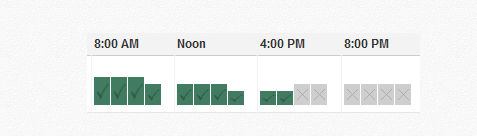


Best times for seeing clicks/conversions



What Is the Average Click-Through Rate for a PPC Ad?

The average click-through rate on AdWords paid search ads is about **2%**. Accordingly, anything over **2%** can be considered an above average CTR.