

The 2026 Blueprint: Marketing Benchmarks for Building & Construction Materials

01. TRAFFIC SOURCES

The industry relies heavily on technical queries, material grades, and compliance specs, making SEO the primary acquisition pillar.

Organic Search Drives **42%** of Global Traffic

The U.S. Market Shifts Toward **Paid Search (18.5%)**



24.5% Direct Traffic via Bookmarked Portals

02. DEVICE PARADOX

Contractors browse specs on-site via mobile, but the actual transaction happens elsewhere.

MOBILE

Mobile Captures **58%** of Traffic, but only **35%** of Conversions

Browsing & Specs

DESKTOP

Desktop Dominates the 'Close' with **62%** of Conversions

Transactions & Bulk RFQs

03. PERFORMANCE ENGINE

Competition is high, but the immense lifetime value of a construction client justifies mid-range costs per click.

\$2.85–\$3.50 Average Google Ads CPC

4.8% CTR for Search Ads



THE THRESHOLD

The \$110 CPA Threshold. Companies paying above \$110 per lead via search are considered to be underperforming and require an immediate keyword/landing page audit.

04. ENGAGEMENT OUTPUT

This is the highest-performing conversion type, as pros prefer phone discussions for complex delivery and volume pricing.

6.5% Click-to-Call Conversion Rate



1.8% E-commerce "Industry Floor"



Lead Gen Target: **4.2%** Conversion

05. RETENTION & EMAIL

Retaining a customer is 5-7x cheaper than acquisition, yet 80% of budgets are still incorrectly weighted toward new leads.



22.8% Email Open Rate (The Industry Workhorse)

65% Customer Retention Rate



<8% Churn Rate is Best-in-Class

