5 Key Digital Advertising Terms & 2026 Industry Averages

1. Impressions – The total number of times your ad was displayed on a screen, whether anyone noticed it or clicked it (Note: one person seeing the same ad three times counts as three impressions)

Why this matters *→ Impressions tell you the raw reach of your campaign. Low impressions could mean your budget is too small or your targeting is too narrow. High impressions with low clicks could point to a creative, targeting, or messaging problem.*

2. CPC (Cost Per Click) – The dollar amount you pay each time someone clicks on your ad

Avg. CPC for healthcare in 2026 = <u>$3-$5 Google / $1-$3 Facebook</u>

Why this matters *→ CPC directly shapes your budget efficiency. If your marketing team/agency isn't managing it well, you can burn through budget fast without generating quality leads.*

3. CTR (Click-Through Rate) – The % of people who saw your ad and actually clicked on it

Avg. CTR for healthcare in 2026 = <u>2.5% Google / 1.5% Facebook</u>

Why this matters *→ A low CTR usually means your message is too generic, your targeting is off, or you're not showing up for the right searches. Think of CTR as the "does this ad earn attention?" metric.*

4. CPL (Cost Per Lead) – The total ad spend divided by the number of leads generated

Avg. CPL for healthcare in 2026 = <u>$150 Google & Meta</u>

Why this matters *→ This is the clearest way to evaluate whether your marketing team/agency is generating interest efficiently. CPL is higher in healthcare, but if the lead is quality, you stand to far outpace that cost based on revenue from a resident/patient.*

5. ROAS (Return on Ad Spend) – For every dollar spent on ads, how many dollars of revenue came back

Avg. ROAS for healthcare in 2026 = 3:1 – 10:1 Google & Meta

Why this matters → *This is the executive summary of whether advertising is profitable.*