

LAYER 1: THE FOUNDATION (TRAFFIC & ENGAGEMENT)

Organic Search Share

Logistics buyers use high-intent, long-tail queries like "cold chain 3PL pharmaceutical" to find specialized providers. (44.5%)

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58.4%

Desktop Dominance

While initial research often starts on mobile, the complexity of logistics SLAs and procurement means most final evaluations happen on desktop.

LAYER 2: THE ACQUISITION ENGINE (PPC & PAID SEARCH)

\$6.45

Average Google Ads CPC

The high cost reflects intense competition in the 3PL and last-mile sectors, justified by high-value, long-term contracts.

\$135.00

Search CPA

This Cost Per Acquisition is considered efficient for the industry, as a single qualified RFQ can lead to six-figure annual revenue.

3.25%

Search CTR vs. 0.55% Display CTR

Search ads significantly outperform display by targeting active shippers solving immediate capacity constraints.

PPC Benchmarks (Logistics Equipment & Services)

Platform	Avg. CPC	Avg. Conversion Rate	Primary Use Case
Google Search	\$6.45	3.10%	Direct Lead Generation (RFQs)
Facebook Ads	\$1.95	N/A	Retargeting & Brand Awareness
Google Shopping	\$0.88	2.45%	Logistics Equipment & Packaging

LAYER 3: THE INTERNAL MECHANISM (CONVERSION & RETENTION)

86%

Customer Retention Rate

Logistics is relationship-driven; high switching costs lead to exceptional stickiness, though the annual churn rate remains at 9.5%.

2.35%

Website Conversion Rate

In this industry, "conversion" is defined as a high-value action like an RFQ submission, meeting request, or software demo.

11.40%

Landing Page Conversion (Top 10%)

The gap between average and top performers is huge, driven by simplified forms and specific value propositions like "Get a Custom Quote."

LAYER 4: THE COMMUNICATION SHELL (EMAIL & SOCIAL)

68.5%

Transactional Email Open Rate

Tracking updates and invoices drive massive engagement, providing a prime opportunity for cross-selling and brand reinforcement.

LinkedIn Dominance (1.85% Engagement)

LinkedIn is the primary social channel for procurement directors; a frequency of 4 posts per week is recommended for optimal visibility.

0.18% Unsubscribe Rate

Logistics email lists are highly professional and stable, consisting of opted-in procurement experts rather than casual consumers.