

2026 DEFENSE INDUSTRY MARKETING: A TECHNICAL PERFORMANCE BLUEPRINT

01. THE SURFACE: Traffic & Device Distribution

78% DESKTOP DOMINANCE

Defense buyers research vendors on secure workstations; mobile accounts for only 18% of traffic due to facility security restrictions.



ORGANIC SEARCH LEADS IN THE U.S.

45% of U.S. traffic originates from organic search, largely driven by engineers searching for specific Mil-Spec part numbers and technical documentation.



3m 45s

AVERAGE TIME ON PAGE
Users are not browsing casually; they are studying dense technical specifications and capability statements.

02. THE ACQUISITION LAYER: PPC & Lead Generation

HIGH-VALUE PPC ECONOMICS

HIGH CPC (\$4.85 - \$7.50) × **HIGH INTENT LEADS** = **MULTI-MILLION CONTRACT**

CPC: \$4.85 - \$7.50

CPA: \$145 - \$210

While CPC is high, the high contract value justifies a Cost Per Acquisition between \$145 and \$210.



4.1% LANDING PAGE CONVERSION

Optimized landing pages featuring clear ITACIED verification badges significantly outperform general site conversion (2.4%).

62.5% BOUNCE RATE

Users leave immediately if they don't see required certifications (DMMC, ISD) "above the fold".

PPC BENCHMARKS (PAID CHANNEL PERFORMANCE)

Channel	Avg. CPC	Conversion Rate	Key Objective
Google Search	\$4.85 - \$7.50	2.6%	High-intent Leads
Google Shopping	\$0.65	3.1%	COTS / Commodity Parts
Facebook Ads	\$1.15	0.85%	Recruitment & PR

03. THE ENGAGEMENT HUB: Email & Social Media



EMAIL

24.6%

EMAIL OPEN RATE

Curated, opt-in lists from trade shows and bridging result in engagement rates that far exceed general B2B averages.

0.18%

UNSUBSCRIBE RATE

Exceptionally low unsubscribe rate reflects the high value and relevance of technical compliance updates sent via email.



LINKEDIN AS A THOUGHT LEADERSHIP TOOL

1.8%
ENGAGEMENT RATE

Primary social channel for partnership announcements and technical breakthroughs.

04. THE CORE FOUNDATION: Retention & Brand Trust



94%

CUSTOMER RETENTION RATE

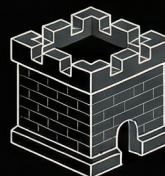
High switching costs and long-term program "lock-in" make current customers the most valuable asset.



+45

NET PROMOTER SCORE

Strong brand reputation built over decades leads to 42% of global traffic arriving directly at the contractor's website.



98%

GROSS DOLLAR RETENTION

Sustainment fails and program continuity ensure that ones a vendor is designed into a platform, revenue is remarkably stable.