



FOR MARKETING AND EDUCATIONAL PURPOSES

# Australian

## Marketing Benchmarks 2026

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Channel performance benchmarks, cost metrics and conversion data for Australian small and medium businesses — in Australian dollars.

June 2026

# 01

## Introduction

This report compiles marketing performance benchmarks relevant to Australian small and medium businesses with annual revenues between A\$250,000 and A\$10 million. Data is drawn from CM Beyer client engagements, publicly available platform research, and aggregated Australian digital advertising market data.

The benchmarks are reference points, not targets. Individual performance depends on sector, geography, competitive intensity, creative quality and dozens of other variables. Use these figures to gauge whether your current performance is broadly in line with the market — and to spot channels where you are significantly over- or under-performing.

# 02

## Digital Advertising Benchmarks

### Search (Google Ads)

Metric	Australian SME Average	Top Quartile	Bottom Quartile
Click-through rate (CTR)	4.0%	6.5%+	Below 2.4%
Cost per click (CPC)	A\$2.10	A\$1.05–A\$1.55	A\$3.10+
Conversion rate	4.6%	8.0%+	Below 2.0%
Cost per conversion	A\$46	A\$18–A\$28	A\$78+
Quality Score (avg)	5.7 / 10	7+	Below 4

### Meta (Facebook & Instagram)

Metric	Australian SME Average	Top Quartile	Bottom Quartile
CPM (per 1,000 impressions)	A\$11.20	A\$6.50–A\$8.60	A\$16+
CTR (link clicks)	1.3%	2.1%+	Below 0.7%
Cost per lead	A\$22	A\$10–A\$15	A\$38+

Metric	Australian SME Average	Top Quartile	Bottom Quartile
ROAS (e-commerce)	2.7x	4.3x+	Below 1.5x
Creative fatigue onset	10–14 days	18+ days	Under 7 days

### LinkedIn (B2B)

Metric	Australian SME Average	Top Quartile	Bottom Quartile
CPC (sponsored content)	A\$6.40	A\$3.40–A\$4.60	A\$9.50+
CTR	0.8%	1.3%+	Below 0.4%
Cost per lead	A\$78	A\$36–A\$52	A\$120+
InMail response rate	11%	21%+	Below 6%

## 03 BVOD, CTV & Digital Audio

Broadcaster video on demand and connected TV are now credible, measurable reach channels for mid-market Australian advertisers, at CPMs below historical linear TV.

Metric	Australian Average	Top Quartile	Notes
BVOD completion rate	82%	92%+	9Now / 7plus / 10 Play / SBS
CTV/BVOD CPM	A\$34–A\$55	A\$28–A\$40	Below linear TV
Digital audio CPM	A\$18–A\$30	A\$14–A\$22	Streaming + podcasts
Video view-through rate	24%	40%+	Sub-30s creative

## 04 SEO & Organic Search

Metric	Australian Average	Top Quartile	Notes
Organic traffic growth (12 mo)	+17%	+42%+	With active content
Domain authority (Moz)	21	34+	New sites start 1–10
Avg. position (target kw)	18.9	Top 10	50+ tracked keywords
Organic conversion rate	2.7%	5.0%+	Lead-gen sites
Time to rank (new content)	4–8 months	2–4 months	Competitive terms

## 05 Email Marketing

Metric	Australian SME Average	Top Quartile	Bottom Quartile
Open rate	30%	40%+	Below 19%
Click-through rate	3.3%	5.6%+	Below 1.6%
Unsubscribe rate	0.4%	Below 0.2%	0.8%+
List growth (monthly)	+2.0%	+4.4%+	Declining
Revenue per email (e-com)	A\$0.14	A\$0.38+	Below A\$0.06

## 06 Budget Allocation

Australian small businesses allocate, on average, 6–8% of revenue to marketing. Allocation varies by stage: early-stage businesses investing in acquisition often spend 10–15%, while established businesses in maintenance mode may spend 3–5%. The most common error among AU SMEs is spreading spend too thinly — businesses under A\$5,000/month are usually better concentrating on no more than two primary channels.

### Typical budget allocation by business type

Channel	B2B Services	B2C / E-commerce	Local Services
Paid search (Google)	25%	30%	35%

Channel	B2B Services	B2C / E-commerce	Local Services
Paid social (Meta / LinkedIn)	20%	35%	15%
BVOD / digital audio	15%	10%	10%
SEO / content	20%	15%	20%
Email marketing	10%	5%	5%
Brand / creative	10%	5%	15%

# 07

## How to Use These Benchmarks

Compare your current performance against the “Australian SME Average” column first. If you are significantly below average on a channel you actively invest in, there is usually a structural problem — targeting, creative, technical issues or messaging. If you are at or above average, focus on reaching the top quartile through iterative testing.

Do not abandon a channel after a short trial. Most digital channels need 60–90 days of consistent investment to produce statistically reliable data. Decisions made on less than 30 days, or on budgets too small to generate meaningful sample sizes, are essentially guesses.

For a review of your marketing against these benchmarks, contact CMB Insight.

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