Google Ads 2026 Performance Benchmarks

Source: Why Your Google Ads Are Failing (And How to Fix Them in 2026)

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> 2026 benchmark data for key Google Ads metrics including CTR, Quality Score, and Cost Per Lead, with actionable fixes.

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Metric	2026 Benchmark	Action if Below Benchmark
Click-Through Rate (CTR)	**6.64%** average (all industries)	Rewrite ad copy, improve ad relevance
Quality Score	**7–10/10**	Fix keyword-ad-landing page alignment
Conversion Rate	**8.18%** average (all industries)	Audit landing page, test new offers
Cost Per Lead	**$66.69** average (all industries)	Tighten targeting, improve Quality Score
Impression Share	60%+ for key terms	Increase budget or improve Ad Rank
Search Lost IS (Budget)	Below 20%	Increase budget or reduce bids
Search Lost IS (Rank)	Below 20%	Improve Quality Score or increase bids

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