

20 Copywriting Statistics Every Business Should Know

A carefully selected set of statistics that show why strong, well-crafted copy is vital for business success. These facts and figures can support proposals, presentations, or simply give you the confidence that good writing gets results.

- 1. 80% of readers only read the headline before deciding to skip the rest** (*Copyblogger*)
- 2. Clear headlines boost conversions by 25%** (*Content Marketing Institute*)
- 3. Content with images gets 94% more views** (*MDG Advertising*)
- 4. Only 20% read beyond the headline** (*Nielsen Norman Group*)
- 5. Power words can raise conversion by 12.7%** (*Sleeknote*)
- 6. Personalised CTAs are 202–220% more effective** (*HubSpot*)
- 7. Video on a landing page increases conversions by 86%** (*EyeView Digital*)
- 8. Long-form content generates 9× more leads** (*Curata*)
- 9. 43% of readers skim blog posts** (*HubSpot*)
- 10. 74% of people pay attention to spelling and grammar** (*RealBusiness*)
- 11. Landing pages under 200 words have highest conversions** (*Unbounce*)
- 12. Social proof lifts conversions by ~12–15%** (*OptinMonster*)
- 13. Testimonials appear on 37% of top-performing pages** (*ConversionXL*)
- 14. Emails with 6–10 word subject lines get the best open rates** (*Invesp*)
- 15. 64% of small businesses say email copy gets strong ROI** (*Campaign Monitor*)
- 16. Only 8 out of 10 read headlines; most read 20% of the page** (*Copyblogger*)
- 17. Copy written at a third-grade level gets 36% more responses** (*Boilerplate Copywriting Study*)
- 18. Content marketing gets 3× more leads and costs 62% less** (*Demand Metric*)
- 19. Email marketing returns £36 per £1 spent** (*DMA UK*)
- 20. Top 20% of email marketers get ROI as high as 70:1** (*Litmus*)