

For Meta Ads:

The logo for 'am in digital' features the word 'am' in a bold, lowercase, orange font. The letter 'a' is partially enclosed by a red square with a diagonal gradient. The word 'in' is in a smaller, lowercase, orange font, with an upward-pointing arrow integrated into the letter 'i'. The word 'digital' is in a bold, lowercase, black font.

Sector	Average Conv Rate	Average CPC (£)	Average CPA (£)	Average CRM (£)	Top 5 Audiences (Meta)
E-commerce	1% - 3%	£0.40 - £1.60	£20.00 - £83.33	£100 - £400	Online shoppers, Frequent online buyers, Discount seekers, Brand enthusiasts, Engaged with similar brands
Software as a Service (SaaS)	2% - 8%	£0.80 - £4.00	£12.50 - £50.00	£200 - £500	Business owners, Decision-makers, Tech enthusiasts, SaaS product users, Marketing professionals
Finance/Insurance	2% - 5%	£1.60 - £6.40	£20.00 - £100.00	£250 - £500	Investors, Finance professionals, Insurance buyers, Financial planners, Mortgage seekers
Travel/Hospitality	1% - 3%	£0.60 - £2.80	£20.00 - £83.33	£150 - £350	Travel enthusiasts, Frequent travelers, Holiday planners, Adventure seekers, Hotel loyalty members
Real Estate	1% - 3%	£1.20 - £4.80	£33.33 - £166.67	£300 - £500	Property investors, Homebuyers, Real estate agents, Rental property seekers, First-time homebuyers
Health/Fitness	1% - 4%	£0.80 - £3.60	£25.00 - £83.33	£200 - £450	Fitness enthusiasts, Health-conscious individuals, Gym members, Sports enthusiasts, Weight loss seekers
Education	2% - 8%	£1.20 - £5.60	£12.50 - £62.50	£150 - £400	Students, Educators, Online learners, Career-focused individuals, Degree seekers
B2B Services	1% - 5%	£1.60 - £5.20	£20.00 - £100.00	£200 - £500	Business decision-makers, CEOs, Entrepreneurs, B2B service users, Small business owners
Non-profit	2% - 5%	£0.60 - £2.40	£20.00 - £50.00	£100 - £250	Charity supporters, Volunteer enthusiasts, Social activists, Non-profit donors, Humanitarian aid supporters
Automotive	1% - 3%	£1.20 - £4.00	£33.33 - £166.67	£300 - £500	Car enthusiasts, Automotive buyers, Auto industry professionals, Car owners, Vehicle enthusiasts
Fashion/Retail	1% - 3%	£0.40 - £2.40	£33.33 - £166.67	£200 - £400	Fashion enthusiasts, Apparel shoppers, Trend followers, Luxury brand followers,

					Online shoppers
Technology	2% - 6%	£0.80 - £4.00	£16.67 - £50.00	£150 - £350	Tech enthusiasts, IT professionals, Software developers, Innovators, Gadget lovers
Food and Beverage	1% - 4%	£0.60 - £2.80	£25.00 - £83.33	£200 - £450	Food lovers, Cooking enthusiasts, Restaurant-goers, Beverage lovers, Recipe seekers
Legal Services	1% - 3%	£1.60 - £5.60	£33.33 - £166.67	£300 - £500	Legal professionals, Law firm clients, Legal advice seekers, Legal service users, Court case participants
Beauty and Cosmetics	1% - 4%	£0.80 - £3.20	£25.00 - £100.0 0	£200 - £400	Beauty enthusiasts, Makeup artists, Skincare enthusiasts, Cosmetic surgery candidates, Beauty product users
Home Improvement	1% - 3%	£1.00 - £4.00	£33.33 - £166.67	£300 - £500	DIY enthusiasts, Homeowners, Interior design enthusiasts, Home improvement professionals, Property renovators
Entertainment	1% - 3%	£0.60 - £2.80	£33.33 - £166.67	£200 - £450	Entertainment lovers, Movie buffs, Music enthusiasts, Event attendees, Streaming service users
Telecom	1% - 4%	£1.00 - £4.00	£25.00 - £100.0 0	£200 - £400	Mobile users, Telecom service subscribers, Internet users, Phone enthusiasts, Data plan subscribers
Marketing/Advertisin g	2% - 6%	£1.20 - £4.80	£16.67 - £50.00	£150 - £350	Marketing professionals, Advertising executives, Business owners, Brand managers, Social media marketers
Art and Design	1% - 3%	£0.60 - £2.80	£33.33 - £166.67	£200 - £450	Art enthusiasts, Design professionals, Creative individuals, Art buyers, Graphic design enthusiasts
Energy	1% - 3%	£1.00 - £4.00	£33.33 - £166.67	£300 - £500	Energy-conscious individuals, Renewable energy supporters, Environmental activists, Green energy users, Sustainability enthusiasts
Agriculture	1% - 3%	£1.20 - £4.00	£33.33 - £166.67	£300 - £500	Farmers, Agricultural professionals, Agribusiness owners, Crop growers, Livestock farmers