

## 01. INTRODUCTION

# 2026 Transportation Industry Marketing: The Utility Engine

This infographic visualizes critical marketing benchmarks for the transportation sector, highlighting the shift toward mobile first behavior, high retention rates, and the significant conversion gap between devices. The landscape is defined by high-utility, intent-driven mindset with shorter site durations but exceptionally high loyalty, taxing a crossroads between mobile surge and desktop-heavy complex B2B operations.

## 04. CONVERSION & ACQUISITION BENCHMARKS

### THE CONVERSION GAP: 4.1% VS. 2.8%

Desktop converts at a significantly higher rate (4.1%) than mobile (2.8%), identifying mobile optimization as the industry's biggest growth opportunity.

Paid search remains affordable with a healthy 5.25% Click-Through Rate due to the high clarity of user intent.

### THE 2-MINUTE WINDOW

Average time on site is 2 minutes and 19 seconds, reflecting a 'quick-service' mentality where users value speed over exploration.

## 03. ENGAGEMENT & BEHAVIORAL METRICS

### 48.5% AVERAGE BOUNCE RATE

High bounce rates on schedule and tracking pages often indicate 'success,' as users find their specific answer immediately and leave.

## 02. THE TRAFFIC FOUNDATION

### 68.5% MOBILE DOMINANCE

Nearly 70% of all industry traffic is now mobile, though desktop (28.5%) remains vital for complex B2B logistics and documentation.

Minimal Map

## 05. THE RETENTION PEAK (CORE LOYALTY)

### 78% CUSTOMER RETENTION RATE

High switching costs in B2B (8% churn) and loyalty programs in B2C drive industry-leading retention benchmarks.

### SOCIAL ENGAGEMENT EFFICIENCY

PLATFORM	ENGAGEMENT RATE	STRATEGY FOCUS
TikTok	4.20%	Apprenticial/Trovel Reveol
LinkedIn	1.00%	Professional/Logistics insight
Instagram	1.35%	Visual Inspiration
Facebook	0.55%	Community/Service Updates

### 39.5% EMAIL OPEN RATE

This exceptional rate is fueled by transactional necessity—updates on hight status or delivery confirmations are messages users actively want to see.

### B2B VS. B2C CHURN

B2B logistice sees a low 8% churn due to integrated API connections, while B2C ride-sharing sees 25% churn based on price sensitivity.

### \$48.50 SEARCH CPA

While Search CPA is higher than Social (\$32.99), it captures users at the peak of their booking intent.

### 60% RETURNING VISITOR RATE

The industry builds strong habits; daily commoters and frequent shippers return frequently, creating a stable traffic base.

### EXTERNAL RESTORM BENCHMARK

### THE REFERRAL NETWORK

11.9% of traffic is driven by comparison cites and aggregators like Expedia or Freightos, which act as critical entry points.

### ORGANIC SEARCH LEADS AT 46.2%

High-intent queries like 'flights to NYC' or 'courier near me' drive nearly half of all global traffic.

68.5% MOBILE DOMINANCE

60% RETURNING VISITOR

01

02

03