

# HVAC Marketing Benchmarks Guide

What Good, Average, and Poor Performance Looks Like — By Channel

Based on 2025–2026 HVAC industry data across thousands of contractor accounts.

### How to use this guide

These benchmarks are HVAC-specific. Generic home services averages don't apply to your business — the urgency, ticket size, and customer intent in HVAC is fundamentally different. Use these numbers to:

- Evaluate how your current agency's performance compares to industry reality
- Identify which channels have the most room for improvement
- Set data-driven performance targets in your monthly agency reviews



### Google Search Ads

Highest-intent paid channel. Users are actively searching for HVAC services right now.

| METRIC             | ⚠️ POOR | 🎯 AVERAGE     | ✓ GOOD  |
|--------------------|---------|---------------|---------|
| Cost Per Lead      | > \$200 | \$100 – \$200 | < \$100 |
| Ad Conversion Rate | < 5%    | 5% – 10%      | 20%+    |
| Ad Spend Waste %   | > 20%   | 10% – 20%     | < 10%   |

**Elevated Insight:** Industry average HVAC Search CPL is ~\$104 blended, but non-branded campaigns average \$149 on their own. The gap between Good and Poor on conversion rate is almost entirely explained by landing page relevance and negative keyword hygiene — not budget.

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### Local Services Ads (LSA)

Pay-per-lead, highest trust signal. Appears above all other ads and organic results.

| METRIC                   | ⚠ POOR  | 🎯 AVERAGE    | ✓ GOOD |
|--------------------------|---------|--------------|--------|
| Cost Per Lead            | > \$120 | \$75 – \$120 | < \$75 |
| Book Rate (lead to job)  | < 25%   | 25% – 35%    | 40%+   |
| Abs Top Impression Share | < 30%   | 30% – 60%    | 70%+   |

**Elevated Insight:** LSA ranking is driven by review velocity, response time to new leads, and dispute management — not just budget. GBP reviews and LSA reviews now feed the same ranking signal as of 2025. Agencies that treat LSA as a 'set it and forget it' channel are leaving your top impression share on the table.

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### Performance Max (PMax)

Google's AI-driven multi-surface campaign. Lower CPL on paper — but book rate tells the real story.

| METRIC                  | ⚠ POOR  | 🎯 AVERAGE   | ✓ GOOD |
|-------------------------|---------|-------------|--------|
| Cost Per Lead           | > \$120 | \$50 – \$90 | < \$40 |
| Book Rate (lead to job) | < 15%   | 20% – 32%   | 35%+   |

📌 **Note:** PMax CPL looks attractive vs. Search, but the book rate is consistently lower. Always compare cost per booked job — not cost per lead — before shifting budget from Search to PMax. PMax with no offline conversion data fed back to Google is almost always underperforming.



## SEO / Organic Search

Highest long-term ROI channel. Compounds over time — unlike paid, it doesn't stop when you stop paying.

| METRIC                  | ⚠️ POOR | 🕒 AVERAGE   | ✓ GOOD |
|-------------------------|---------|-------------|--------|
| Cost Per Lead (blended) | > \$60  | \$25 – \$60 | < \$20 |
| Organic Conversion Rate | < 2%    | 2% – 4%     | 5%+    |

**Elevated Insight:** Organic leads convert to paying customers at a higher rate than paid leads once qualified — they arrive with more built-in trust. The median HVAC SEO ROI in 2025 was 27x. SEO typically takes 90–120 days to show initial results and 6–12 months for dominant positioning, but the compounding effect makes it the most cost-efficient channel long-term.



## Meta / Facebook Ads

Best for awareness, maintenance offers, and tune-up campaigns. Not a replacement for search-intent channels.

| METRIC          | ⚠️ POOR | 🕒 AVERAGE   | ✓ GOOD |
|-----------------|---------|-------------|--------|
| Cost Per Lead   | > \$60  | \$36 – \$60 | < \$36 |
| Lead Close Rate | < 15%   | 15% – 25%   | 30%+   |

**Elevated Insight:** Meta works best for promoting specific offers to homeowners (tune-ups, maintenance agreements, financing specials) — not emergency or replacement demand. Close rates are lower than Search because the intent is lower. The play is using Meta to build a pipeline of maintenance customers who convert to replacement jobs later. Businesses running both Meta and Search see CPL decrease 3–29% across channels.



## Google Business Profile (GBP)

Free, high-impact channel. Drives Maps leads and directly influences LSA ranking. Often the #1 driver of organic closed revenue.

| METRIC               | ⚠️ POOR  | 🟡 AVERAGE  | ✅ GOOD     |
|----------------------|----------|------------|------------|
| Total Reviews        | < 10     | 10 – 25    | 25+        |
| Average Star Rating  | < 4.2    | 4.2 – 4.7  | 4.7+       |
| Review Response Rate | < 50%    | 50% – 80%  | 95%+       |
| Review Response Time | > 8 days | 2 – 8 days | < 24 hours |

**Elevated Insight:** GBP accounted for more than half of organic closed revenue in HVAC in Q4 2025. As of 2025, GBP reviews and LSA reviews share the same rating signal — meaning every review you earn improves both your Maps ranking and your LSA impression share simultaneously. Response time under 24 hours is one of the most actionable levers most HVAC owners ignore.

## How to Use These Benchmarks With Your Agency

|        |                                                                                          |
|--------|------------------------------------------------------------------------------------------|
| Step 1 | Ask your agency to pull your last 90 days of data for each channel you're running.       |
| Step 2 | Map each metric against this guide. Mark each as Good, Average, or Poor.                 |
| Step 3 | For any metric in the Poor or Average column, ask: what's your plan to move this number? |
| Step 4 | Set a 60-day improvement target for your two weakest metrics. Review monthly.            |

## See How Your Numbers Stack Up

We'll pull your last 90 days of data across every channel and show you exactly where you sit against these benchmarks — and what it would take to move from Average to Good.

Book your free audit at [ElevatedHVACMarketing.com/audit](https://ElevatedHVACMarketing.com/audit)