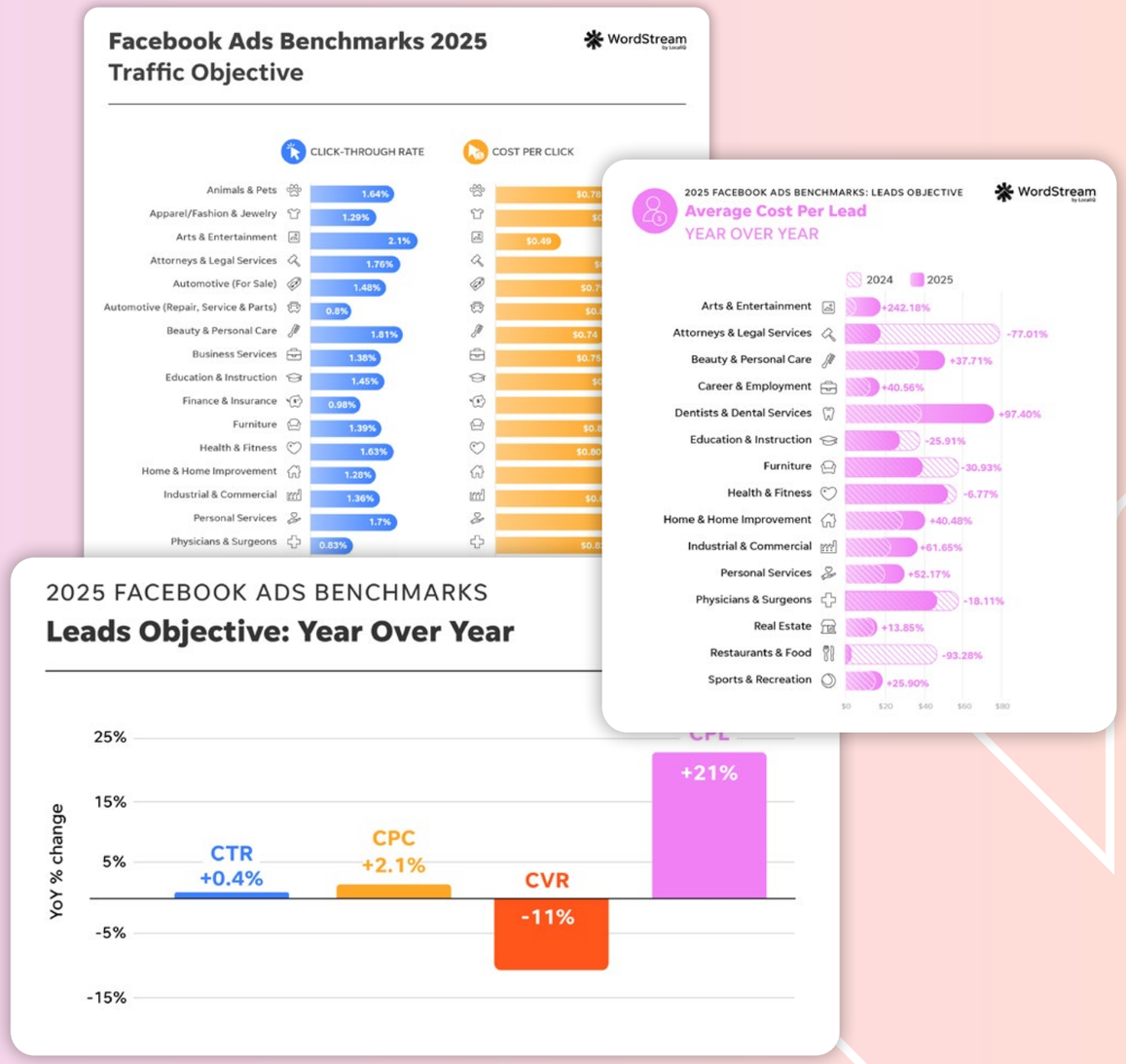
INDUSTRY REPORT

Facebook Ads Benchmarks 2025

NEW Data, Trends, & Insights



LocaliQ

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Introduction

Advertising on social media remains a top strategy for businesses looking to thrive despite growing competition. In fact, our recent small business marketing trends report found that half of small businesses are planning to invest in social ads this year.

Those businesses are seeking advertising opportunities on key social platforms like Meta Ads, which allows them to target users on Facebook, Instagram, WhatsApp, and other Meta-owned apps.

So, you know you want to dedicate resources towards Facebook ads to stay competitive and effectively engage your target market. But how much will that cost you? And what can you expect in terms of results?

We've got the answers to all these questions and more in this year's annual Facebook ads benchmarks report, analyzing data from over 1,000 campaigns to provide you with industry-specific KPIs including average cost per click (CPC), click-through rate (CTR), conversion rate (CVR), and cost per lead (CPL) for two core Facebook ads campaign objectives: traffic and leads.



Executive summary

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 1,180 campaigns running between April 1, 2024, and June 30, 2025.
- 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.

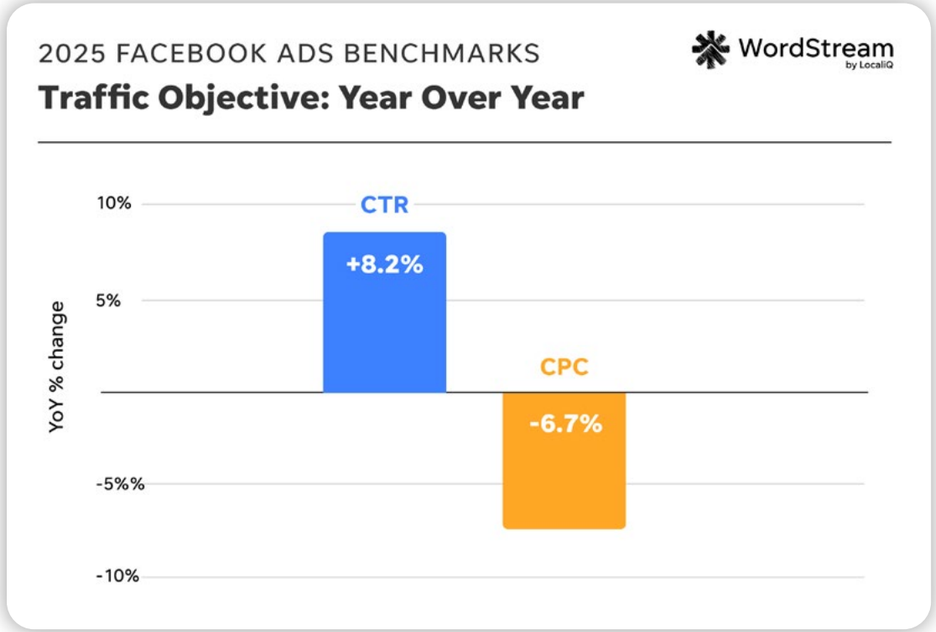
CPL — **Cost per lead**
Spend divided by leads.

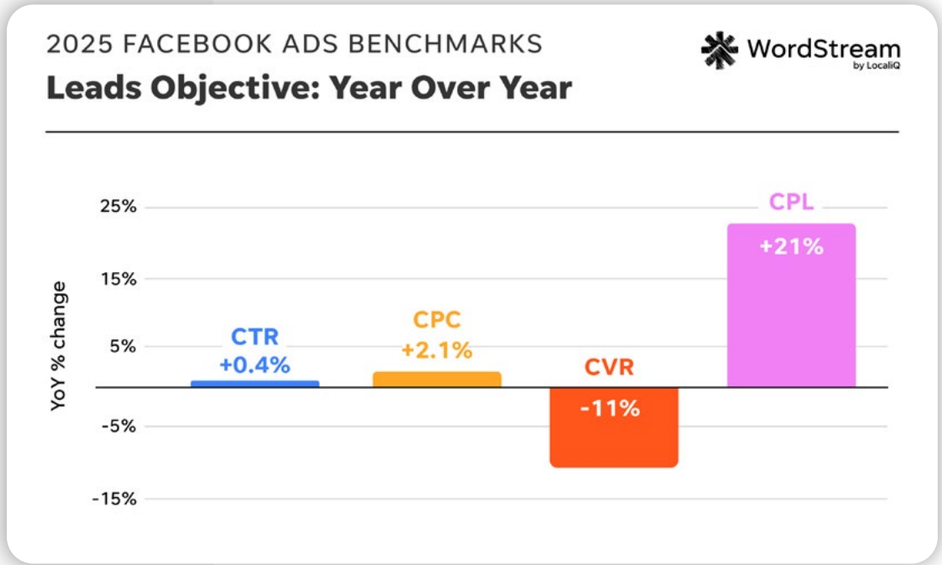
Key trends: The big picture

Facebook ads stay riding as a cost-effective way to drive leads, website visits, and awareness for your business.

Facebook ads with a traffic objective saw strong improvement year over year, with both higher CTR and lower CPC compared to 2024.

Facebook lead campaigns, however, saw performance declines, with a 20% increase in CPL. But CPC and CPL for this ad type are still significantly lower than comparable ads on Google. Despite rising advertising costs and economic challenges, Facebook Lead Ads maintain a cost advantage over Google Ads. This means that social ads are the perfect complement to your search strategy.





2025 FACEBOOK ADS BENCHMARKS

WordStream by LocaliQ

Overall Averages

LEADS OBJECTIVE

2.59%	$1.92	7.72%	$27.66
Click-through rate	Cost per click	Conversion rate	Cost per lead

TRAFFIC OBJECTIVE

1.71%	$0.70
Click-through rate	Cost per click

So, if you're wondering if Facebook traffic or leads campaigns are right for your business in 2025, this data proves they can be a stable and reliable strategy in light of market fluctuations.



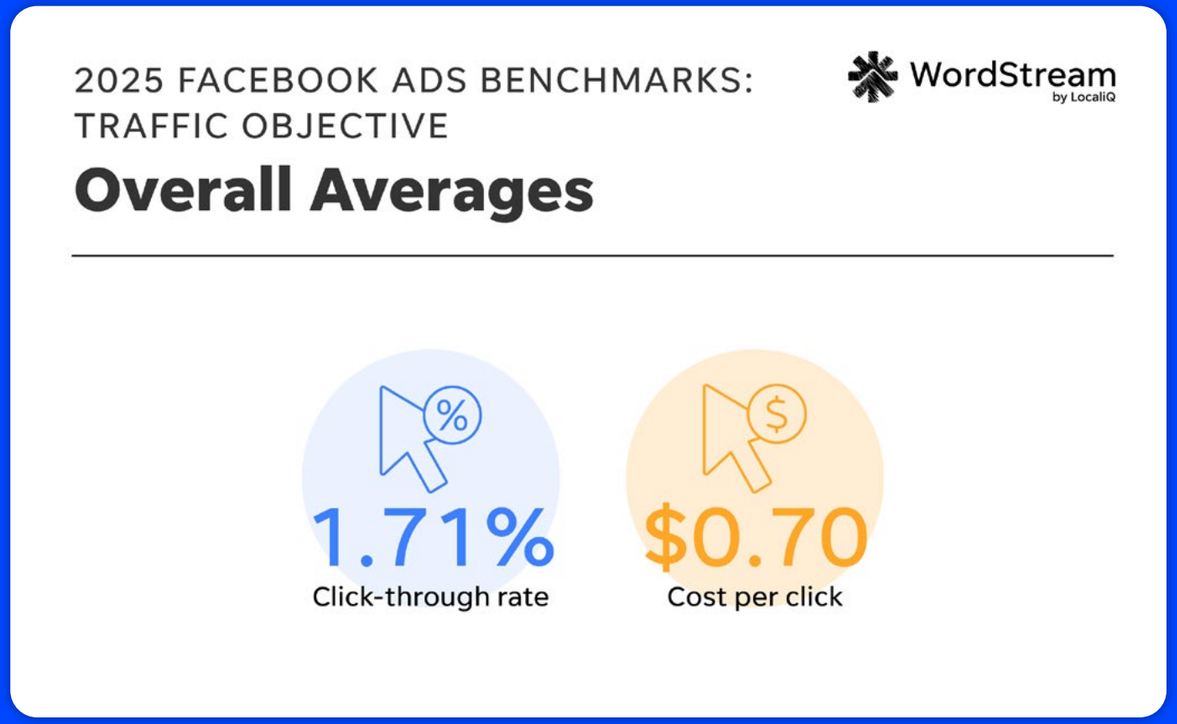
"We are finally starting to see inflation's impact on campaign metrics. Although CPC, CVR, and CPL have all taken a hit this year, CTR improving in spite of higher costs means that consumers are continuing to engage with advertising, which is a good sign for businesses having to front more marketing dollars behind their campaigns."

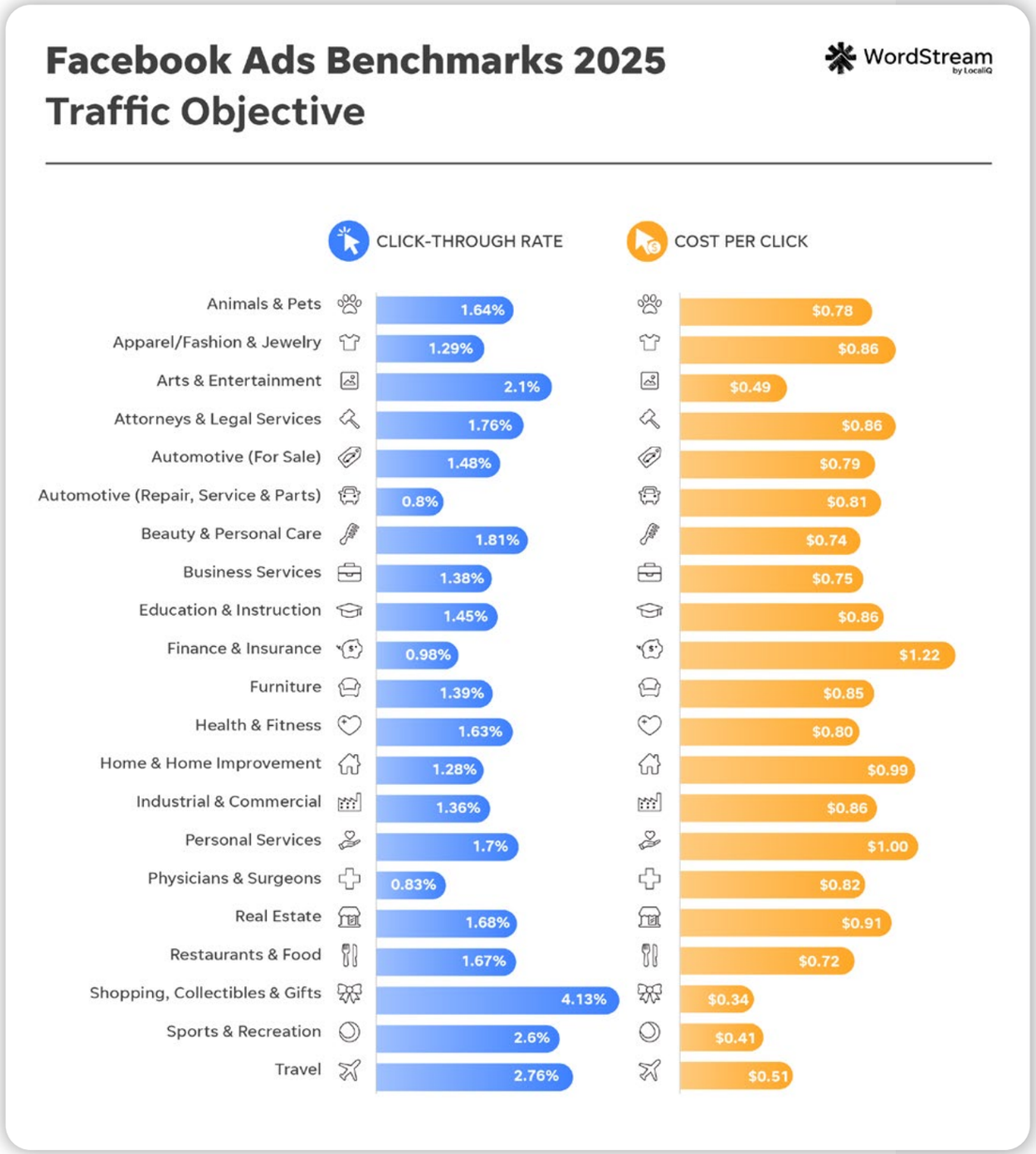
Tyler Mask, Director of Optimization Strategy, LocaliQ

Facebook ads benchmarks for traffic campaigns by industry

Traffic campaigns are a popular Facebook ads objective because they effectively prioritize driving clicks. This Facebook objective guides your campaigns to serve your ads to audiences most likely to click through.

Getting traffic to your website, landing page, app, or event is half the battle when securing conversions—so traffic objective campaigns are a go-to for most advertisers on Facebook.





Since this campaign objective is specifically designed to drive traffic, cost per lead and conversion rate metrics tend to be on the higher side. It's important to focus on the metrics that matter most for your ad objective, so we've omitted those metrics here.

TRAFFIC OBJECTIVE

Average click-through rate

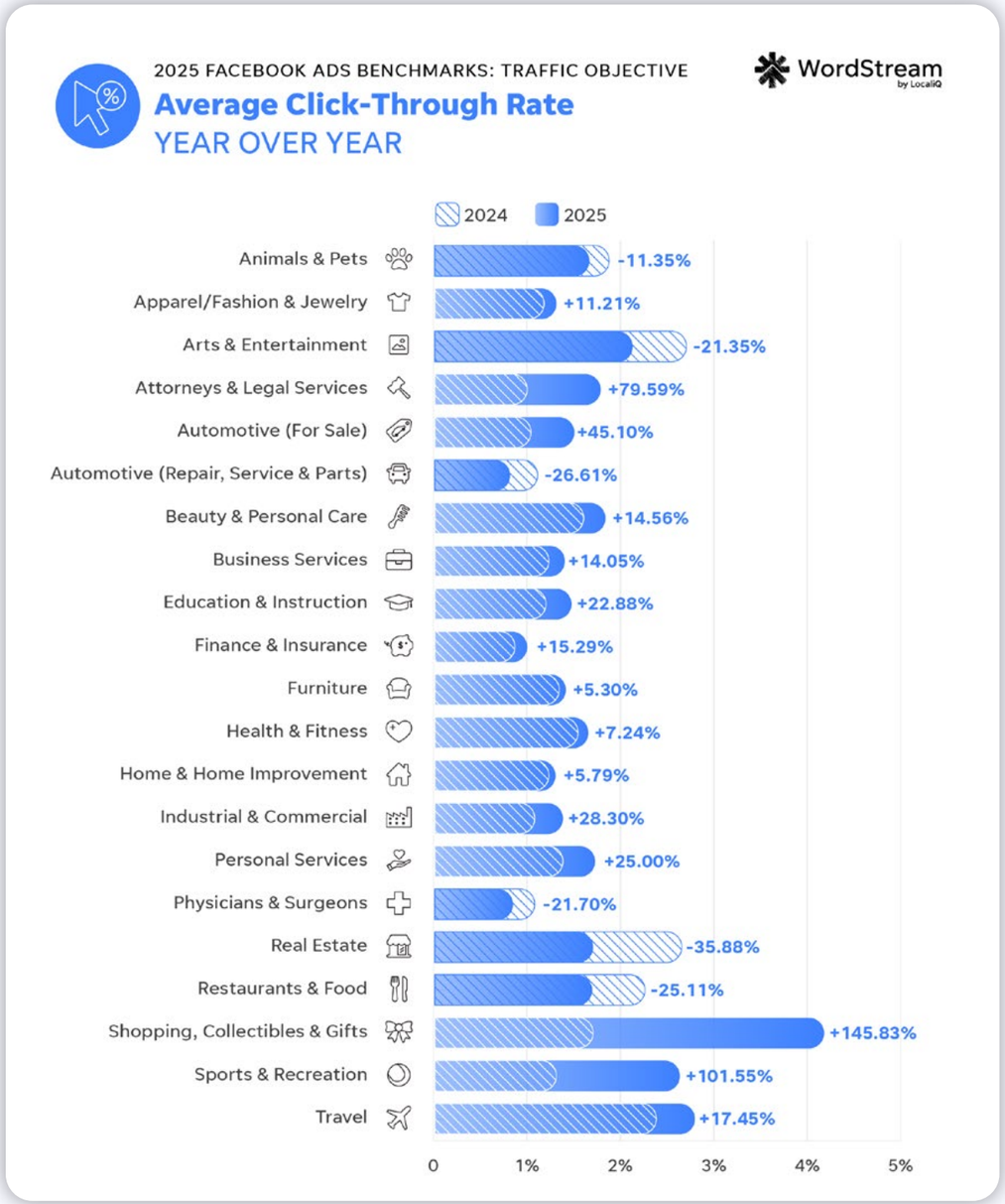
Click-through rate is a core metric when it comes to traffic campaigns because, after all, they're optimized for clicks.

The average click-through rate in Facebook ads for traffic campaigns across all industries is 1.71%. This is higher than last year's overall average of 1.58%.

The industries with the highest click-through rates were Shopping, Collectibles, and Gifts (4.13%), Travel (2.76%), and Sports and Recreation (2.60%).

Meanwhile, the industries with the lowest click-through rates were Automotive—Repair, Services, and Parts (0.80%), Physicians and Surgeons (0.83%), and Finance and Insurance (0.98%).





The industries that had the highest CTRs, like Shopping, Collectibles, and Gifts, or Sports and Recreation, are typically ones that offer “anytime treats.” In other words, you don’t need to be in the market to respond to these types of ads as people can be tempted into shopping or recreation anytime.

On the other hand, industries such as Automotive—Repair, Services, and Parts and Finance and Insurance, can’t always rely on compelling visuals to increase their Facebook ad CTRs. It’s harder to get clicks on ads for industries where only some of the audience is going to be in market. These business types need to focus on engaging ads and pairing the right copy and creative with the right audience targeting strategy to maintain competitive CTRs.

Year over year

While the overall CTR for Facebook ads traffic campaigns increased slightly year over year, the industries that saw the biggest decreases in average CTR compared to 2024 were Real Estate (down 36%), Automotive—Repair, Services, and Parts (down 27%), and Restaurants and Food (down 25%).

On the opposite end, the industries that saw the biggest year over year increases in average CTR were Shopping, Collectibles, and Gifts (up 146%), Sports and Recreation (up 102%), and Attorneys and Legal Services (up 80%).

TRAFFIC OBJECTIVE

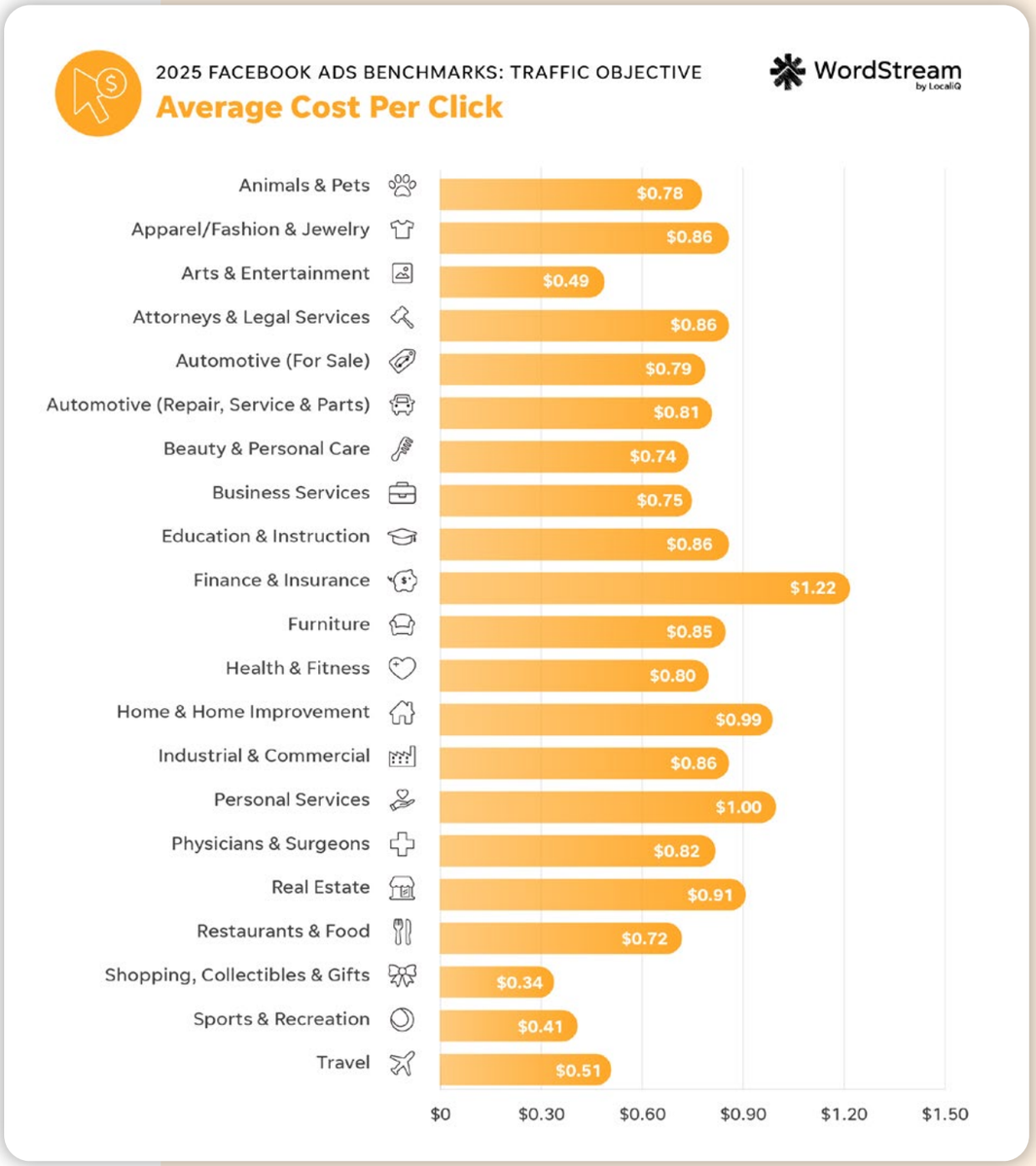
Average cost per click

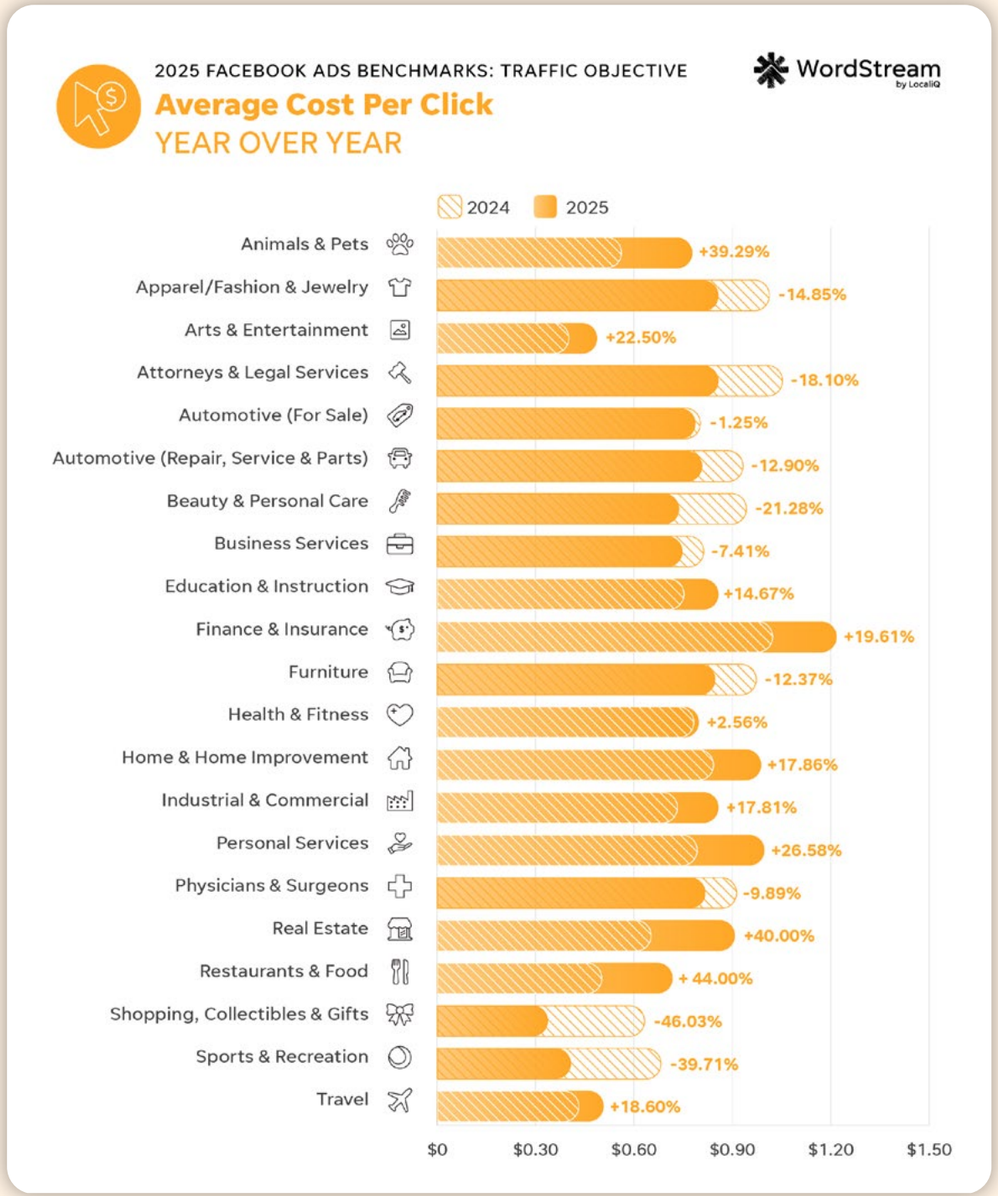
Cost per click is a metric for Facebook ad traffic campaigns you just can't ignore. If you're not maintaining a low CPC consistently, an increase in clicks due to the campaign's behavior can accelerate your spend.

The average cost per click in Facebook ads for traffic campaigns across all industries is $0.70. This is lower than last year's overall average CPC of $0.77.

Industries with the highest CPCs included Finance and Insurance ($1.22), Personal Services ($1.00), and Home and Home Improvement ($0.99).

In contrast, the lowest CPC industries included Shopping, Collectibles, and Gifts ($0.34), Sports and Recreation ($0.41), and Arts and Entertainment ($0.49).





Year over year

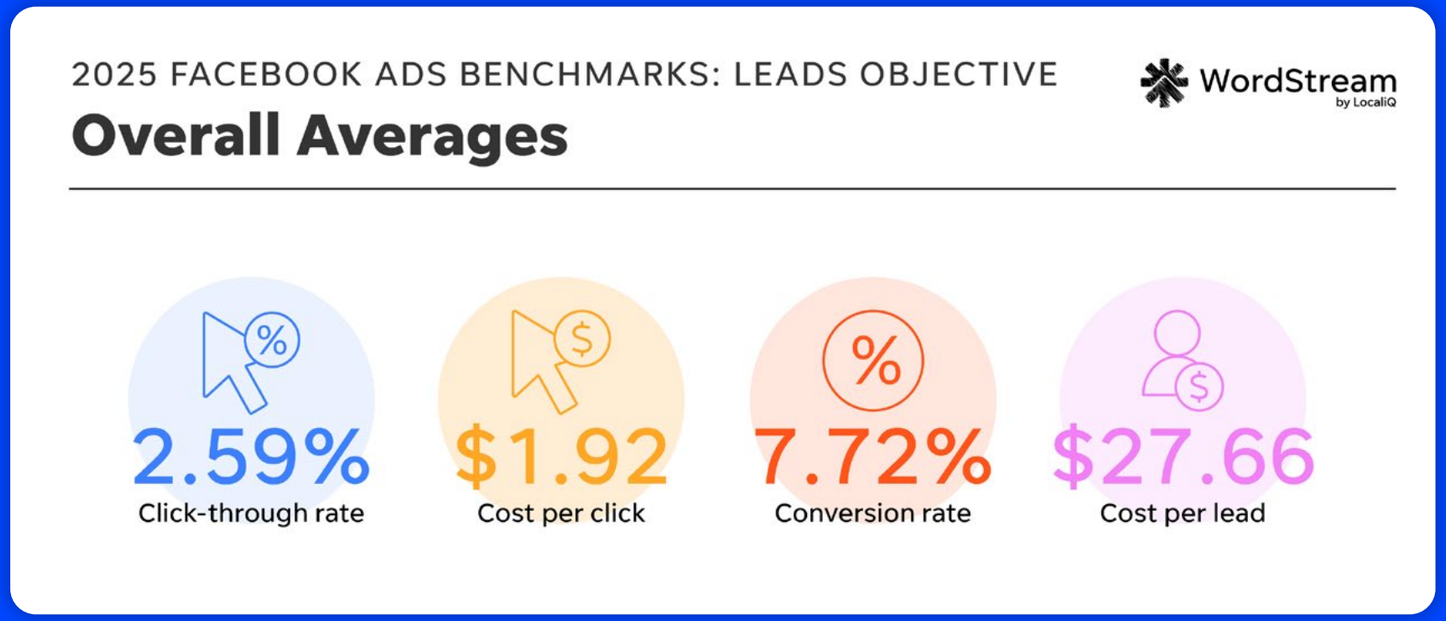
The industries that saw the biggest decreases in average CPC compared to 2024 were Shopping, Collectibles, and Gifts (down 46%), Sports and Recreation (down 40%), and Beauty and Personal Care (down 21%).

The industries that had the largest increases in CPC included Restaurants and Food (up 44%), Real Estate (up 40%), and Animals and Pets (up 39%).

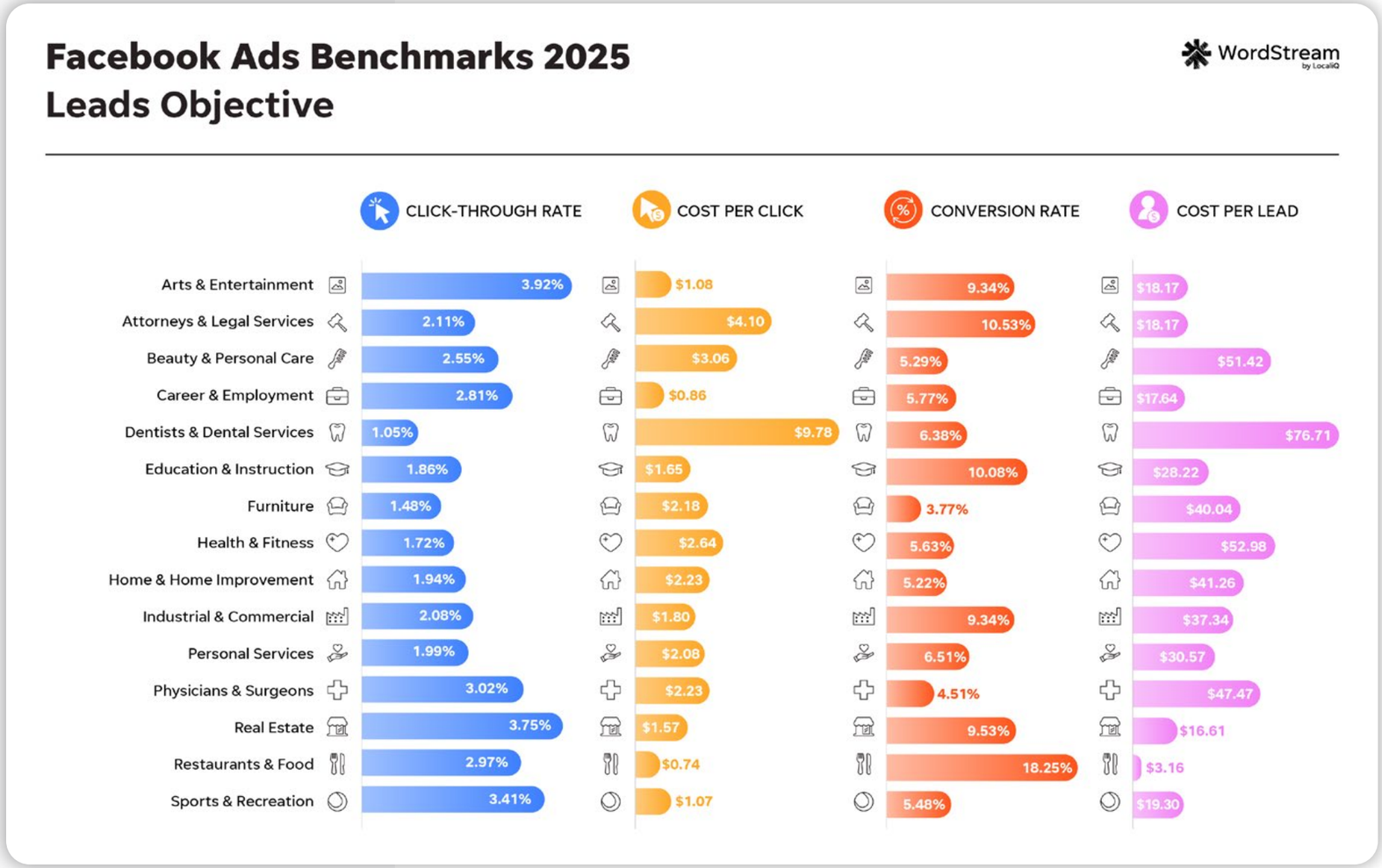
Facebook ads benchmarks for leads campaigns by industry

Facebook ads campaigns using the leads objective actively optimize how your ads are served for the most leads possible.

To run Facebook leads campaigns on Meta, you'll create Facebook Lead Ads that allow users to become a lead with your business directly from the platform.



We've included conversion rate and cost per lead as part of these benchmarks since this objective is optimized to drive leads and conversions.



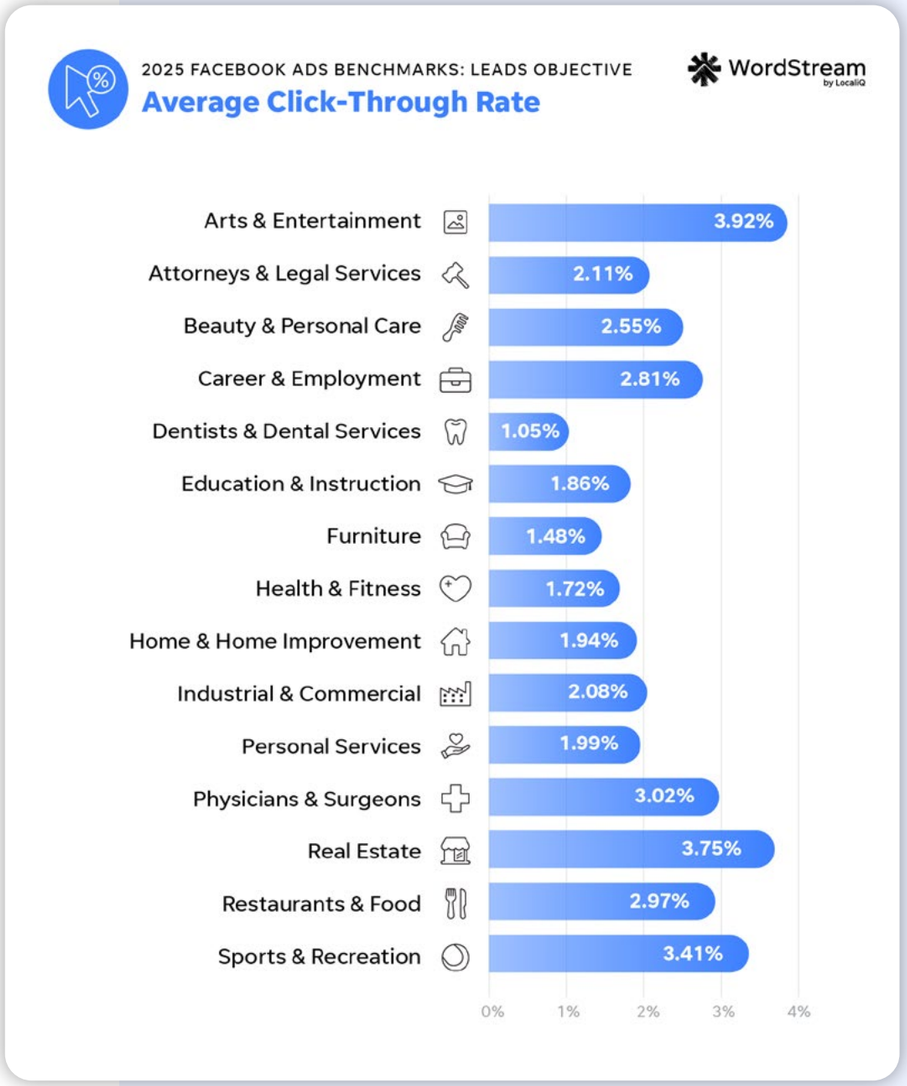
LEADS OBJECTIVE

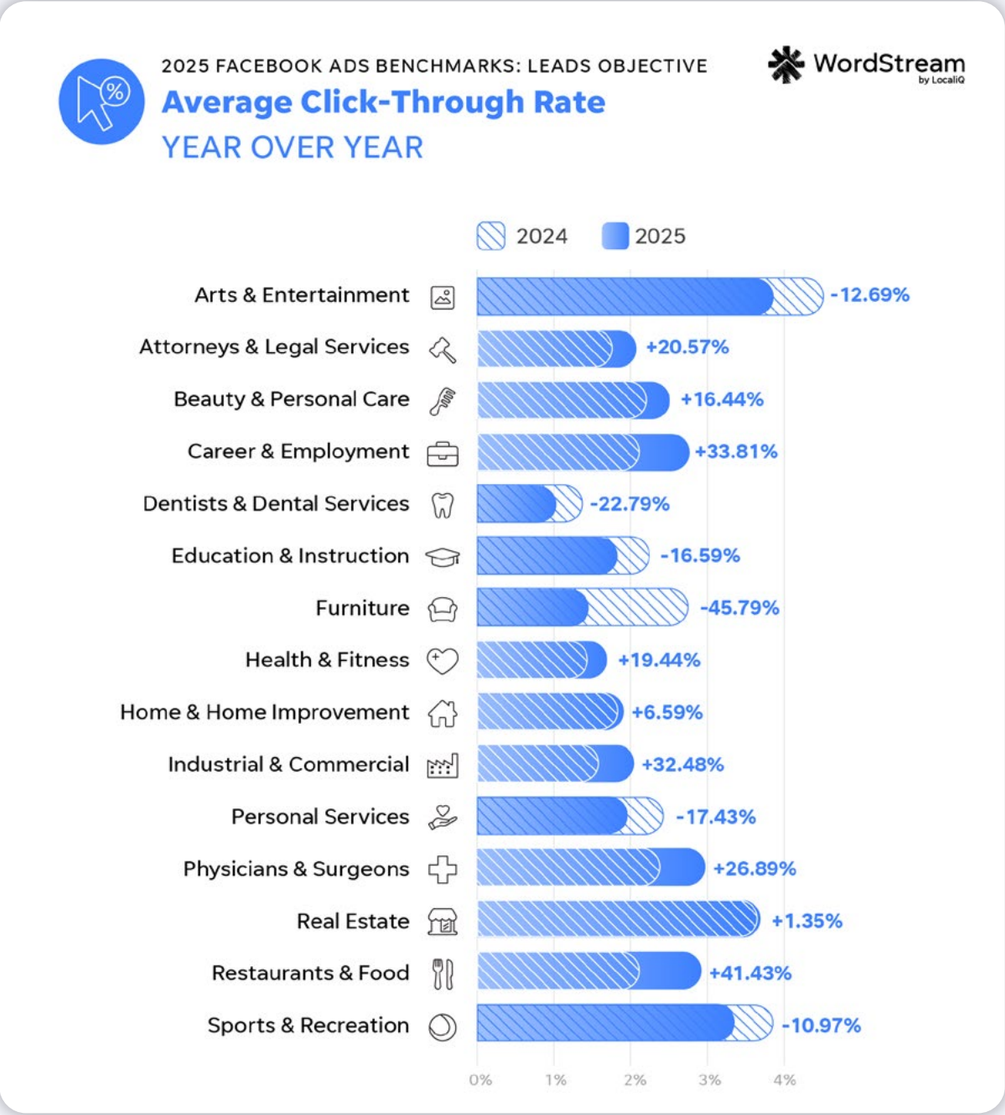
Average click-through rate

When your Facebook Lead Ads are effective at driving clicks, it's a good sign. It means your ads are compelling enough to draw people in and become leads with your business. So, naturally, click-through rate tends to be prioritized by businesses looking to generate more leads through Meta Ads.

The average click-through rate in Facebook ads for leads campaigns across all industries is 2.59%. This is about the same as last year's average of 2.58%.

The highest click-through rate industries for Facebook leads campaigns were Arts and Entertainment at 3.92%, Real Estate at 3.75%, and Physicians and Surgeons at 3.02%. These types of businesses typically use engaging images, which causes their ads to be an ideal fit for those surfing social media.





Meanwhile, the lowest click-through rate industries for Facebook leads campaigns were Dentists and Dental Services at 1.05%, Furniture at 1.48%, and Health and Fitness at 1.72%. People aren't always actively in the market for these more specific services, so it's important for businesses in these types of industries to balance out their strategies with search ads for higher click-through rates across the board.

Year over year

The following industries saw the biggest year-over-year increases in CTR: Restaurants and Food (+41%), Career and Employment (+34%), and Industrial and Commercial (+32%).

In contrast, the following industries saw the biggest year-over-year decreases in CTR: Furniture (-46%), Dentists and Dental Services (-23%), and Personal Services (-17%).

LEADS OBJECTIVE

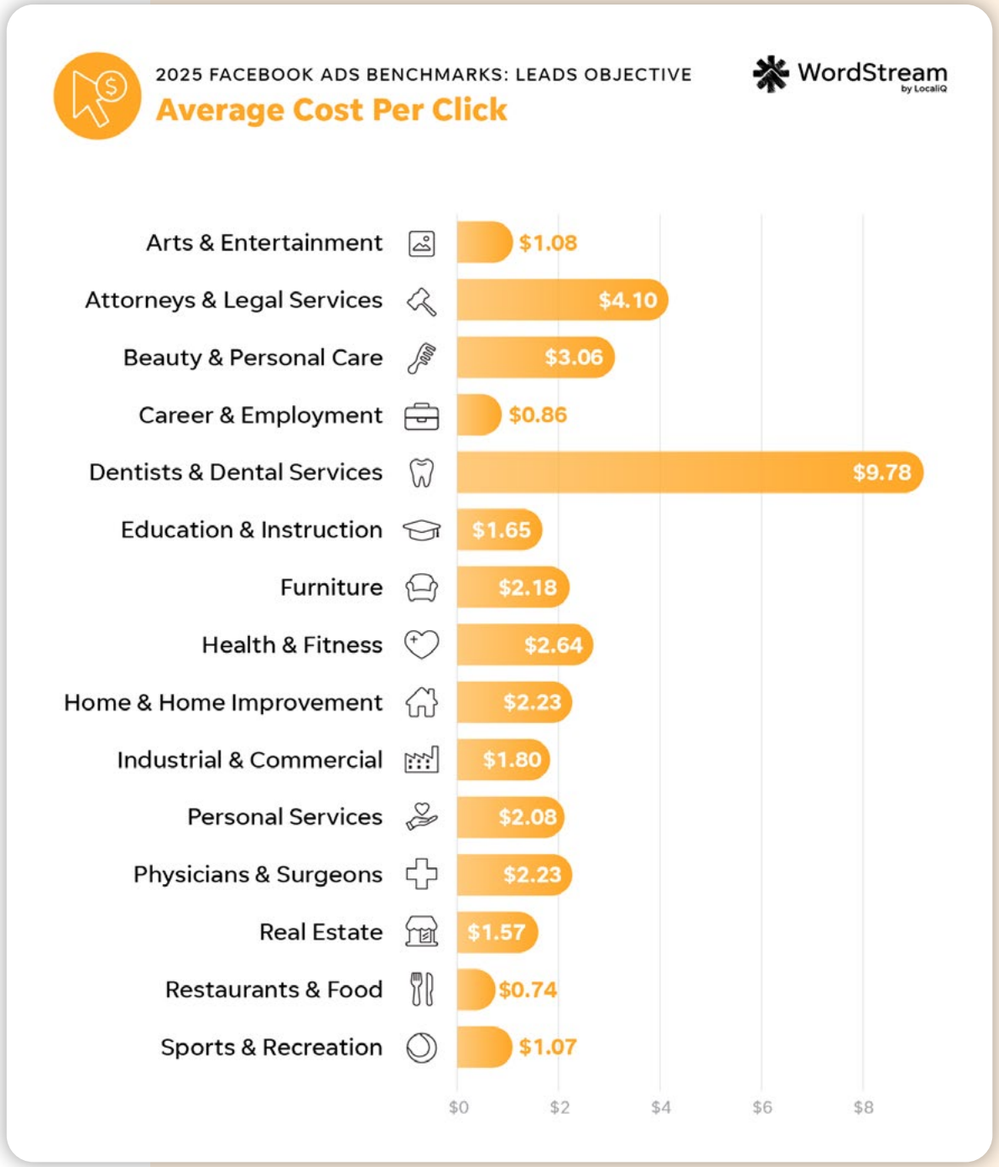
Average cost per click

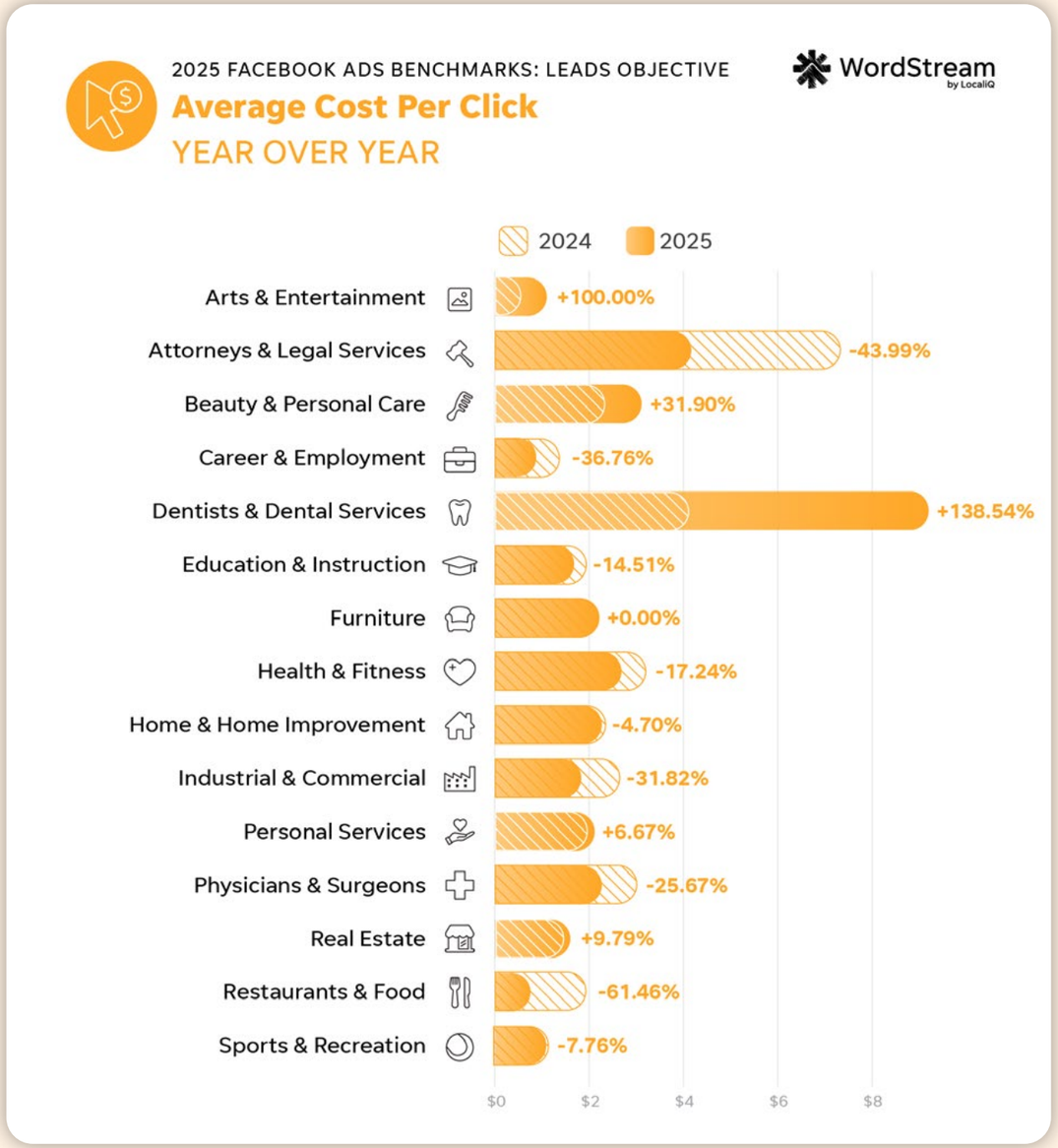
Since you get charged for a click on a Facebook lead ad even if that click doesn't fully turn into a lead, you still want to maintain as low of a CPC as possible for this campaign objective.

The average cost per click in Facebook ads for leads campaigns across all industries is $1.92. This is higher than last year's average, which was $1.88.

The industries with the highest CPCs were Dentists and Dental Services ($9.78), Attorneys and Legal Services ($4.10), and Beauty and Personal Care ($3.06).

The industries with the lowest CPCs were Restaurants and Food ($0.74), Career and Employment ($0.86), and Sports and Recreation ($1.07).





Year over year

The industries that saw the biggest drops in CPC were Restaurants and Food (down 61%), Attorneys and Legal Services (down 44%), and Career and Employment (down 37%).

The industries that saw the biggest increases in CPC were Dentists and Dental Services (up 139%), Arts and Entertainment (up 100%), and Beauty and Personal Care (up 32%).

LEADS OBJECTIVE

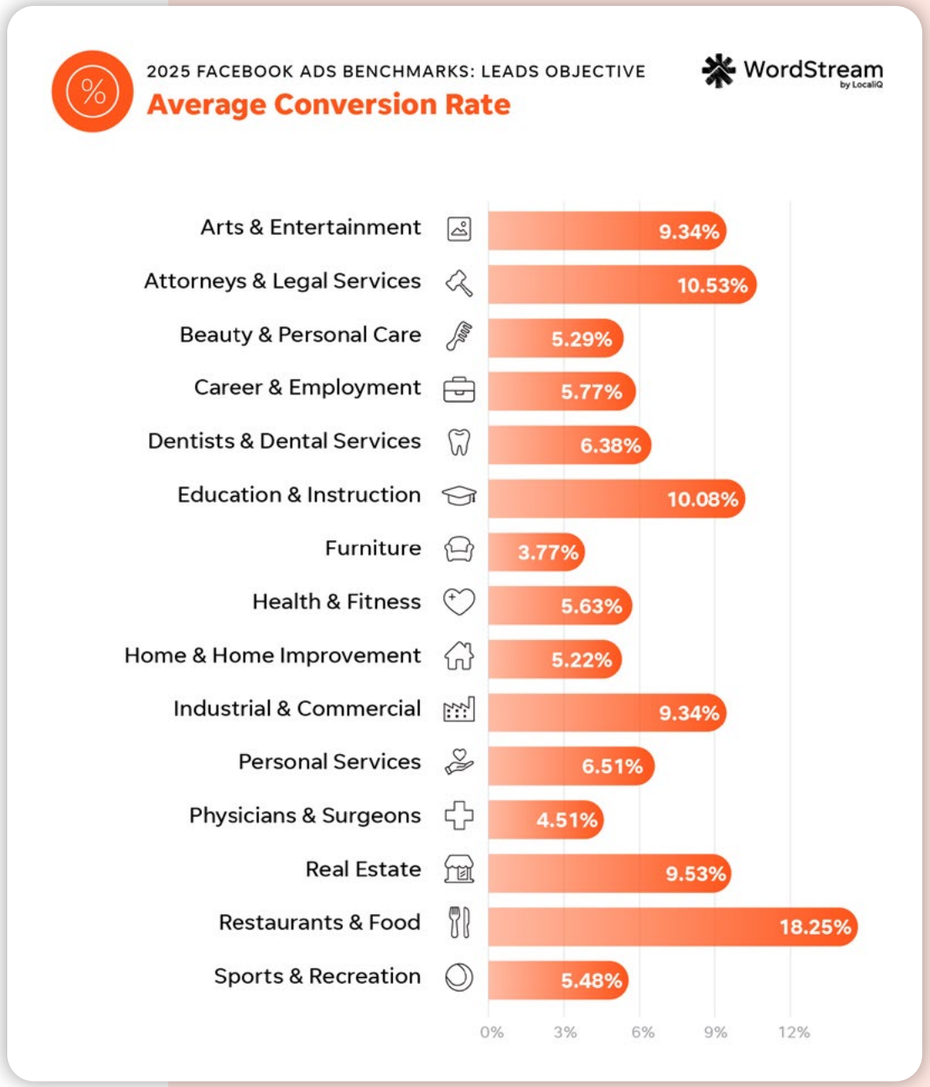
Average conversion rate

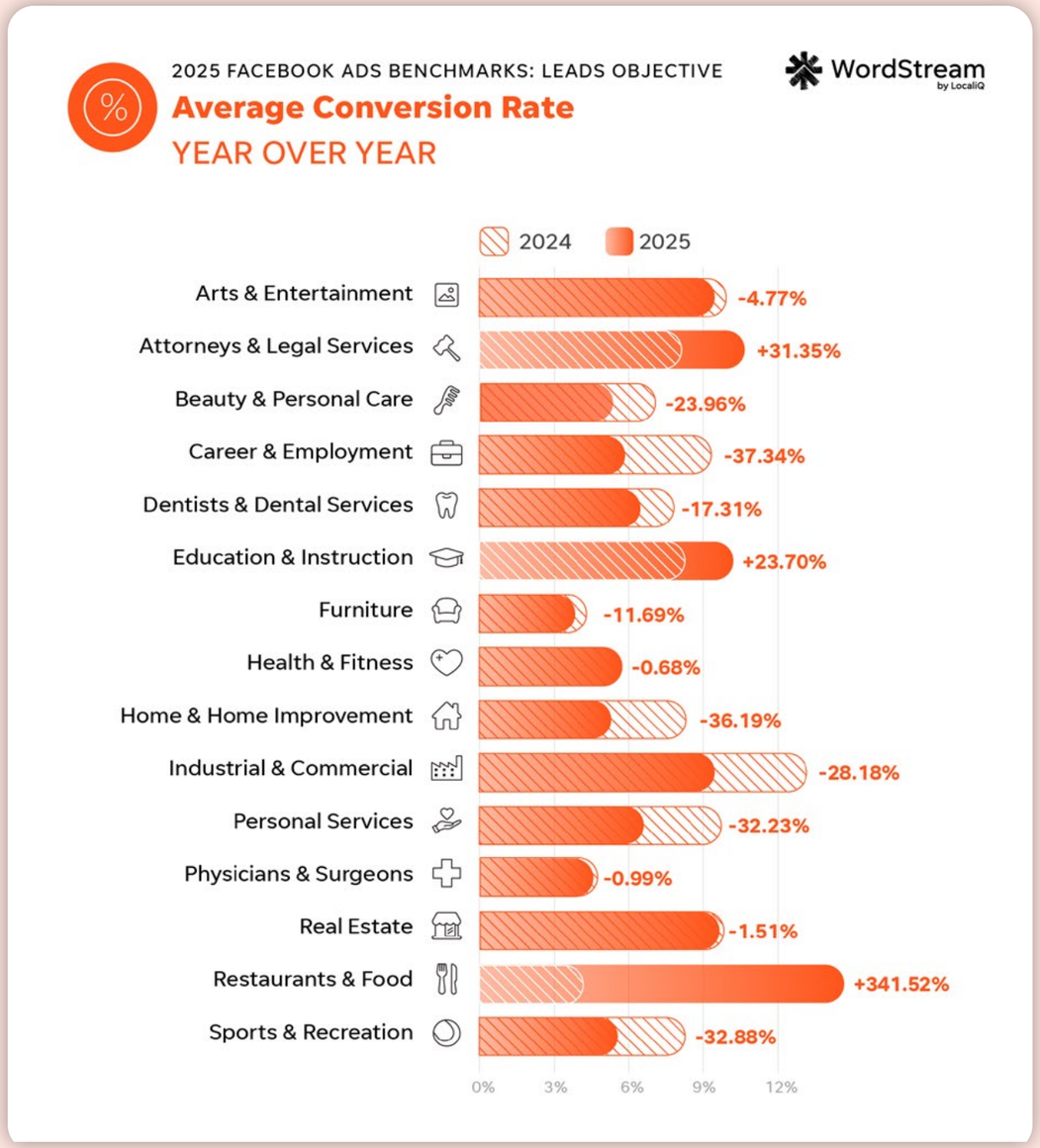
In a Facebook leads campaign, conversion rate shows how effective your ads are at turning interest into action, regardless of whether that's a sign-up, a form fill, or any other lead conversion event in between.

The average conversion rate in Facebook ads for leads campaigns across all industries is 7.72%—slightly lower than last year's overall average of 8.67%.

The industries that convert at the highest rates for Facebook leads campaigns include Restaurants and Food with a CVR of 18.25%, Attorneys and Legal Services with a CVR of 10.53%, and Education and Instruction with a CVR of 10.05%.

Furniture was the industry with the lowest average CVR of 3.77%, followed by Physicians and Surgeons at 4.51% and Home and Home Improvement at 5.22%.





Year over year

The three industries that had conversion rate increases were Restaurants and Food (up by 341%), Attorneys and Legal Services (up by 31%), and Education and Instruction (up by 24%).

The three industries with the most major decreases in CVR were Career and Employment (down 37%), Home and Home Improvement (down 36%), and Personal Services (down 32%).

LEADS OBJECTIVE

Average cost per lead

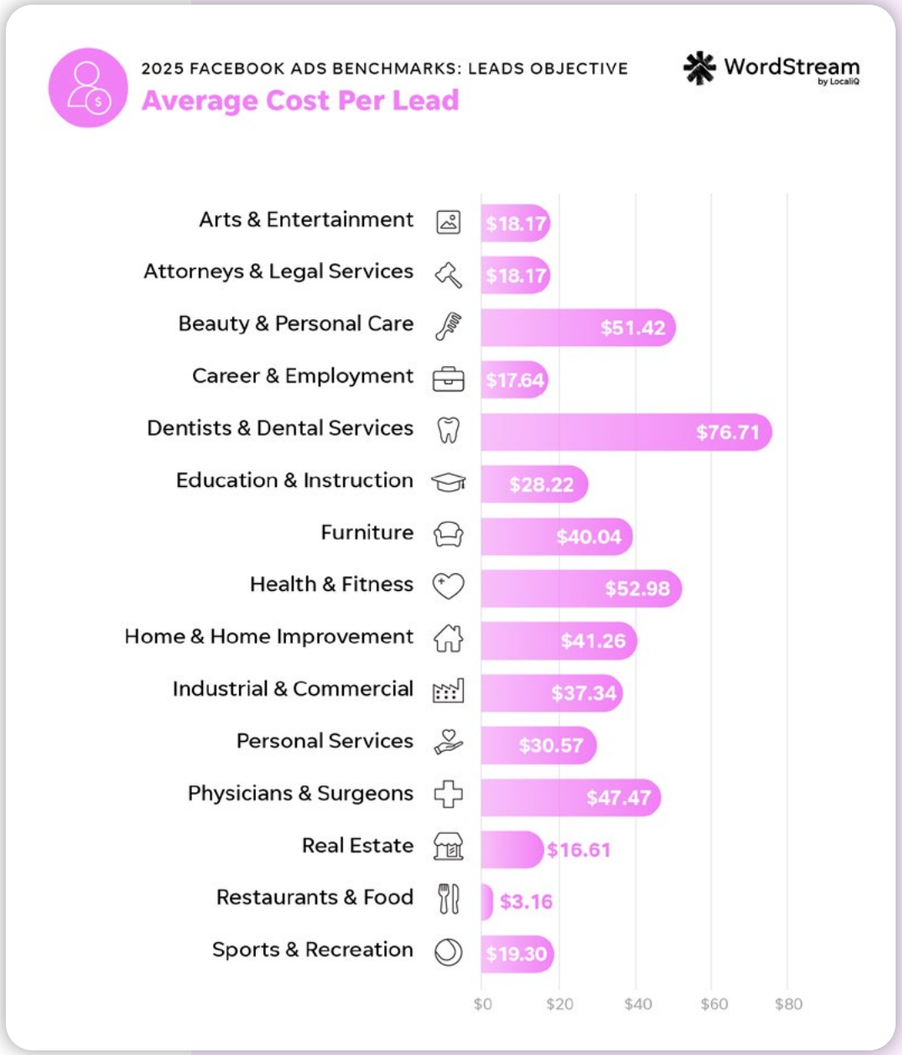
Cost per lead is often referred to as the “money metric” in Facebook leads campaign strategies because it indicates how much each new potential customer is costing your business.

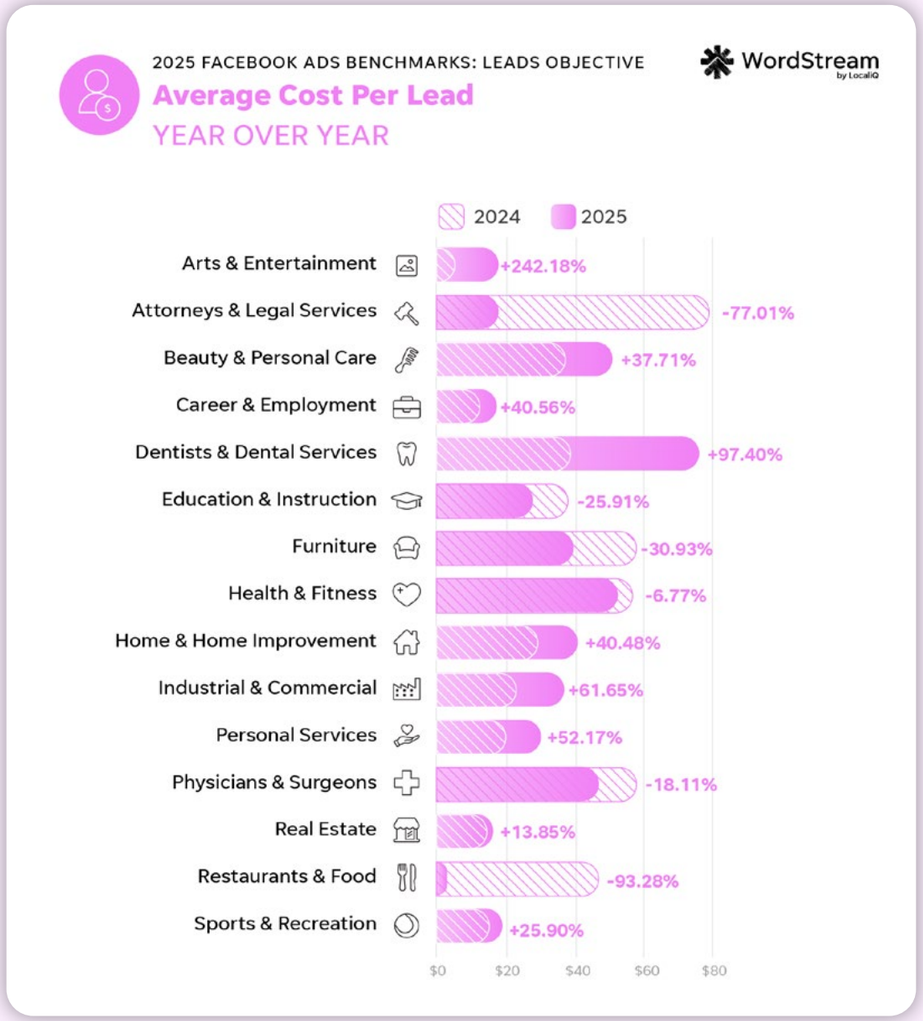
“The most important metric is the one that aligns the closest with your definition of success. For many businesses looking for leads, CPL is a key metric to watch,” Tyler said.

The average cost per lead in Facebook ads for leads campaigns across all industries is $27.66. This is higher than last year’s overall average of $22.87.

Industries with the highest cost per lead were Dentists and Dental Services ($76.71), Health and Fitness ($52.98), and Beauty and Personal Care ($51.42).

On the other end, industries with the lowest cost per lead were Restaurants and Food ($3.16), Real Estate ($16.61), and Career and Employment ($17.64).





For businesses on the higher end of the CPL spectrum, like Dentists and Dental Services and Health and Fitness, people tend to spend more on these types of services. So, a higher CPL in this case correlates with higher value leads.

“Regardless of the advertising platform, we’re starting to see cost-related metrics rise. CPL is the main metric many businesses look to as a core KPI on Facebook, and it’s gone up by 20% this year. However, just because prices are rising doesn’t mean businesses should necessarily pare down their advertising,” Tyler said.

“In fact, businesses who can afford to remain in market will become more visible, since a lot of competition tends to pull back on advertising in harsh economic times,” Tyler said.

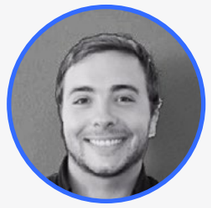
Year over year

The biggest cost per lead increases year over year were found in industries such as Arts and Entertainment, which increased by 242%, Dentists and Dental Services, which increased by 97%, and Industrial and Commercial, which increased by 62%.

The industries that saw the biggest declines in CPL were Restaurants and Food, down 93%, Attorneys and Legal Services, down 77%, and Furniture, down 31%.

How to improve your Facebook ads performance

If your Facebook ads results don’t match the data for your industry, don’t worry. There are actions you can take to improve your performance across every metric. Here are our top five tips for how to improve your Facebook ads.



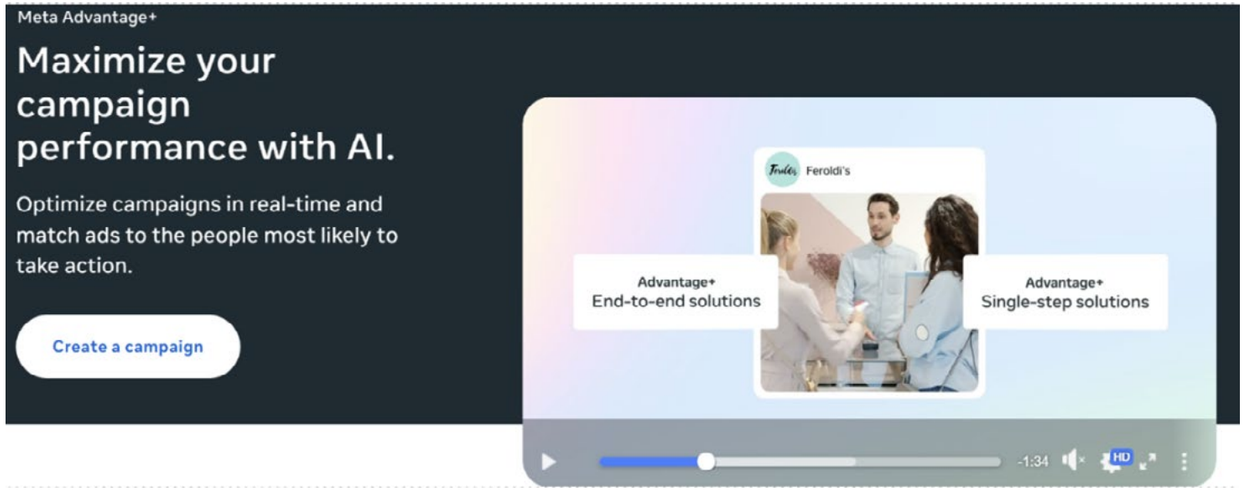
“You will likely see better metrics in your Meta advertising reports with Advantage+, but who are you actually advertising to? My suggestion is to either use Advantage+ sparingly or have quality control in place to limit the amount of bots who submit forms.”

Brett McHale, Founder, Empiric Marketing

1. Use Advantage+ carefully (and sometimes sparingly)

Advantage+ is a suite of AI-powered features advertisers can apply to their campaigns, ad sets, and ads. Advantage+ can help streamline your ad creation and targeting. However, there are both pros and cons to be aware of. Using Advantage+ can sway your Facebook ads results if you’re not 100% confident in the data you feed it to help guide and optimize your campaigns.

For example, you could have your forms block specific email domains or phone numbers to dodge spam and keep your lead quality high when implementing Advantage+ targeting.



2. Focus on lead quality over quantity

Speaking of lead quality, you'll want your lead types to be top of mind when building out your Facebook ads campaigns. Consider your ideal audience members and tailor your ads to them specifically, rather than going after the whole crowd.

"The most important metric for success is who you are driving actions from, or in other words, lead quality. You have to be twice as diligent about targeting and campaign settings to ensure you are targeting the highest quality users possible," Brett said.

While this tip applies across all campaign objectives, this is especially true for Facebook leads campaigns.

3. Keep your goals top of mind

It can be easy to get lost in the sauce when you're analyzing specific metrics at a granular level. However, try not to lose sight of your overall Facebook advertising goals. All of the metrics in your account paint a bigger picture of your overall account health when looked at in tandem with one another.

"A single metric does not necessarily determine a campaign's success. Your business's advertising outcomes typically depend on your overall objectives," said Mat Wendler, Senior Manager of Optimization Strategy and Custom Solutions at LocaliQ.



"Traffic campaigns are getting more efficient, which is great to see, but the rise in CPL for Lead Ads shows that getting quality leads is tougher than it used to be. It's not just about getting clicks anymore, it's about making sure those clicks actually convert."

Cliff Sizemore, Senior Marketing Manager, LocaliQ



“The metric that matters most is the one that ties directly to your goals. All others can be helpful indicators, but the one we need to prioritize over all the others is the main goal.”

Michelle Morgan, Co-Founder, Paid Media Pros

“For instance, you could have a low cost per lead, but the number of qualified leads may still be insufficient, potentially impacting your business’s advertising results. Each metric provides information about the campaign’s performance, and it is the responsibility of the advertiser and their marketing partners to interpret their significance,” Mat said.

So, whether or not a specific metric is doing great or in need of improvement, try to think about how it could be related to other performance indicators and your overall account health.

“It’s incredibly rare that a well-tuned campaign meeting or exceeding benchmarks isn’t providing value for a business. That said, given the fact that most metrics are taking a hit this year due to economic headwinds, it’s more important than ever to scrutinize every data point and ensure marketing dollars are producing more than just good metrics,” Tyler said.

It’s also good to remember here that no two Facebook ad accounts are exactly alike—and what might work for one business might not for another.

“For those trying to generate more business sales, that ties directly to conversion rate, cost per lead, and return on ad spend. For those trying to attract and engage new audiences, that’s likely more focused on CTR and CPC. It’s all case dependent, but just because a metric is important to another business owner or marketer, doesn’t mean it needs to be a priority for you,” Michelle said.

4. Use a mix of campaign objectives

While the leads and traffic objectives are the pillars of most Meta advertising strategies, don't forget there are a few other campaign objective options. All the different Facebook ads campaign objectives complement each other, so try to include a variety of campaign types in your account.

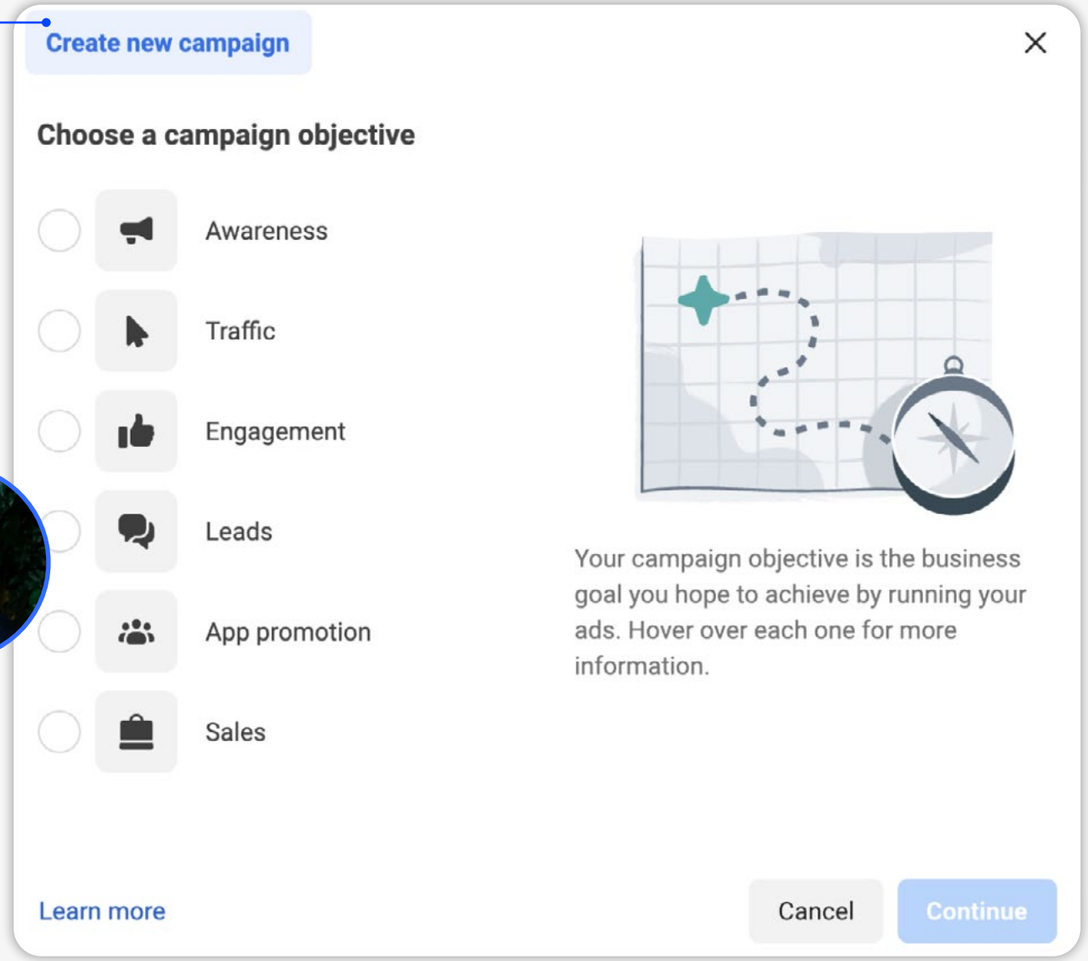
"Facebook provides a range of advertising objectives. It is a common misconception that advertisers should focus solely on the objective aligned with their final goal. For instance, if the intended outcome is to generate leads, it may be beneficial to consider running branding and traffic campaigns in addition to a lead campaign," Mat said.



"Small and medium-sized businesses might not have substantial brand recognition, which can impact their ability to attract leads right off the bat. Facebook's platform offers tools to support both branding and lead generation within a single source." Mat Wendler, Senior Manager of Optimization Strategy and Custom Solutions, LocaliQ

Testing a mix of campaign objectives and ad types in your strategy also helps you balance out any performance gaps.

"All of these metrics play together and you have to balance them out for your own goals. The most common misalignment I hear is expecting a high CTR and high CVR, especially for leads campaigns. You're likely going to see decreasing CTRs (and increasing CPCs) as you focus in on your audience and improve your CVR. This is just part of the lead quality game that we all play," Michelle said.

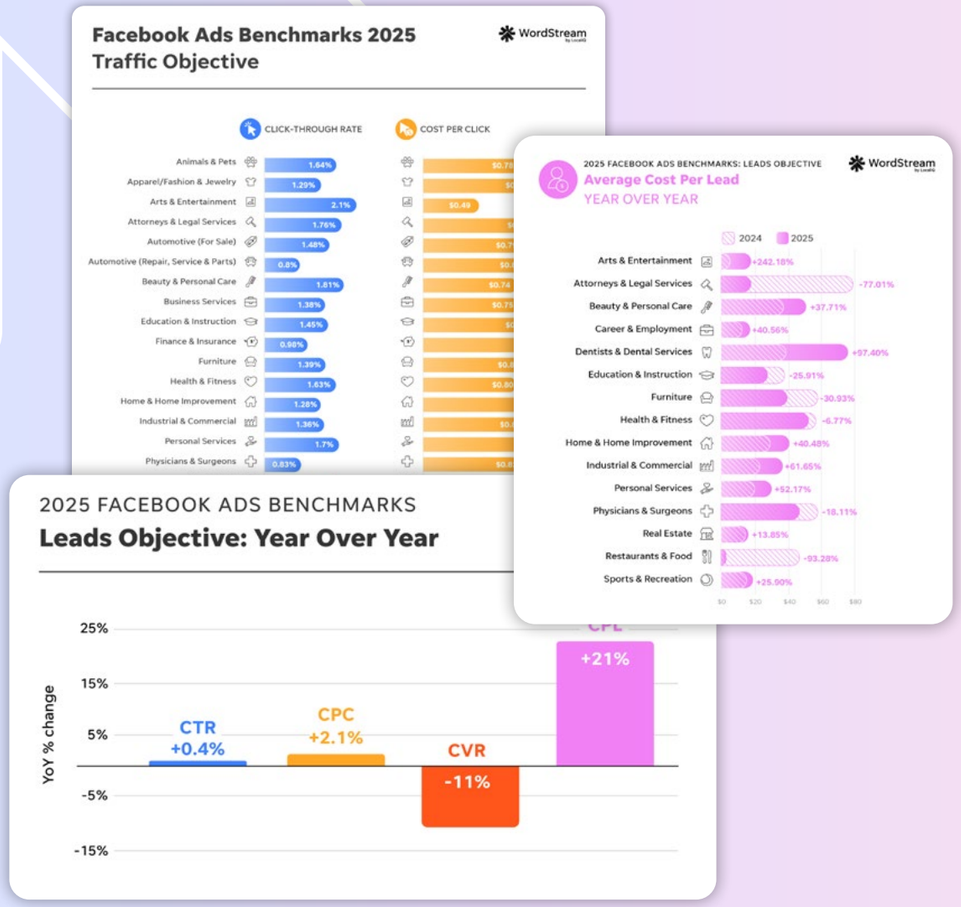


5. Prioritize your unique value proposition in ad copy and creative

You want to take users on a journey through your sales funnel when they view and interact with your ads. Focus on engaging and enriching ads that will convey your brand messaging in a unique way.

“It’s better to tell a good story than a perfect one. Consumer demand for authenticity is at an all-time high. As AI becomes more prevalent, it’s important to leverage it in ways to make more meaningful connections with customers. Do not use it just for the sake of using it. Consumers aren’t looking for businesses to cut corners, they are looking for value,” Tyler said.





What these 2025 Facebook ads benchmarks mean for your strategy

These benchmarks can help you understand how your campaign performance compares to your average competitor. Arm yourself to make confident, data-backed marketing and advertising decisions this year and beyond.

If your results don't always exactly match up to the averages in your industry, that's okay! Just be ready to flex and shift your strategy as trends in your industry evolve. And remember, you don't have to manage the ups and downs of Facebook advertising all alone. Reach out for a demo to see how our solutions can help transform your strategy.

Let's talk

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