

For PPC (Google Ads):



| Sector | Average Conversion Rate | Average CPC (£) | Average CPA (£) | Top 5 Keywords (PPC) |
|------------------------------|-------------------------|-----------------|------------------|--|
| E-commerce | 1% - 3% | £0.40 - £1.60 | £13.33 - £50.00 | Online shopping, Buy now, Discounts, Free shipping, Best deals |
| Software as a Service (SaaS) | 2% - 8% | £0.80 - £4.00 | £12.50 - £50.00 | Cloud software, Business tools, Subscription, Free trial, Productivity |
| Finance/Insurance | 2% - 5% | £1.60 - £6.40 | £20.00 - £62.50 | Insurance quotes, Financial planning, Mortgage rates, Investment advice, Retirement planning |
| Travel/Hospitality | 1% - 3% | £0.60 - £2.80 | £20.00 - £83.33 | Flight booking, Hotel deals, Vacation packages, Travel guides, Tourist attractions |
| Real Estate | 1% - 3% | £1.20 - £4.80 | £33.33 - £166.67 | Property listings, Realtor services, Home buying tips, Mortgage calculators, Real estate agents |
| Health/Fitness | 1% - 4% | £0.80 - £3.60 | £25.00 - £83.33 | Fitness programs, Healthy recipes, Weight loss tips, Gym memberships, Wellness products |
| Education | 2% - 8% | £1.20 - £5.60 | £12.50 - £62.50 | Online courses, Educational programs, Learning resources, Tutoring services, Degree programs |
| B2B Services | 1% - 5% | £1.60 - £5.20 | £20.00 - £100.00 | Business consulting, Marketing services, IT solutions, Outsourcing, Professional development |
| Non-profit | 2% - 5% | £0.60 - £2.40 | £20.00 - £50.00 | Charitable donations, Volunteer opportunities, Fundraising events, Community outreach, Social causes |

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| Automotive | 1% - 3% | £1.20 - £4.00 | £33.33 - £166.67 | Car dealerships, Auto repair services, Vehicle financing, Car insurance, New car models |
| Fashion/Retail | 1% - 3% | £0.40 - £2.40 | £33.33 - £166.67 | Clothing sales, Fashion trends, Apparel discounts, Designer brands, Online shopping |
| Technology | 2% - 6% | £0.80 - £4.00 | £16.67 - £50.00 | Tech gadgets, Software updates, Electronics deals, IT services, Innovation trends |
| Food and Beverage | 1% - 4% | £0.60 - £2.80 | £25.00 - £83.33 | Restaurant reservations, Food delivery, Recipe ideas, Cooking tutorials, Beverage promotions |
| Legal Services | 1% - 3% | £1.60 - £5.60 | £33.33 - £166.67 | Legal advice, Attorney services, Law firm consultations, Legal representation, Court cases |
| Beauty and Cosmetics | 1% - 4% | £0.80 - £3.20 | £25.00 - £100.00 | Beauty products, Makeup tutorials, Skincare routines, Cosmetic surgery, Haircare tips |
| Home Improvement | 1% - 3% | £1.00 - £4.00 | £33.33 - £166.67 | DIY projects, Home renovation, Interior design, Property maintenance, Construction materials |
| Entertainment | 1% - 3% | £0.60 - £2.80 | £33.33 - £166.67 | Movie tickets, Streaming services, Concert tickets, Event bookings, Celebrity news |
| Telecom | 1% - 4% | £1.00 - £4.00 | £25.00 - £100.00 | Mobile plans, Internet services, Phone upgrades, Data packages, Telecom providers |
| Marketing/Adverti sing | 2% - 6% | £1.20 - £4.80 | £16.67 - £50.00 | Digital marketing, Advertising campaigns, Branding services, Social media ads, Marketing analytics |
| Art and Design | 1% - 3% | £0.60 - £2.80 | £33.33 - £166.67 | Art exhibitions, Design services, Creative workshops, Artistic supplies, Graphic design |
| | | | | Renewable energy, Energy efficiency, |

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| Energy | 1% - 3% | £1.00 - £4.00 | £33.33 - £166.67 | Utility services, Solar power, Electricity tariffs |
| Agriculture | 1% - 3% | £1.20 - £4.00 | £33.33 - £166.67 | Farming equipment, Agribusiness, Crop insurance, Agricultural technology, Livestock management |