

Aerospace Marketing 2026: The High-Altitude Benchmark Guide

01. THE SURFACE LAYER: Traffic & Acquisition

46%

Organic Search Powers Global Traffic

Engineers and supply chain managers drive this by searching for highly specific technical terms and MIL-SPEC requirements.

68.5%

Desktop Dominance

Procurement and engineering research require large screen real estate; mobile is for news, but desktop is for conversion.

28% Direct Traffic

The Reputation Factor:

Massive industry players like Airbus or Lockheed Martin often navigate directly to known, trusted vendors based on established brand reputation.

02. THE ENGINE ROOM: Digital Engagement & PPC

2m 45s

Average Time on Page

High engagement reflects the "engineering due diligence" phase where users scrutinize certifications and technical capabilities.

\$4.85 – \$9.50

Search CPC

While among the most expensive B2B categories, the premium cost is justified by the potential for decade-long, multi-million dollar contracts.

\$145 – \$210

Cost Per Acquisition

High CPA reflects the complexity of the leads, which typically involve RFQ submissions or CAD file downloads rather than simple clicks.

03. THE STRUCTURAL CORE: Conversion & Retention

92% Industry-Leading Retention Rate

Enormous switching costs and regulatory requirements create deep operational dependencies and high loyalty.

25% Opportunity-to-Close Rate

Despite long 6-18 month sales cycles, the closing rate is robust once a lead is qualified into an opportunity.

+45 Net Promoter Score (NPS)

Reflects a high level of genuine satisfaction and technical trust that extends beyond basic contractual obligations.

04. THE COMMUNICATIONS NETWORK: Email & Social

24.5% Email Open Rate

Aerospace professionals rely heavily on email for technical white papers and regulatory updates, resulting in high engagement.

2.1% LinkedIn Engagement Rate

LinkedIn is the primary social channel where engineering expertise and thought leadership drive professional visibility.

0.15% Ultra-Low Unsubscribe Rate

Highly segmented lists and technical value-adds ensure that subscribers remain engaged over the long term.

2026 Aerospace Benchmarks at a Glance

Average Bounce Rate | ● | 52.4%

Landing Page Conv. Rate | ● | 4.5%

Search Conv. Rate | ●● | 2.8%

MRO Repeat Purchase Rate | ● | 78%

LinkedIn Post Frequency | ●●● | 3-4 per week

Email Click-Through Rate | ● | 2.9%