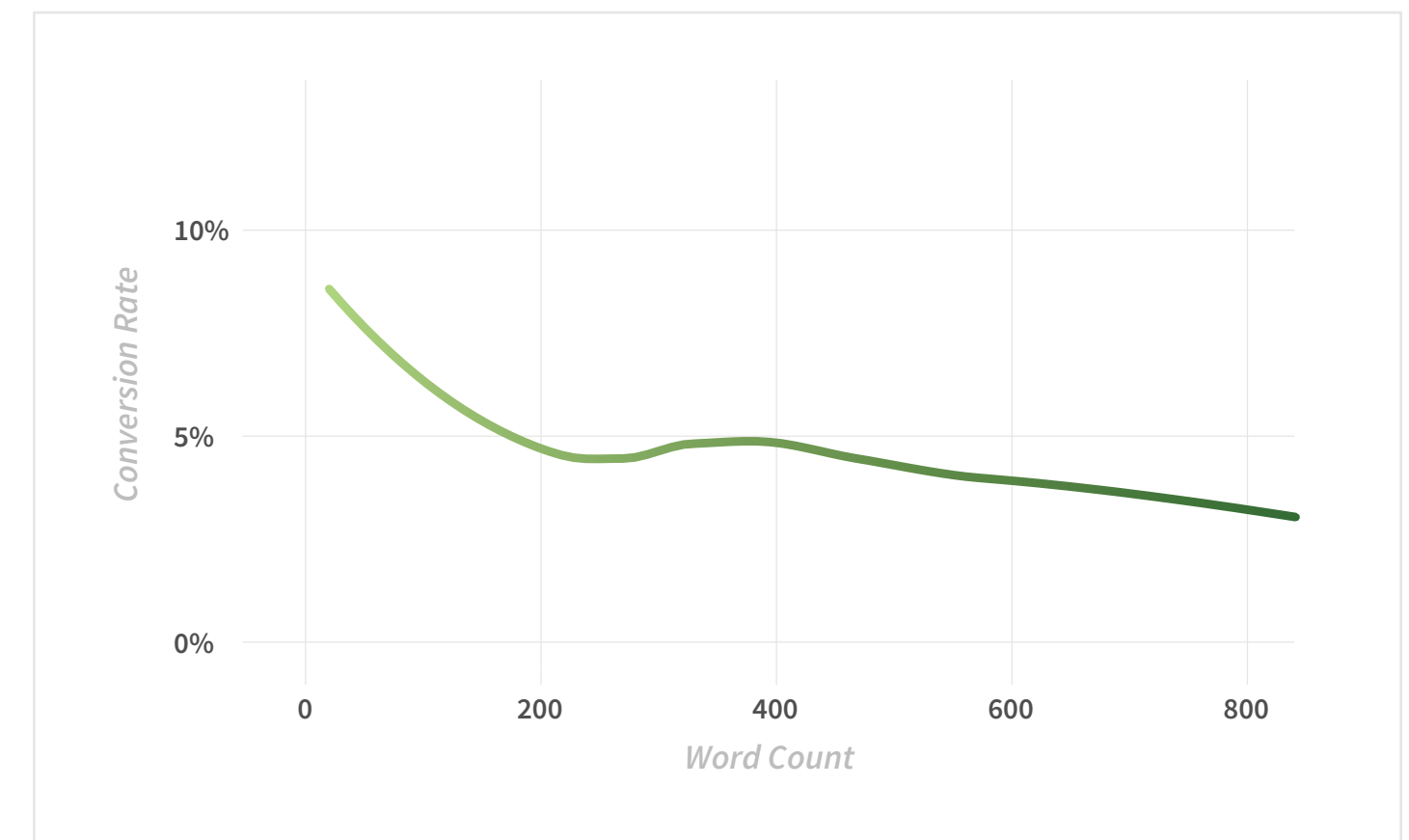


- Don't use words that build a feeling of anticipation or pressure — pages incorporating even just 2% of anticipatory language saw conversion rates half of those with 0%.

#### COMMONLY USED WORDS ASSOCIATED WITH ANTICIPATION IN HOME IMPROVEMENT \*

*time, money, quote, install, efficient, happy, comfort, friendly, start, sun, long,  
pay, top, good, ready, perfect, highest, proud, providing, deal*

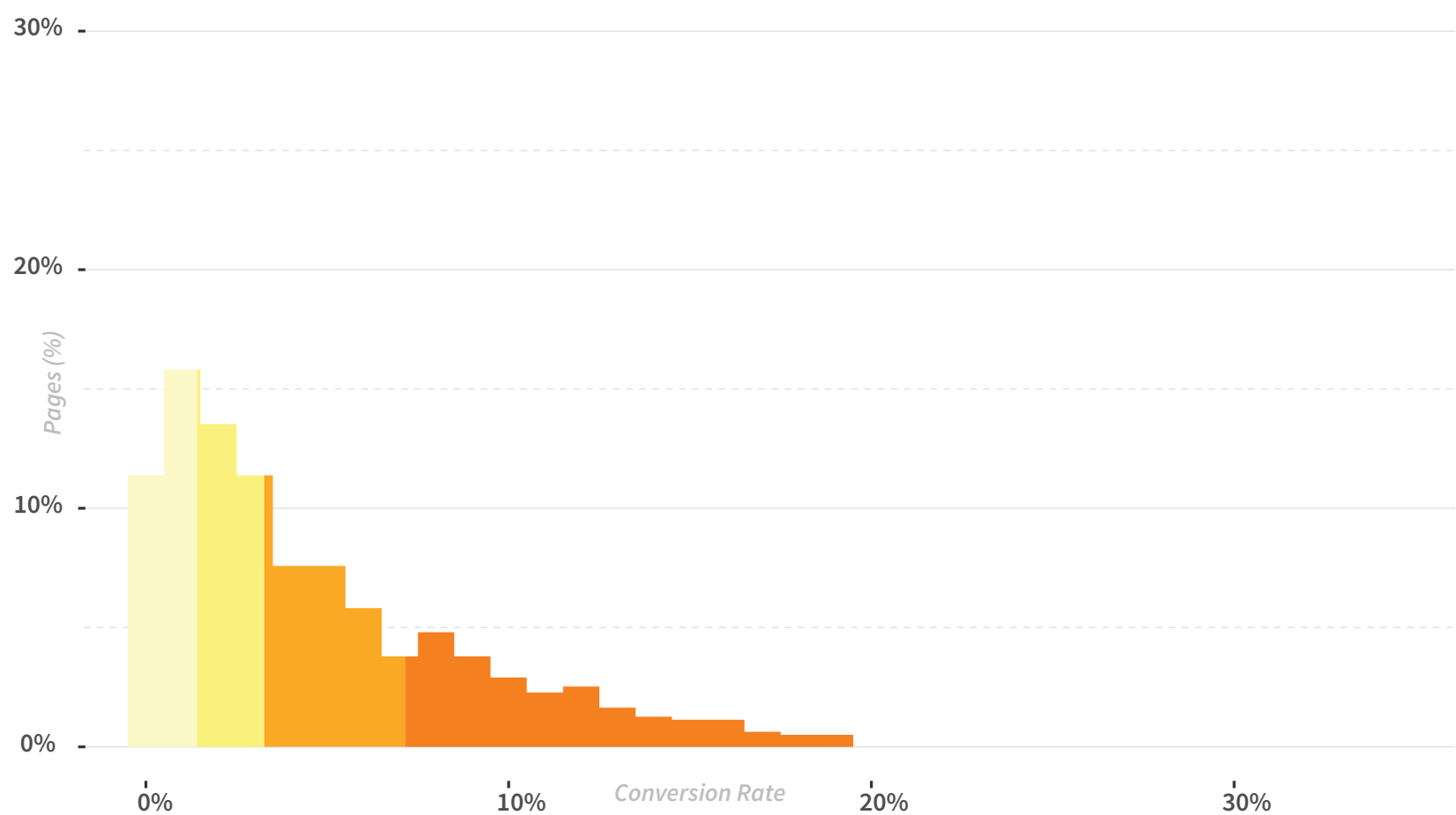
*\* This list was generated by an algorithm. Use your best judgement.*



- Be as concise as you can. On average, pages with 100 words converted 30% better than pages with 250 words.

LEGAL

# LEGAL



## How Do Marketers Stack Up?

- If you can get to a conversion rate of 7%, you're doing well. If you can get over 11%, you're a top performer.
- **39.7%** of marketers in this industry have at least one page that converts at less than 1.4% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **668** [missed conversions](#).
- We observed **70.3** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).

PERCENTILE	25%	50%	75%	90%
CONVERSION RATE	1.4%	3.3%	7.1%	11.2%

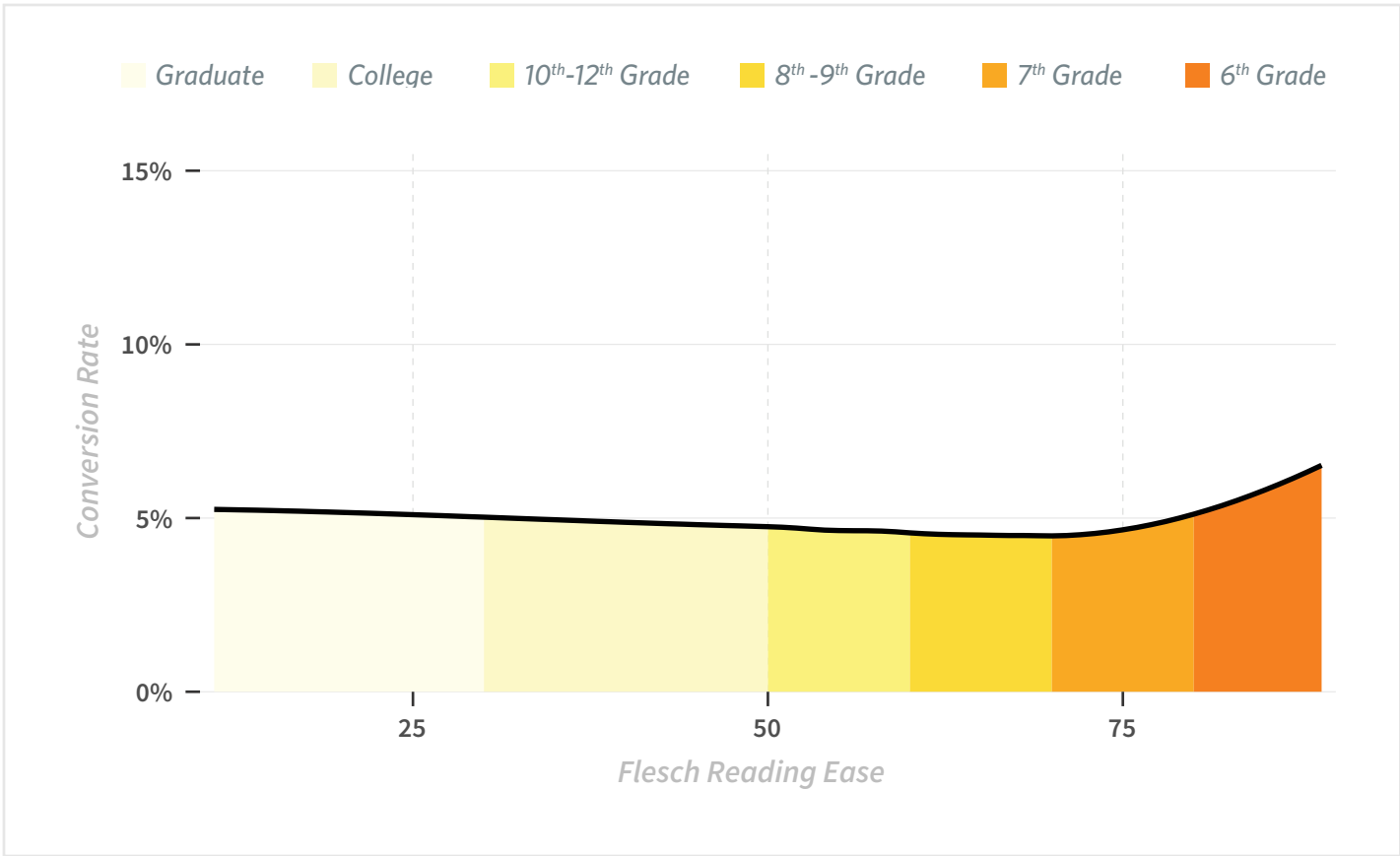
If your Legal page has a conversion rate above 11.2%, you're beating 90% of your competitors' pages.

If your Legal page has a conversion rate above **11.2%**, you're beating 90% of your competitors' pages.

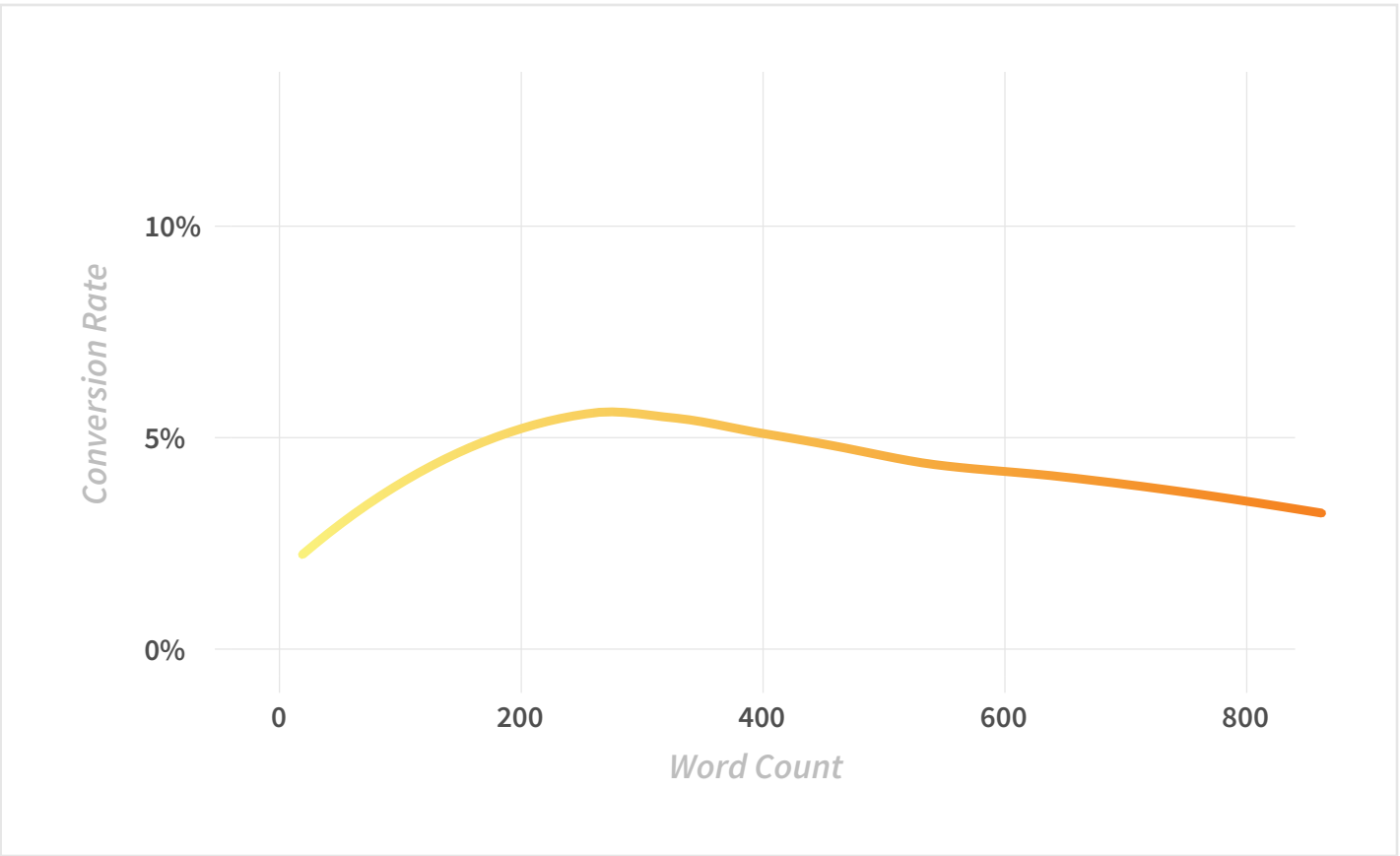


TWEET THIS QUOTE

# Unbounce recommendations



- In this industry, complexity of language didn't seem to correlate with conversion rates. Bottom line: Don't sweat it if you need to use more complicated language to explain your offer.



- Legal is the one industry where we saw a slight upward trend on word count, with 250 words as a sweet spot.

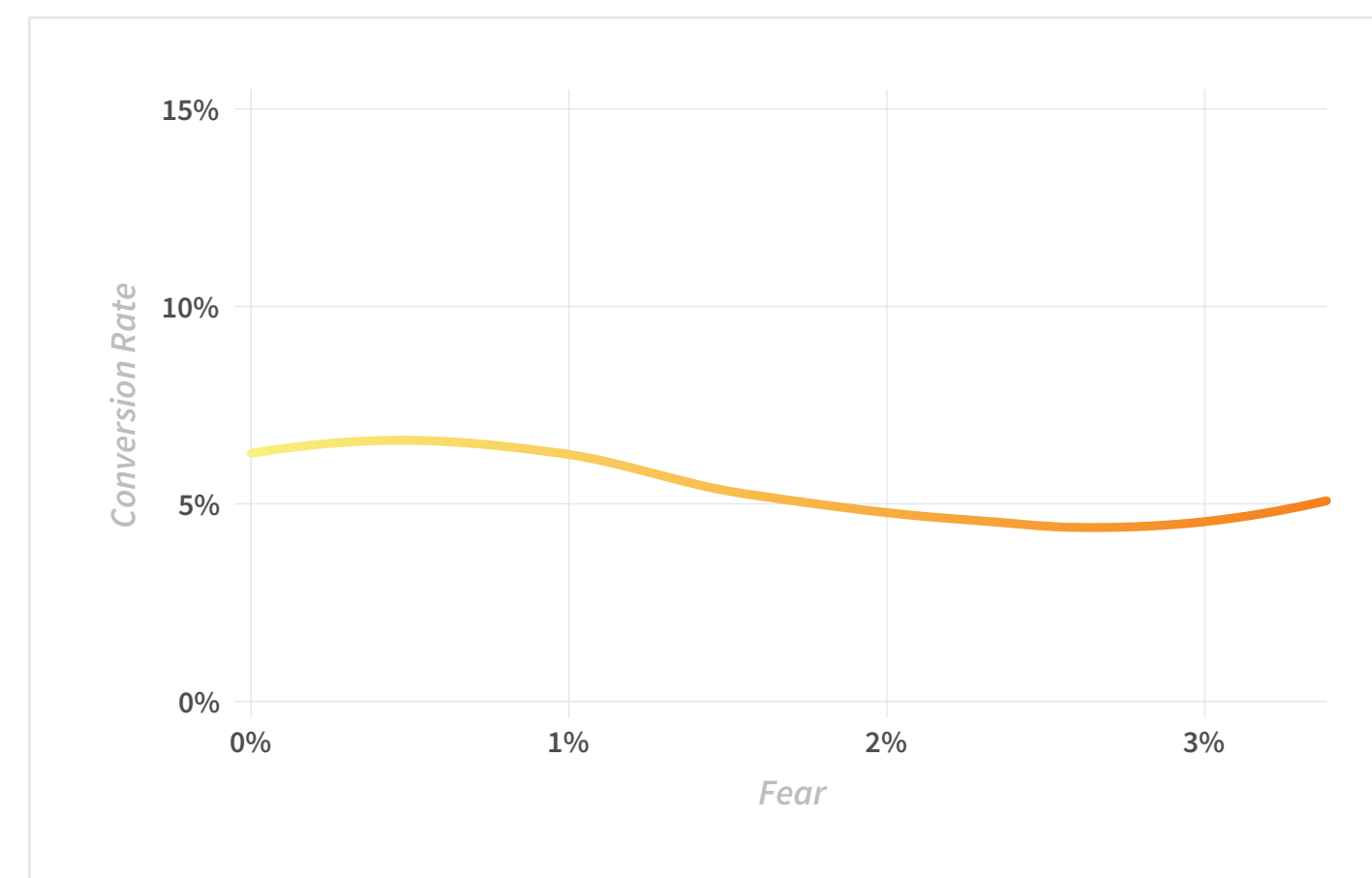


- Using between 5% to 10% of your copy to communicate a positive outlook can help your conversion rates a bit. Don't overdo it though — an excess of positive language could make you seem unbelievable.

#### COMMONLY USED WORDS ASSOCIATED WITH POSITIVE SENTIMENT IN LEGAL \*

*legal, experienced, pay, expert, defense, deserve, justice, information, provide, child, intended, medical, including, create, important, contact, assets, protect, practice*

\* This list was generated by an algorithm. Use your best judgement.



- As much as 1% of your copy can be associated with feelings of fear without hurting your conversion rate. Beyond that, we saw pages with up to 15% lower conversion rates.

#### COMMONLY USED WORDS ASSOCIATED WITH FEAR IN LEGAL \*

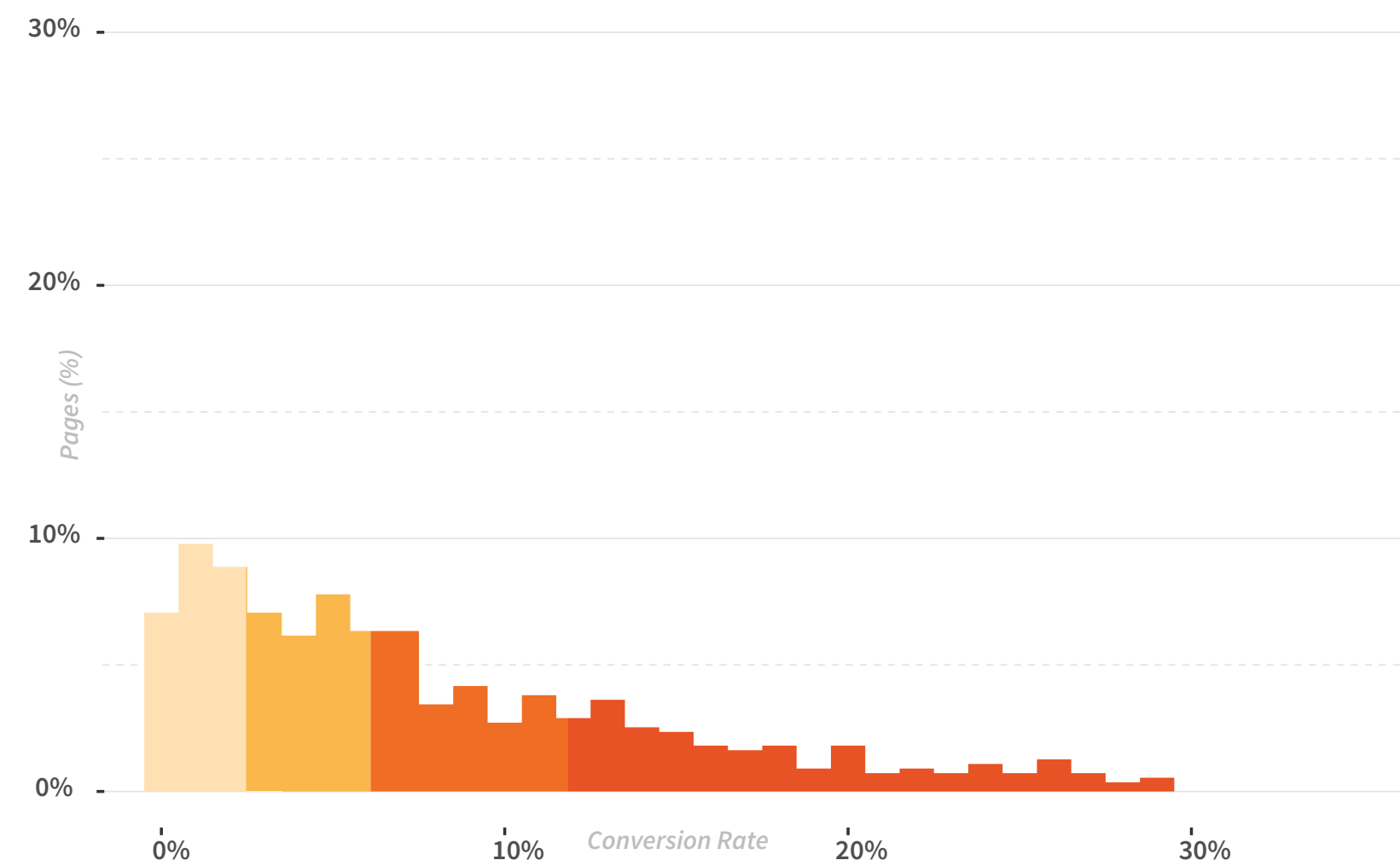
*case, lawyer, criminal, loss, divorce, fight, lawsuit, injury, injured, death, suffering, accident, court, risk, police, medical, defense, pain, aggressive*

When you purposefully evoke feelings of fear in your copy, you walk a fine line. [This post](#) will help you get emotional in your landing page copy without scaring off prospects.



# **VOCATIONAL STUDIES & JOB TRAINING**

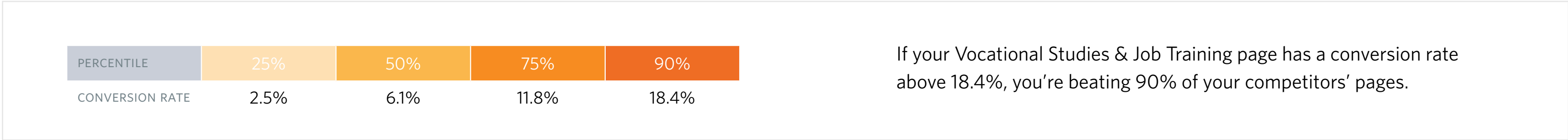
# VOCATIONAL STUDIES & JOB TRAINING



## How Do Marketers Stack Up?

- Vocational Studies & Job Training is the highest-performing industry we studied.
- **47.9%** of marketers in this industry have at least one page that converts at less than 2.5% (in the 25th percentile).
- Last quarter, marketers in this industry saw an average of **1,800 missed conversions**.
- We observed **484.4** mean conversions per marketer in this industry last quarter.

Want to know how many conversions your pages missed out on? Get information about [Unbounce's Conversion Score Report here](#).



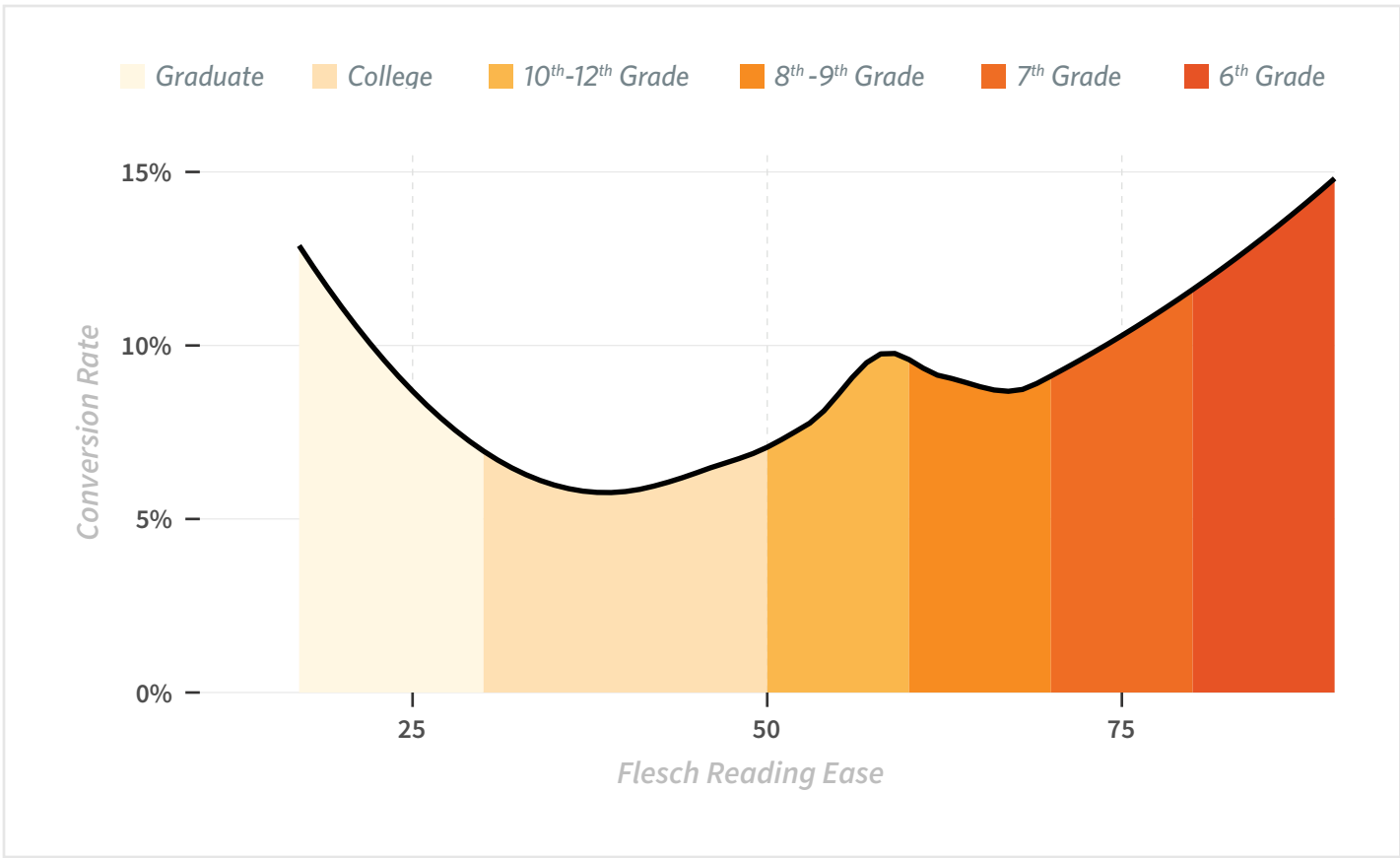
If your Vocational Studies & Job Training page has a conversion rate above 18.4%, you're beating 90% of your competitors' pages.

If your Vocational Studies & Job Training page has a conversion rate above **18.4%**, you're beating 90% of your competitors' pages.

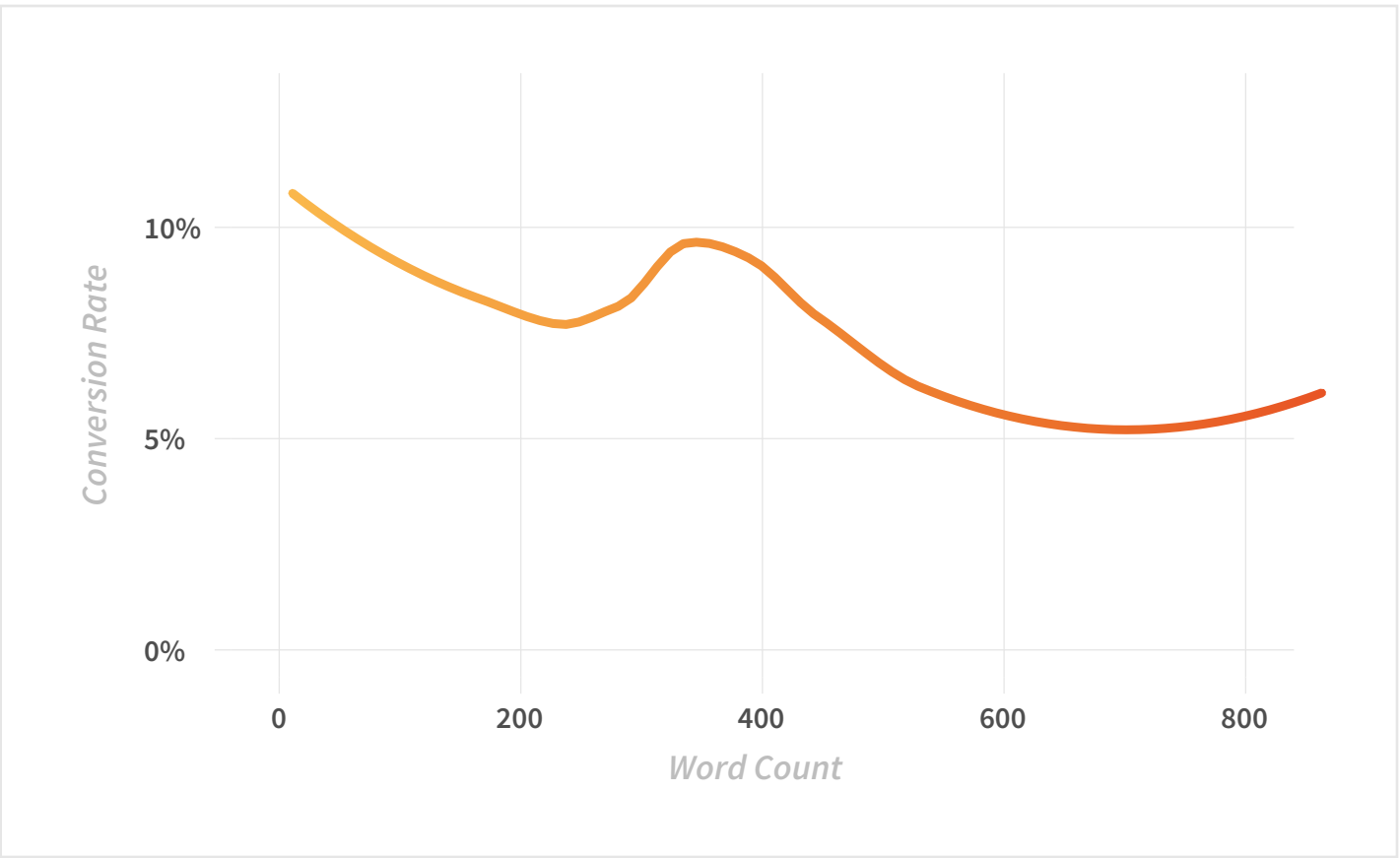


TWEET THIS QUOTE

# Unbounce recommendations



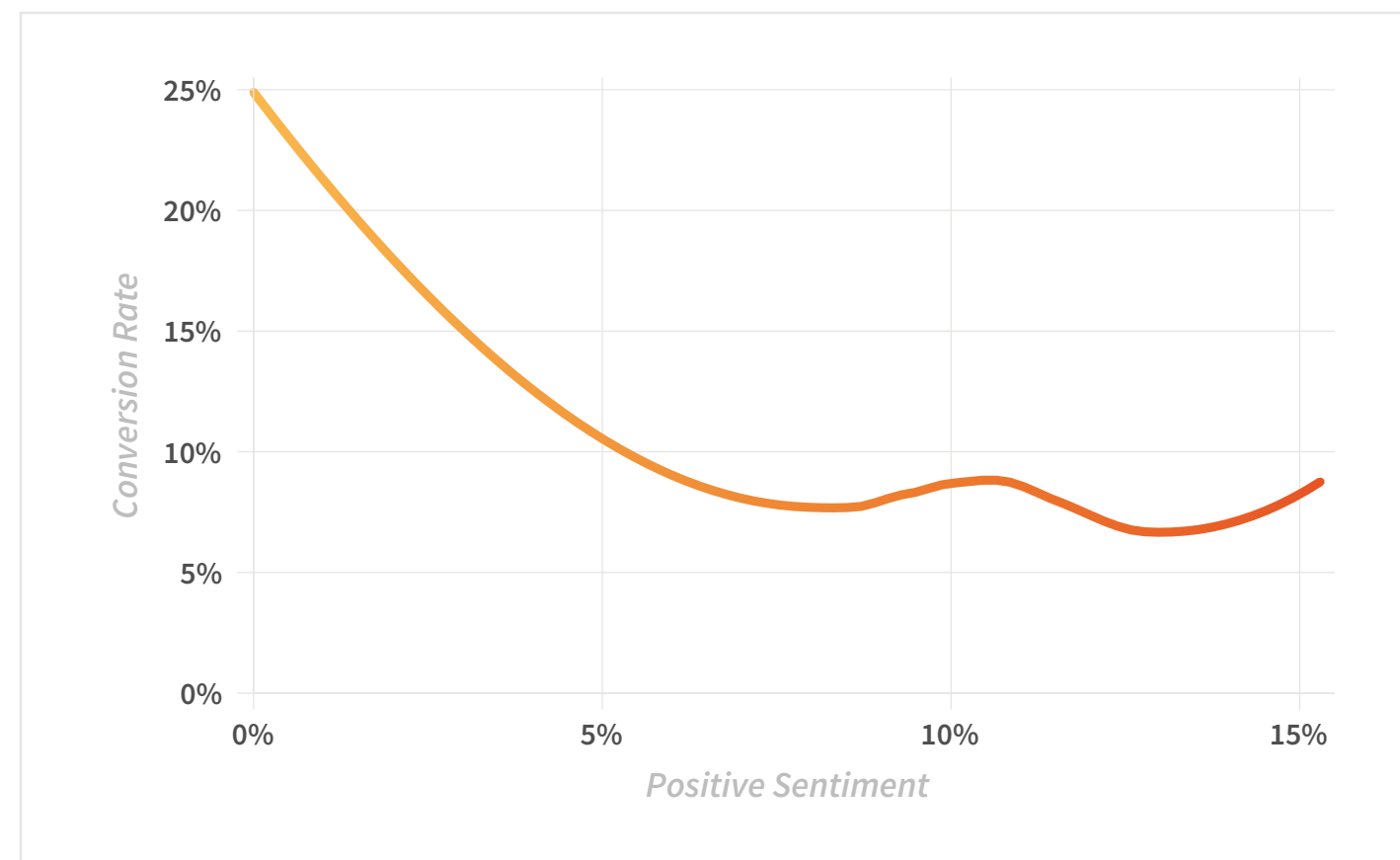
- Keep copy as simple and accessible as possible, unless you're advertising for something technical and complex in which case you shouldn't dumb it down. Our data showed that pages at the college graduate or higher level do well.



- There seems to be a conversion rate sweet spot for pages between 300 and 400 words.



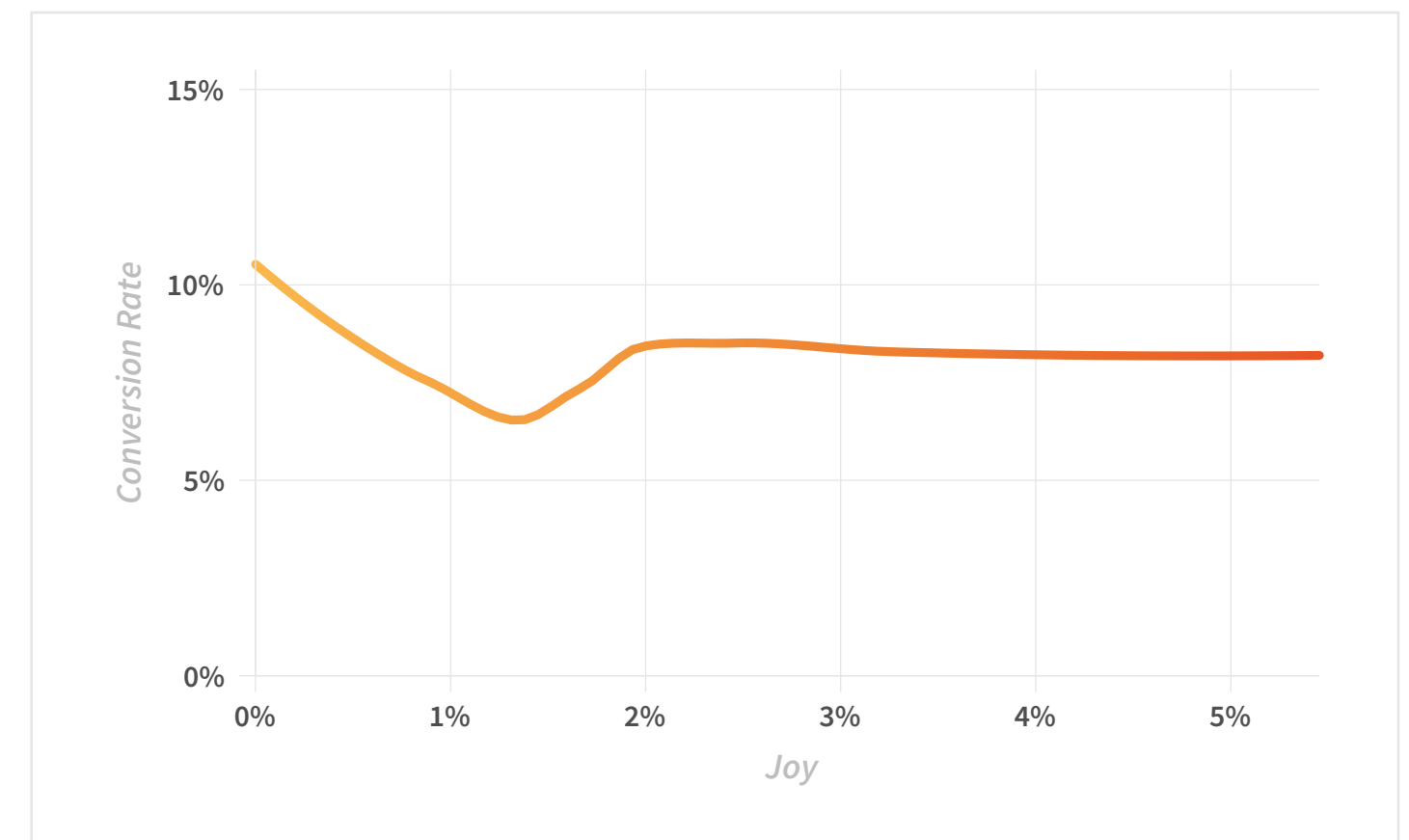
Clear, concise copy will help convey credibility, but so does good design. Check out Unbounce's mobile responsive [Education landing page templates](#) to help boost registrations.



- Avoid using too many words with positive connotations. Our data showed that pages using 5% of copy to communicate positive sentiments converted half as well as pages with neutral copy.

#### COMMONLY USED WORDS ASSOCIATED WITH POSITIVE SENTIMENT IN VOCATIONAL STUDIES & JOB TRAINING \*

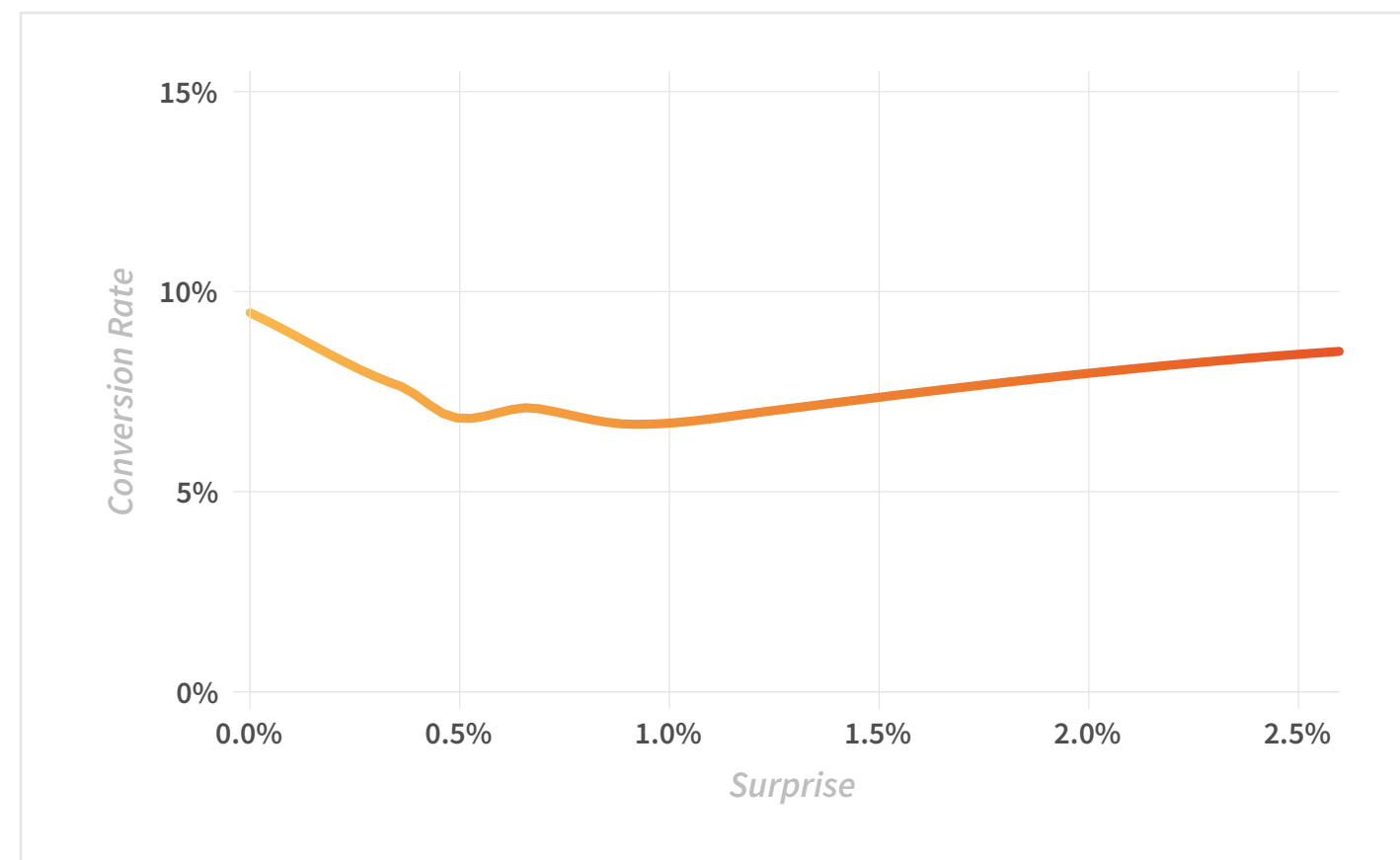
*career, information, learn, job, medical, provide, technology, working, professional, learning, aid, academy, contact, real, knowledge, degree, including, accredited, earn, prepare*



- We saw the best overall conversion rates with pages that used a lower percentage of words to communicate joy — we found that pages which incorporated 1.5% of joy-evoking words saw lower conversion rates (by up to 40%).

#### COMMONLY USED WORDS ASSOCIATED WITH JOY IN VOCATIONAL STUDIES & JOB TRAINING \*

*providing, gain, graduation, massage, success, beauty, spa, successful, salary, completing, confidence, completion, exciting, perfect, good, enjoy, art, income, love, passion*



- Similarly, pages that used even half a percent of the copy to create feelings of surprise saw up to 40% lower conversion rates.

#### COMMONLY USED WORDS ASSOCIATED WITH SURPRISE IN HOME IMPROVEMENT \*

*graduation, spa, exciting, good, art, unique, award, money, advance, teach,  
succeed, labor, excel, winning, organization, wireless, entertainment,  
receiving, chance, emergency*

*\* This list was generated by an algorithm. Use your best judgement.*

The background features a dense pattern of light blue lines on a dark blue background. The lines are of varying lengths and orientations, some straight and some curved, creating a textured, rain-like effect. The lines are more concentrated on the right side of the image, where they form a more organized, wavy pattern, and become more scattered and shorter towards the left.

**WHAT SHOULD  
YOU DO NEXT?**

IF YOU TAKE ONE THING AWAY FROM *THE UNBOUNCE CONVERSION BENCHMARK REPORT*, LET IT BE THIS:



**Your business is unique. Your marketing is unique.  
Your landing page is unique (we hope). **What works  
in one industry may not work in another.****

Comparing average conversion rates across industries is a waste of time. The data in this report is more likely to be beneficial to your optimization efforts compared to the general advice you may find in a blog post or case study that's not focused on your industry.

Use the insights in this benchmark report to optimize your marketing time and spend by:

- ☐ Doubling down on the traffic you're driving to the pages that are doing great.
- ☐ Focusing on the pages that have the highest potential for conversion increases.

Now that you've learned a thing or two about your industry and what makes your audience tick, the ball's in your court.

**[Commit to building higher-converting landing pages today.](#)**

Use the insights in this report as a jumping off point for an A/B test hypothesis — will your page convert better if targeted to a lower reading level? Revisit your word count and cut copy that doesn't contribute to your conversion goal. Tweak copy to evoke a different emotion in visitors. Then get your pages user tested to counter personal biases and assumptions.

Or start fresh, with a solid foundation of what works in your industry. [Sign up for Unbounce](#) and create your first (high-converting!) page in minutes. Put your competitors to shame.



If you're an Unbounce customer on an [Enterprise plan](#), you can [get a personalized conversion report](#) with even more specific advice on how your lead generation landing pages are performing and how to optimize to increase your ROI.



Since 2009, Unbounce has helped marketers and digital agencies increase website and campaign conversions. Unbounce's landing page and conversion marketing platform allows marketers to quickly create, launch and test high-converting landing pages and website overlays without developers. With unrivalled customer support, global hosting and 99.95% server uptime, Unbounce has powered over 275 million conversions for marketers around the world.

**LEARN MORE ABOUT UNBOUNCE**

---

# METHODOLOGY

We created the *Unbounce Conversion Benchmark Report* by analyzing the behavior of 74,551,421 visitors to 64,284 lead gen landing pages created by our customers.

Here's exactly what we did:

**1. We narrowed our customer page dataset** to only include English-language [lead generation landing pages](#) that met a minimum traffic requirement of 10 visits to the page in Q4 2016.

**2. We found a way to automatically categorize all customer pages based on industry.** We chose an approach called [Latent Dirichlet Allocation](#) (LDA) which takes a set of unlabelled documents (in our case, landing pages) and returns a set of topics with which to label those documents. Pages can have weighted membership in one or more topic — so maybe a page is 80% about Real Estate and 20% about Finance (gotta pay for that new house somehow!). Armed with all of this, we could then answer the more nuanced question, “What’s a good conversion rate for this type of page?”

**3. We examined our topics, and grouped them together into the industries you see in this report** (Travel, Real Estate, Business Consulting, Business Services, Credit & Lending, Health, Higher Education, Home Improvement, Legal and Vocational Studies & Job Training).

**4. We looked at the industries and uncovered some really interesting insights, allowing us to ask (and answer) questions** such as: What are the most popular industries and types of pages? What is the typical conversion rate for each industry? What does “good” mean?

**5. We used the [Flesch Reading Ease test](#)** to measure the impact of word count and reading level on conversion rates within each vertical.

**6. We used an [Emotion Lexicon](#)** to determine whether words associated with two sentiments and eight basic emotions (positive, negative, anger, anticipation, disgust, fear, joy, sadness, surprise and trust) affected overall conversion rates.



# THE LANDING PAGE SESSIONS

WITH OLİ GARDNER

*The Unbounce Conversion Benchmark Report* provides insight into how you can optimize your landing pages. But what about the rest of your campaign?

The Landing Page Sessions are 15-20 minute videos analyzing real-world marketing campaigns from start to finish. In each episode, Unbounce co-founder [Oli Gardner](#) dissects a campaign landing page along with the ad or email that drove traffic to it.

▶ [WATCH SEASON 1 FOR FREE NOW](#)

# GLOSSARY

In order to get the most out of *the Unbounce Conversion Benchmark Report*, take a second to brush up on the following terms that will be used throughout:

- **Average**
  - **Mean:** The central value, given by summing all values and then dividing by the total number of values.
  - **Median:** The value splitting a set in half, such that half of all values are below the median, the other half are above.
- **Conversion:** A conversion can mean many things to many people: an email address, a phone number, a sale. However, for the purpose of this report, we'll define a conversion as a lead captured via an Unbounce form.
- **Conversion rate:** A calculation of the number of total conversions divided by the number of visitors to a page.
- **Dependence:** In statistics, an indication that two variables are correlated. That implies that if one variable changes, the other one does as well. This may be due to correlation or causation.
- **Emotion:** For this report, we used an Emotion Lexicon to determine whether words associated with eight basic emotions (anger, anticipation, disgust, fear, joy, sadness, surprise and trust) affected overall conversion rates.
- **Industry:** A market in which all vendors offer products or services that fall into the same trade or profession. For example, *the Unbounce Conversion Benchmark Report* provides insights for pages across the following 10 industries: Travel, Real Estate, Business Consulting, Business Services, Credit & Lending, Health, Higher Education, Home Improvement, Legal and Vocational Studies & Job Training.
- **Lead generation landing page:** A page distinct from your main website, ideally with a single goal and call to action. Lead generation landing pages exist to capture a qualified lead via a form.
- **Missed conversions:** This report includes an estimate of “missed conversions” for each industry — this corresponds to the average number of additional conversions that could have been achieved by each marketer per quarter if their pages were among the highest converting of pages like it.
- **Reading ease:** An assessment of how easy a text is to read, measured according to the number of words per sentence and the number of syllables per word. We used the Flesch Reading Ease test for this report.
- **Sentiment:** Landing page copy can be used to evoke a response in visitors — whether positive, negative or neutral. Words on a landing page can be associated with several emotions, but only one sentiment at a time (or none).

## AUTHORS & CONTRIBUTORS



### YOSEM SWEET

DIRECTOR OF BUSINESS OPTIMIZATION

Yosem Sweet, Unbounce's Director of Business Optimization, is a former entrepreneur, CTO and producer with a multidisciplinary background in product management, software engineering, user experience and conversion rate optimization. Over the last eight years, he has led multiple teams through the application of machine learning to large data sets to unlock business value.



### THOMAS LEVI

DIRECTOR OF DATA SCIENCE

Thomas Levi started out with a doctorate in Theoretical Physics and String Theory from the University of Pennsylvania in 2006. His post-doctoral studies in cosmology and string theory, where he wrote 19 papers garnering 850+ citations, then took him to NYU and finally UBC. In 2012, he decided to move into industry, and took on the role of Senior Data Scientist at Plenty of Fish. In 2015, he became Director of Data Science at Unbounce. Thomas has been involved in diverse projects such as behavior analysis, social network analysis, scam detection, bot detection, matching algorithms, topic modelling and semantic analysis.



### JORDAN DAWE

SOFTWARE DEVELOPER - DATA ENGINEERING

Jordan Dawe received his doctorate in Physical Oceanography from the University of Washington in 2006, where he studied computer modeling and statistical analysis of decadal climate variability. He worked as a postdoc at the University of British Columbia until 2012 when he decided to move into private industry, joining data science teams at DeviantArt and EnerNOC before joining Unbounce in 2016. Jordan has experience with machine learning systems, topic models, web traffic analytics and big data and cloud technologies.



### CARL SCHMIDT

CHIEF TECHNOLOGY OFFICER

As Co-Founder, Chief Technology Officer and a 20-year veteran of varied software development-related pursuits, Carl Schmidt is the technology visionary behind the Unbounce platform. Since its inception, Carl has been leading Unbounce's efforts to build scalable and reliable software in the cloud. Currently he is focused on developing Unbounce's strategy around artificial intelligence.

## AUTHORS & CONTRIBUTORS



**OLI GARDNER**  
UNBOUNCE CO-FOUNDER

Unbounce Co-Founder [Oli Gardner](#) has seen more landing pages than anyone on the planet. He's obsessed with identifying and reversing bad marketing practices, and his disdain for marketers who send campaign traffic to their homepage is legendary, resulting in landing page rants that can peel paint off an unpainted wall. A prolific international speaker, Oli is on a mission to rid the world of marketing mediocrity by using data-informed copywriting, design, interaction and psychology to create a more delightful experience for marketers and customers alike.



**DENIS SUHOPOLJAC**  
DESIGN DIRECTOR

Denis Suhopoljac is a holistic UX professional currently working as Design Director at Unbounce. For over a decade he has had the privilege of working in interactive, broadcast and print with companies such as Nike Jordan, EA, CBC, APTN, Bell Media, Rainmaker Entertainment and BC Film. Over his career he picked up a few accolades from BCAMA, SXSW, The Leos, PopVox, Interactive Media Awards and RES 72. Follow him on [Twitter](#) or visit his [personal website](#).



**AMANDA DUREPOS**  
BLOG EDITOR

As Unbounce's Blog Editor, Amanda Durepos curates and crafts content to help marketers be better at their jobs. When she's not managing the editorial calendar for the [Unbounce Blog](#), she's wrangling internal and external subject matter experts, helping them educate other marketers in an entertaining and actionable way. You can follow her on [Twitter](#) but she's mostly just making puns.



**MICHAEL AAGAARD**  
SENIOR CONVERSION OPTIMIZER

Michael Aagaard is Unbounce's Senior Conversion Optimizer, widely known as one of the most passionate and enthusiastic people in the conversion rate optimization industry. When he's not analyzing and optimizing conversion experiences at Unbounce, you'll find him onstage somewhere on the planet preaching the CRO gospel. Michael is on a mission to make the internet a better place by inspiring companies to infuse research and testing into their marketing culture. Follow him on [Twitter](#) or visit his [personal website](#).