

The 2026 Higher Education Marketing Blueprint: Benchmarks & Performance

01. DISCOVERY & ACCESS (The Top Layer)

62%
Mobile Discovery
vs.

33%
Desktop Conversion
01 program research to complete complex forms.

52.3%
of Traffic via Organic Search

03. CONVERSION & OPTIMIZATION (The Inner Core)

55.4%
Average Bounce Rate
Visitors enters single news and vo portal highn pages in program and immediately leaving.

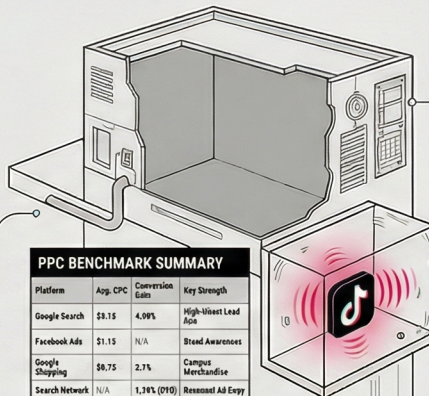
02. PAID ACQUISITION & ENGAGEMENT (The Engine)

While paid search costs have spiked, organic search still dominates as the primary discovery tool, driving more than half of all global traffic.

\$72.15

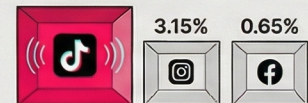
Blended Cost Per Acquisition (CPA)

Google Ads (\$4.18) vs. Facebook (\$1.15) CPC



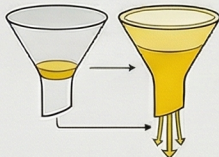
PPC BENCHMARK SUMMARY			
Platform	Avg. CPC	Conversion Rate	Key Strength
Google Search	\$3.15	4.99%	High-Intent Lead Acq
Facebook Ads	\$1.15	N/A	Brand Awareness
Google Shopping	\$8.75	2.1%	Campus Merchandise
Search Network	N/A	1.38% (010)	Reasoned Ad Entry

5.40% TikTok Engagement Rate

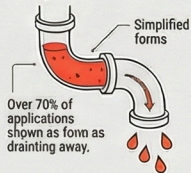


01 **02** **03**

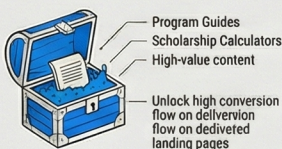
3.8% vs. 11.5%
Median Top-Tier Conversion



28.5%
Application Completion Rate



14.2%
Lead Magnet Conversion



04. RETENTION & LOYALTY (The Foundation)

38.5%
Email Open Rate
Sending uttom open rate its sands critical information.

Public (76.5%) vs. Private (82.1%) Retention
Success to annically prtion attributed to smaller class aives and support services.

18.5%
Alumni Donor Retention
Satisfied alumni contribute back, and bome more convitates atotgily entire to the initial experience.