

Performance Marketing Pricing 2026

Minimum project sizes of 652 performance marketing (PPC) agencies, by country, region and team size

According to Edvido's analysis of 652 performance marketing (PPC) agencies (October 2026), the median minimum project size is \$1,000: 59.5% of firms that publish a minimum start at \$1,000 or less, and 14.6% ask for \$10,000 or more.

Firms analysed

652

553 publish a minimum

Median minimum

\$1,000

per project

\$1,000 or less

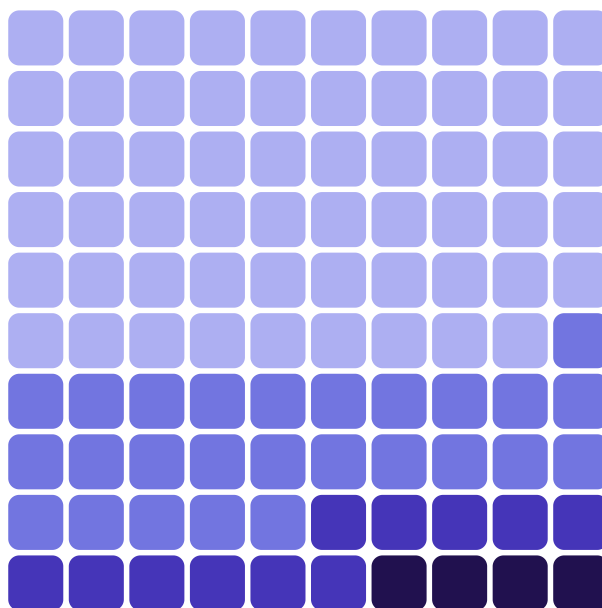
59.5%

of firms with a minimum

\$10,000 or more

14.6%

3.6% at \$25,000+



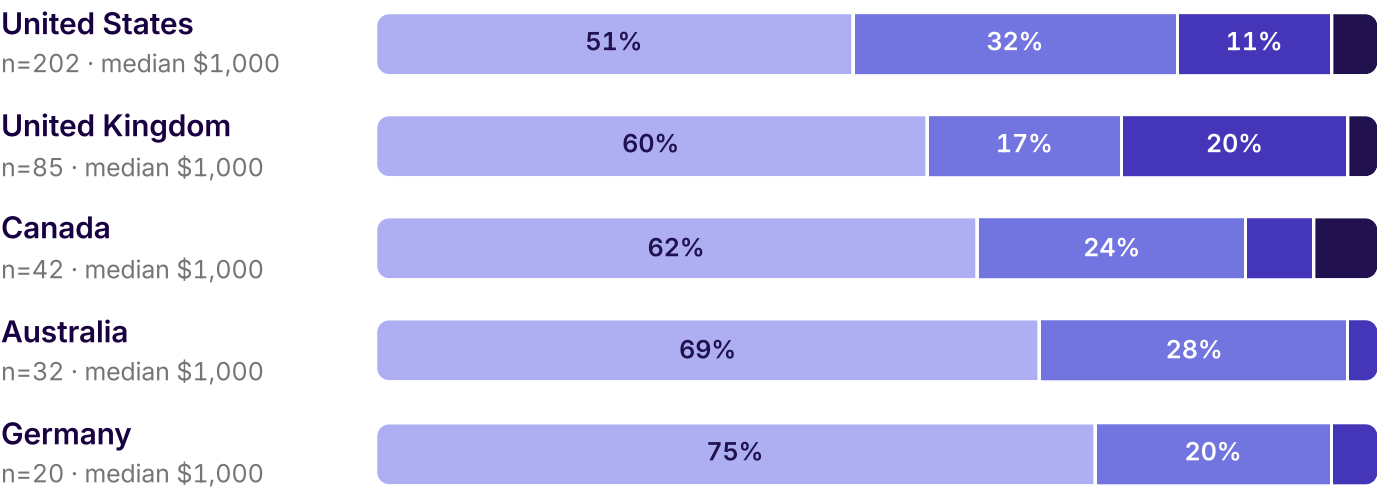
Each square is 1% of the 553 firms that publish a minimum project size.

■ \$1,000 or less	59.5%
■ \$1,500 – \$9,999	25.9%
■ \$10,000 – \$24,999	11%
■ \$25,000 or more	3.6%

Minimums by country

Countries with at least 20 firms publishing a minimum.

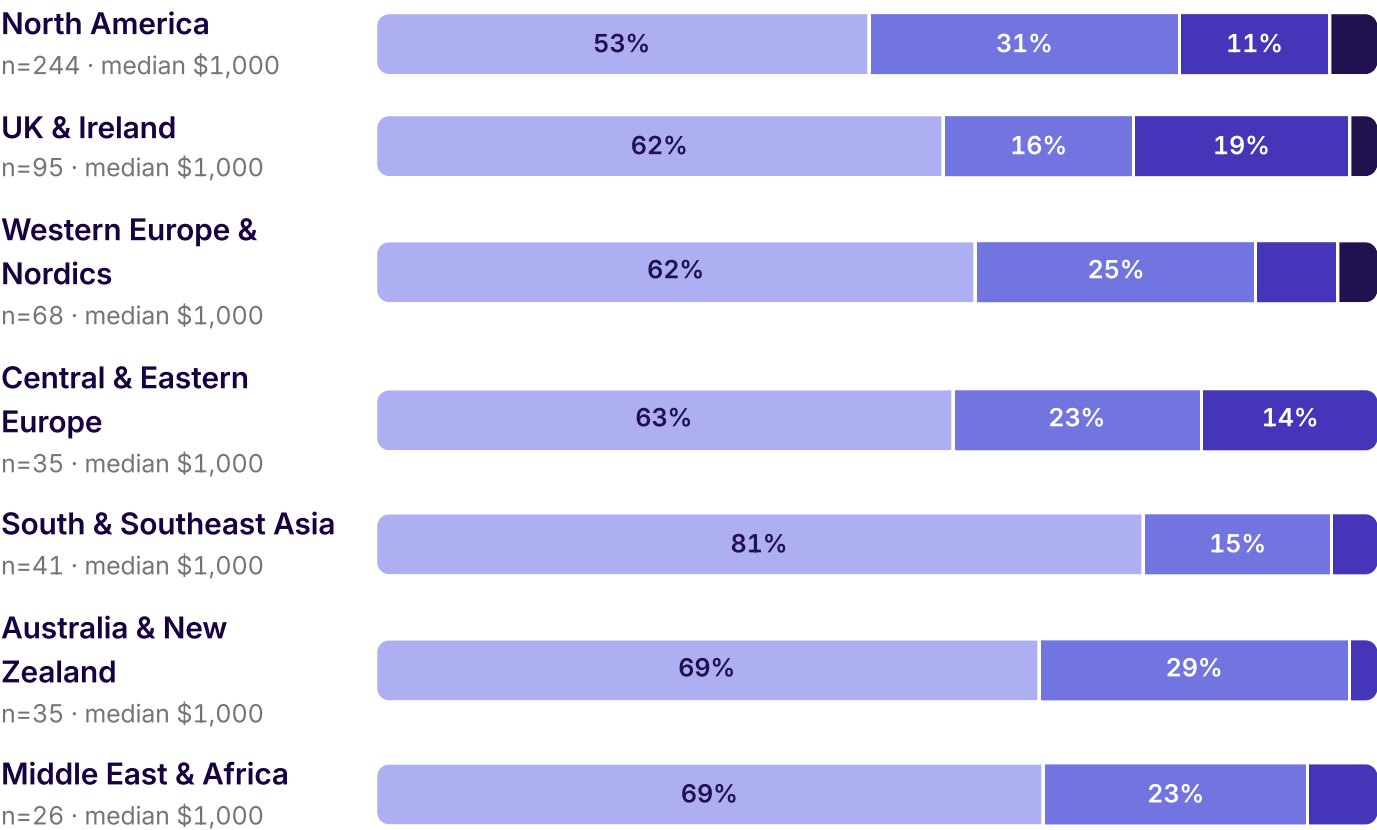
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Country	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
United States	202	\$1,000	51%	32.2%	11.4%	5.4%
United Kingdom	85	\$1,000	60%	16.5%	20%	3.5%
Canada	42	\$1,000	61.9%	23.8%	7.2%	7.1%
Australia	32	\$1,000	68.8%	28.1%	3.1%	0%
Germany	20	\$1,000	75%	20%	5%	0%

Minimums by region

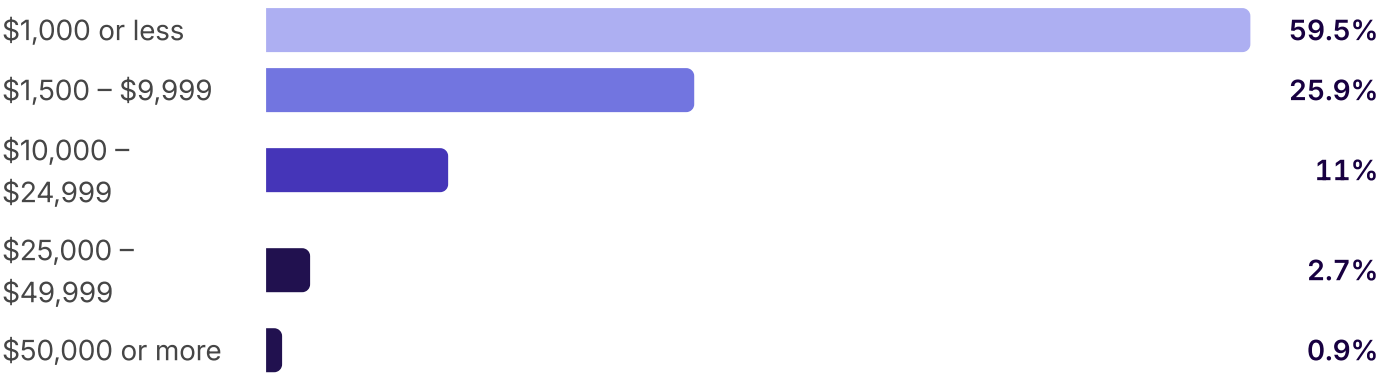
\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Region	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
North America	244	\$1,000	52.9%	30.7%	10.7%	5.7%
UK & Ireland	95	\$1,000	62.1%	15.8%	18.9%	3.2%
Western Europe & Nordics	68	\$1,000	61.8%	25%	8.8%	4.4%
Central & Eastern Europe	35	\$1,000	62.9%	22.8%	14.3%	0%
South & Southeast Asia	41	\$1,000	80.5%	14.6%	4.9%	0%
Australia & New Zealand	35	\$1,000	68.6%	28.5%	2.9%	0%
Middle East & Africa	26	\$1,000	69.2%	23.1%	7.7%	0%

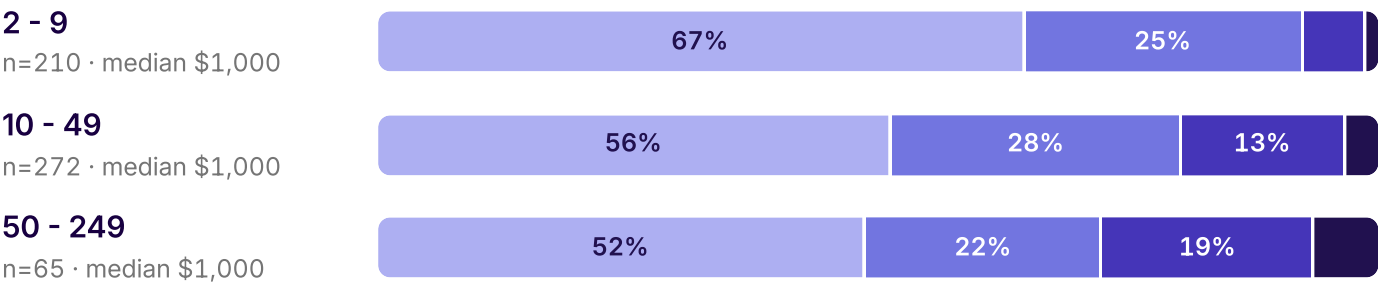
Published minimum bands

Share of the 553 firms that publish a minimum, by the band they publish.



Minimums by team size

\$1,000 or less \$1,500 – \$9,999 \$10,000 – \$24,999 \$25,000 or more



Team size	Firms (n)	Median minimum	\$1,000 or less	\$1,500 – \$9,999	\$10,000 – \$24,999	\$25,000 or more
2 - 9	210	\$1,000	67.1%	24.8%	6.7%	1.4%
10 - 49	272	\$1,000	55.5%	28%	12.5%	4%
50 - 249	65	\$1,000	52.3%	21.5%	18.5%	7.7%

Cities

Cities with at least 10 firms publishing a minimum. Small samples: read as indicative.

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Houston	United States	12	\$5,000	41.7%	25%	8.3%
Leeds	United Kingdom	10	\$5,000	30%	20%	0%
Chicago	United States	13	\$5,000	46.2%	15.4%	0%
San Diego	United States	13	\$5,000	30.8%	15.4%	15.4%
New York	United States	14	\$1,000	64.3%	21.4%	14.3%
Los Angeles	United States	11	\$1,000	54.5%	18.2%	9.1%
Birmingham	United Kingdom	12	\$1,000	66.7%	8.3%	0%
Miami	United States	12	\$1,000	58.3%	8.3%	0%

City	Country	n	Median minimum	\$1,000 or less	\$10,000+	\$25,000+
Bangkok	Thailand	13	\$1,000	76.9%	0%	0%
Utah	United States	12	\$1,000	83.3%	0%	0%

Methodology

Population	Firms listed on 120 Edvido global city pages (any category) whose public directory profile lists Pay Per Click as a service line, collected from the public listing API on 2026-10-21. Edvido has no separate city pages for performance marketing (PPC) agencies.
De-duplication	One record per firm (by website, else name); a firm listed in several cities or categories is counted once.
Price field	Minimum project size as published in the firm's public B2B directory profile (such as Clutch and Sortlist), in USD (e.g. "\$5,000+"). Firms without a published minimum are excluded from price statistics.
Country	Country of the Edvido city page the firm is listed on.
Minimum sample	Countries, regions and team-size groups with fewer than 20 firms publishing a minimum are not shown; city rows need at least 10 and are small samples.
Median	Median of the published minimum project sizes (band lower bounds).

Data: 2026-10-21. Licence: CC BY 4.0 — cite as: Edvido, Performance Marketing Pricing Data 2026 (<https://www.edvido.com/performance-marketing-agencies/pricing>). Full guide and live data: <https://www.edvido.com/performance-marketing-agencies/pricing>. Raw data: <https://www.edvido.com/data/pricing/performance-marketing-agencies.json>.

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