

What is a good conversion rate?

Learning objective: You'll learn to evaluate conversion rates by industry, segment, and context, spot the pitfalls of average benchmarks, and build your own baseline as a real management tool.

Key Takeaways

- A good conversion rate depends on context and needs to be evaluated at the segment level.
- Industry benchmarks are useful only as a rough reference point; your own baselines are what matter.
- The conversion rate is an important metric, but it should never be your only measure of performance.
- Industry averages mix very different business models.
- Mobile and desktop, channels, and customer segments all show very different rates.
- A single overall rate almost never tells the whole story.

Framework steps

1. **Definition**
2. **Benchmarks**
3. **Segments**
4. **Baseline**
5. **Define the Goal**
6. **Filter Traffic**
7. **Count Conversions**

Key points at a glance

CONCEPT

The average is the most dangerous benchmark

Industry averages mix premium retailers with discount shops and established brands with startups.

CONCEPT

What exactly is the conversion rate?

The conversion rate is the share of visitors who complete a defined target action.

correctly

Conversion rate equals number of conversions divided by number of relevant visitors, multiplied by one hundred.

Fashion and electronics typically fall between 1.5% and 3%.

CONCEPT

DACH, EU, and USA Compared

US markets often show higher rates because purchasing behavior, payment convenience, and return culture work differently.

CONCEPT

Device Type Distorts Your View of the Rate

Desktop conversion rates in e-commerce are typically two to three times higher than mobile rates.

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.