

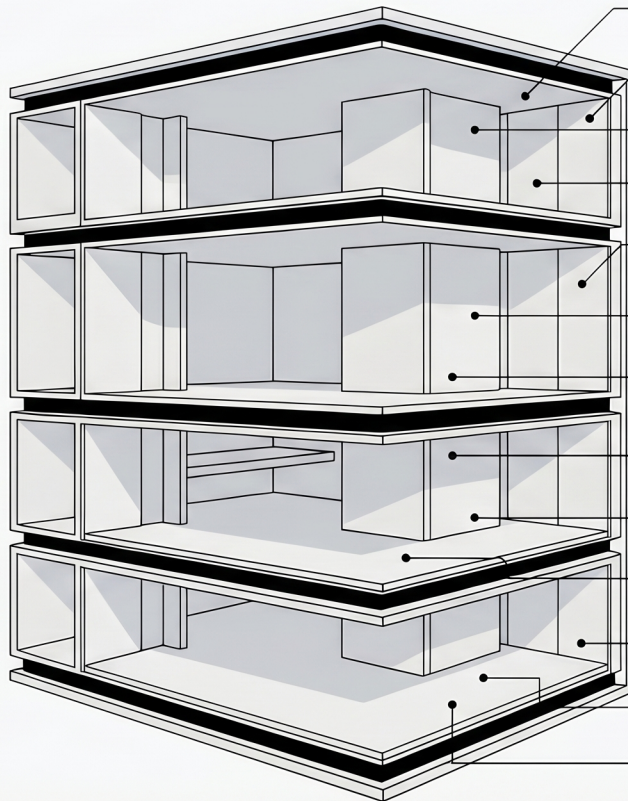
# 2026 CABINET MANUFACTURING: THE BLUEPRINT FOR MARKETING BENCHMARKS

## 01. DISCOVERY (Traffic & Social)

## 02. ENGAGEMENT (Site Behavior)

## 03. CONVERSION (PPC & Lead Gen)

## 04. RETENTION (B2B & Email)



US vs. Global Traffic Mix  
GS Market  
(Domestic Competition & 12% Social Media)

Paid Search  
Social Media

Organic Search is the Dominant Driver  
Global Traffic  
(Highest-ROI)

**44.5%** Driven by SEO  
(Long-Tail)

Instagram Engagement Rate  
Visual Platforms  
Outperform Averages

**1.4%** (Strong Emotional  
Responses)

LinkedIn as a B2B Powerhouse  
Primary Channel for B2B

**1.9%** Engagement  
(Industry Professionals)

Device Split: Mobile Discovery vs. Desktop Decision  
Traffic by Device  
(Initial Discovery/Complex Review)

**54%** **41%**  
Mobile Desktop

Deep Session Engagement  
Research-Heavy Journey  
(Unlike Impulse E-commerce)

**4.2 Pages/Session**  
**2m 45s On Page**

42%-55% Industry Bounce Rate  
Keep Buyers Moving  
(Target Product Pages <45%)

**42%-55%**  
(Below 50% is Excellent)

450% ROAS on Google Shopping  
Visual Product Listings  
(RTA/Stock Manufacturers)

**450% ROAS**  
(5.1% Conv. Rate on \$12k Sale)

Lead Gen Form Sweet Spot  
Sample Soors Lead  
\$4.85 Average Google Ads CPC

**6.0%-8.0% Conversion**  
(\$5 Sample = 12x Likelihood)

78% B2B Customer Retention Rate  
Strong Retention  
(High Switching Costs)

**3.5%-5.0% Rate**  
(-7% per Extra Field)

24.5% Email Open Rate  
Primary Nurturing Tool  
(3-8 Month Cycle)

**24.5% Open Rate**  
(Maintaining Relevance)

B2B Dealer Lead CRA: \$150-\$250  
Profitable Acquisition  
(High-Value Relationships)

**\$150-\$250 CPA**  
(>\$200k Annual Revenue)

+42 Net Promoter Score (NPS)  
"Great" Rating in  
Manufacturing

**+42 NPS**  
(Responsive Support & Partnership)