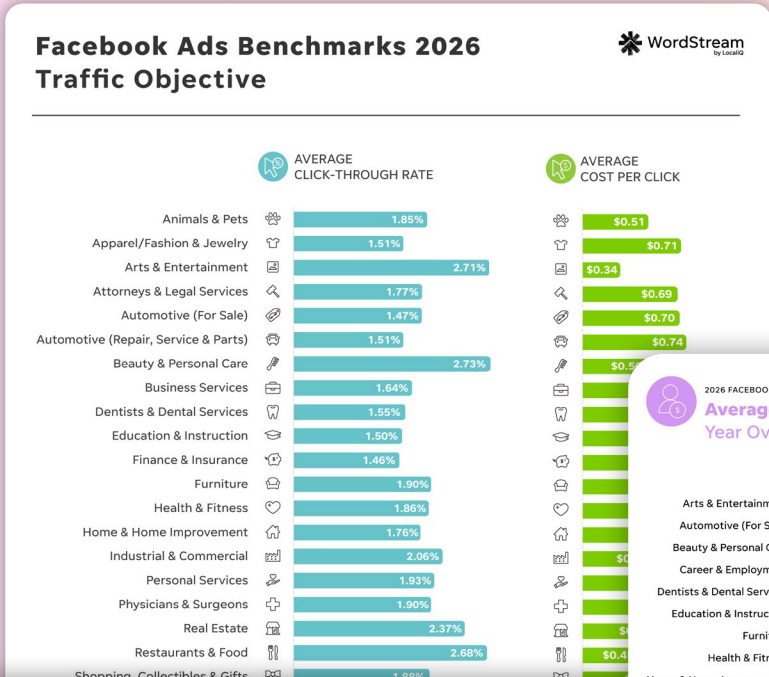


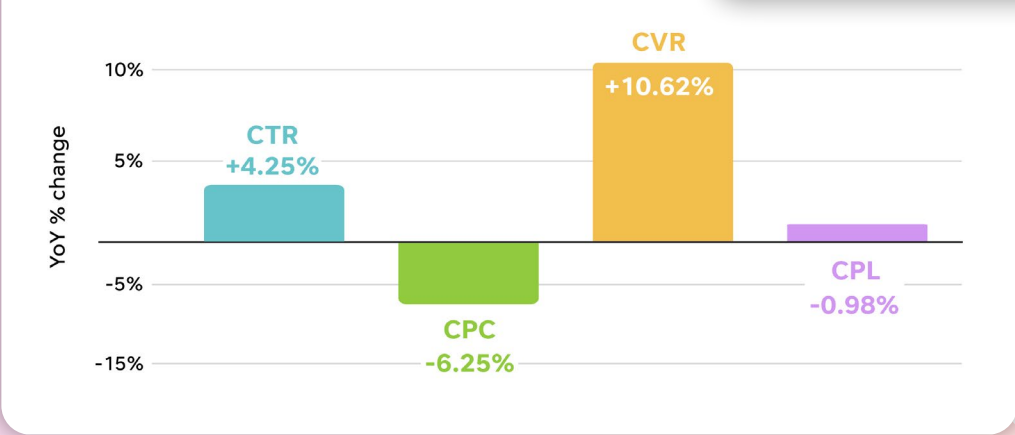
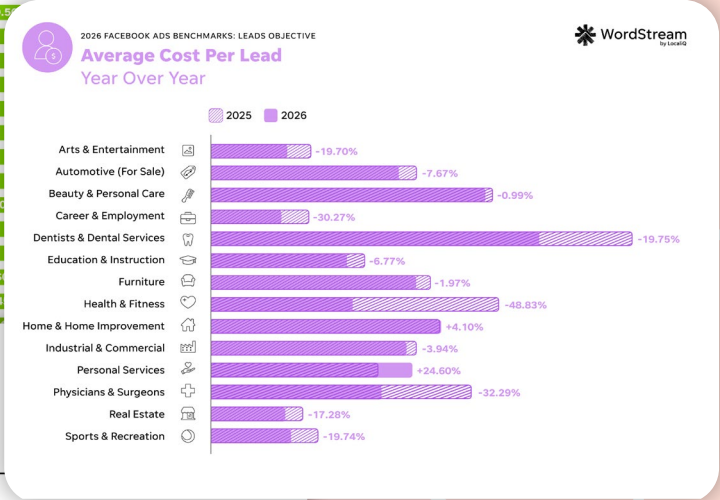
INDUSTRY REPORT

Facebook Ads Benchmarks 2026

NEW Data, Trends, & Insights



2026 FACEBOOK ADS BENCHMARKS
Leads Objective: Year Over Year



What's Inside

03 Introduction

04 Our methodology

05 Key takeaways: The big picture

07 Facebook ads benchmarks: Traffic campaigns

09 Average click-through rate

11 Average cost per click

13 Facebook ads benchmarks: Lead campaigns

15 Average click-through rate

17 Average cost per click

19 Average conversion rate

21 Average cost per lead

23 How to improve your Facebook ads results

Introduction

Meta Ads is right up there with Google Ads and Microsoft Ads when it comes to the pillar ad publishers businesses are taking advantage of. In fact, over 90% of small businesses we surveyed in our [small business trends report](#) said they use Facebook for marketing and advertising.

But running ads via Meta Business Suite to reach audiences on apps like Facebook, Instagram, WhatsApp, and Messenger can be as confusing as it is rewarding.

If you've ever questioned whether the numbers you're looking at in the Meta Ads dashboard are good or bad, we've got the data to guide you. It's all here in this report of almost 1,800 Facebook ads campaigns running over the last year.

We looked at performance averages by industry for four key Facebook advertising metrics: click-through rate, cost per click, conversion rate, and cost per lead. The data is broken out by two different core Facebook ads campaign objectives (traffic and leads).



Our methodology

This report contains our latest Facebook ads benchmark data to help you better understand and maximize your campaign performance and budget. A few notes on the report:

- These benchmarks are based on data from 1,892 US-based social advertising campaigns running between April 1, 2025, and June 30, 2026.
- Averages are technically median figures to account for outliers. All currency values are posted in USD.
- Metrics include average click-through rate, average cost per click, average conversion rate, and average cost per lead.

METRICS IN THIS REPORT

CTR

Click-through rate

Percentage of impressions that result in a click.

CPC

Cost per click

Spend divided by clicks.

CVR

Conversion rate

Percentage of clicks that result in a lead.

CPL

Cost per lead

Spend divided by leads.



Key trends: The big picture

Despite rising advertising costs, Facebook ads continue to maintain a cost advantage over Google Ads, making Facebook ads an important part of an overall digital strategy.

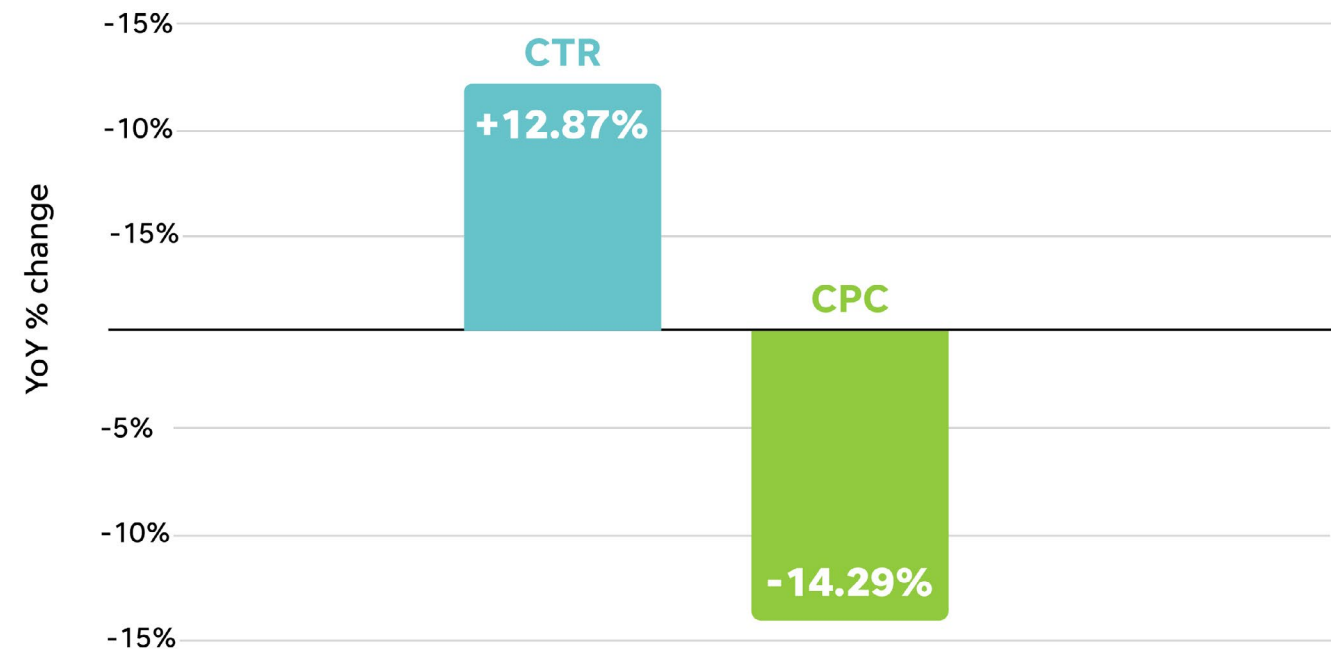
Facebook ads with a traffic objective saw strong improvement year over year, with both higher CTRs and lower CPCs compared to 2025.

Google Ads CPC is more than double the average Meta CPC. Google Ads may have more buying intent, but this is still a substantial win for Meta in terms of cost. It's not that one channel is better than the other, it's that they are complementary to one another. You can use Meta Ads to supplement your Google Ads campaigns and stretch your budget further.

2026 FACEBOOK ADS BENCHMARKS



Traffic Objective: Year Over Year

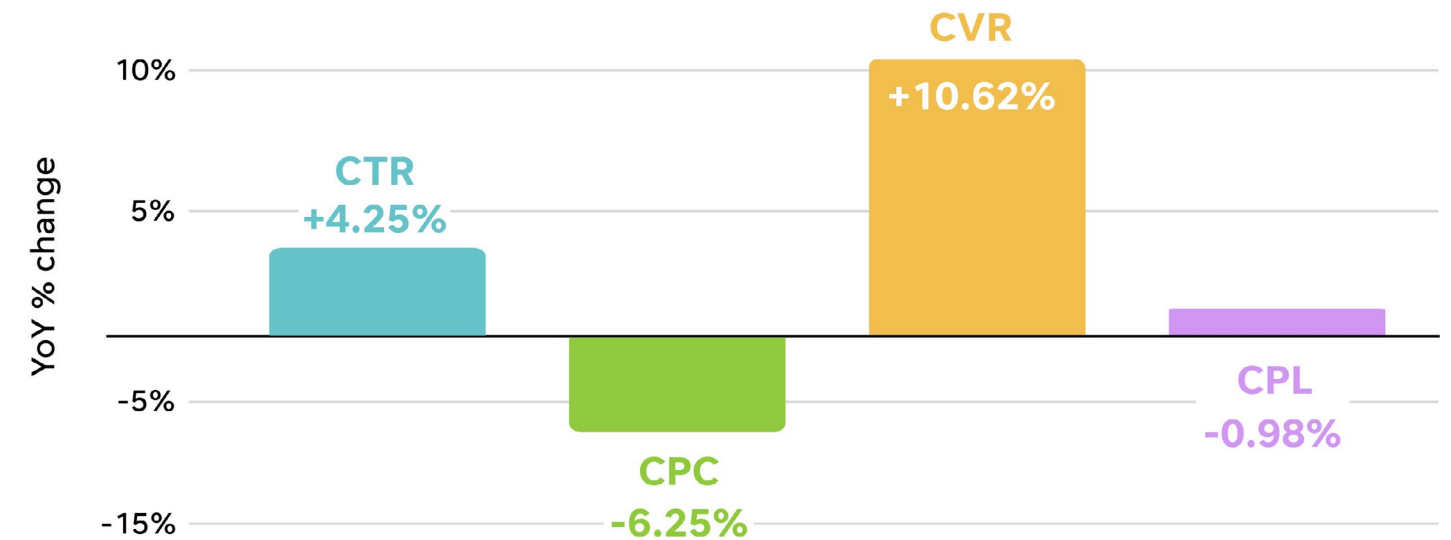


- Click-through rate for the leads objective increased for 9 out of 14 industries, with an overall increase of 4.25% year over year.
- Leads campaigns' cost per click decreased or remained the same for 86% of industries, with an overall decrease of 6.25%. This comes after an overall increase in CPCs last year.
- Conversion rates increased for 10 out of 14 of industries (71%). Some industries, like Automotive—For Sale and Industrial and Commercial saw dramatic decreases—between 41-57%. These are two of the industries that have been most impacted by tariffs. However, the overall improvement in performance comes after decreases across the board last year.
- Cost per lead decreased for 12 out of 14 industries (86%), but CPL overall remained fairly stable with only close to a 1% decrease. This comes after seeing CPLs increase for 60% of industries last year. CPLs also decreased for Google Ads this year (for the first time in five years). With costs seemingly rising almost everywhere, it's amazing that digital advertising isn't as subject to inflation.

2026 FACEBOOK ADS BENCHMARKS



Leads Objective: Year Over Year





Experts have noticed that Meta has been improving the bidding and optimization capabilities of campaign objectives such as the leads objective, so naturally, advertisers may be seeing increases in conversions and decreases in cost.



“I’ve personally experienced a large improvement in conversion rate for Facebook Lead Ads, as well as a much lower cost per lead as compared to years prior.”

Our Meta lead ads have never been more efficient, and much of that has to do with the technical improvements Meta has made to the platform over the past 12 months.”

Brett McHale, Founder of Empiric Marketing

Facebook ads benchmarks for traffic campaigns by industry

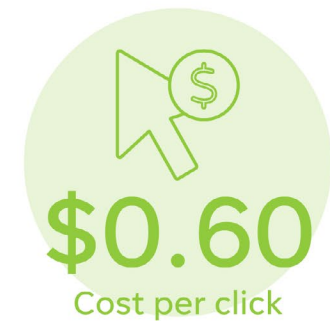
Meta's traffic objective for advertising campaigns acts like the "maximize clicks" [bidding strategy on Google Ads](#). It's focused on using your budget to serve your ads in a way that's most likely to drive the highest volume of traffic to your website.

Most businesses consider traffic campaigns as a staple part of their Meta Ads strategy since this objective shows your ads to audience members most likely to click off to your website, which helps move potential customers through your funnel.

2026 FACEBOOK ADS BENCHMARKS:
TRAFFIC OBJECTIVE

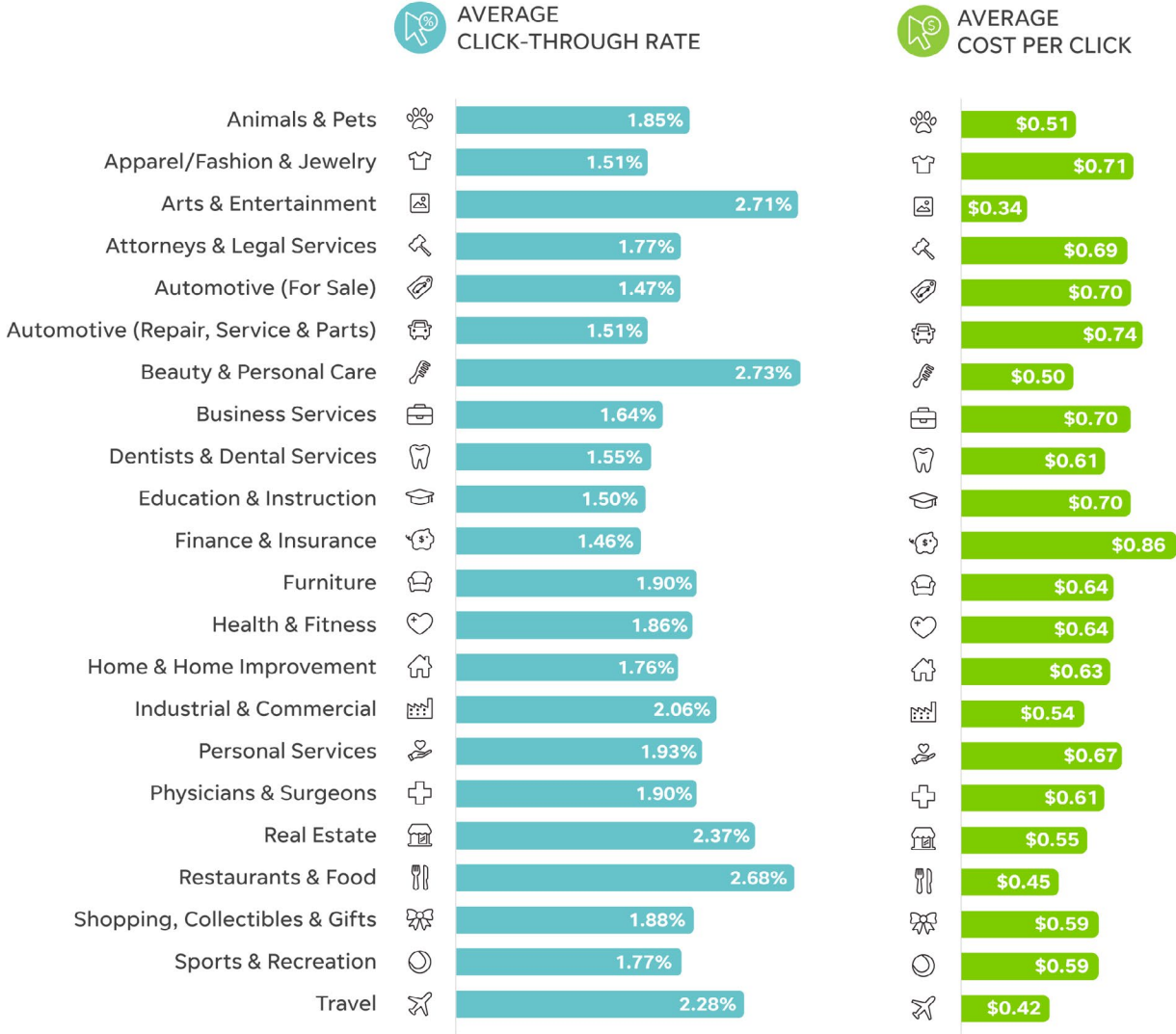


Overall Averages



Facebook Ads Benchmarks 2026

Traffic Objective



Ready to see better
Meta Ads results?

Reach out for a free
assessment to see
how we can help!

TRAFFIC OBJECTIVE

Average click-through rate

Click-through rate is a no-brainer metric for measuring campaigns using the traffic objective in Facebook Ads, since their purpose is to drive clicks. A traffic objective Facebook ads campaign with a high click-through rate is a healthy one.

The average click-through rate in Facebook ads for traffic campaigns across all industries is 1.93%.

This is a 12.87% increase compared to last year's average of 1.71%.

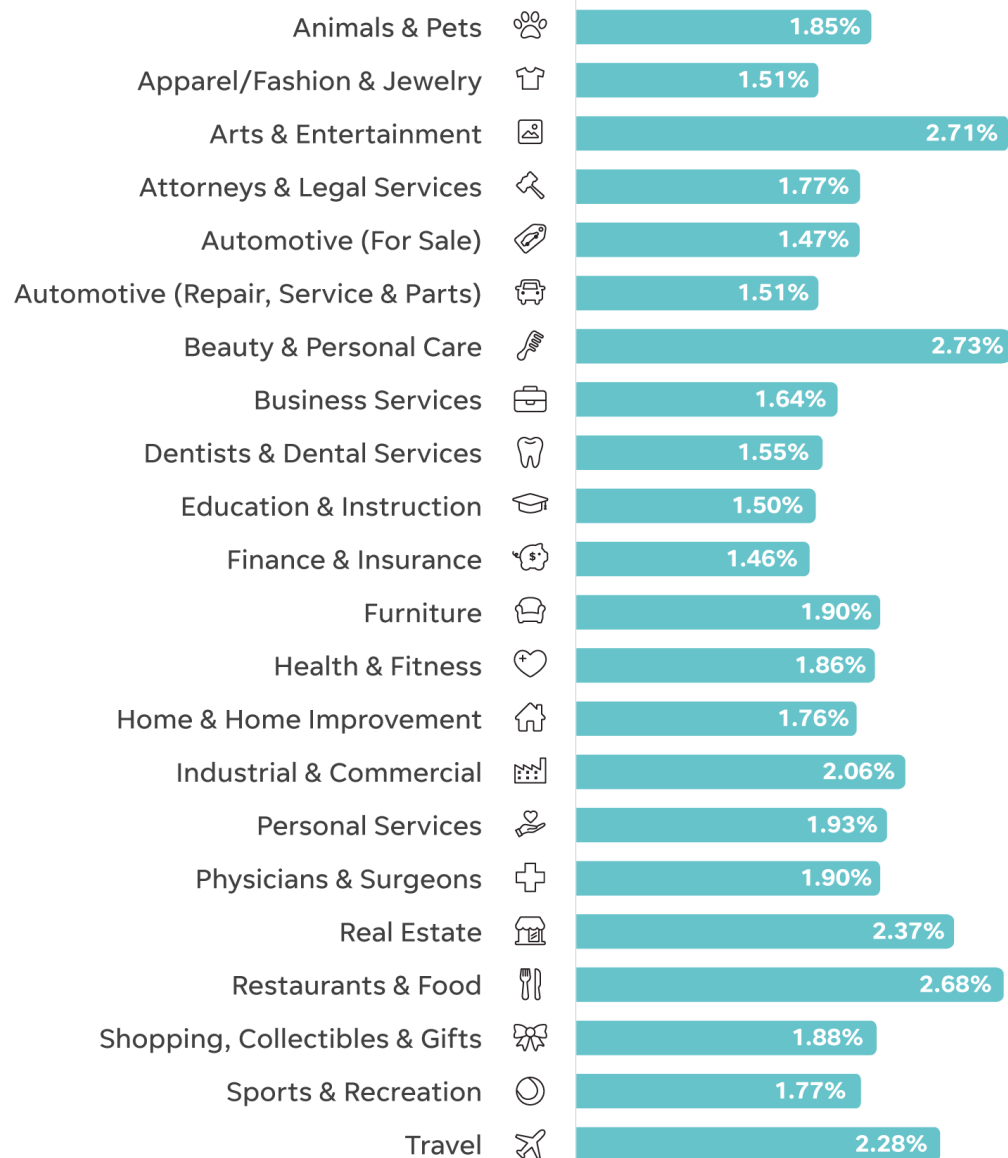
The industries that had the highest traffic campaign CTRs were Beauty and Personal Care (2.73%), Arts and Entertainment (2.71%), and Restaurants and Food (2.68%).

The industries with the lowest traffic campaign CTRs were Finance and Insurance (1.46%), Automotive—For Sale (1.47%), and Education and Instruction (1.50%).



2026 FACEBOOK ADS BENCHMARKS: TRAFFIC OBJECTIVE

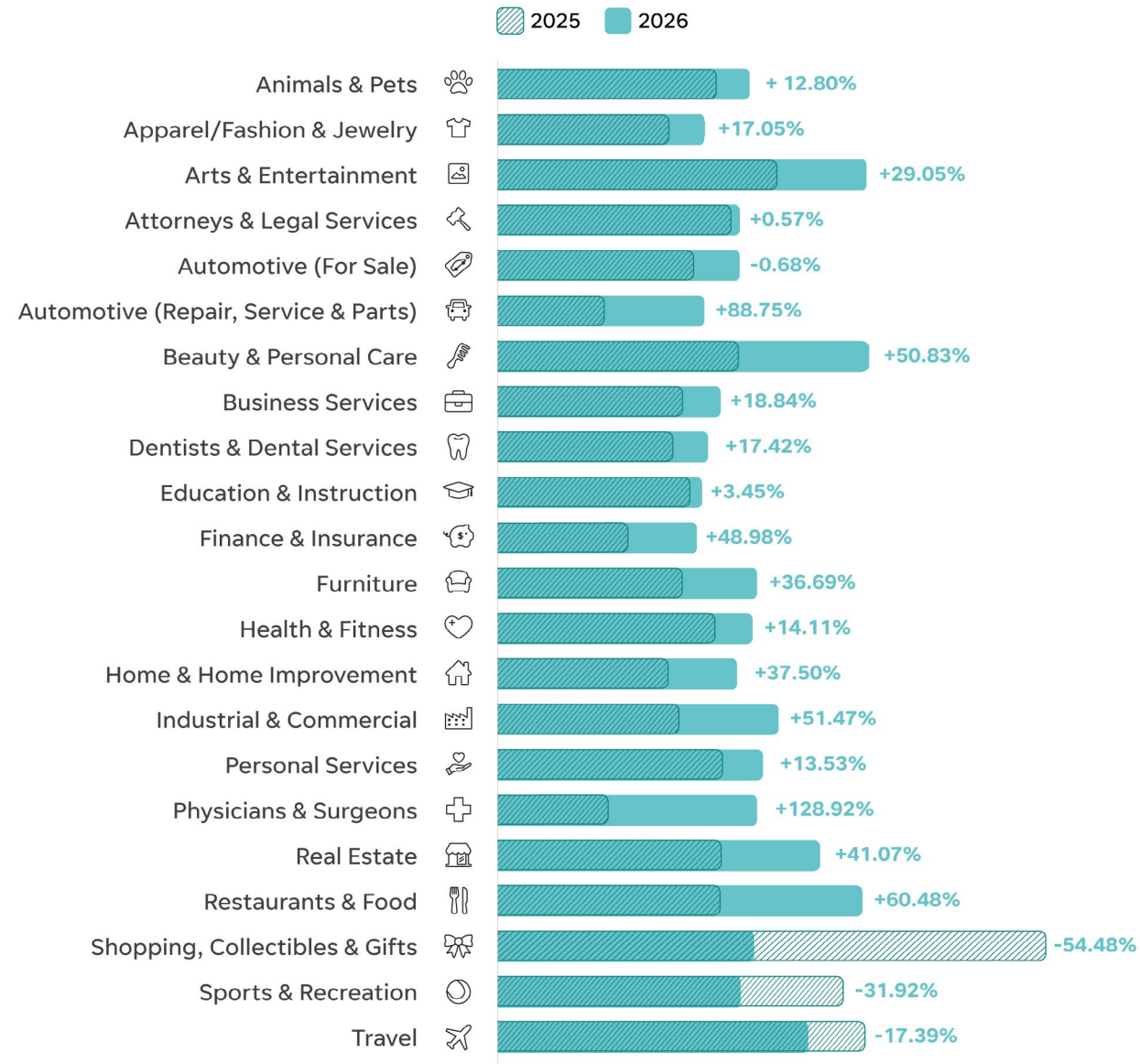
Average Click-Through Rate





2026 FACEBOOK ADS BENCHMARKS: TRAFFIC OBJECTIVE

Average Click-Through Rate YEAR OVER YEAR



Year over year

While overall average click-through rate for Facebook traffic campaigns increased for the majority of industries, there were also still a few industries that saw CTR decreases year over year.

For example, the industries with the biggest decreases in click-through rate for traffic campaigns year over year were Shopping, Collectibles, and Gifts (down 54.48%), Sports and Recreation (down 31.92%), and Travel (down 17.39%).

Meanwhile, the industries with the biggest increases in CTR for traffic campaigns year over year were Physicians and Surgeons (up 128.92%), Automotive—Repair, Service, and Parts (up 88.75%), and Restaurants and Food (up 60.48%).

New vehicle sales in the US have been down slightly, which Cox Automotive attributes to inflation and market fragmentation. Accordingly, consumers may be more focused on repairing or maintaining their current vehicles, which could explain why the Repair, Service, and Parts category saw performance increases in click-through rate year-over-year.

TRAFFIC OBJECTIVE

Average cost per click

Now you might have a high click-through rate for your Facebook traffic campaigns, but if you also have a high cost per click, you'll still have a problem because an increase in costly clicks will eat your budget faster. That's why most businesses prioritize average CPC when evaluating traffic campaign performance in Meta Ads.

The average cost per click in Facebook ads for traffic campaigns across all industries is \$0.60.

This is lower than last year's overall average CPC of \$0.70.

The industries with the lowest CPCs in Facebook ads for traffic campaigns included Arts and Entertainment at \$0.34, Travel at \$0.42, and Restaurants and Food at \$0.45.

In contrast, the industries with the highest CPCs in Facebook ads for traffic campaigns included Finance and Insurance \$0.86, Automotive—Repair, Service, and Parts at \$0.74, and Apparel, Fashion, and Jewelry at \$0.71.



2026 FACEBOOK ADS BENCHMARKS: TRAFFIC OBJECTIVE

Average Cost Per Click



Animals & Pets		\$0.51
Apparel/Fashion & Jewelry		\$0.71
Arts & Entertainment		\$0.34
Attorneys & Legal Services		\$0.69
Automotive (For Sale)		\$0.70
Automotive (Repair, Service & Parts)		\$0.74
Beauty & Personal Care		\$0.50
Business Services		\$0.70
Dentists & Dental Services		\$0.61
Education & Instruction		\$0.70
Finance & Insurance		\$0.86
Furniture		\$0.64
Health & Fitness		\$0.64
Home & Home Improvement		\$0.63
Industrial & Commercial		\$0.54
Personal Services		\$0.67
Physicians & Surgeons		\$0.61
Real Estate		\$0.55
Restaurants & Food		\$0.45
Shopping, Collectibles & Gifts		\$0.59
Sports & Recreation		\$0.59
Travel		\$0.42

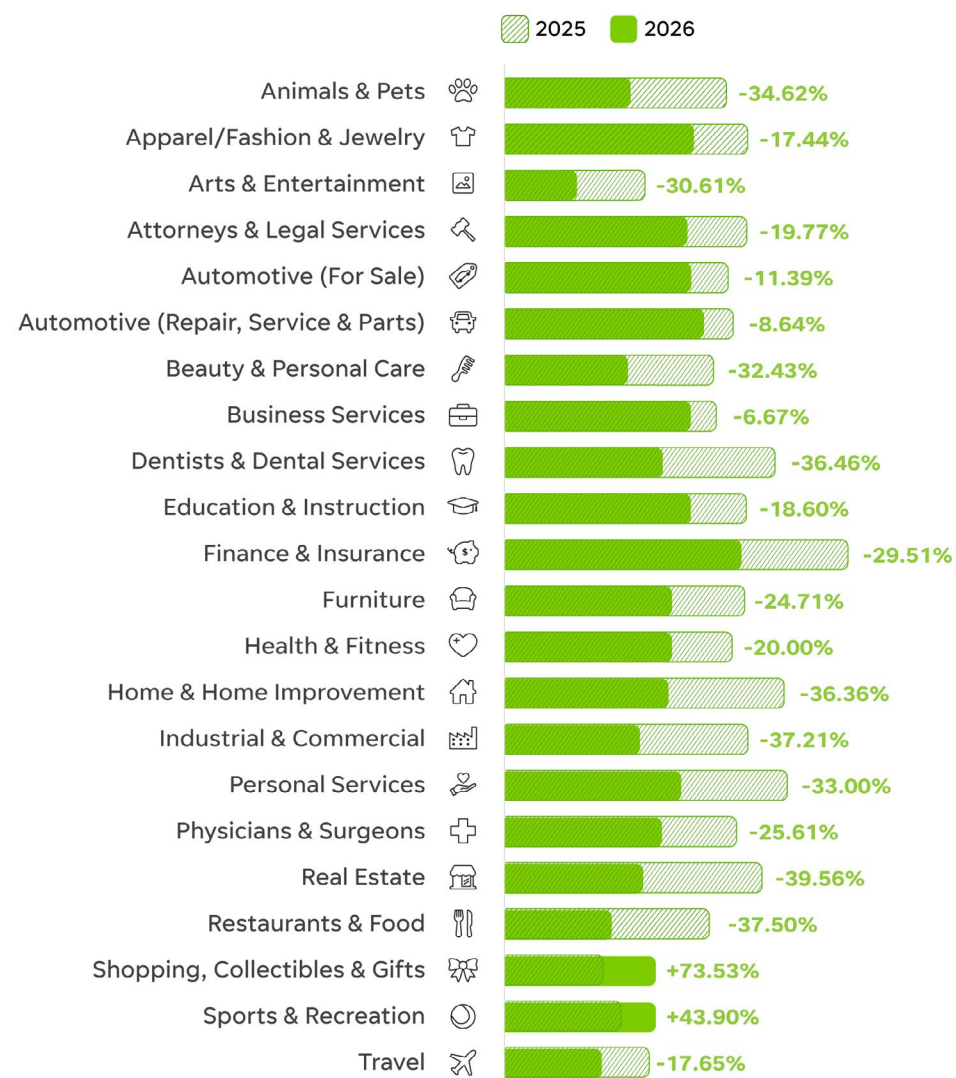


You can learn more about [lowering your cost per click in Meta Ads here.](#)



2026 FACEBOOK ADS BENCHMARKS: TRAFFIC OBJECTIVE

Average Cost Per Click YEAR OVER YEAR



Year over year

As overall average click-through rate for traffic campaigns improved year over year for the majority of industries, so did cost per click.

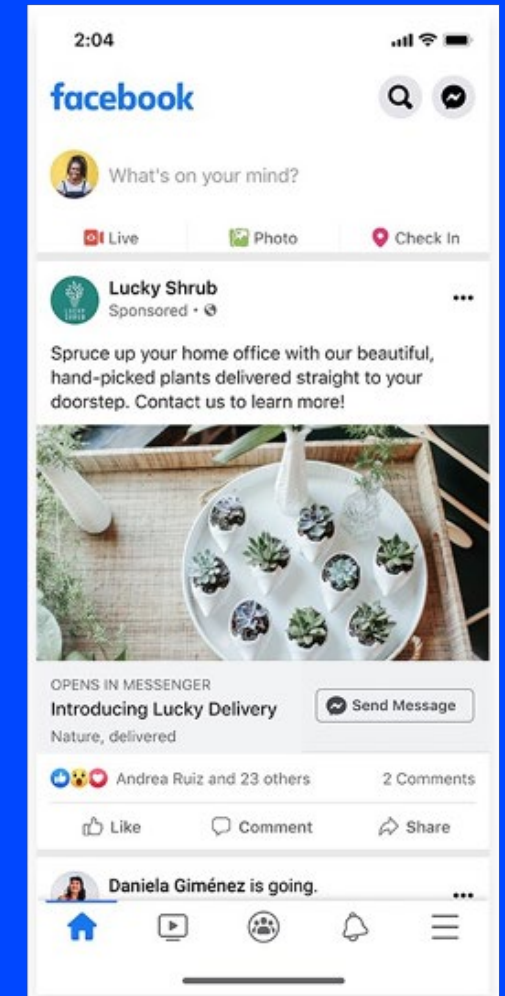
Only two industries saw an increase in their traffic CPCs compared to last year: Shopping, Collectibles, and Gifts with a 73.53% increase, and Sports and Recreation with a 43.90% increase.

On the opposite end, the industries with the biggest improvements to their traffic CPCs year over year were Real Estate with a 39.56% decrease, Restaurants and Food with a 37.50% decrease, as well as Industrial and Commercial with a 37.21% decrease.

Facebook ads benchmarks for leads campaigns by industry

The leads objective is a bread-and-butter strategy for many Meta advertisers. It connects directly back to your business's bottom line, as it encourages campaign behavior to serve ads to users most likely to convert.

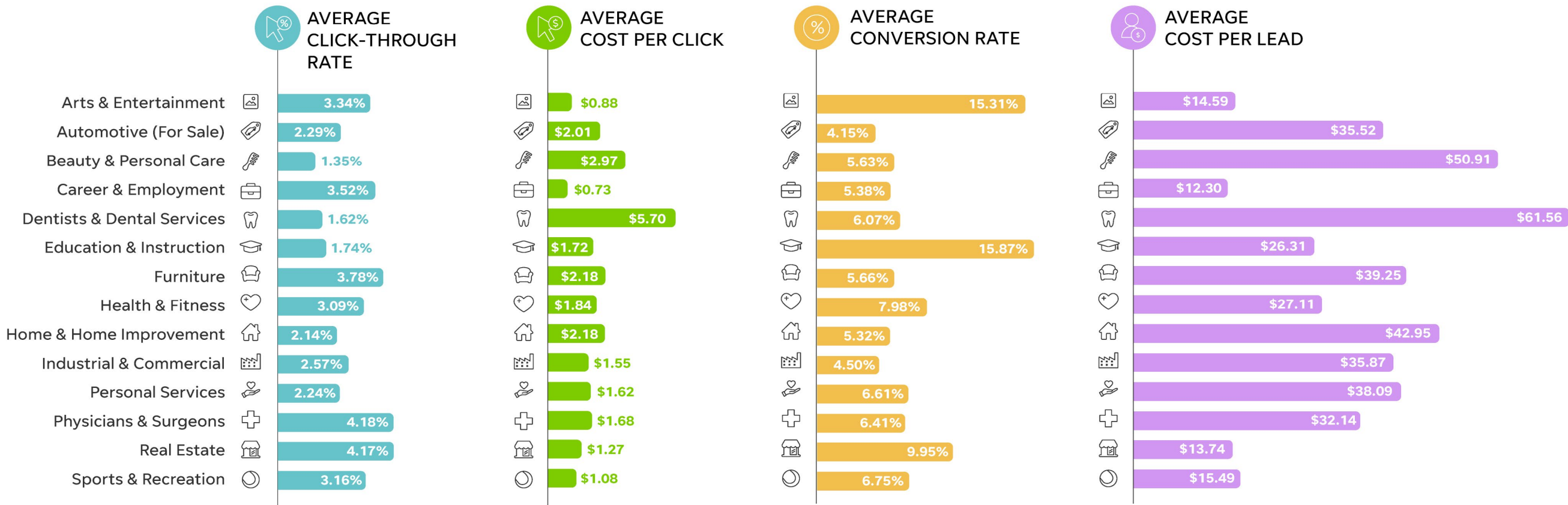
For businesses looking to generate leads, rather than increase sales, the Facebook leads campaign objective is a must-have. That's partially because of how it influences campaign behavior for the most leads possible, but also because it enables businesses to take advantage of Facebook Lead Ads—which are a special ad format that allow advertisers to build a widely customizable contact form right into their ad that viewers can convert off of without ever having to leave Meta apps.



[Source](#)

Facebook Ads Benchmarks 2026

Leads Objective



LEADS OBJECTIVE

Average click-through rate

Although the primary focus of Facebook leads campaigns is, well, leads, click-through rate is still an impactful metric to look at when evaluating your performance. You still need your Facebook Lead Ads to be enticing and “clickable” to get users to your coveted lead form. After all, clicks are the first step to turning potential customers into leads.

The 2026 average click-through rate in Facebook ads for leads campaigns across all industries is 2.70%.

This is about the same as last year’s average of 2.58%.

The industry with the highest CTR for Facebook leads campaigns this year was Physicians and Surgeons at 4.18%. That industry was followed by Real Estate at 4.17% and Furniture at 3.78%.

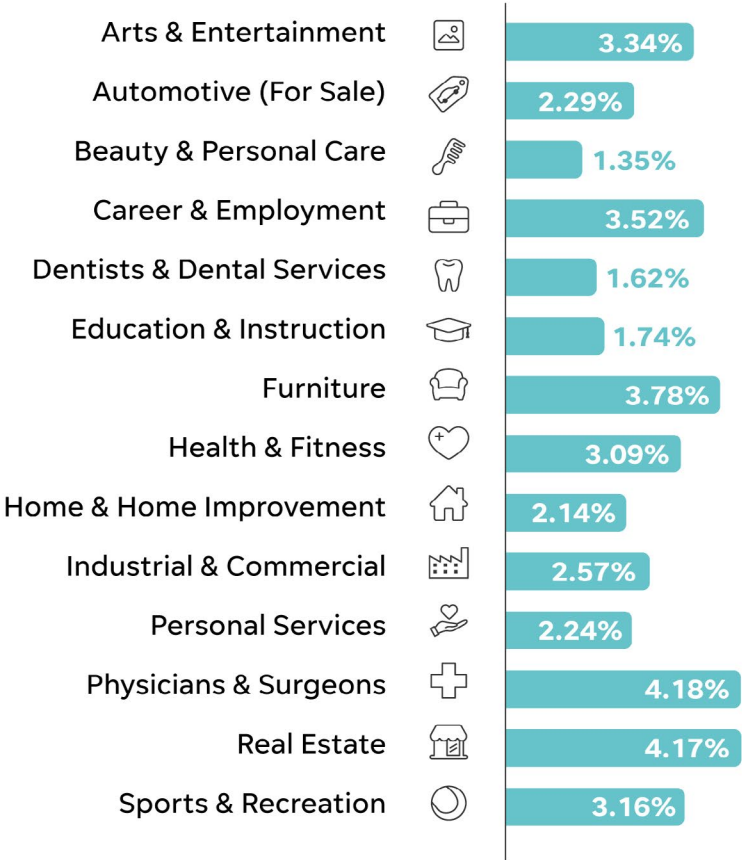
The industry with the lowest CTR for Facebook leads campaigns was Beauty and Personal Care at 1.35%, followed by Dentists and Dental Services at 1.62% and Education and Instruction at 1.74%.



2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE



Average Click-Through Rate

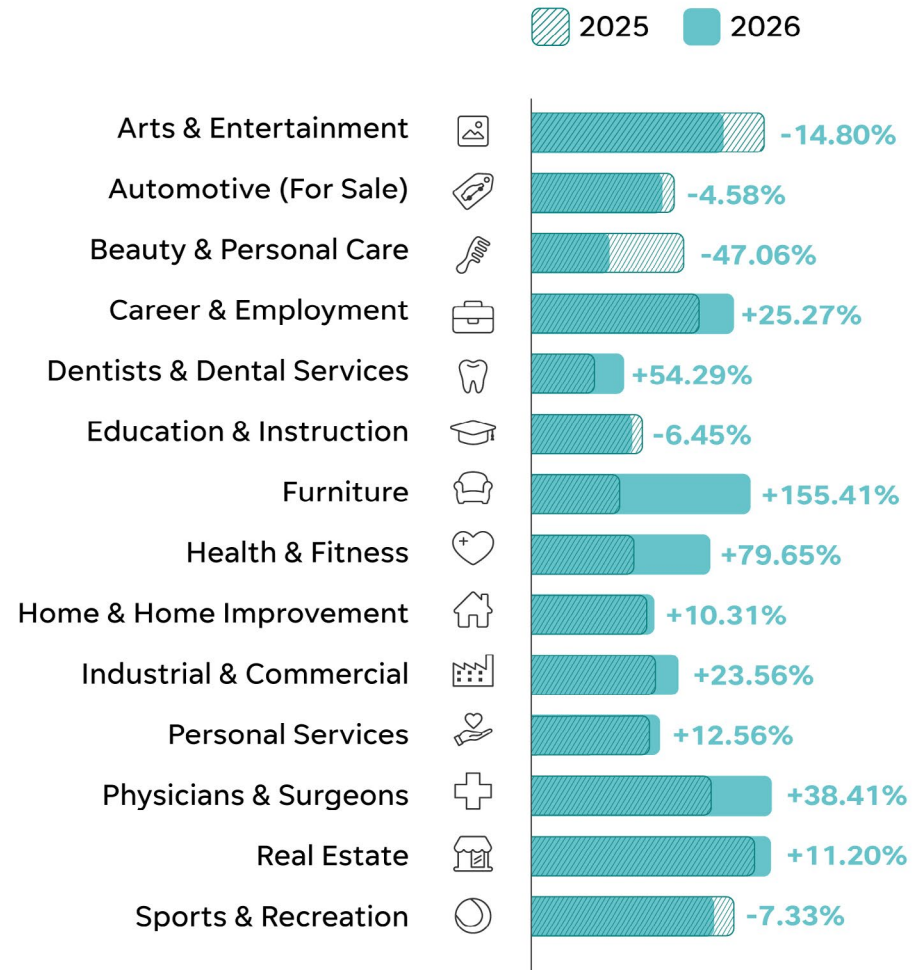




2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE



Average Click-Through Rate Year Over Year

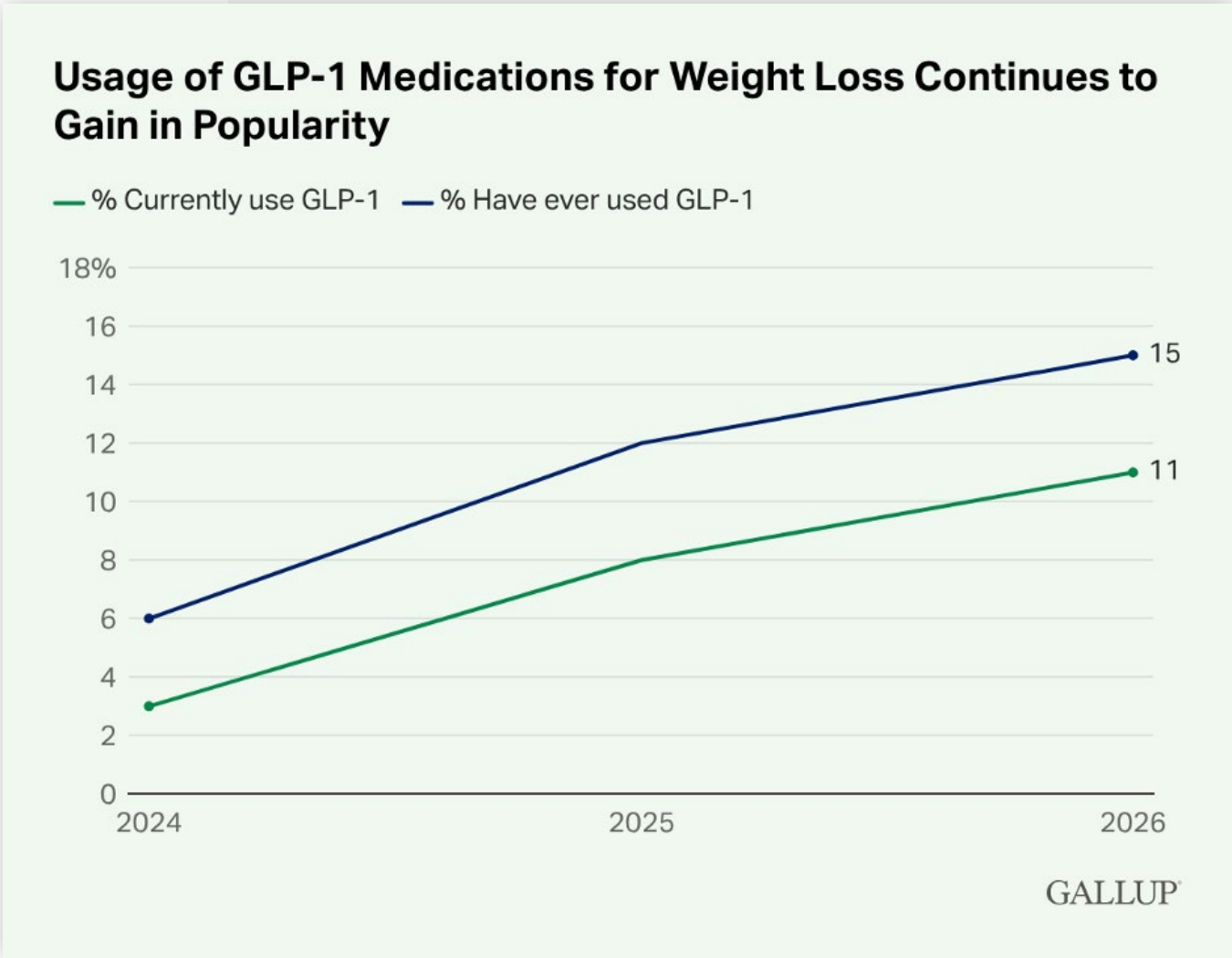


Year over year

The industries with the biggest drops in performance in terms of leads campaign average CTR year over year were Beauty and Personal Care (down 47.06%), Arts and Entertainment (down 14.80%), and Sports and Recreation (down 7.33%).

The industries with the biggest improvements in performance for leads campaign average CTR year over year were Furniture (up 155.41%), Health and Fitness (up 79.65%), and Dentists and Dental Services (up 54.29%).

It's interesting that the Health and Fitness and Physicians and Surgeons categories had the top CTRs and CTR improvements year over year. This could partially be due to an increase of GLP-1 and weight-loss related ads in the market as the demand for weight-control drugs has increased.



Source

LEADS OBJECTIVE

Average cost per click

Not only do you want to get clicks to your Facebook leads campaigns, but you also want them to be affordable. Monitoring the average cost per click in Facebook campaigns leveraging the leads objective helps you keep your budget pacing in check.

The 2026 average cost per click for Facebook ads leads campaigns across all industries is \$1.80.

This is down by 6.25% compared to last year.

The industries with the highest leads ads CPCs were Dentists and Dental Services \$5.70, Beauty and Personal Care \$2.97, and Furniture as well as Home and Home Improvement—both at \$2.18.

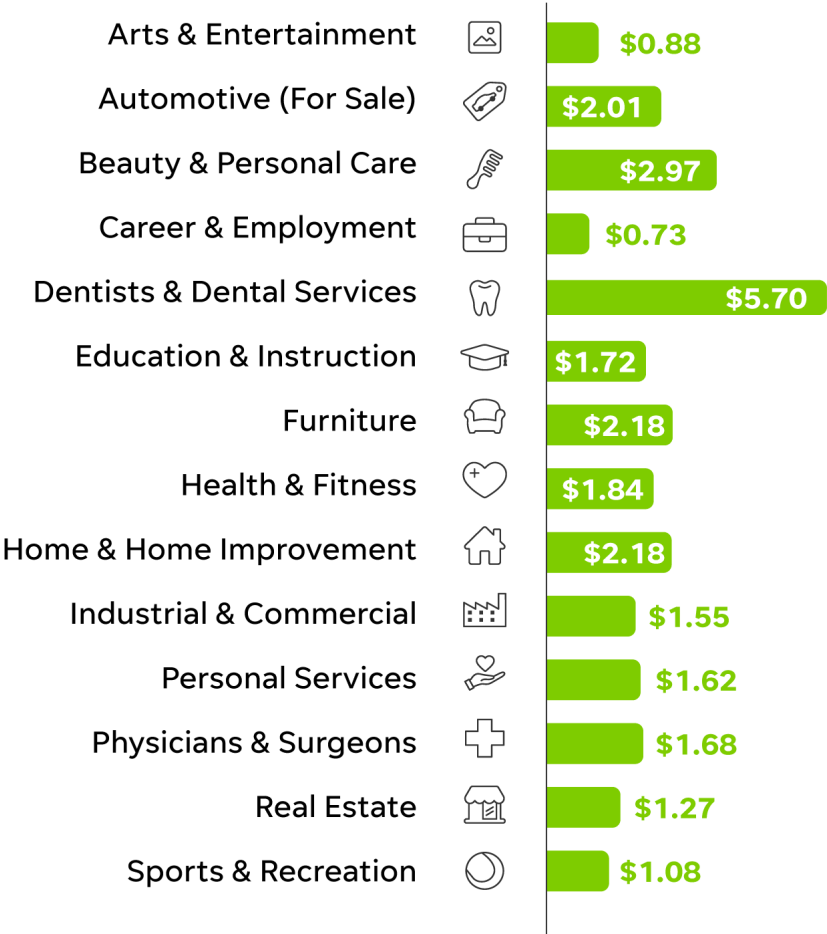
Meanwhile, Career and Employment has the lowest average CPC for Facebook lead ads at \$0.73, followed by Arts and Entertainment at \$0.88 and Sports and Recreation at \$1.08.



2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE



Average Cost Per Click



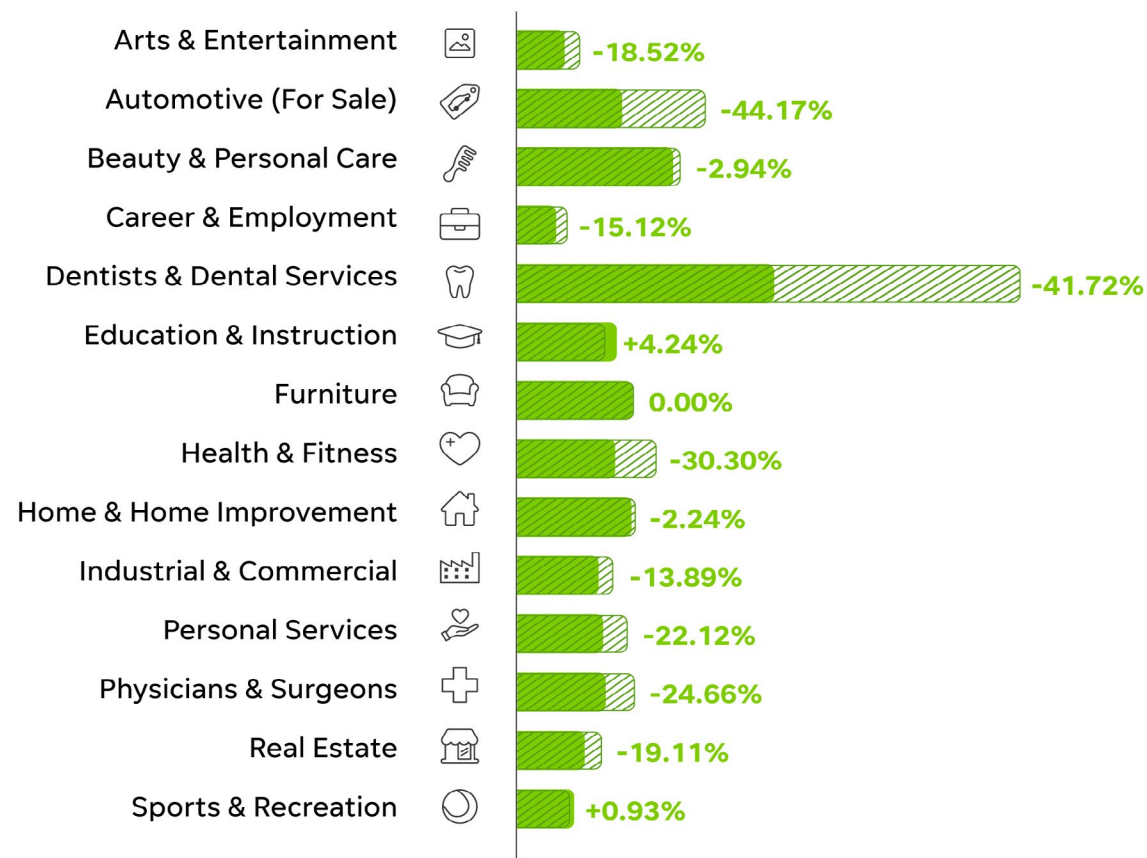


2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE

Average Cost Per Click Year Over Year



2025 2026



Year over year

Average CPC for the leads objective improved for Automotive—For Sale, which was down 44.17%, Dentists and Dental Services, down 41.72%, and Health and Fitness, down 30.30%.

Only two industries saw a cost increase in leads campaign CPC year over year: Education and Instruction, which was up 4.24%, and Sports and Recreation, up 0.93%.

LEADS OBJECTIVE

Average conversion rate

The conversion rate of your Facebook leads campaigns directly ties back to the main purpose of the campaign because it indicates how efficient it is at increasing leads for your business.

The 2026 average conversion rate in Facebook ads for leads campaigns across all industries is 8.54%.

This is a 10.62% increase compared to last year.

The industries with the highest conversion rates for Facebook leads campaigns included Education and Instruction (15.87%), Arts and Entertainment (15.31%), and Health and Fitness (7.98%).

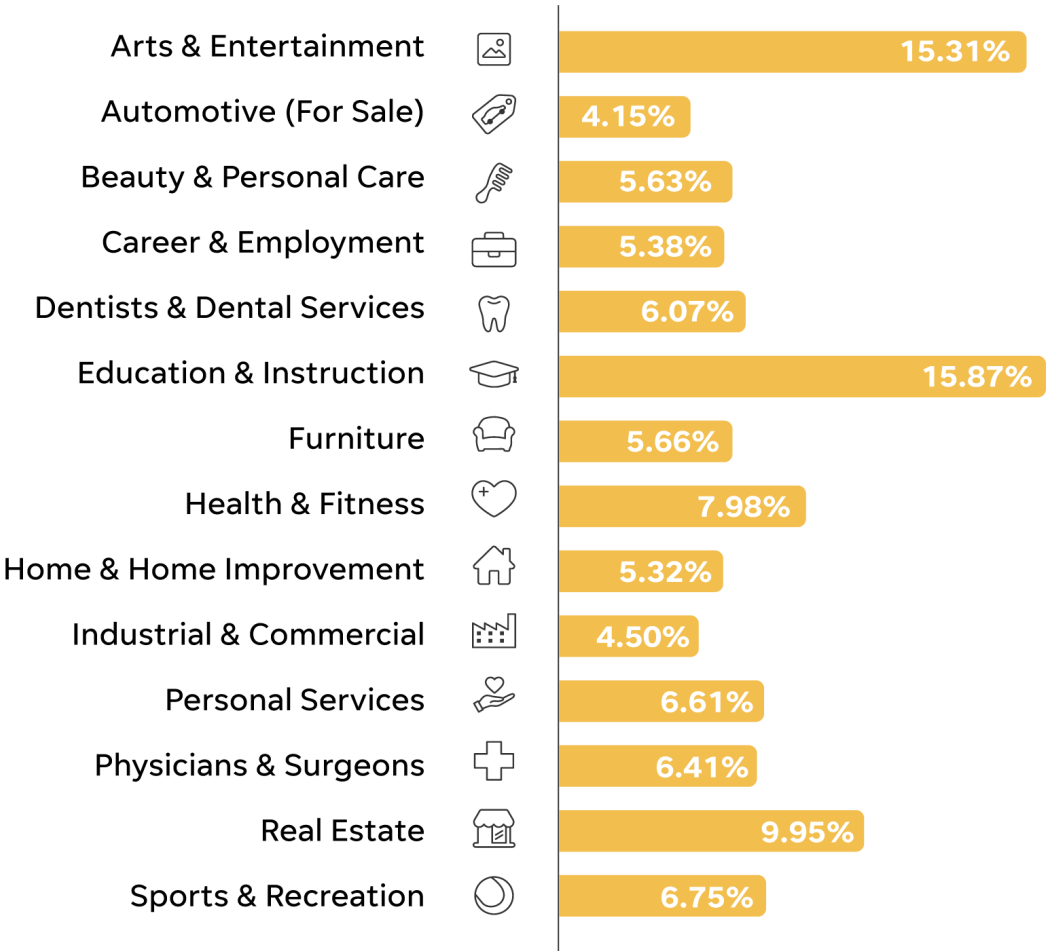
Meanwhile, the industries with the lowest conversion rates included Automotive—For Sale (4.15%), Industrial and Commercial (4.50%), and Home and Home Improvement (5.32%).



2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE



Average Conversion Rate

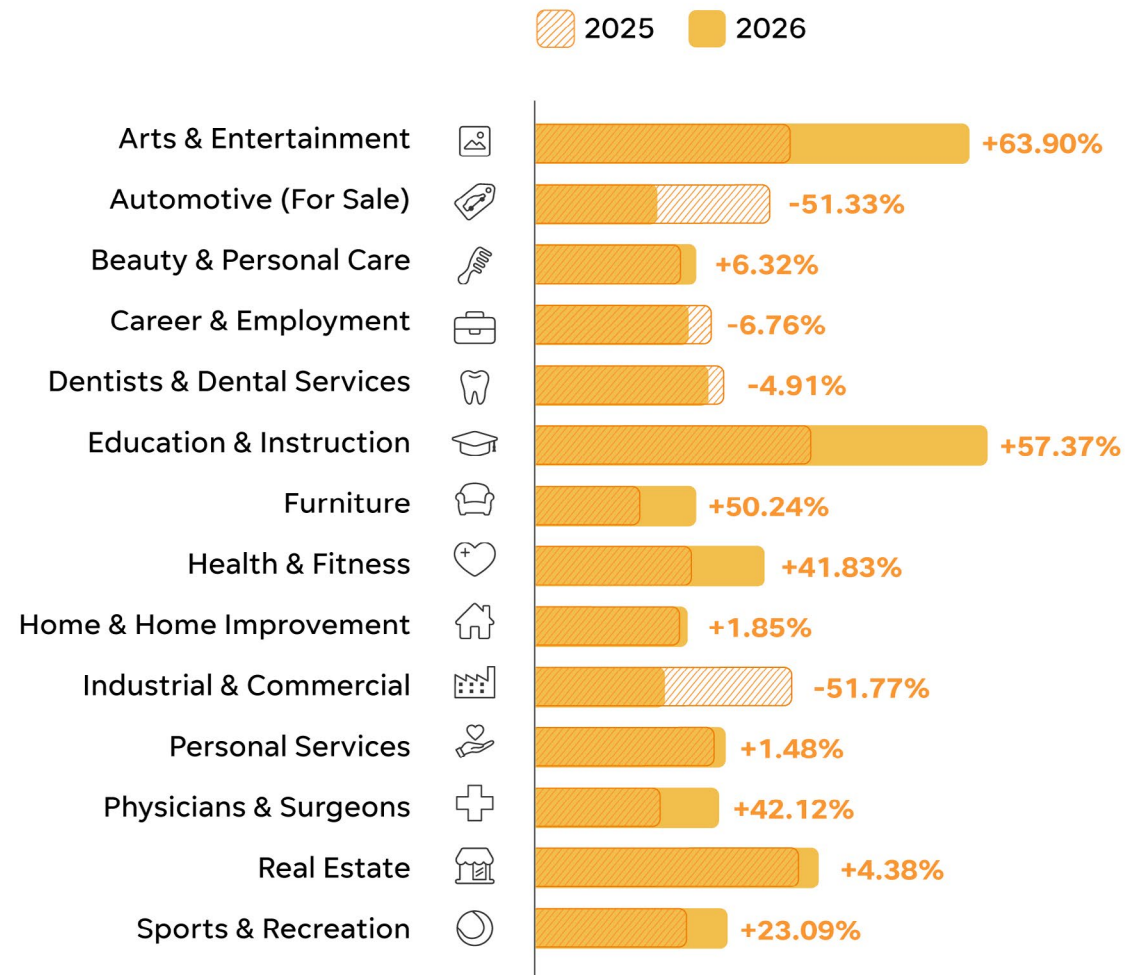




2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE



Average Conversion Rate Year Over Year



Year over year

Industrial and Commercial was the industry with the biggest year over year decrease in conversion rate—down 51.77%. This industry was followed by Automotive—For Sale, down 51.33%, and Career and Employment, down 6.76%.

On the other hand, Arts and Entertainment was the industry with the biggest year over year increase in conversion rate—up 63.90%, followed by Education and Instruction, up 57.37%, and Furniture, up 50.24%.

LEADS OBJECTIVE

Average cost per lead

Your average cost per lead for Meta leads campaigns is your “money metric” that translates how your campaign is contributing to your business’s ROI. The lower your cost per lead, the more leads you can afford to acquire.

The 2026 average cost per lead in Facebook ads for leads campaigns across all industries is \$27.39.

This is stable with only a 0.98% decrease compared to last year.

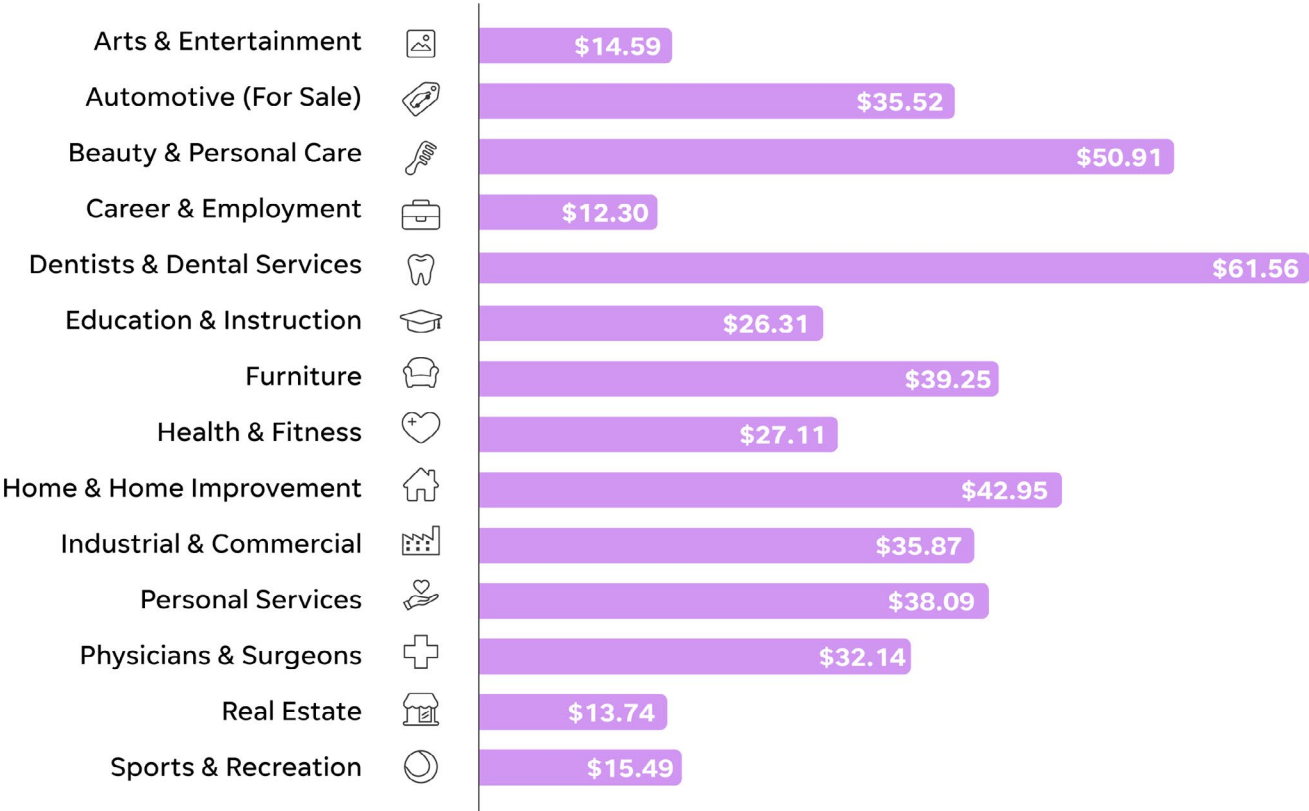
The industry with the lowest cost per lead for Facebook leads campaigns was Career and Employment at \$12.30, followed by Real Estate at \$13.74, and Arts and Entertainment at \$14.59.

Dentists and Dental Services had the highest cost per lead at \$61.56, followed by Beauty and Personal Care at \$50.91, and Home and Home Improvement at \$42.95.



2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE

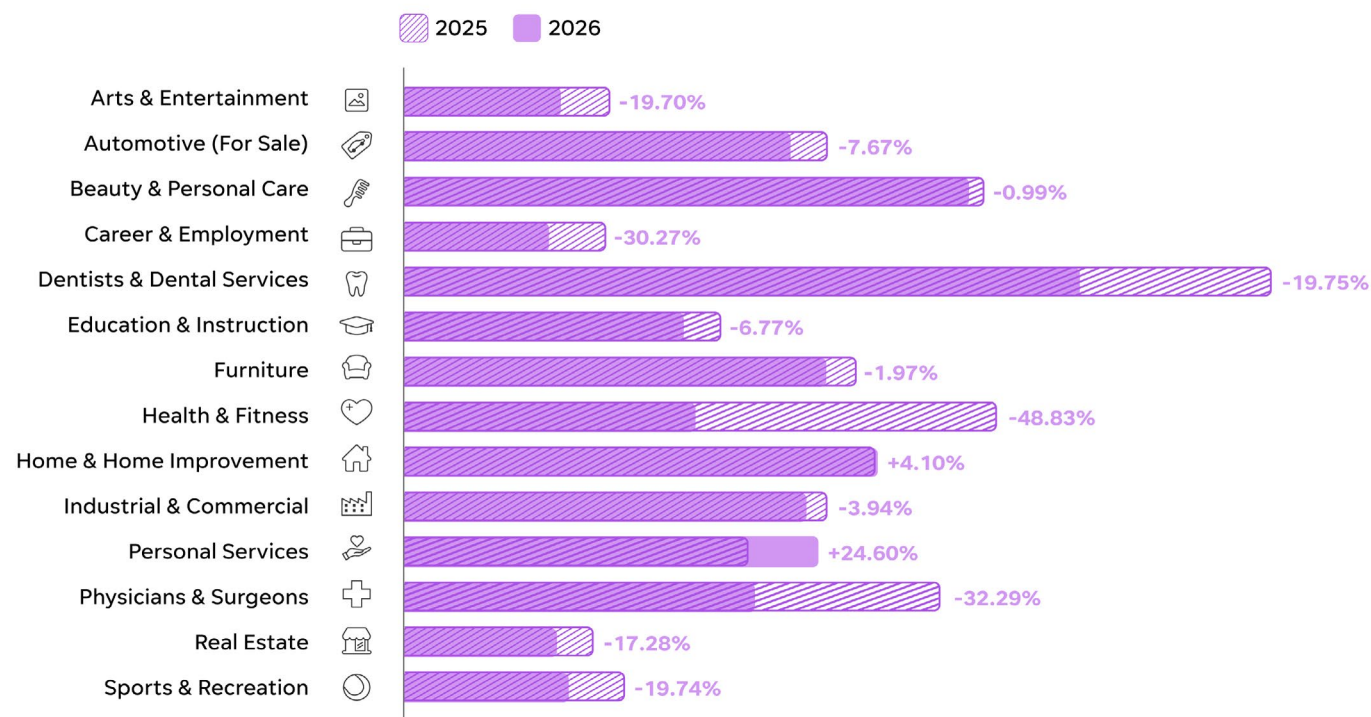
Average Cost Per Lead





2026 FACEBOOK ADS BENCHMARKS: LEADS OBJECTIVE

Average Cost Per Lead Year Over Year



Year over year

Most industries saw a decrease in average cost per lead for Facebook leads campaigns year over year, but Home and Home Improvement saw a CPL increase of 4.10% as well as Personal Services with a CPL increase of 24.60%.

The Personal Services category includes businesses such as wedding planners, cleaners, funeral homes, and more, which tend to face higher competition on platforms like Meta as users are more willing to spend in these areas, and that's typically coupled with a longer sales cycle. Those factors can make managing cost per lead more challenging for these businesses, but not impossible—I'll explain in our tips section!

The industries that succeeded in the biggest decreases in cost per lead for Facebook Lead Ads year over year were Health and Fitness, which decreased by 48.83%, Physicians and Surgeons, which decreased by 32.29%, as well as Career and Employment, which decreased by 30.27%.

Some of the results across the same industry seem contradictory at first. If you feel your costs are fluctuating, but so are your conversions, you may be dealing with changes in your audience pool.



“These metrics are not independent. If clicks get cheaper and a smaller share of your audience converts, CPC and CVR can both fall. Cost per lead only improves if a drop in cost per click outweighs a drop in conversion rate.”

Sai Paturi, Data Science Manager, LocaliQ



Want to optimize your Meta advertising campaigns to the max?

Reach out for a demo to see how our solutions can help perfect your strategy!

How to improve your Facebook ads performance

No matter where your current Facebook and Instagram ads performance lies in reference to the averages in your industry, there are ways you can improve and optimize your campaigns. Here are our top Facebook advertising tips for this year.





Examples of all the channels you could use in tandem with Facebook advertising

1. Use Meta Ads in tandem with other channels to balance your budget

No two advertising platforms are exactly like, so there's not one end-all, be-all channel you should rely on for digital ads. Facebook ads work best when they're complemented with other channels so your customers have a smooth buyer's journey across sites and apps.

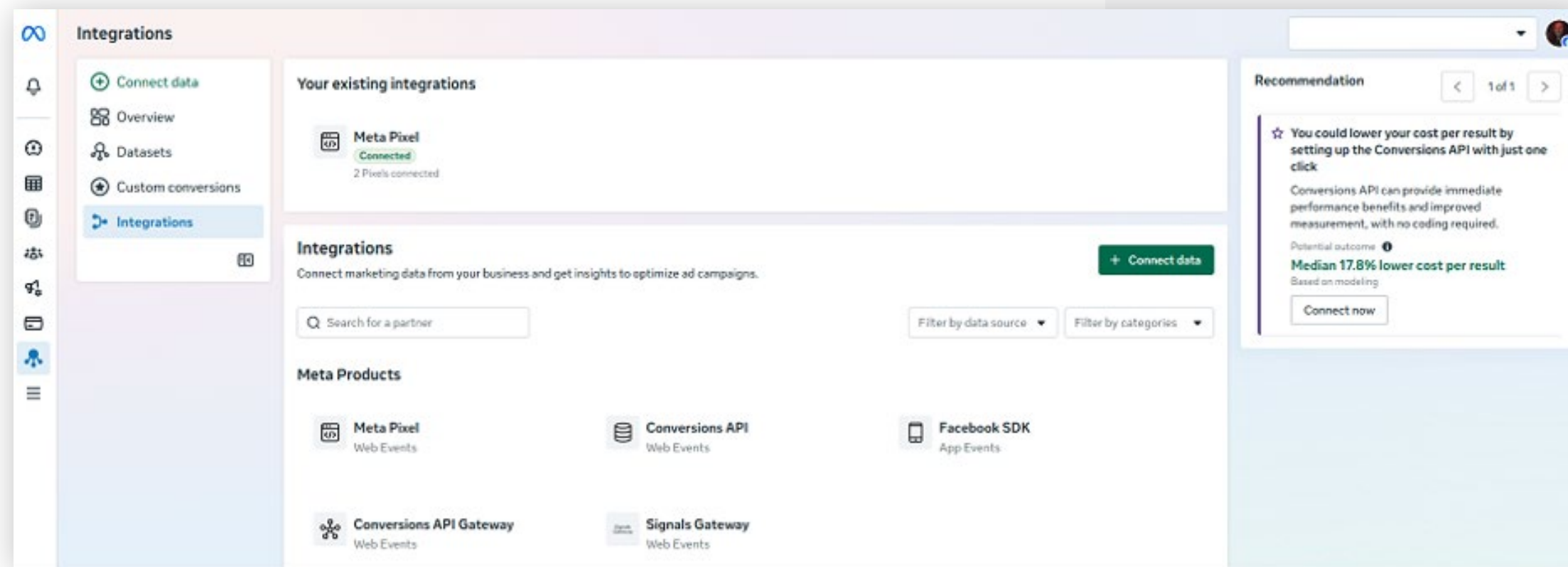
For example, you can run Facebook ads that align with your Google Ads campaigns to achieve similar goals at different costs for greater budget efficiency.

"I often see Facebook ads perform at a much better cost than Google. With the increasingly sophisticated Conversions API and AI-infused targeting abilities, it has never been easier to achieve a positive ROAS on Meta and mold audiences towards your desired outcomes," Brett said.

2. Optimize your conversion tracking

Your Facebook ads conversion tracking can make all the difference when it comes to your advertising experience. You need to make sure you're tracking the right actions, so that everything is weighed and accounted for correctly. If you set up the Facebook conversions API, you'll be able to track users through their buyer journey at a granular level.

“If you are able to, 100% get conversions API established within the account,” Brett said.



To start setting up your Facebook Conversions API, navigate over to the Events Manager section of Meta Business Suite and follow the prompts under integrations.



“At the management level, be very selective with which AI adjustments and settings you enable. At the end of the day, you are still in charge of your brand and how it is presented to the world. If there is a cosmetic setting you don’t like, disable it.”

Brett McHale, Founder, Empiric Marketing

3. Remember that Advantage+ settings are optional

Throughout the Facebook ads setup process, you’ll be prompted to opt into Advantage+ settings when establishing your bidding, targeting, ad creative, and more. Advantage+ is a suite of automated features Meta offers to advertisers to help streamline campaign workflows using AI.

Of course, the trade-off with Advantage+ is manual control. However, most advertisers have incorporated some level of Advantage+ automation into their strategy at this point. There is no right or wrong answer as to whether you decide to take, well, advantage of all the Advantage+ features, but you will want to proceed with caution. Try rolling Advantage+ optimizations into your strategy slowly to see what works best for your business.

4. Look at a variety of metrics when measuring performance

While our report focuses on four core metrics of Facebook advertising, there are many other numbers you may want to pay attention to in your account.

Customize your Meta Business Suite reports, and try not to get hung up on any one metric. Each part of your Facebook ads campaign reports works together to tell you a complete story about performance. The relationship between multiple metrics can indicate areas for improvement.

“High CTR but low CVR? You have great creative, but you’re not delivering on the promise. In these instances, your call to action is too intense, not appealing, not aligned with the creative, etc. Maintain the strong creative, but adjust your CTA to be in line with the expectations and experience you’re setting there,” said Michelle Morgan, Co-Founder of Paid Media Pros.

“High CPCs but low CPL? Despite reaching a lot of folks, you’re warning off those who aren’t the right fit and still finding the right target audience who is willing to convert at a high rate that keeps CPL low,” she added.



“Each metric can be helpful and worthy of benchmarking to monitor performance trends. But understanding how they work in tandem can help you see the bigger story.”

Michelle Morgan, Co-Founder, Paid Media Pros

5. Tweak ad creative according to your audience

The most successful Facebook advertising accounts A/B test creative elements on their ads often. You may need to have different visuals or messaging depending on the audience lists you target. Don't be afraid to play around with your ad assets on a regular basis to inform your strategy.

“Audience controls on Meta can vary in efficacy. What we're finding drives better results? Treating your creative as your targeting and letting Meta optimize for your outlined conversion action,” Michelle said.

“Start by having sound, accurate conversion tracking on the goal you want. Then, leverage both the imagery/videos and the text portion of your ads to speak (implicitly and explicitly) to your target audience,” she added.

Duplicate your campaign

×

Select a duplication option

☐ Create new campaign

☒  New A/B test

Cancel

Continue to Test Setup

What these 2026 Facebook ads benchmarks mean for your strategy

These Facebook and Instagram ads benchmarks are meant to help you make confident decisions about your campaigns by establishing how your current performance compares to your average competitor. Use this data as a guiding light when you're unsure if a new campaign is doing well or if your current campaigns need to be tweaked.

If your results don't always align with the averages in your industry, don't fret! Your Meta Ads strategy has flexibility, so you can always shift your strategy as trends evolve. Plus, you don't have to navigate the nuances of Facebook advertising alone. Reach out for a free assessment to see how our solutions can help transform your strategy.

Let's talk

 LocaliQ.com

 Facebook.com/LocaliQ

 LinkedIn.com/LocaliQ

 Instagram.com/LocaliQ

