

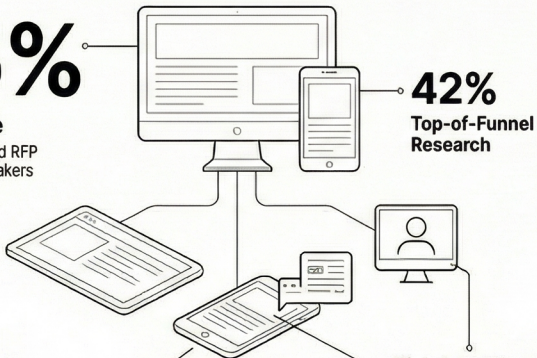
# 2026 Marketing Benchmarks: The Environmental Services Digital Ecosystem

## 01 | THE USER ACCESS LAYER (Devices & Behavior)

# 54.5%

### Desktop Dominance

Complex B2B procurement and RFP submissions keep decision-makers at their desks.



### 42% Top-of-Funnel Research

# 58%

### Average Bounce Rate

13-point gap: Mobile (84%) vs. Desktop (51%) shows mobile users are often in the initial, less-committed phase.

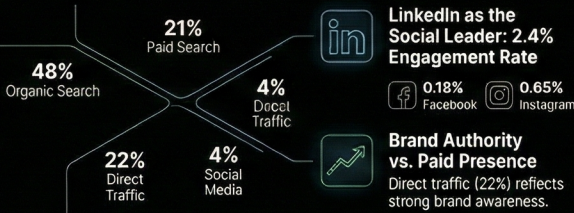
### High-Intent Session Duration: 2:45 Avg. with 3.2 Pages

## 02 | THE ACQUISITION ENGINE (Traffic & Search)

# 48%

### Organic Search Drives Global Traffic

U.S. market drops to 42% as paid search climbs to 21%.



48%  
Organic Search

21%  
Paid Search

4%  
Diced Traffic

22%  
Direct Traffic

4%  
Social Media



LinkedIn as the Social Leader: 2.4% Engagement Rate



0.18%  
Facebook



0.65%  
Instagram



Brand Authority vs. Paid Presence

Direct traffic (22%) reflects strong brand awareness.

## 03 | THE INVESTMENT CORE (PPC & Lead Costs)

# \$5.85

### Average Google Search CPC

High-intent keywords drive costs, while Display CPC is 88.85 for retargeting.

# \$115

### Search CPA (Cost Per Acquisition)

High lifetime value of B2B environmental contracts justifies the triple-digit investment.

# 3.8%

CTR Efficiency  
Google Search

Target precise intent of users seeking specific environmental certifications.

## 04 | THE CONVERSION & RETENTION FOUNDATION

### 01

# 86%

### Customer Retention Rate

Phenomenal retention is the primary profit driver, making aggressive acquisition costs sustainable.

### 02

# 11.2%

### Top-Performer Conversion Rate

Top 10% convert at triple the average (3.5%) using service-specific pages.

### 03

### Lead-to-Close Pipeline



Lead



24%  
Opportunity



18%  
Close

# 44%

### Transactional Email Open Rate

Compliance updates drive massive engagement vs. newsletters (19%), with very low 6.16% unsubscribe rate.