

SOURCELOOP RESEARCH

Lead conversion rate benchmarks

What share of website visits become leads, which channels convert best, and how much the device matters.

SourceLoop visit and lead data, with industry research

Key findings

How often website visits turn into leads, by channel and device, from SourceLoop visit and lead data, April 2025 to October 2026.

2.5%



The typical website turns 2.5% of its visits into leads. The top quarter of websites convert 6% or more.

SourceLoop visit and lead data, 2025 to 2026

2x



Visits from paid search convert to leads at 3.8%, twice the rate of organic search at 1.9%.

SourceLoop visit and lead data, 2025 to 2026

7 in 10



About seven in ten paid social leads arrive on a phone, against fewer than one in five organic search leads.

SourceLoop visit and lead data, 2025 to 2026

1.9%



Visits on a phone convert to leads at 1.9%, close to the 2.1% of visits on a computer.

SourceLoop visit and lead data, 2025 to 2026

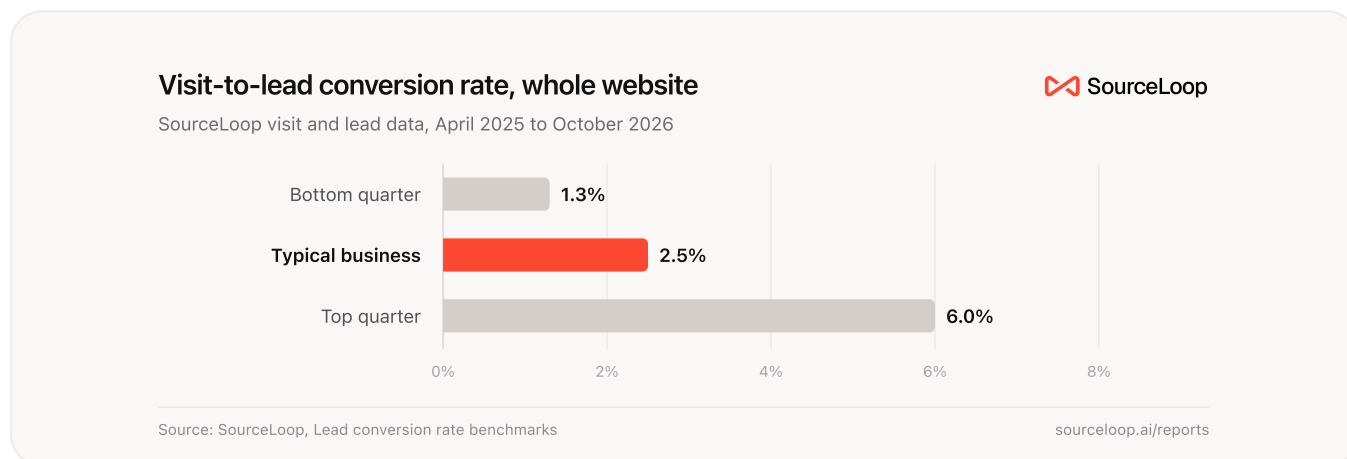
IN THIS REPORT

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What the top quarter reaches
Which leads arrive on a phone

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The typical website turns 2.5% of visits into leads

Across businesses that use SourceLoop, the median website converts 2.5% of its visits into a lead: a form fill, call, chat, or booked meeting. The top quarter convert 6% or more, and the bottom quarter 1.3% or less. A rate between 1.3% and 6% is normal for a whole website.



This is a rate for the whole site, counting every visit. A single landing page built for one offer converts higher, because everyone who reaches it came for that offer (see section 06).

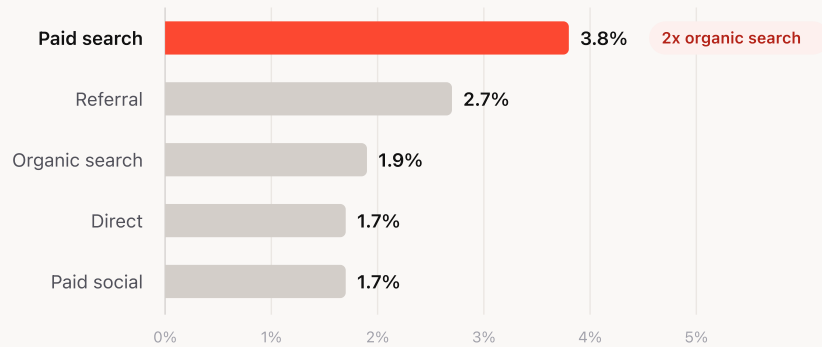
Paid search converts at 3.8%, twice the rate of organic search

Visits from paid search turn into leads at 3.8% for the typical business, twice the 1.9% of organic search. People who click a search ad were searching for the service and are close to reaching out. Referral visits come second at 2.7%, and paid social and Direct trail at 1.7%.

Visit-to-lead conversion rate, by channel

SourceLoop

Median business, by the channel of the converting visit



Source: SourceLoop, Lead conversion rate benchmarks

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Paid social converts at less than half the rate of paid search. Its visitors are often seeing an offer for the first time while scrolling, so many leave and come back later through another channel.

03

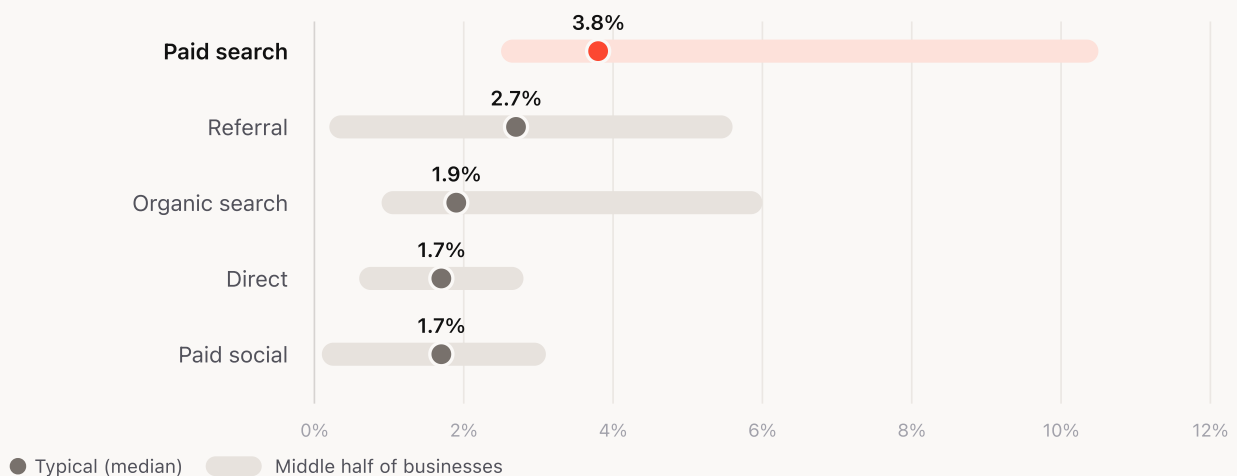
The top quarter of businesses convert over 10% of paid search visits

The typical rate hides a wide spread. For paid search, the middle half of businesses convert between 2.5% and 10.5% of visits. Organic search ranges from 0.9% to 6%, and Direct is the most consistent channel, between 0.6% and 2.8%.

Typical range of conversion rates, by channel

SourceLoop

Middle half of businesses, with the median marked



Source: SourceLoop, Lead conversion rate benchmarks

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If your rate sits below the band for a channel, the visits are reaching you but the page is not giving them a reason to get in touch. If it sits above it, that channel deserves more budget.

04

72% of paid social leads arrive on a phone, 18% of organic search leads

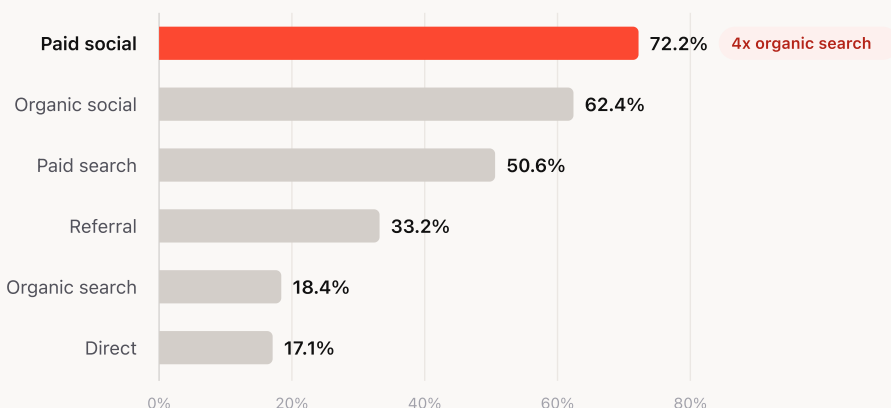
Where a lead comes from decides the screen it arrives on. About seven in ten leads from paid social arrive on a phone, and half of paid search leads do. Organic search and Direct leads come mostly from computers, with fewer than one in five on a phone.

The paid social figure comes mostly from businesses that sell to consumers, and it held for every one of them: between 61% and 89% of their paid social leads arrived on a phone, with most of the rest on a tablet. Social ads run mainly inside phone apps. Business-to-business ads, such as LinkedIn's, likely reach more people at a desk.

Share of leads that arrive on a phone

Median business, by the lead's channel

SourceLoop



Source: SourceLoop, Lead conversion rate benchmarks

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05

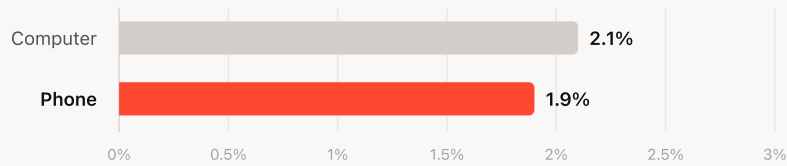
Phones convert at 1.9%, close to computers at 2.1%

For the typical business, a visit on a phone turns into a lead at 1.9%, and a visit on a computer at 2.1%. Computers come out ahead for only about half of businesses, so a phone visit is worth nearly as much as a desktop one.

Visit-to-lead conversion rate, by device

SourceLoop

Median business



Source: SourceLoop, Lead conversion rate benchmarks

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06

Industry data

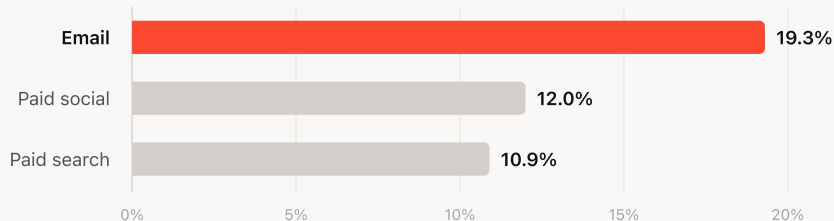
Dedicated landing pages convert at 6.6%, and email visitors at 19%

Unbounce's study of more than 41,000 landing pages puts the median landing page conversion rate at 6.6%. By channel, visitors from email converted at 19.3% on average, ahead of paid social at 12% and paid search at 10.9%. These are pages built around one offer, so they run higher than a whole website.

Average landing page conversion rate, by channel

SourceLoop

Dedicated landing pages



Source: Unbounce, Conversion Benchmark Report, 2024

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What to do with this



Benchmark each channel on its own

A single site-wide rate mixes paid search at 3.8% with paid social at 1.7%, and tells you little about either.



Build social landing pages for phones first

Seven in ten paid social leads arrive on a phone, so a form that is easy to fill with a thumb pays off there.



Look past the converting visit

Paid social often starts a journey that another channel finishes, so credit the first visit as well as the last.



Count every kind of lead

Calls, chats, and booked meetings are leads too. Count only forms and your rate looks lower than it is.

Methodology

SourceLoop figures come from aggregated, anonymous visit and lead data from businesses that use SourceLoop, April 2025 to October 2026. Conversion rate is leads divided by visits. A lead is a form fill, call, chat, or booked meeting, with duplicates removed. A lead's channel is the channel of the visit it converted on, and its device is the device of that visit.

Each business's rate is calculated on its own, and the figures shown are medians and quartiles across businesses with steady visit and lead volume, so no single business dominates a result. Public figures are quoted from their original publishers, linked below. We refresh this report as new data comes in.

Sources



[SourceLoop, "Visit and lead data from businesses that use SourceLoop"](#)

April 2025 to October 2026 · Aggregated and anonymous, see Methodology



[Unbounce, "Conversion Benchmark Report"](#)

2024 · 41,000+ landing pages, 57 million+ conversions

Cite this report

You're welcome to use any stat, chart, or dataset from this report. Please link back to this page.

SourceLoop, "Lead conversion rate benchmarks", updated October 2026.
<https://sourceloop.ai/reports/lead-conversion-rates/>

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