Benchmarking for Better Ads

November 11, 2026
Set advertising benchmarks using your own campaign data and a regular review process.

What this guide covers

- Calculate baseline performance measures.
- Consider seasonal and geographic differences.
- Monitor results and update targets.

Who this is for

For marketers reviewing paid advertising.

Putting the ideas to use

Use proposed adjustments as examples and validate benchmarks against your own data.

Book details

Format: Guide. Pages: 14. Words: 844.

Download availability: After payment, download the complete ZIP package or the included PDF separately.