BENCHMARK REPORT · NOVEMBER 2026

B2B SaaS paid ads benchmarks for 2027

A lead costs $135 on Google Search and $198 on LinkedIn. For Meta, there is not enough data for a benchmark number.

Compared from nine publishers' 2026 studies

By John Selvinraj · Published Nov 23, 2026

STUDY OF STUDIES

22 studies reviewed



14 passed all three tests, from nine publishers' 2026 data. 8 were left out.

THE ANSWER

1. The 2027 numbers

These are the B2B SaaS paid ads numbers to plan 2027 with. Each is the median of what the counting studies published, shown with the range they spread across.

Check the dates first. We compared studies published in 2026, and most of them hold 2025 data. These figures describe last year, and none of them forecasts 2027.

Three things hold for every number on this page.

- Every study behind it is a publisher's own data, with the sample named and a 2026 date.
- A publisher counts once per number, so one large study cannot outvote the rest.
- A number appears only when three or more publishers back it. With fewer, the label reads Not enough data, you see the figures we have, and we do not call it a benchmark.

Section 5 gives the method and section 6 lists every source.

Google Search — High

$135

Cost per lead, median of six studies

$116 — $224

Middle half of the studies

LinkedIn — Medium

$198

Cost per lead, median of three studies

$173 — $276

Lowest to highest study

Meta — Not enough data

$159

Cost per lead, one study

Not enough data. One study, so no range and no benchmark number.

Cost per lead. Two benchmark numbers, and Meta with not enough data.

How to use a benchmark. A benchmark tells you whether a figure is typical. It never tells you whether it is good. Good is a number from your own plan: the cost per SQL or per customer your budget needs. Start there, then use the benchmark to see whether your plan asks for something unusual.

Platform and metric	2027 number	Range	Confidence	Studies
Google Search cost per lead	$135	$116 to $224	High	6
Google Search cost per click	$10.91	$5.48 to $11.02	Medium	5
Google Search click through rate	4.95%	3.13% to 5.11%	Medium	3
Google Search conversion rate	3.27%	3.16% to 4.20%	High	5
LinkedIn cost per lead	$198	$173 to $276	Medium	3
LinkedIn cost per click	$9.63	$8.25 to $11.26	Medium	4
LinkedIn click through rate	0.67%	0.62% to 0.69%	Medium	4
LinkedIn conversion rate	3.54% and 5.80%	No range	Not enough data	2
LinkedIn cost per 1,000 impressions	$60.00	$40.18 to $63.22	Medium	3
Meta cost per lead	$159	No range	Not enough data	1
Meta cost per click	$2.44	No range	Not enough data	1
Meta click through rate	0.70%	No range	Not enough data	1
Meta conversion rate	2.50%	No range	Not enough data	1
Meta cost per 1,000 impressions	$17.12	No range	Not enough data	1

Numbers are medians. Ranges are the middle half with four or more studies, and lowest to highest with three.

Not enough data, shown with the figures we have

Fewer than three studies stand behind each of these, so none is a benchmark.

- Meta, Facebook rows only, one study (Metadata.io): cost per lead $159, cost per click $2.44, click through rate 0.70%, conversion rate 2.50%, cost per 1,000 impressions $17.12.
- LinkedIn conversion rate, two studies: 3.54% (GrowthSpree) and 5.80% (Metadata.io).
- Google Search cost per SQL, two studies: $346 (Sotros Infotech) and $1,414 (GrowthSpree). Lead to SQL rate, one study: 27.75% (Sotros Infotech).
- Revenue per $1 of ad spend, under each publisher's own attribution: Google Search 0.67x and Meta 0.51x (Facebook only), both from Dreamdata, one study each. LinkedIn 1.21x (Dreamdata) and 1.80x (Factors.ai), two studies.

✦ WHERE EACH PLATFORM SITS

2. Platform by platform

Each platform gets the same three answers: the number, what it means for your 2027 plan, and what moves it. First, all three side by side.



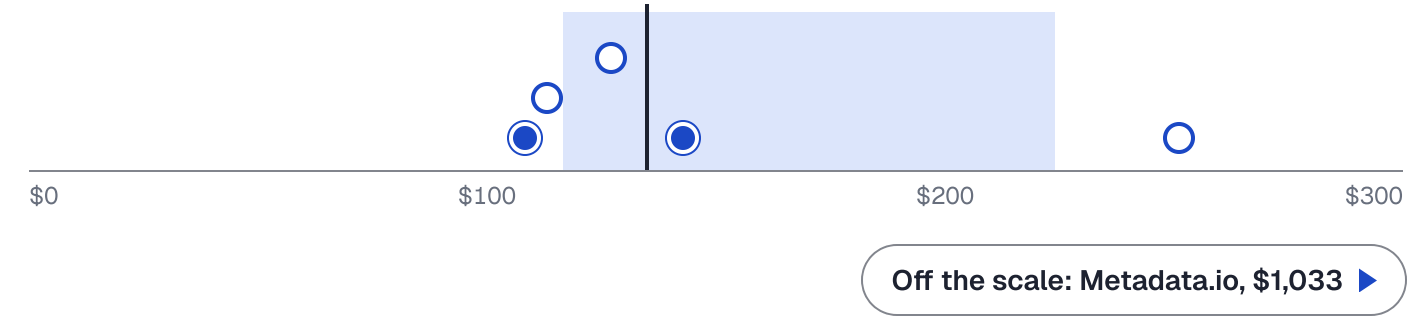
A click costs $10.91 on Google Search and $2.44 on Meta, but a lead costs $135 and $159. The click price says little about the lead price.

Compare the lead, not the click. LinkedIn's click costs $9.63 and Google Search's costs $10.91, but LinkedIn's lead costs $198 against $135. Set targets on cost per lead, and once HubSpot is connected, on cost per SQL.

Google Search: $135 a lead

The number. A lead on Google Search costs $135, and the middle half of the six studies sits between $116 and $224. Confidence is High. The conversion rate is 3.27%, with a range of 3.16% to 4.20% across five studies, also High. A click costs $10.91, with a range of $5.48 to $11.02 across five studies (Medium). Click through rate is 4.95%, from 3.13% to 5.11%, lowest to highest of three studies (Medium).

Where each Google Search study landed on cost per lead



Publisher	Cost per lead	What it is
Sotros Infotech	$108	Midpoint of a published range
42 Agency	$113	Midpoint of a published range, blends campaign types
TripleDart	$127	Statistic not stated, blends campaign types

Publisher	Cost per lead	What it is
Pipe Rocket Digital	$143	Mean
GrowthSpree	$251	Median, midpoint of a published range, blends campaign types
Metadata.io	$1,033	Weighted by spend, blends campaign types

Five of six studies sit between $108 and $251. The sixth is weighted by spend and sits far off.

What it means for your 2027 plan. Set the target from your own history first. If you have run Search for six months or more, the cost per SQL in HubSpot beats any benchmark. With no history, plan on $135 and carry the range with it. Put $116, $135 and $224 on one line, so the plan still stands in a month that lands at the high end.

A target inside the range asks for a typical result. A target under $116 asks for a result in the bottom quarter of the studies' figures, so name what will change to get there. Hold your landing page to the conversion rate. A page near 3.27% is typical, and a page under 3.16% sits low next to these studies.

If you sit above the range, check brand mix first, then offer, audience and form type. Section 4 shows how.

What moves it. Brand search moves it most. In Pipe Rocket Digital's accounts a brand click costs $3.12 and a non brand click costs $13.75. An account with a brand campaign reads lower per click than one without. The definition of a lead moves it too. The studies count form fills, tracked conversions or any conversion, and they disagree, so count the way your sales team counts.

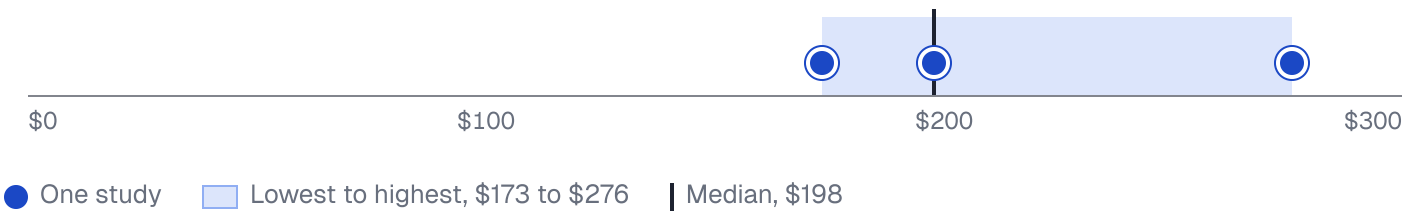
The figures with not enough data go one step down the funnel: two studies give a cost per SQL, $346 and $1,414. That is too thin to plan on, and wide enough to show why your own cost per SQL matters more than your cost per lead.

> Under $116, ask what changed. Over $224, check brand mix, offer, audience and form type before you touch the budget.

LinkedIn: $198 a lead

The number. A lead on LinkedIn costs $198, and the three studies run from $173 to $276. A click costs $9.63, from $8.25 to $11.26 across four studies. Click through rate is 0.67%, from 0.62% to 0.69%. A thousand impressions cost $60.00, from $40.18 to $63.22 across three studies. All four are Medium.

Where each LinkedIn study landed on cost per lead



Publisher	Cost per lead	What it is
GrowthSpree	$173	Midpoint of a published range

Publisher	Cost per lead	What it is
Metadata.io	$198	Weighted by spend
42 Agency	$276	Mean

Three studies, $173 to $276. The median is $198.

What it means for your 2027 plan. A LinkedIn lead costs $198 against $135 on Google Search. On Search, someone typed a query. On LinkedIn, someone met an ad at work. So do not judge LinkedIn on cost per lead alone. Once HubSpot is connected, set its target on cost per SQL, from your own data.

If you need a planning figure before that, use $198 and show the range beside it, $173 to $276. Then say plainly that a small budget can land above it. In Metadata.io's all B2B data the spend weighted cost per lead was $202 and the median advertiser paid $376. A weighted figure leans toward the biggest spenders, who pay least. If you spend a few thousand dollars a month in total, you may sit closer to that median advertiser than to the headline.

What moves it. Audience size and job titles, the offer (a demo or a guide) and the form (LinkedIn's own lead form or a page on your site) decide most of the gap. The studies also differ in who they measure. ZenABM's data comes from companies running account based campaigns. 42 Agency's $276 averages 87 campaigns across all B2B. GrowthSpree's $173 is the midpoint of a $120 to $250 band that blends funnel stages.

> LinkedIn leads come from people who were not searching. Plan the target on cost per SQL, not cost per lead.

Meta: not enough data for a number

The number. There is none. Only one publisher passed our tests for Meta, and a benchmark needs three. That publisher is Metadata.io, and its figures cover Facebook rows only, from 81 Facebook advertisers' own platform data. Read what follows as the figures of one study, not as a benchmark. A lead costs $159, a click $2.44, click through rate is 0.70%, the click to lead rate is 2.50%, and a thousand impressions cost $17.12. The same study's median Facebook advertiser, across all B2B, paid $179 a lead.

Cost per lead

$159

Not enough data

Metadata.io, Facebook rows only

Cost per click

$2.44

Not enough data

Metadata.io, Facebook rows only

Click through rate

0.70%

Not enough data

Metadata.io, Facebook rows only

Click to lead rate

2.50%

Not enough data

Metadata.io, Facebook rows only

Cost per 1,000 impressions

$17.12

Not enough data

Metadata.io, Facebook rows only

One study is a data point. It does not show what is typical.

What it means for your 2027 plan. Do not set a Meta target from $159. One publisher cannot tell you what is typical. Set the target from the cost per SQL your plan needs, and run Meta as a test with a budget you are ready to learn from. Judge it on cost per SQL, not cost per lead. Five other Meta studies did not pass: they named no sample, carried no date, or mixed consumer and B2B advertisers.

What moves it. Facebook and Instagram differ: the same study puts the median Instagram advertiser at $172 a lead. A Meta number needs two more publishers who share their data and name their sample.

Not enough data for a Meta number. Plan it as a test, and read cost per SQL.

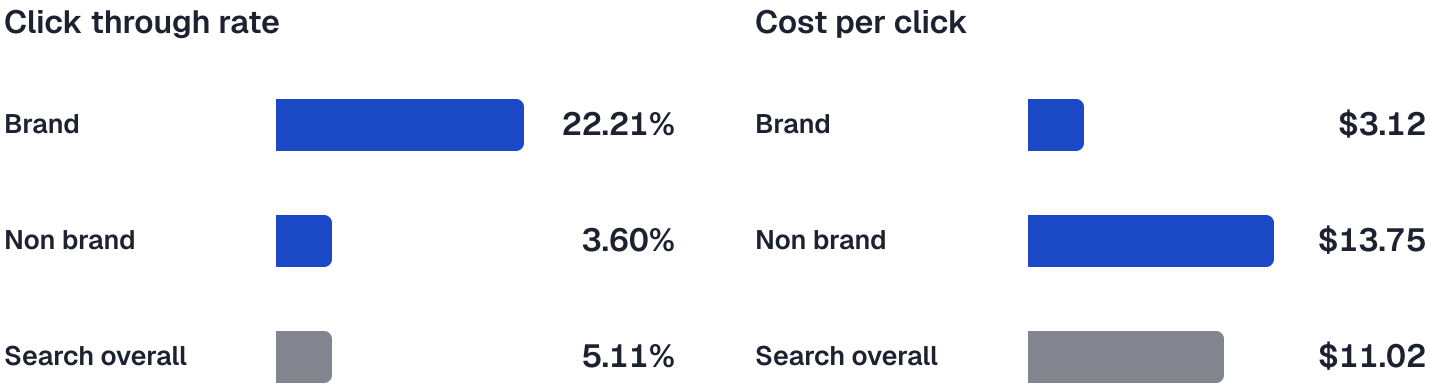
✦ BEFORE YOU CHANGE THE PLAN

4. Why your number may differ

A figure outside the range is not a verdict. Studies measure different accounts in different ways, and so do you. Check these first.

Brand search. Brand queries convert and cost differently from the rest. Pipe Rocket Digital reports a Search click through rate of 5.11% that includes brand. Its brand rate is 22.21% and its non brand rate 3.60%. Click cost shows the same split: $3.12 brand, $13.75 non brand, and $11.02 for Search overall. Split brand from non brand before you compare any Search figure.

Same accounts, two answers



Pipe Rocket Digital, 53+ B2B SaaS accounts.

One set of accounts. Brand and non brand answer differently.

What counts as a lead. Publishers count form fills, tracked conversions or any conversion. A demo request and a guide download are not the same lead. Match the definition your sales team uses before you compare costs.

How much you spend. A figure weighted by spend leans toward the biggest spenders, who pay least. Metadata.io's all B2B LinkedIn cost per lead is $202 weighted by spend and $376 for the median advertiser. Its Google cut for B2B Tech is $1,033 weighted by spend, from advertisers who mostly buy LinkedIn. The number on this page is a median, so that one figure cannot pull it up.

Who the studies measure. Some publishers manage client accounts, some report on their software's customers. A study of one kind of account may not look like yours.

Campaign type. Several Google figures blend campaign types instead of isolating Search. Four of the six Search cost per lead figures are blends, and the table marks them.

Offer, audience and form type. These are yours, not the studies'. A gated guide, a demo request and a free trial draw different people. A form on the platform and a form on your site convert differently. When you sit above the range, look here after brand mix.

Age. One LinkedIn study pools 2022 to 2026.

> Before you change a plan over one number, check four things: brand mix, offer, audience and form type.

✦ METHOD

5. How we got the numbers

We reviewed 22 studies from 14 publishers. A study counted only if it passed three tests.

- It reports the publisher's own data: managed accounts, platform customers or user data.
- It names a sample: how many accounts, advertisers or campaigns, or how much spend.
- It carries a 2026 date, on the page or in its markup.

Fourteen studies from nine publishers passed.

22	14	3+
studies reviewed	studies counted, from 9 publishers	publishers to show a number

Every number on this page comes from the middle card.

From figures to a number. Each publisher gives one headline figure per number, so no publisher counts twice. When a study printed a range, we used its midpoint. The number is the median of those figures. The range is the middle half of the figures when four or more publishers back it, and lowest to highest with three. With fewer than three publishers there is no benchmark number. We label it Not enough data and show the figures we have.

Confidence. High means five or more studies that sit close together. Medium means three or four studies, or five that spread wider. Google Search click cost has five studies and still reads Medium: its upper end, $11.02, is just over twice its lower end, $5.48. That is why every number comes with its range.

What we left out.

- Studies that named no sample or no spend, carried no date, could not be opened in full, or mixed consumer and B2B advertisers.
- Figures in euros. Every figure here is in dollars, on one scale.
- Sourced or influenced pipeline per $1 of spend. It measures something other than revenue per $1, and the revenue return rows hold only the second.
- Performance Max and Demand Gen. Neither has three publishers on any figure, so neither has a benchmark number in this edition.

Who made this. Hero Marketer ran none of these accounts and published none of this data. We reviewed the studies, applied the tests and did the arithmetic. The founder has run marketing for 9+ years at 10+ B2B SaaS companies, their Google, LinkedIn and Meta ads included.

✦ SOURCES

6. Sources

Nine publishers counted. Each link opens the study behind the figures.

Publisher	Study	Published	Sample	What it counted for
42 Agency	CPC & CPL Benchmarks by Industry (B2B, 2026)	April 2026	200+ real B2B campaigns and $12M+ managed ad spend across Google Ads, LinkedIn, Meta	Google Search: cost per click, cost per lead
42 Agency	B2B LinkedIn Ads Benchmarks 2026	June 2026	87 B2B LinkedIn campaigns	LinkedIn: click through rate, cost per 1,000 impressions, cost per click, cost per lead

Publisher	Study	Published	Sample	What it counted for
Dreamdata	Announcing the 2026 LinkedIn Ads Benchmarks Report (blog highlights)	March 2026	Dreamdata customers' aggregated data: 66M+ sessions, 3.5M+ customer journeys	Google Search, LinkedIn, Meta: revenue return only
Factors.ai	LinkedIn vs Google: A Four-Metric ROI Comparison Every CMO Must See	February 2026	100+ B2B marketing teams	LinkedIn: revenue return only
GrowthSpree	LinkedIn Ads Benchmarks 2026: CPC, CPL, Cost per SQL, ROAS	April 2026	300+ B2B SaaS accounts, $60M+ managed spend	LinkedIn: cost per click, cost per lead, click through rate, conversion rate
GrowthSpree	SaaS Google Ads Benchmarks 2026: CPC, CPL, CTR, and Conversion Rates by Vertical, ACV, and Sales Cycle Length	April 2026	GrowthSpree management of $60M+ ad spend across 300+ B2B SaaS accounts	Google Search: cost per click, click through rate, conversion rate, cost per lead, cost per SQL
GrowthSpree	$11.3M Google Ads Waste Report: 43 B2B SaaS Accounts (2026)	May 2026	43 enterprise B2B SaaS Google Ads accounts that engaged GrowthSpree for audit services	No headline figure
Metadata.io	2026 B2B Paid Media Benchmark	September 2026	153 B2B advertisers, $57.6M of 2025 spend across LinkedIn, Google Ads, Facebook and Instagram, 211,000 leads	Google Search, LinkedIn, Meta: cost per click, click through rate, cost per lead, conversion rate, cost per 1,000 impressions
Pipe Rocket Digital	100+ Google Ads Benchmarks for B2B SaaS (October 2026)	October 2026	53+ B2B SaaS Google Ads accounts the agency actively manages	Google Search, Google Performance Max, Google Demand Gen: click through rate, cost per click, conversion rate, cost per lead
Sotros Infotech	Google Ads Performance Max vs Search for B2B: When to Use Each, Budget Split & the 'Feedback Loop of Doom' You Need to Avoid (2026)	July 2026	Agency managed client accounts: 35+ B2B SaaS companies, $2M+ spent on PMax in the last 12 months	Google Search, Google Performance Max: cost per lead, lead to SQL rate, cost per SQL, conversion rate
Sotros Infotech	Google Demand Gen Campaigns for B2B: Strategy, CPL Benchmarks & Why It Beat Display (2026)	August 2026	Demand Gen tested across 20+ B2B SaaS accounts	Google Demand Gen: cost per lead, lead to SQL rate
TripleDart	The 2026 State of SaaS PPC Benchmark Report	April 2026	84 actively managed Google Ads accounts, $60M+ combined spend, six B2B SaaS verticals	Google Search: cost per lead, conversion rate, cost per click
ZenABM	LinkedIn ABM 2026: Performance Benchmarks Report	January 2026	Same ZenABM dataset: about 197 companies with CTR, CPC, CPM medians	LinkedIn: click through rate, cost per click, cost per 1,000 impressions
ZenABM	LinkedIn Ads Benchmarks: Real Data from 211 B2B Companies in 2026	February 2026	211 B2B companies running ABM on LinkedIn via ZenABM, 161,256 ads, $5,536,829 ad spend, 29 countries	No headline figure

✦ YOUR PLAN

7. Plan 2027 from your own cost per SQL

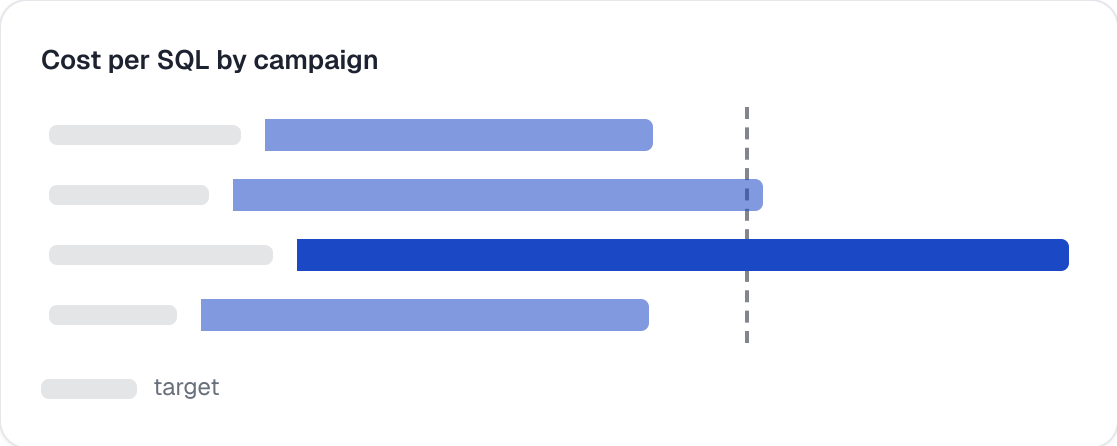
A benchmark shows what is typical. Your plan needs your numbers. This is the order we would use.

1. Start with what a customer is worth to you. Take the cost per SQL or per customer your budget can carry. That is your target. A benchmark does not set it.
2. Read your own cost per SQL by platform. Keep platforms apart: each counts its own conversions, and one signup can count twice.
3. Place your cost per lead against the range. Use section 3. Inside means typical. Outside means check section 4 first.
4. Set one target per platform, and show the range beside it.
5. Take it to your CEO as a short page per platform. Put three lines on it: your last cost per SQL, the benchmark range labelled "B2B SaaS, nine publishers, mostly 2025 data", and your 2027 target with the one reason it differs. Show the range, not only the number.

An optional budget planner turns a budget into leads at the benchmark.

Where Hero Marketer fits

With HubSpot connected, Hero Marketer shows the SQLs and deals each campaign brought and what each one cost, by platform and over time. That is the number in step 2, on one view instead of three ad managers and a spreadsheet. You set monthly spend and conversion targets, and see where the month will end at this pace against each one. When the plan is ready, share the dashboard with your CEO as a link or a PDF.



Hero Marketer reads HubSpot and writes nothing to it unless you ask for a segment.

FAQ

What is a typical cost per lead on Google Ads for B2B SaaS?

On Google Search, the median cost per lead for B2B SaaS is $135, across six studies from 2026. The middle half of those studies sits between $116 and $224.

What is a typical cost per lead on LinkedIn Ads for B2B SaaS?

On LinkedIn, the median cost per lead for B2B SaaS is $198, across three studies from 2026. Those studies run from $173 to $276.

How much does a click cost on LinkedIn Ads for B2B SaaS?

For B2B SaaS, a LinkedIn click costs $9.63 at the median, across four studies from 2026. Those studies run from $8.25 to $11.26.

What conversion rate should I expect from Google Search ads for B2B SaaS?

The median Google Search conversion rate for B2B SaaS is 3.27%, across five studies from 2026. The middle half of those studies sits between 3.16% and 4.20%.

Is there a benchmark for Meta ads for B2B SaaS?

No. There is not enough data: one 2026 study (Metadata.io) reports a Facebook cost per lead of $159, and a benchmark needs three studies. Treat that figure as one data point, not as a typical cost.

Is my cost per lead bad if it is above the benchmark?

Not by itself. A benchmark says whether a figure is typical, never whether it is good: that depends on the cost per SQL or per customer your plan needs. Above $224 on Google Search, or $276 on LinkedIn, you are higher than most of the 2026 studies, so check brand mix, offer, audience and form type before you change the plan.

How were these B2B SaaS ad benchmarks calculated?

We reviewed 22 studies from 14 publishers and counted 14 studies from nine publishers that shared their own data, named a sample and carried a 2026 date. Each number is the median of one headline figure per publisher, and it appears only when three or more publishers back it.

BUILT BY A B2B SAAS MARKETER

Put your budget behind the ads that bring pipeline.

Built from 9+ years and $2.3M in real ad spend across 10+ B2B SaaS companies. Hero AI does the manual work. You make the calls.

Get my free audit | View pricing

Access reviewed and approved by