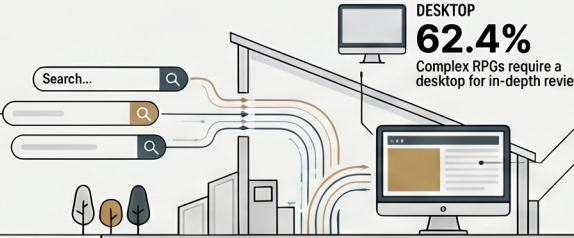


# Steel Mill Marketing Benchmarks 2026: The Digital Anatomy of Heavy Industry

## 01. TRAFFIC FOUNDATION (AWARENESS & ACCESS)

Organic Search Drives  
**51.5%**

Procurement officers prioritize searching for specific steel grades and ASTM specifications, making SEO the primary acquisition channel for mills.



DESKTOP  
**62.4%**

Complex RPGs require a desktop for in-depth review.

MOBILE  
**33.1%**

While one-third of users access data via mobile for quick lookups on the factory floor.

AVERAGE TIME ON PAGE

**3:12**

High engagement times indicate visitors deeply research technical capability statements and material grade tolerances.

## 02. CONVERSION CORE (PPC & ACQUISITION)

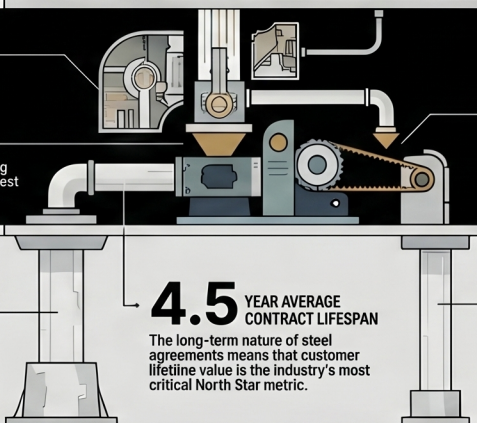
**\$145.00** AVERAGE COST PER ACQUISITION (RFQ)

While search CPC averages \$4.85, the high contract value of steel makes a \$145 lead cost remarkably efficient.

GLOBAL AVERAGE CONVERSION RATE

**2.8%**

Top 10% performers reach 5.1% by utilizing simplified RFQ forms and prominent Request a Quote buttons on every spec page.



GOOGLE SHOPPING GAINING TRACTION

**1.2%**

Standardized products like rebar and steel sheeting see a 1.2% conversion rate via Shopping Ads with a low 50.8¢ CPC.

## 03. RETENTION CHAMBER (LOYALTY & LIFETIME VALUE)

**84%** CUSTOMER RETENTION RATE

Top-quartile mills maintain high retention because the cost for buyers to switch—due to facility audits and metallurgical testing—is immense.

**4.5** YEAR AVERAGE CONTRACT LIFESPAN

The long-term nature of steel agreements means that customer lifetime value is the industry's most critical North Star metric.

**72%** REPEAT PURCHASE RATE

Relationship-driven procurement leads to high repeat orders, supported by a strong industry-wide Net Promoter Score of +42.

## 04. COMMUNICATION CHANNELS (EMAIL & SOCIAL)

**22.5%** EMAIL OPEN RATE

Steel buyers treat email as mission-critical communication for pricing surcharges and capacity alerts, leading to very low (0.15%) unsubscribe rates.

**1.8%** LINKEDIN DOMINATES SOCIAL (1.8% ENGAGEMENT)

Decision-makers are most active on LinkedIn, particularly when engaging with operational content like facility tours and production videos.

### REGIONAL TRAFFIC COMPARISON

Traffic Source	Global %	U.S. %
Organic Search	51.5%	46.0%
Direct Traffic	28.0%	34.0%
Referral	11.8%	12.0%
Paid Search	6.0%	7.0%