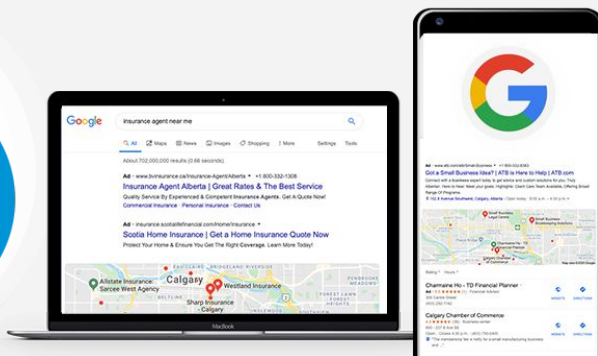




GOOGLE SEARCH ADS FOR SMALL BUSINESSES

AVERAGES FOR SMALL BUSINESSES USING OUR PLATFORM

INTRODUCTIONS Average monthly impressions delivered to engaged searchers	ENGAGEMENTS Average monthly visitors who clicked through on the ads	AVG COST Average monthly wholesale cost (USD)	AVG CPC Average wholesale cost per click (USD)
4,144	142	\$230	\$1.60



BUILT FOR SMALL BUSINESS
FAST | EASY | AFFORDABLE

GOOGLE SEARCH ADS FOR SMALL BUSINESS - AVERAGES BY INDUSTRY



INTRODUCTIONS

Average monthly impressions

ENGAGEMENTS

Average monthly visitors who clicked on the ads

AVG COST

Average monthly wholesale spend

AVG CPC

Average wholesale cost for each click

INDUSTRY

AVG CPC

Automotive	536	7,964	\$192	\$1.72	\$2.46
Home Services	630	11,311	\$223	\$1.82	\$6.40
E-Commerce	585	13,210	\$170	\$1.34	\$1.16
Education	1,451	25,488	\$405	\$1.74	\$2.40
Finance & Insurance	658	20,167	\$176	\$1.10	\$3.44
Health & Medical	567	22,716	\$372	\$3.38	\$2.62
Hospitality & Travel	818	25,901	\$163	\$1.23	\$1.53
Industrial Services	1,685	20,181	\$318	\$0.93	\$2.56
Legal Services	275	7,090	\$186	\$2.79	\$6.75
Real Estate	403	50,541	\$176	\$1.57	\$2.37
Technology	214	6,070	\$127	\$2.50	\$3.80