



NCS ROAS BENCHMARKS

MEDIA TYPE	AVERAGE ROAS
Print	\$3.83
Display	\$1.90
Cross Media*	\$1.86
Mobile	\$2.17
Digital Video	\$2.04
Linear TV	\$3.80
Connected TV	\$1.20
<i>Source:</i> NCSolutions Sales Effect Studies *Cross Media = Digital Cross-Screen (Desktop + Mobile)	

These are the averages of hundreds of campaigns over many years and were first provided to us for a [Media Village article December 17, 2020](#).