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BENCHMARK SERIES · VOL. 01

2026

THE LEAD COST REPORT

Perth Trades **Lead Cost Report**

PERTH, WESTERN AUSTRALIA

Cost per enquiry, by trade
Google vs Meta · tracking · benchmarks

Google Partner

Meta Business Partner

WHAT ONE ENQUIRY SHOULD COST — AND HOW TO TELL IF YOURS ARE REAL

2026 EDITION · PDF

BEFORE YOU READ

Why this **report exists.**

Every week a Perth business owner tells us some version of the same thing: “We're getting leads — they're just rubbish.”

Almost nobody in this market can answer the only question that matters: **what should one real enquiry cost you?** Not a click. Not a form fill from someone shopping a $200 job. A genuine enquiry from a customer you'd actually want.

Agencies rarely publish this number. When it's good, it's a competitive advantage; when it's bad, it's hidden behind impressions, reach and “engagement.” So business owners benchmark against nothing, and reporting gets built to look good rather than be useful.

This report puts the numbers on the table instead.

Where the numbers **come from**

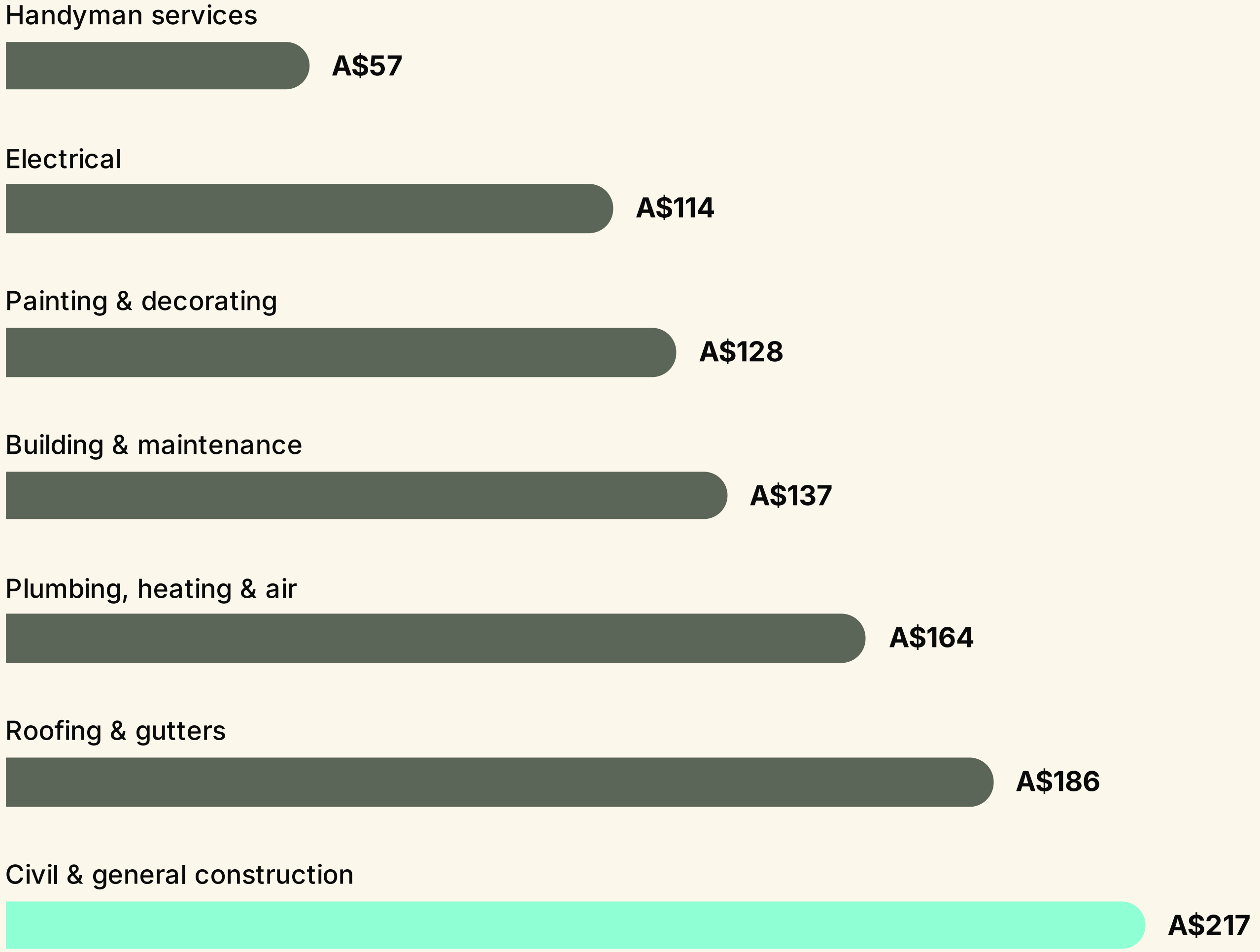
Two places. First, twenty years of running lead-generation campaigns in this market — the patterns, ratios and failure modes below are what that experience looks like written down. Second, the latest published industry benchmark studies (LocaliQ, WordStream and Focus Digital, 2025–26), converted to Australian dollars and rounded. Every published figure is sourced on the back page — nothing here is a guess dressed up as data.

> **How to use it:** read pages 3–5 for the benchmarks, page 7 for the scoring table, and mark your own numbers in the margin as you go. Ten minutes, one highlighter.

BENCHMARK 01

What a job enquiry **costs right now.**

Average cost per lead from paid search, by trade — the most recent published benchmark data, converted to Australian dollars and adjusted for the Perth market (method on the back page). An "enquiry" here means a form submission or call — not a click or an impression.



Source: LocaliQ Home Services Search Advertising Benchmarks (US data, Apr 2024–Mar 2025), converted at US$0.70 ≈ A$1.43 (July 2026), Perth-adjusted and rounded. Building & maintenance is a composite of the maintenance and construction categories. Perth-adjusted home-services average: A$110 per lead. Full citations and method on the back page.

The published figures are US-market medians; Perth is a less saturated auction than the average American metro, so we adjust them down to reflect what this market actually pays. Even so, treat these as a ceiling, not a target — **a well-built local campaign should land under these figures**, while a broken one will sail past them without anyone noticing.

Two patterns hold everywhere: **higher job value means higher enquiry cost** (a construction enquiry costing multiples of a handyman enquiry is normal, not a failure), and **the range within a trade is wider than the range between trades** — offer, tracking and follow-up speed move the number more than the trade you're in.

BENCHMARK 02

Google vs Meta, **same trades.**

The two platforms produce different enquiries at different costs, and most Perth trades businesses are over-invested in one and absent from the other.

	GOOGLE (SEARCH)	META (FACEBOOK/INSTAGRAM)
Avg cost per lead, home services	**A$110**	**A$39–45**
Avg cost per click	A$11.90	Typically a fraction of search
Intent	Actively searching — problem now, comparing 2–3 quotes	Interrupted mid-scroll — problem known, not yet urgent
Typical speed to job	Days	Weeks
Failure mode	Bidding wars on generic keywords; budget eaten by suburbs you don't serve	“Leads” that were never real enquiries; broken pixel events teaching the algorithm nothing

Sources: LocaliQ/WordStream 2025–26 search benchmarks; WordStream and Focus Digital 2025 Meta CPL studies (US data), converted to AUD, Perth-adjusted and rounded. Citations and method on the back page.

> **The arithmetic nobody shows you:** a A$40 Meta lead looks like a bargain next to a A$110 search lead. But if only 1 in 4 of those Meta leads is a real enquiry, your true cost is A$160 — half again the search figure. The cheap lead is not always the cheap customer. Qualification, not platform, decides which column wins.

The practical read: Google buys urgency, Meta buys pipeline. A trades business spending $3,000+/month should almost always be on both — Google to capture demand that exists today, Meta to be the name people already know when the job becomes urgent.

The three tracking failures **that flatter reports.**

Across the accounts we've audited over two decades, most “great months” that didn't feel great in the bank account trace back to one of these three.

1

Counting form fills nobody followed up.

The thank-you page fires on every submission — spam, job seekers, suppliers, the lot. The report counts them all as leads. Nobody reconciles them against actual conversations.

Spot it: ask for last month's lead list and count how many you'd call a real enquiry. If the gap is more than ~25%, your cost per lead is fiction.

2

Optimising to the wrong event.

The campaign is “converting” on page views, clicks or engagements renamed as leads. The platform then optimises for people who do that cheap thing — and delivers more of it. Cheap leads, empty pipeline.

Spot it: find the conversion event your campaign optimises against. If it isn't a form submit or a call — verified in Test Events — the algorithm is being taught the wrong job.

3

Double-counting across platforms.

Google claims the enquiry. Meta claims the same enquiry. Pixel and server both fire without deduplication. One customer becomes two or three “conversions,” and every platform's cost per lead looks better than reality.

Spot it: add up the conversions every platform claims for a month and compare against enquiries that actually reached your inbox or phone. If platforms claim more than you received, you're paying for applause.

See your market **for yourself.**

You don't need an agency login to see what's working in Perth right now. These four free tools show you exactly what your competitors are running and whether your own tracking is telling the truth — ten minutes, no account required for the first two.

1. **Meta Ad Library**

   facebook.com/ads/library — every ad every advertiser is running on Facebook and Instagram, and how long each has been live. Search your three biggest competitors and look at what's been running longest: nobody funds a losing ad for months, so **longevity is the tell**.

   Look for: the offer in their longest-running ad. That's what's converting in your market right now.

2. **Google Ads Transparency Center**

   adstransparency.google.com — the same idea for Google: every search, display and YouTube ad an advertiser runs. Search a competitor's name or domain and see where they're spending and what they lead with.

   Look for: whether they're on both platforms. A competitor running search AND social is buying urgency and pipeline at once.

3. **Meta Pixel Helper**

   Free Chrome extension — open your own website with it running and it shows which pixel events actually fire. This is how you catch failures 1 and 2 from the previous page in about ninety seconds.

   Look for: a Lead event that fires on the thank-you page only — not on every page load.

4. **Google Tag Assistant**

   tagassistant.google.com — the same health-check for your Google tags: conversion tracking, GA4 events and what each click is actually recorded as.

   Look for: one conversion action per real enquiry — duplicated tags are how failure 3 double-counts your leads.

> **What the long-running ads have in common,** in every market we've watched: a specific offer with a number in it, proof naming real suburbs and real jobs, a reason to respond now that isn't a discount — and the discipline to leave the ad alone long enough to learn.

SCORE YOURSELF

The ten-minute **benchmark.**

Pull up last month's report — or your bank statement and inbox if the report can't answer — and fill in the right-hand column.

QUESTION	BENCHMARK	YOUR NUMBER
Ad spend last month (all platforms)	—	$
Enquiries you'd call real	—	
Cost per real enquiry	A$57–217 by trade (p.3); under the p.3 figure for your trade is the goal	$
Enquiries answered within 5 minutes	The winners: most of them	%
Enquiries that became quotes	≈ half is healthy	%
Quotes that became jobs	1 in 3 or better	%
Cost per won job	**Under 10% of average job value**	**$**

Prefer it done for you? Use the live version of this table at **clikdigital.com.au/lead-cost-calculator** — enter the same numbers and it scores you against your trade’s benchmark automatically.

How to read your result: if your cost per real enquiry is more than roughly double the benchmark for your trade, the problem is almost never “the algorithm.” In our experience it's one of the three tracking failures on page 5, a slow follow-up, or an offer that attracts the wrong job size.

> **The one metric to run your marketing on:** cost per won job. Everything else — CPL, CTR, reach — is diagnostic, not scoreboard.

WORKED EXAMPLE

Two businesses, same spend, **different truths.**

Both of these are composites drawn from patterns we've seen repeatedly over twenty years of audits. Both spend $4,000 a month. Both get told they're doing fine.

	BUSINESS A	BUSINESS B
Monthly ad spend	$4,000	$4,000
“Leads” on the report	80	36
Reported cost per lead	$50 — looks great	$111 — looks worse
Real enquiries after cleaning	28	31
Real cost per enquiry	$143	$129
Answered within 5 minutes	1 in 5	4 in 5
Jobs won	**4 — $1,000 per job**	**9 — $444 per job**

Business A's report is the prettier one. Business B wins more than twice the work from the same budget — because its numbers were real, so its decisions were real.

This is why the front half of this report is about tracking rather than tactics. **You cannot optimise numbers you can't trust.** Every dollar spent on a broken measurement setup buys you confident-sounding fiction.

Figures in this example are illustrative composites shown to demonstrate the arithmetic — and labelled as such deliberately.

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ONE PAGE ON US — POSITIONING, NOT A PITCH

Craft over **volume.**

Clik Digital is a Perth agency run by its principal. Twenty years running ads in this market, ten years in business, and a client base that mostly arrived by referral and mostly stayed — 96% of clients have been with us three years or longer.

The model is deliberately small. No account managers, no hand-offs, no lock-in contracts. You deal with the person who does the work, month to month, and the reporting you get is the reporting we'd want as owners: cost per real enquiry and cost per won job, with the flattering vanity metrics left out.

★ ★ ★ ★ ★

"I have dealt with several digital marketing agencies over the years and have found Clik Digital to be **the most genuine team**. They care about the outcomes and I can comfortably recommend Clik Digital to anyone."

Jim's Group

Jim's Group

Published review — clikdigital.com.au

IF YOUR NUMBERS DIDN'T HOLD UP

The Clik Diagnostic — $750

Ad account teardown, conversion-path audit, competitor spend analysis, and a written 90-day plan you keep whether we work together or not. If we do, the $750 comes off your first month. A piece of work, not a sales call.

Benchmarks are only useful **if you act on them.**

Score your numbers on page 7. If they hold up, you're in good hands. If they don't, you now know exactly which questions to ask — whoever you ask them of.

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SOURCES & METHOD

Published benchmarks: LocaliQ, *Home Services Search Advertising Benchmarks* (US campaign data, Apr 2024–Mar 2025); LocaliQ & WordStream, *Search Advertising Benchmarks by Industry* (2026); WordStream Meta Ads CPL benchmarks (Sept 2025); Focus Digital, North America Meta CPL study (Mar–Jun 2025). US-dollar figures converted at US\$0.70 ≈ A\$1.43 (July 2026), then adjusted downward (−A\$20 per category) to reflect the less saturated Perth auction, based on two decades of local campaign experience; “Building & maintenance” is a composite of the adjusted maintenance and construction categories. They remain benchmark medians and will differ from any individual Perth account. Experience-based observations are drawn from two decades of campaign management in the Perth market and are opinions, not measurements. The worked example on page 8 is an illustrative composite. This report is general information, not financial advice.