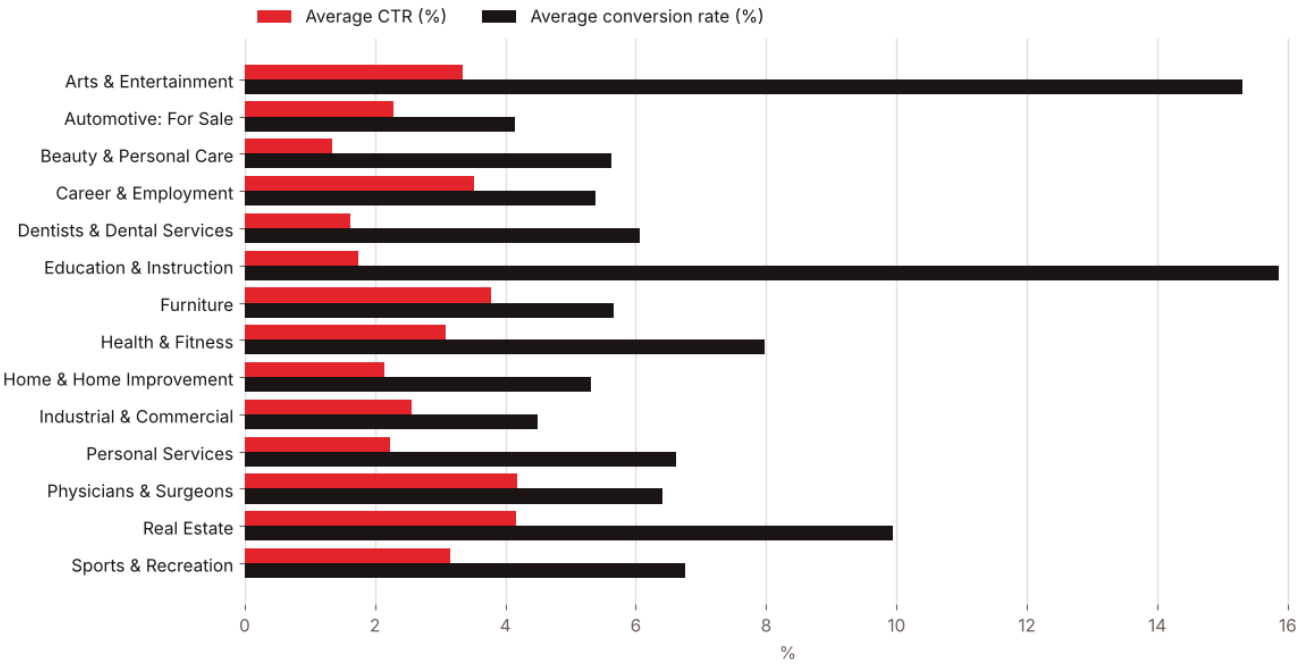
ADVERTISING

Facebook lead ads benchmarks by industry, 2026

WordStream and LocaliQ's 2026 Facebook ads benchmarks for leads campaigns show an average click-through rate of 2.70%, cost per click of $1.80, conversion rate of 8.54% and cost per lead of $27.39 across industries. Dental practices pay the most for both clicks and leads.

Online, with downloads and the latest version: https://www.anthonymcgrath.co/data/facebook-ads-benchmarks-by-industry/

Facebook lead ads benchmarks by industry, 2026



Source: LocaliQ; WordStream · Free data: anthonymcgrath.co/data/facebook-ads-benchmarks-by-industry/

Key findings

• Dentists and dental services have the highest average cost per click ($5.70) and cost per lead ($61.56) for Facebook lead campaigns.

• Career and employment has the lowest cost per lead at $12.30 and the lowest cost per click at $0.73.

• Education and instruction converts best at 15.87%, with arts and entertainment close behind at 15.31%.

The data

Industry	Average CTR (%)	Average CPC ($)	Average conversion rate (%)	Average cost per lead ($)
Arts & Entertainment	3.34	0.88	15.31	14.59
Automotive: For Sale	2.29	2.01	4.15	35.52
Beauty & Personal Care	1.35	2.97	5.63	50.91
Career & Employment	3.52	0.73	5.38	12.3
Dentists & Dental Services	1.62	5.7	6.07	61.56

Industry	Average CTR (%)	Average CPC ($)	Average conversion rate (%)	Average cost per lead ($)
Education & Instruction	1.74	1.72	15.87	26.31
Furniture	3.78	2.18	5.66	39.25
Health & Fitness	3.09	1.84	7.98	27.11
Home & Home Improvement	2.14	2.18	5.32	42.95
Industrial & Commercial	2.57	1.55	4.5	35.87
Personal Services	2.24	1.62	6.61	38.09
Physicians & Surgeons	4.18	1.68	6.41	32.14
Real Estate	4.17	1.27	9.95	13.74
Sports & Recreation	3.16	1.08	6.75	15.49

Sources

LocaliQ, Facebook Advertising Benchmarks for 2026 (with WordStream by LocaliQ) (Leads campaigns tables: average CTR, CPC, CVR and CPL by business category; last updated 23 September 2026) https://localiq.com/blog/facebook-advertising-benchmarks/

WordStream, Facebook Ads Benchmarks (Companion WordStream article for the study (could not be read directly; figures taken from the LocaliQ page)) https://www.wordstream.com/blog/facebook-ads-benchmarks-2025

Method

Industry averages copied from the four leads-objective tables on LocaliQ's 2026 Facebook advertising benchmarks page. Cross-industry averages quoted in the summary are stated in the same article.

Notes

Leads-objective campaigns only, because that is the campaign type for which the source publishes conversion rate and cost per lead; the source covers 14 industries for leads campaigns. It also publishes traffic-campaign CTR and CPC for 22 industries (average CTR 1.93%, CPC $0.60), which are not included. Based on LocaliQ and WordStream customer campaigns, mostly US small and medium-sized advertisers; figures in US dollars.

How to cite

Facebook lead ads benchmarks by industry, 2026. Anthony McGrath (www.anthonymcgrath.co), using data from LocaliQ; WordStream. https://www.anthonymcgrath.co/data/facebook-ads-benchmarks-by-industry/

Free to use with credit and a link to the page above (CC BY 4.0). The original figures remain under their publishers' terms. Need an expert comment on Google Ads, Meta, tracking, ecommerce or AI search? Get in touch.