



2022

Digital Experience Benchmark Report

More. Human. Analytics.

Digital performance across 14 industries



Executive Summary

Our top 3 "aha" moments

To create more human online experiences, you need to start with a holistic understanding of your customer. Our **2022 Digital Experience Benchmark Report** offers more analysis and industry trend data to inform your digital strategy than ever before, empowering you to build human-first, data-driven online experiences. We'll dive into acquisition sources, browsing behavior, Core Web Vitals, and conversion patterns...but first up, we wanted to share our top three takeaways from this year's report.



1. Don't get 'channel' vision; your customers are everywhere.

As you'll see from the data, today's consumer is neither chained to one device nor stuck inside. They're shopping on-the-move on mobile (**58%** of traffic), browsing on desktop (**39%** of traffic), and heading back into brick-and-mortar stores. And while this report focuses on digital, remember your digital channels form just part of your customer lifecycle. Knowing and understanding this is the key to building truly exceptional experiences for your customers—both online and offline.



2. R-E-S-P-E-C-T; find out what it means to your customers (hint: a lot).

In a world of instant gratification, the best perk you can offer your customer is respect for their time. From ensuring your checkout process is as simple as possible

to minimizing loading times in line with Google's Core Web Vitals, your customers deserve seamless experiences. And if they don't get them, they'll head elsewhere (as shown by **49%** of new users in 2021). So if your experience isn't delighting your customers—and quickly—don't expect them to hang around.



3. Expectations are higher than before.

This year, we've seen average bounce rates increase from **47%** in 2020 to **50%** in 2021. Pair this with data highlighting a **328%** increase in page views during sessions where a conversion took place, and you can deduce that customer expectations are high, and they're getting even higher. Today's consumer is clued in, happy to spend time researching the best deal, and likely to bounce if they don't get what they're expecting. So understanding exactly how and why your shoppers behave the way they do online at each stage of their journey is the magic ingredient for unlocking the perfect online customer experience.

Table of Contents

04 Introduction

06 Methodology

08 Site Entry

09 Online Traffic

12 Mobile vs Desktop Traffic

14 New vs Returning Visitors

17 Acquisition Sources

21 Browsing Behavior

22 Page Views

24 Time Spent

27 Mobile vs Desktop Browsing Behavior

30 Loading Time

33 Scroll Rate

35 Bounce Rate

45 Conversion Behavior

46 Page Views for Buying Sessions

48 Time Spent For Buying Sessions

51 Conversion Rate

56 Order Value

59 Revenue

62 Core Web Vitals

72 Snapshot: App Performance

73 Conclusion

74 Summary of Key Takeaways

77 About Contentsquare

Introduction

So how does your website stack up?

 "What is the average bounce rate for my industry?"

 "Is my site too slow?"

 "Where should I focus my attention to get the biggest returns from my digital channels?"

85%

of people are unhappy with their online shopping experience.

Source: Contentsquare

If you're looking for insights into the latest global shifts and trends in digital consumer behavior, you're in the right place...

While great digital experiences for consumers are often viewed as the means to increased convenience and a better variety of products and services, for brands, the beauty of digital experience intelligence is in the data and the business insights it can provide. As business technologies become smarter and our digital maturity expands, so too does the wealth (and depth) of consumer data made available to us.

From browsing habits and conversion behavior to device preferences and user frustrations, the proliferation of digital experience intelligence means we're more data-rich than ever before. Best of all, this data gives us the power to make the digital world more human by building, refining, and optimizing online experiences to best respond to our customers' needs and demands. It enables us to grow fast, move with agility, and build experiences that are seamless, rewarding, trustworthy, and inspiring for our customers.

In Contentsquare's **2022 Digital Experience Benchmark Report**, our team of experts analyzed over one hundred data points from over **46 billion user sessions** from around the globe. Our aim is to show you how your CX performance stacks up against others in your industry to help you make important decisions about where to focus your attention and resources to gain a competitive advantage.

At Contentsquare, we move beyond traditional analytics to enable an unprecedented understanding of the customer experience. **And we believe in the power of data for everyone.** The aim of this report is to provide customer experience analysis and behavioral trends to help level the playing field for companies of all sizes, regardless of their level of resources and data analysis capabilities. Our goal is to provide all stakeholders within a company with the data they need to make informed decisions about improving their digital properties, delivering better digital journeys, and creating happier customers.

Methodology

For this anonymized and aggregated report, we analyzed data from **46 billion user sessions** across **3,870 global websites** from January 1, 2021 to December 31, 2021. We collected and analyzed data from desktop, mobile web, and tablet across 14 industries to learn more about the evolution of online experience and how customer behavior has changed.

"Customer experience is increasingly defining brands and becoming a factor that can soar a brand to new heights or sink its ship. It's shaping the future of online engagement between brand and audience and becoming the battleground on which market leaders (and losers) will be determined."



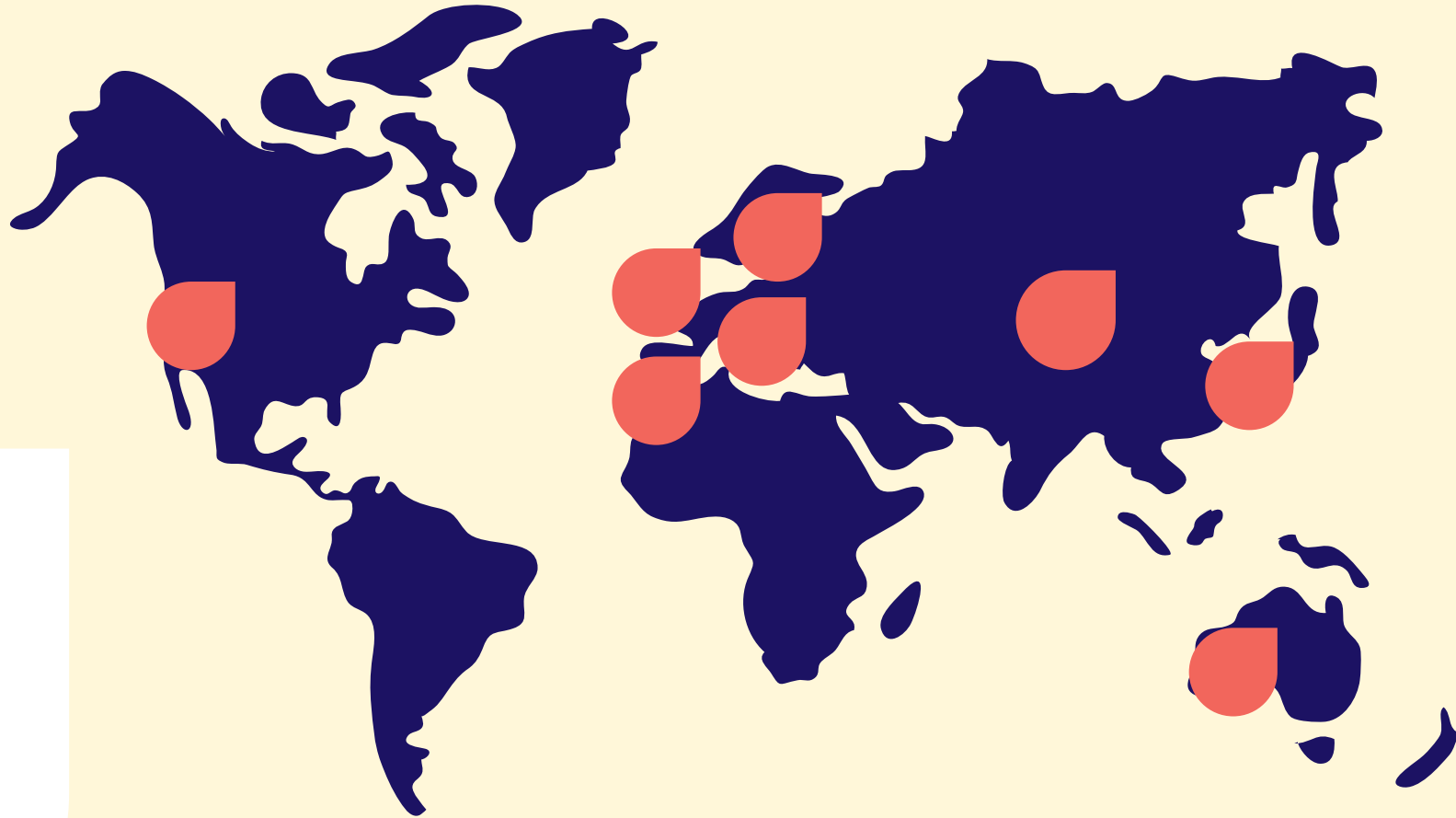
Niki Hall, CMO
Contentsquare



12 Months of Data
3,870 Websites
25 Countries
46+ Billion User Sessions
14 Industries

Countries:

US	Spain
UK	Italy
France	Sweden
Germany	Norway
Asia	Denmark
Australia	Finland
Japan	The Netherlands



Site Entry



"Where are my site visitors coming from?"



"Are they new or returning customers?"



"What device are they using?"

Site entry, online traffic, and acquisition metrics are great for gauging how well your marketing efforts are working. You spend so much time building and optimizing your website, but how are users finding it? How many users? And on what devices are they browsing?

In this section, we take a look at the key CX metrics that determine how your site is performing. From online traffic and new vs returning users, to acquisition sources and page views, keep reading to find out if your site is inspiring and engaging your audience (or falling flat) against industry benchmarks.

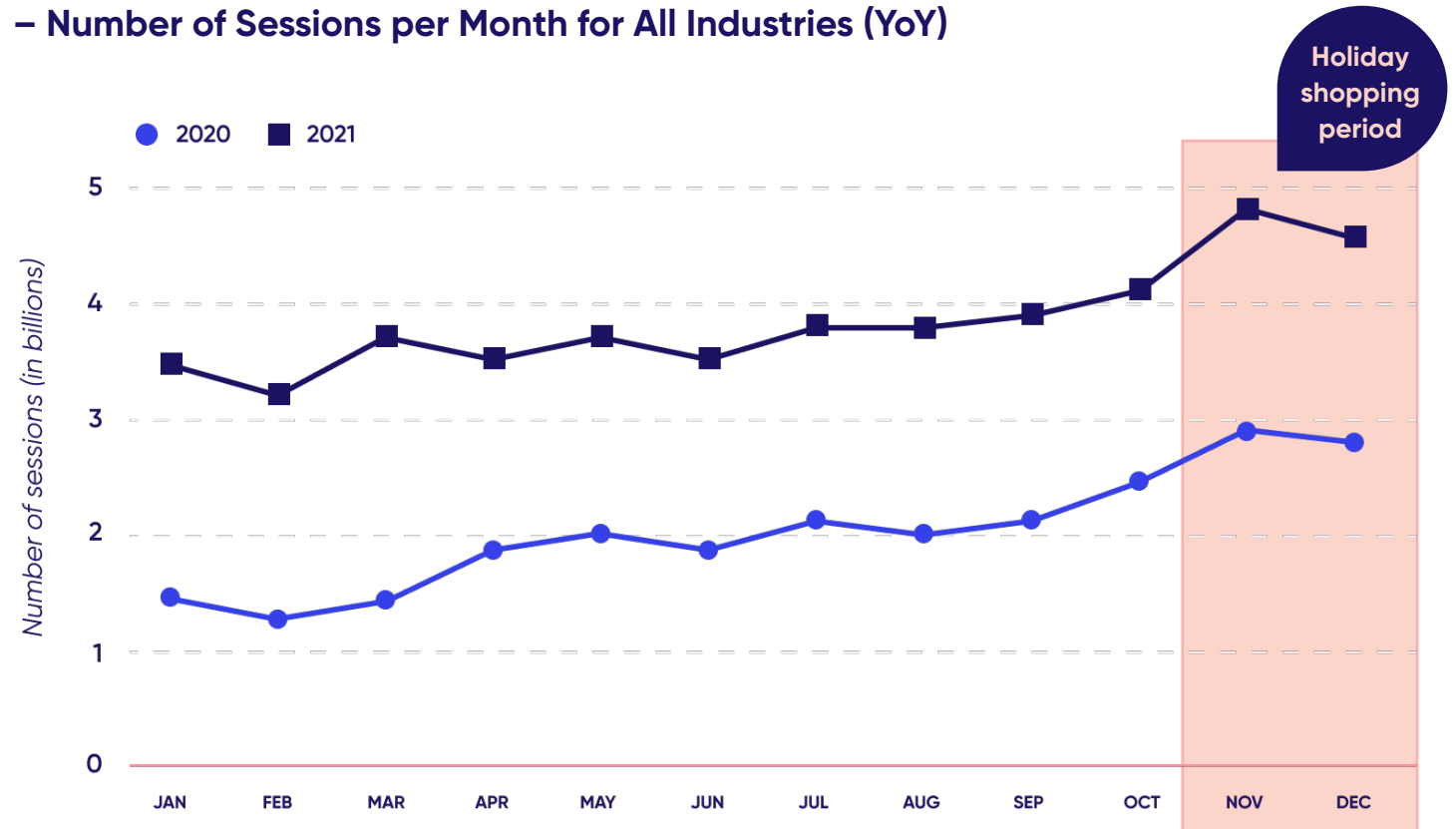
4.8 billion

Peak in online user sessions in November

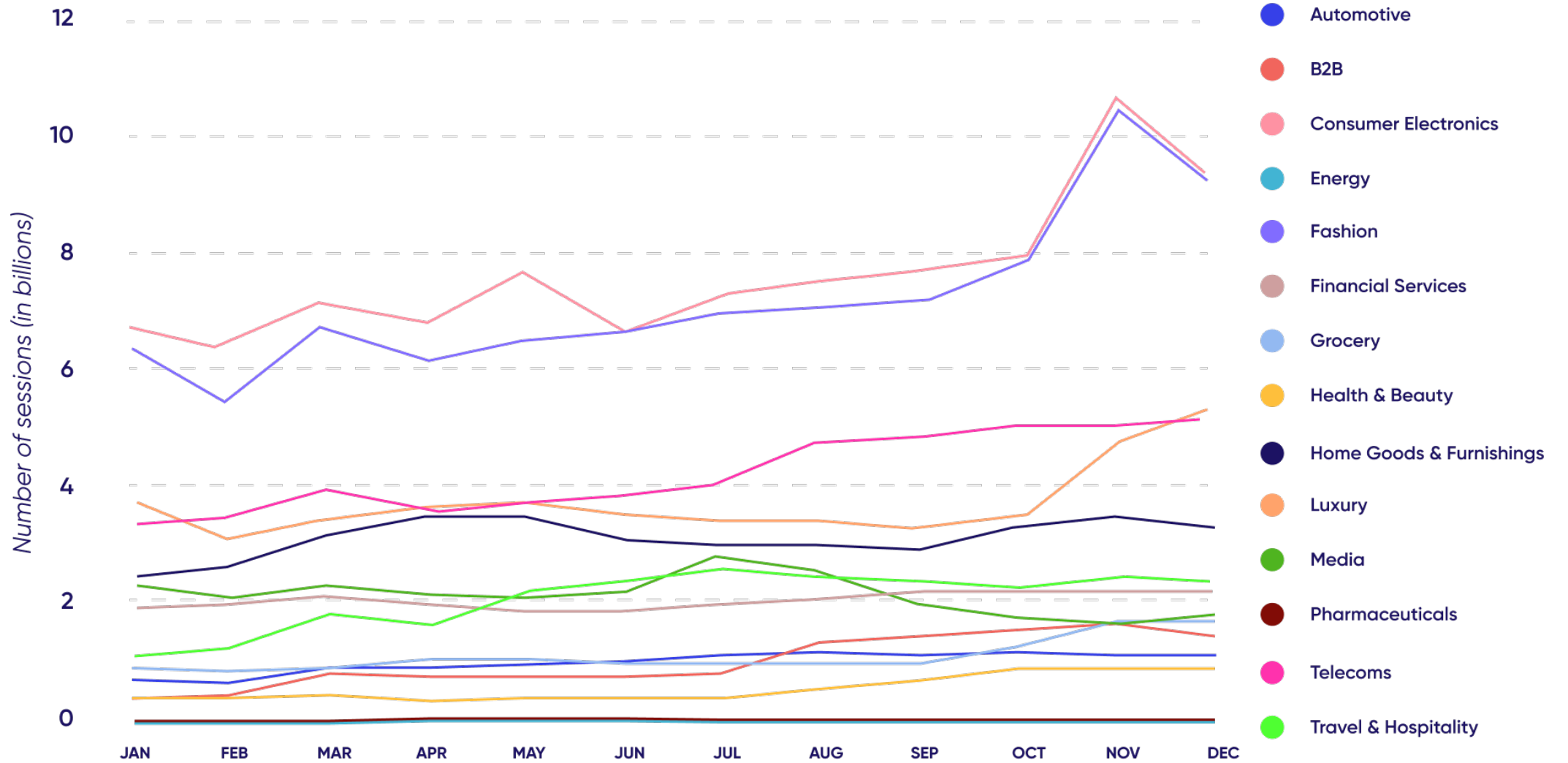
i For our 2022 Digital Benchmark Report, we analyzed data from almost double the amount of websites as our previous report, which helps to explain the big jump in session numbers year on year.

Online Traffic by Month

– Number of Sessions per Month for All Industries (YoY)



– Number of Sessions (in Billions) per Month per Industry



It has never been more important to prioritize your brand's digital experience—just look at those session numbers!

Throughout 2021, we continued to go online for socializing with friends and family, shopping, finding entertainment, banking, reading the news, and so much more. Despite a small dip in February, sessions remained relatively steady throughout the year, peaking during the holiday period (November to December) as many customers headed online for their Christmas shopping.

Even now, around two years since the start of the pandemic, it's clear the increase in online traffic is here to stay with many users now converted to their new digital habits and behaviors.

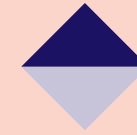
While urgent purchases can still be made at brick-and-mortar stores, for everything else, it seems online shopping is now the answer for many of us. And with many retailers offering next-day delivery and local click and collect options, online shopping is becoming increasingly more immediate and timely anyway—for everyone.

\$201 billion

Spent online by US shoppers during the holiday season.

Source: Digital Commerce 360, 2021

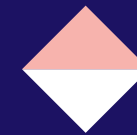
Unsurprisingly, the industries with the biggest spike in online traffic over the holiday period were consumer electronics and fashion. According to the data, it appears many of us received new clothing or electronics as gifts last year. In support of this consumer spend, we also see a significant uptick of traffic to online financial services.



At the onset of the pandemic in the United States, click and collect increased from 15% to

25%

Source: Adobe



65%

overall share increase in click and collect orders

Source: Adobe

58%

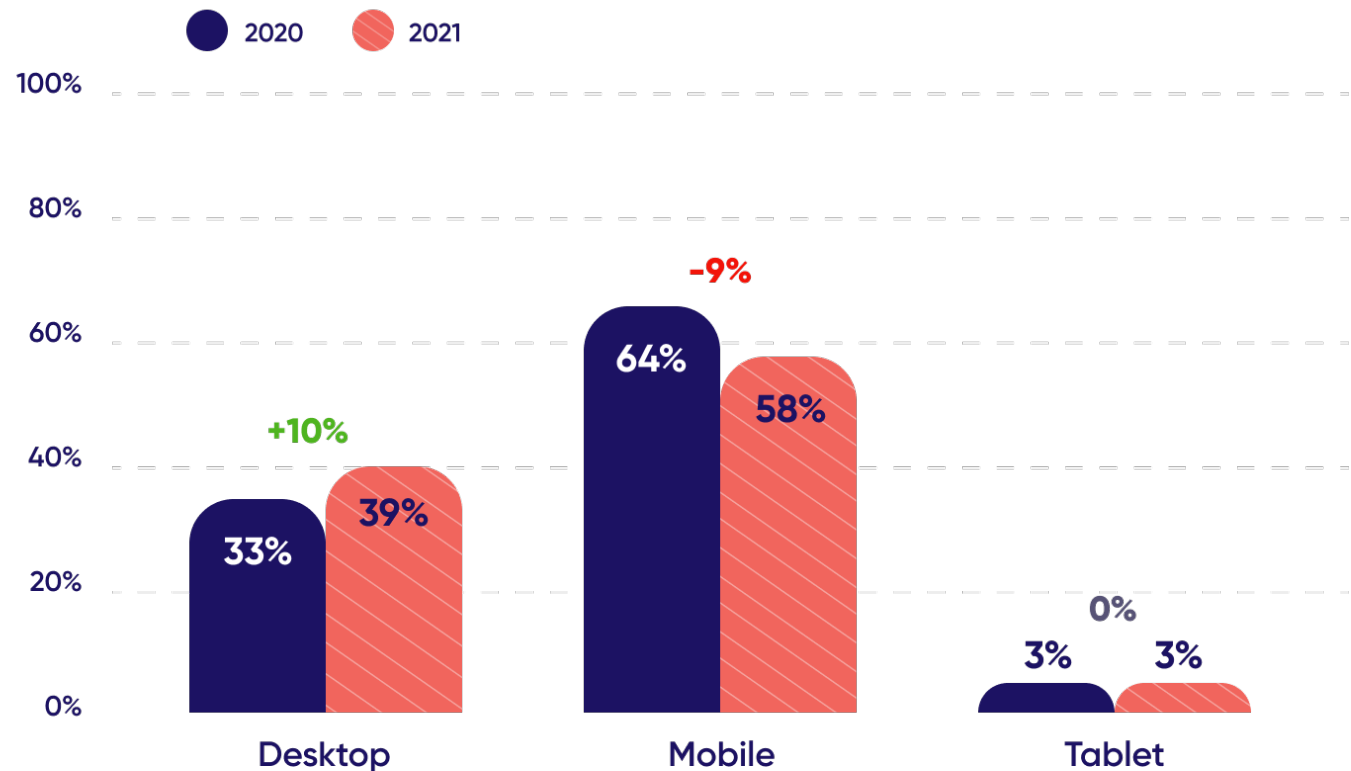
of total online traffic comes from mobile

The **-9%** year-on-year decrease of mobile's share of traffic shows that desktop is still critical to online life. However, mobile continues to dominate engagement with **58%** of online visits still coming from smartphones in 2021. We're still not big into tablets though, with just **3%** of online traffic coming from these devices—a non-mover from 2020.

i Our data shows traffic for mobile web only, it is not inclusive of mobile app traffic.

Mobile vs Desktop Traffic

– Traffic Source Across All Industries (YoY)

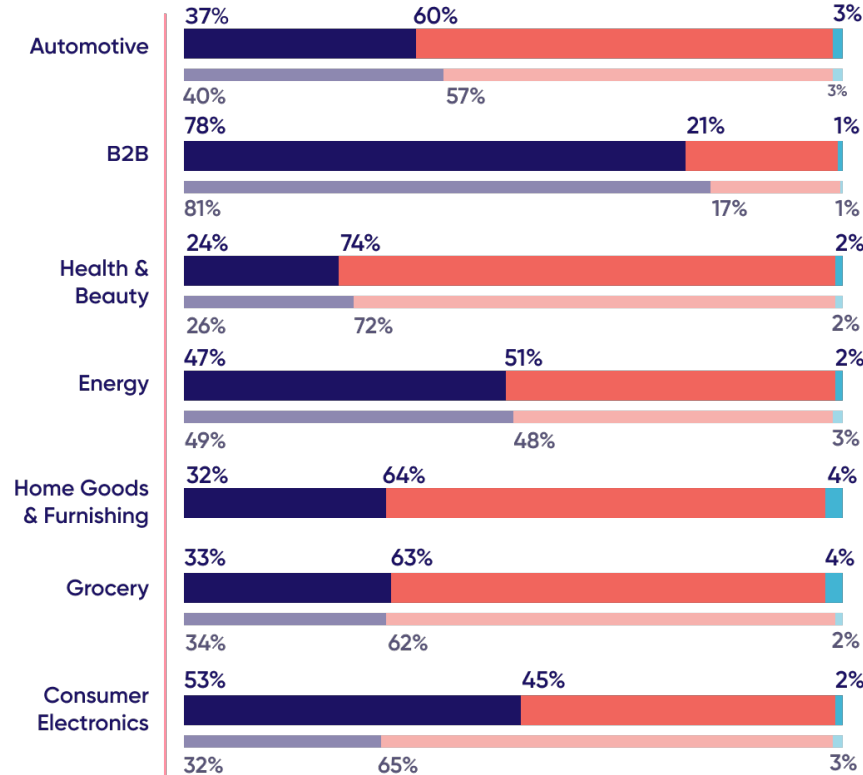


– Traffic Source by Industry (YoY)

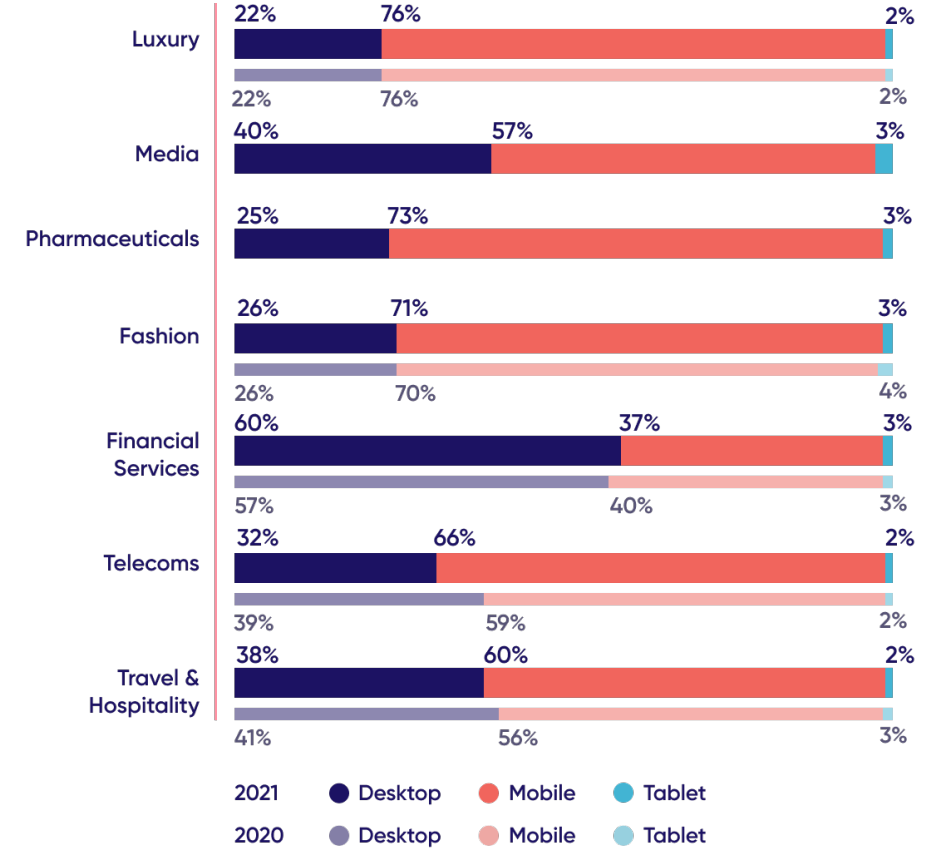
The luxury sector, in particular, seemed to be dominated by mobile traffic last year, with **76%** of website visitors originating from a mobile device—an interesting observation for an industry known for its in-person customer service and experience. Following closely behind was beauty (with **74%** mobile traffic) and pharmaceutical (with **73%** mobile traffic).

But users still love to browse on desktop. Most notable, perhaps, is the significant decrease in mobile traffic in the consumer electronics industry, dropping from **65%** in 2020 to just **45%** in 2021.

With many consumer electronic products to choose from and a market continually saturated by deals and discounts, it appears users are finding it easier to research and compare these larger purchases on desktop.



And desktop traffic continues to dominate in the financial services (**60%**) and B2B (**78%**) industries too, where visitors tend to access sites on work computers or prefer a larger screen size to do transactions. Though for B2B, the **4%** YoY growth hints that mobile web's importance in this sector will continue to grow in the years ahead.



*Media, Pharmaceuticals, and Home Goods & Furnishings were not included in our 2020 report.

51%

of traffic is made up of returning users across all industries on average.

Source: Contentsquare

54%

of shoppers surveyed say when shopping online, they visit multiple websites before settling on what to buy and who to buy it from.

Source: Google/Ipsos



New vs Returning Users

Experiences worth returning for

Acquiring new visitors is important, but so is keeping and delighting existing ones. Across all industries, we found **51%** of traffic was made up of returning users last year, meaning at least one in every two visitors on average was an existing customer. While many customers tried new digital experiences in 2021, it's clear that many remained loyal to the brands and online experiences they know and love too.

"We love getting under the skin of our visitors and analyzing what they're doing on-site. We take pride in uncovering their pain points and finding the areas of friction that are stopping them from doing what they want to do."



Matt Henton,
Head of eCommerce
Moss Bros

EST. 1851

MOSS BROS.

GROUP PLC

"Acquiring new customers costs five times more than retaining them, according to Forrester. And with acquisition costs increasing (especially on social media) and Google announcing that its fares will go up in some countries, brands need to build customer loyalty to succeed. Especially when we see that the majority of users are actually returning users!"



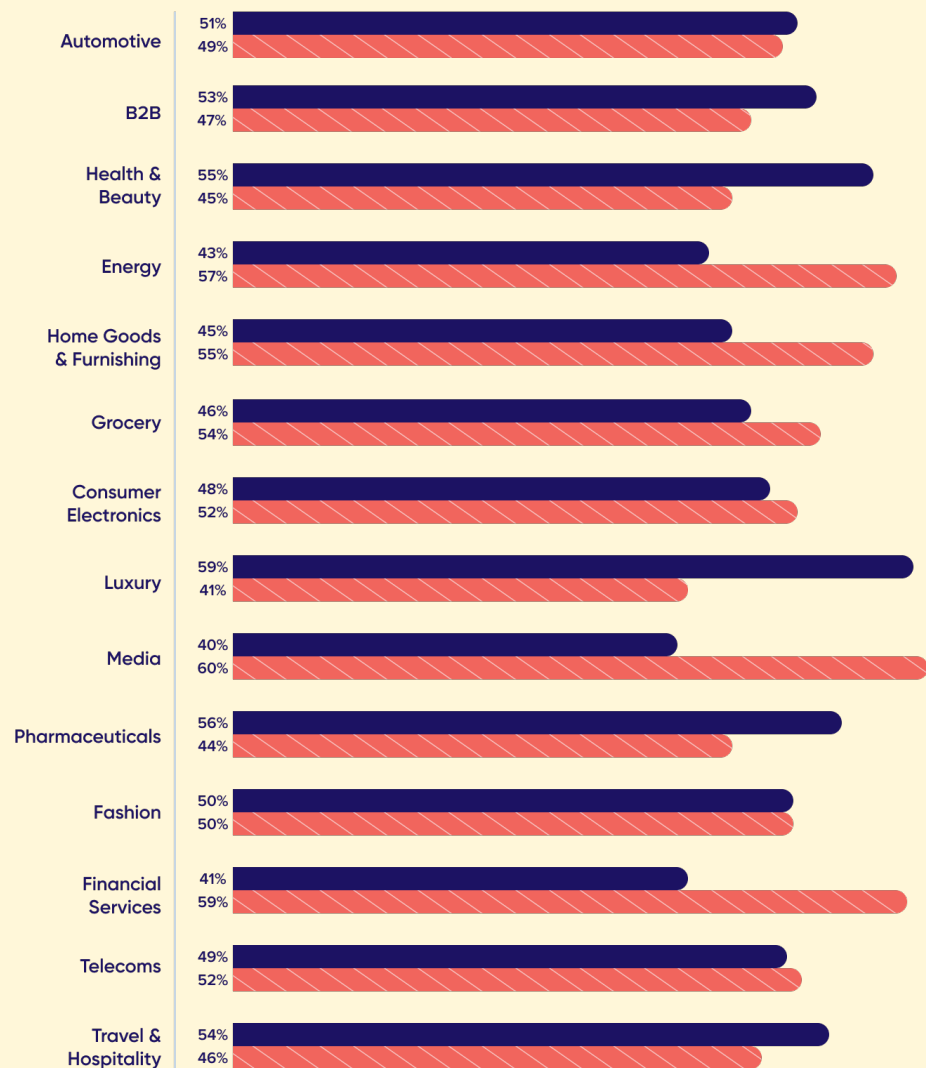
Wendy Carré, Content
Marketing Manager
Contentsquare



Contentsquare

– 2021 New vs. Returning Users by Industry

● New ● Returning



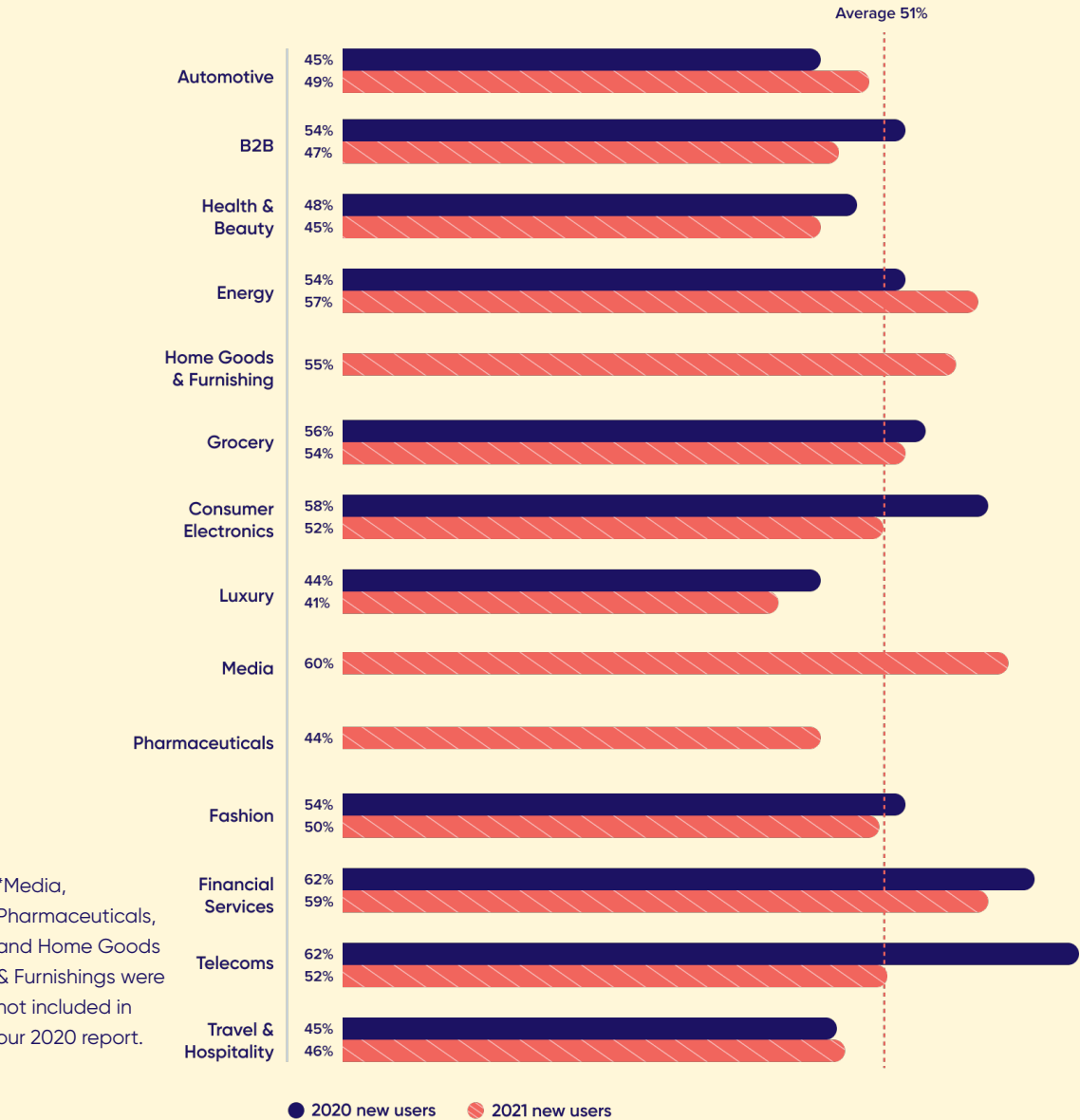
With a relatively equal split across all industries, it's clear that brands need to focus just as much on acquiring new customers as they do on enticing their existing customers back. The online marketplace is heavily saturated and today's shopper has more choice than ever before; just because they shopped with you once doesn't mean they won't go elsewhere for a better experience next time. And that first visit to your site is often make or break, as you'll see later when we take a look at industry bounce rates.

Our growing reliance on digital technologies means we have never been as connected as we are today. We spend hours of our day online, and a great customer experience is one that respects customers' time—offering seamless and intuitive journeys that help users reach their goals faster. So ensuring your customer journey is easy to navigate and efficient is not just a digital optimization opportunity for your brand, but a wellbeing priority for your customers.

Financial services, energy, and media saw the biggest portion of their traffic come from returning users, which is to be expected as one wouldn't switch to a new bank, electricity provider, or news subscription very often. On the other hand, it seems pharmaceuticals and beauty prioritized customer acquisition in 2021 with **56%** and **55%** of traffic coming from new customers, respectively.

Interestingly, it's the luxury sector that has the highest percentage of new users at **59%**. With entire countries urged to work from home and minimize social contact for the second year running, it appears some of us may have treated ourselves in other ways. It also suggests the luxury sector has an opportunity to build stronger relationships with its existing customers to keep them coming back.

– Percentage of New Users by Industry (YoY)



According to our data, the percentage of new users was up across nearly all verticals (with the exception of automotive, energy, and travel and hospitality). It appears that consumers are becoming more and more willing to try out new online experiences, happy to look around for brands that best suit their needs and digital preferences—even if they’ve not used them before.

And with an increase in new users for the majority of industries, it’s important these first (and arguably most important) digital touchpoints are optimized for success. Understanding how returning consumers interact with your website, their intent, and their most common (and profitable) customer journeys are insights that are paramount to building more successful experiences for new users, too.

What’s more, among these new users in 2021 are many less digitally-savvy customers who were forced online in response to COVID; another reason why your online customer journey must be as simple as possible to ensure cautious newcomers feel at ease and are encouraged to return.

\$1.5 trillion
The predicted worth of the global luxury market by 2025

Source: Boston Consulting Group (BCG) and Altagamma

“Know what your customers want, not what you want as a business.”



Tianyi She, Digital Experience Manager
Natwest Group



Acquisition Sources

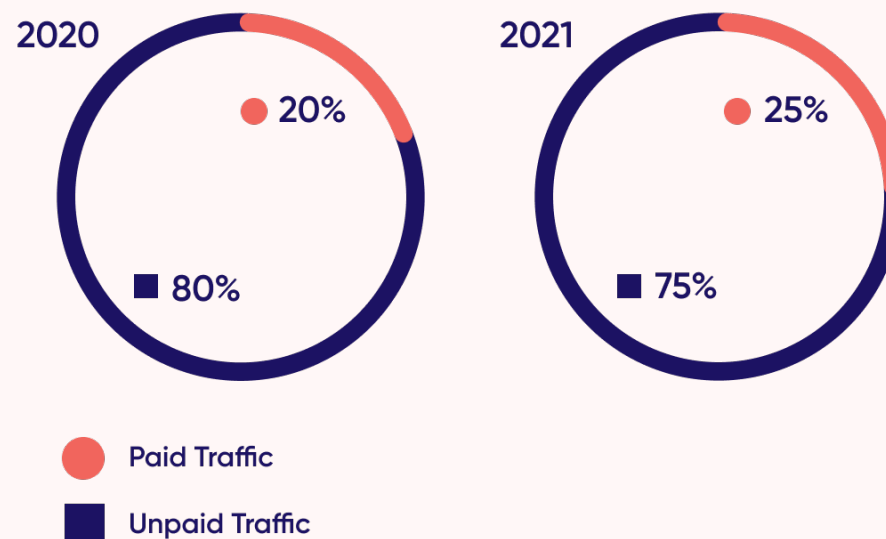
Unpaid is king

From search engines and social networks to website referrals, your website's acquisition sources tell you where your traffic comes from. This metric can help you determine which online marketing tactics are most effective at driving traffic to your site.

Earned (or unpaid) traffic was a huge driver of site visits this year, with **75%** of web traffic coming from earned sources across all industries. The power of earned traffic is in its authenticity; generated via word of mouth or online content, mentions, recommendations, or shares, so these numbers are great to see.

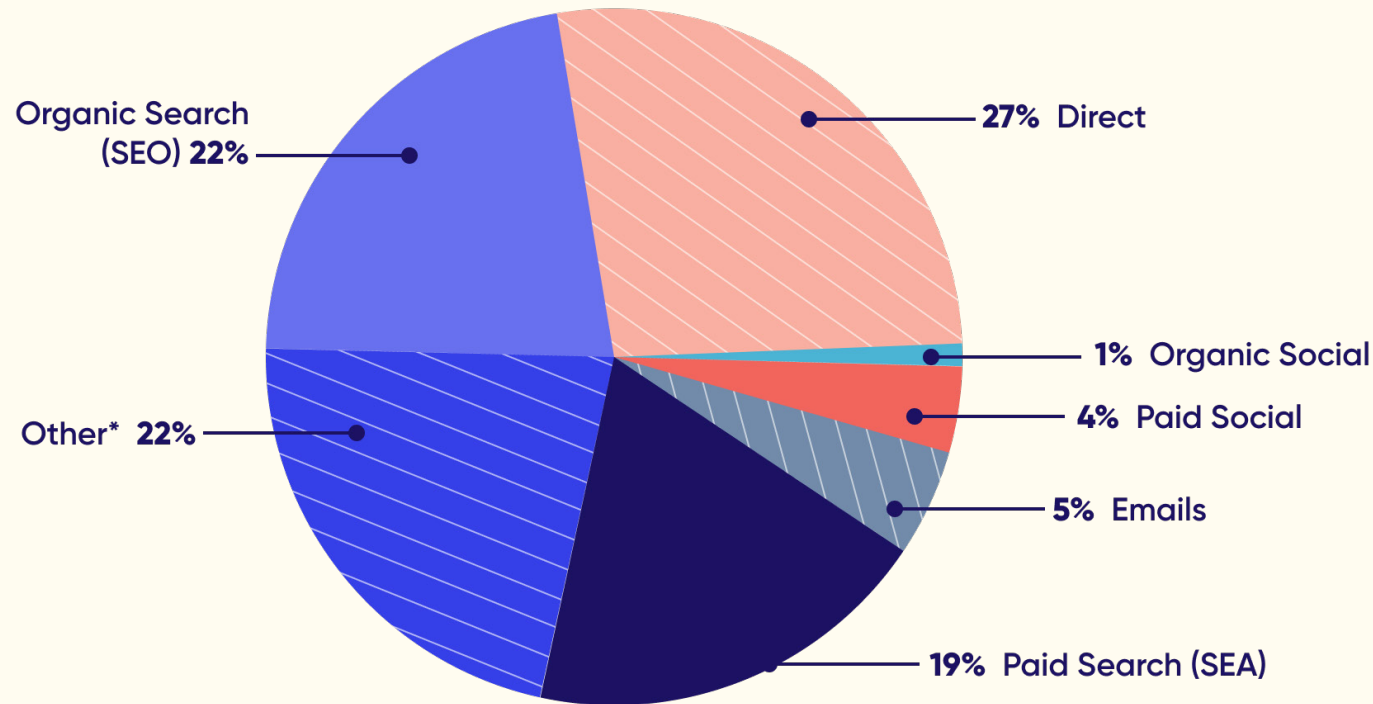
75% of traffic comes from unpaid sources

– Traffic Source Across All Industries (YoY)



i To calculate earned traffic, we looked at sessions that originated from social media, search engines, email, and referral traffic, as well as a user typing a website's URL directly into their address bar.

– Percentage of Traffic by Source for All Industries



*Other includes sessions for which a medium or source was not defined.

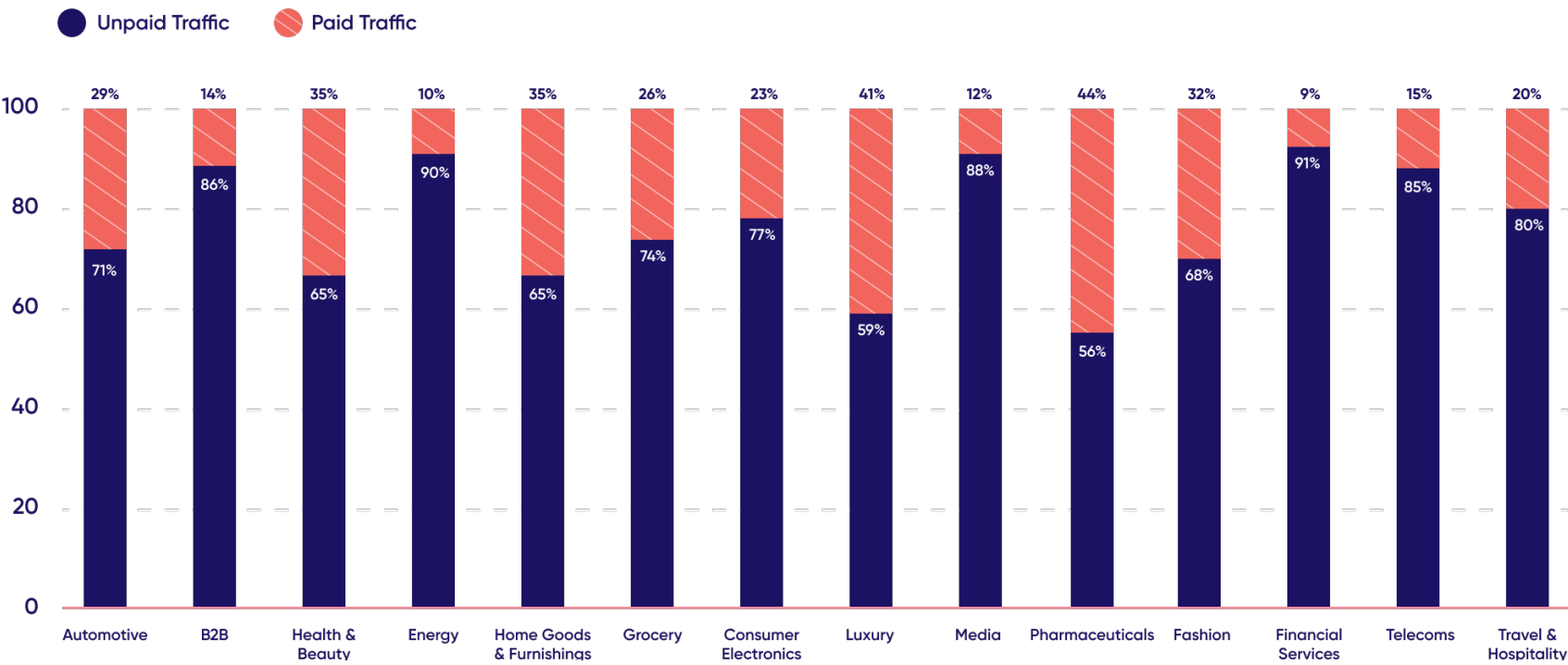
With many industries spending significant amounts on branding and marketing to stand out online, it comes as little surprise the largest percentage of traffic comes from direct (27%). Thanks to enhanced brand awareness through marketing activities, plus returning customers, it seems shoppers were happy to head directly to their favorite sites in 2021.

Alongside direct traffic, the data suggests investments in search engine optimization have been at the forefront of digital marketing success too, with 22% of sessions coming from organic search. With the right investment and strategy, organic search has the power and longevity to decrease paid advertising costs and positively increase profit margins—something for brands to think about in 2022.

70%
of online marketers say that SEO is better than PPC for generating sales

Source: Hubspot

– Percentage of Traffic by Source and Industry



Highest % of Paid Traffic

Pharmaceuticals

44%

Lowest % of Paid Traffic

Financial Services

9%

The pharmaceutical industry had the largest percentage of paid vs unpaid traffic, with **44%** of all traffic coming from paid sources. Followed closely by luxury (**41%**) and fashion (**32%**).

On the other hand, financial services acquired the vast majority of its traffic through unpaid sources in 2021, with a whopping **91%** of traffic coming from earned. With fewer providers in the space plus many long-standing and recognizable brands, financial services companies have less competition than other industries, which helps to explain why paid traffic is minimal in this sector when compared to luxury, for example, where competition is high. Equally, online banking by nature is a recurring action, with users rarely changing bank accounts more than a few times in their life.

Key Section Takeaways

"There is a misconception that consumers don't want their data to be worked on. But the research shows that people are happy to trade something off if there is something to be gained."



Ali Rezvan,
Retail Industry Director
Microsoft



"We have big goals and ambitions to ensure digital represents the largest share of revenue in the future. To achieve this goal, we need to provide the smoothest online experience possible. Without a flawless customer experience, we will not achieve our goal."



Marta Sitkowska, Global
eCommerce Merchandising
Manager
Salomon



1. Your visitors are device-agnostic, so your digital strategy must be too.

For another year, mobile was the device of choice for many of us. However, a slim margin indicates desktop sessions are still critically important to optimize as part of your digital strategy. With mobile accounting for **58%** of online traffic in 2021, that's still a large chunk of traffic coming from desktop (**42%**).

Looking back just a few years, we were touting a mobile-only world (with algorithm updates from Google and huge advancements in smartphone technology helping to bolster this claim). And yet, here we are in 2022 with just under half of online traffic still taking place on desktop. Today's consumer is device-agnostic; we're happy to shop on both desktop and mobile and we expect seamless experiences on both. So make sure your digital strategy considers the journeys customers take across both devices. Mobile and desktop web should not be in competition, but your approach should ensure they work in tandem to deliver a full journey experience. It's this multi-device strategy that will help you acquire and retain your customers.



2. Invest time and resources into the entire customer lifecycle.

A whopping **51%** of users were returning visitors in 2021, which means your website needs to build loyalty with existing customers as well as delight and convert new ones. And given the cost of keeping customers is far lower than the cost of acquiring new ones, it's paramount that you invest in delivering great digital experiences beyond just the acquisition and conversion funnel.

For new customers, how are your digital properties educating them about your brand and services? Is your discovery and onboarding experience delivering what they expect? And for returning customers, how are you building loyalty and pulling them back to your site? Be sure to balance the investment in digital experience optimization across the entire customer life cycle of engagement with your organization. Understanding exactly how and why your shoppers behave the way they do online at each stage of their journey is the magic ingredient for unlocking the perfect online customer experience.

Browsing Behavior

Metrics relating to browsing behavior tell a useful story about your site by illustrating how visitors interact and engage with your content. Their browsing behavior helps paint a picture of what your customers are doing, how they feel about your online experience, and what they're trying to achieve. This is helpful for indicating the value of your site content, plus uncovering where there might be gaps and opportunities for growth.

In this section, we take a look at the key CX metrics that determine how engaged and satisfied visitors are with your digital properties. From scroll rate and loading time to bounce rate and average time spent on page, keep reading to find out how the browsing behavior of your customers compares to industry benchmarks.



"How engaging is my content?"



"Are visitors finding what they need?"



"How does browsing behavior differ by device?"

55 seconds

on average spent per page
across all industries

4 minutes & 17 seconds

on average spent per session
across all industries

5 pages

on average viewed by users per
session across all industries



Page Views

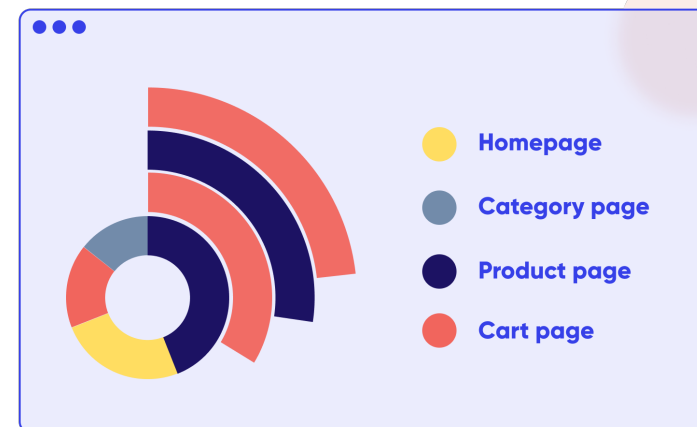
The number of pages a user views in a single session can help you evaluate how engaging your content is as well as deliver insights into how your user journey and site navigation can be improved.

And, remember, while a high number of page views can indicate good engagement, it doesn't always indicate usability. For this reason, page view data should be combined with other data points to unearth actionable insights into your user journey.

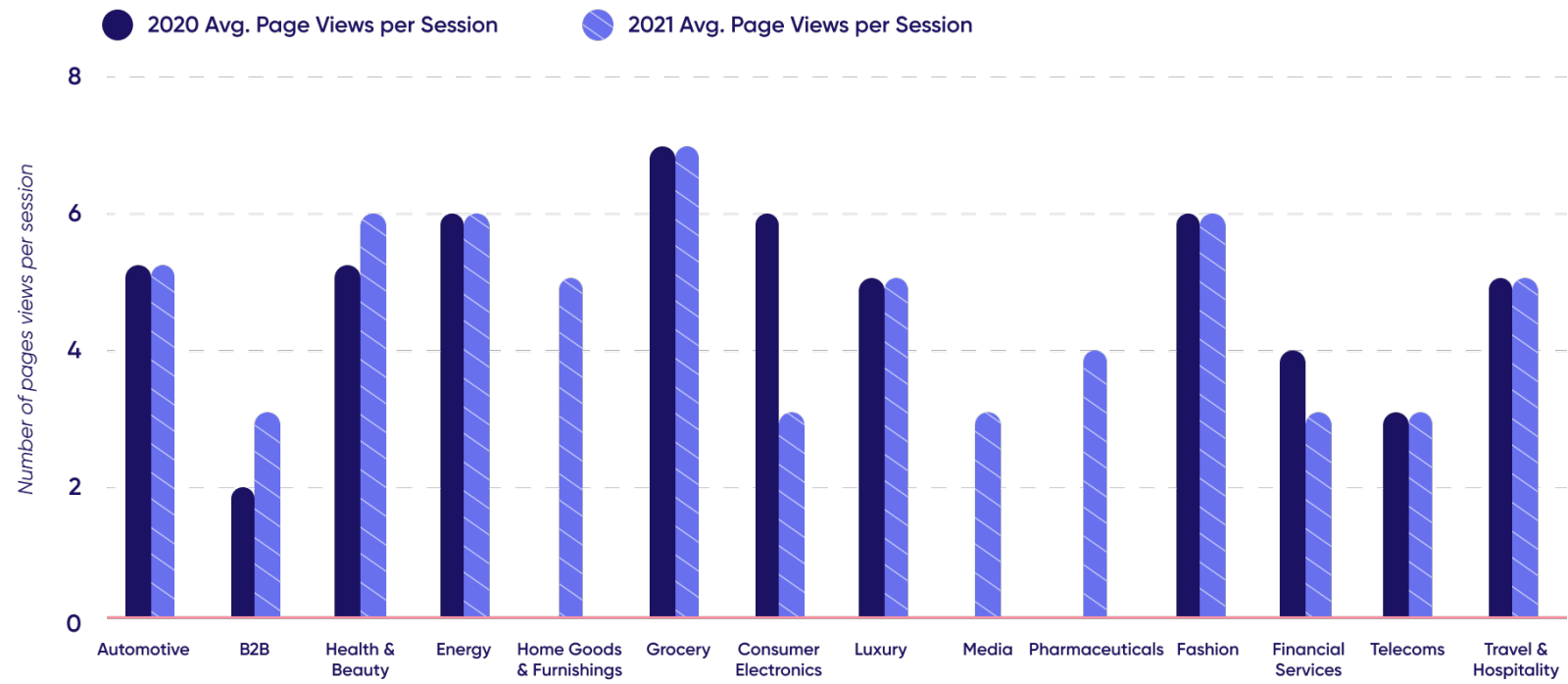
Across all industries, we found users viewed an average of **5 pages per session**. Of course, this metric varies by industry as some websites have more information-dense content or complex user journeys than others.

Contentsquare's Customer Journey Analysis

shows you how visitors progress through your site, page by page, from entry to exit. Our signature sunburst visualizes aggregated data from 100% of your customer journeys, showing you which pages they visited, and in which order to see at a glance the most common journey anomalies such as looping behaviors and where unexpected drop-offs occur.



– Average Page Views per Session (YoY)



*Media, Pharmaceuticals, and Home Goods & Furnishings were not included in our 2020 report.

Highest Avg. Page Views per Session

Grocery
7 pages

Lowest Avg. Page Views per Session

B2B, Financial Services, Media, Consumer Electronics, and Telecoms
3 pages

For another year, grocery took the crown for the highest number of page views per session (**7 pages**), unsurprising given that users typically add a range of items to their basket while grocery shopping.

On the opposite end of the spectrum, B2B, financial services, consumer electronics, and telecoms came in lowest (at just **3 pages** per session each in 2021). This could be because visitors are unable to quickly determine what the business provides, or because these industries typically push users to request a demo or contact via telephone early on in their buying journey—more so than other industries. Equally, given the nature of B2B and financial services, low page views could be a sign of people visiting the site to complete simple actions, i.e. paying a utility bill or checking your balance—both actions that require minimal page views.

If people can fulfill their goal in just two page views rather than eight—more power to them. Though analyzing page views alone won't help you build better experiences for your customers, you need to analyze page view data in line with other metrics to help you better understand their buying preferences and behavior. For example, later on in this report, we analyze page view metrics against buying vs non-buying sessions to draw conclusions about online customer behavior.

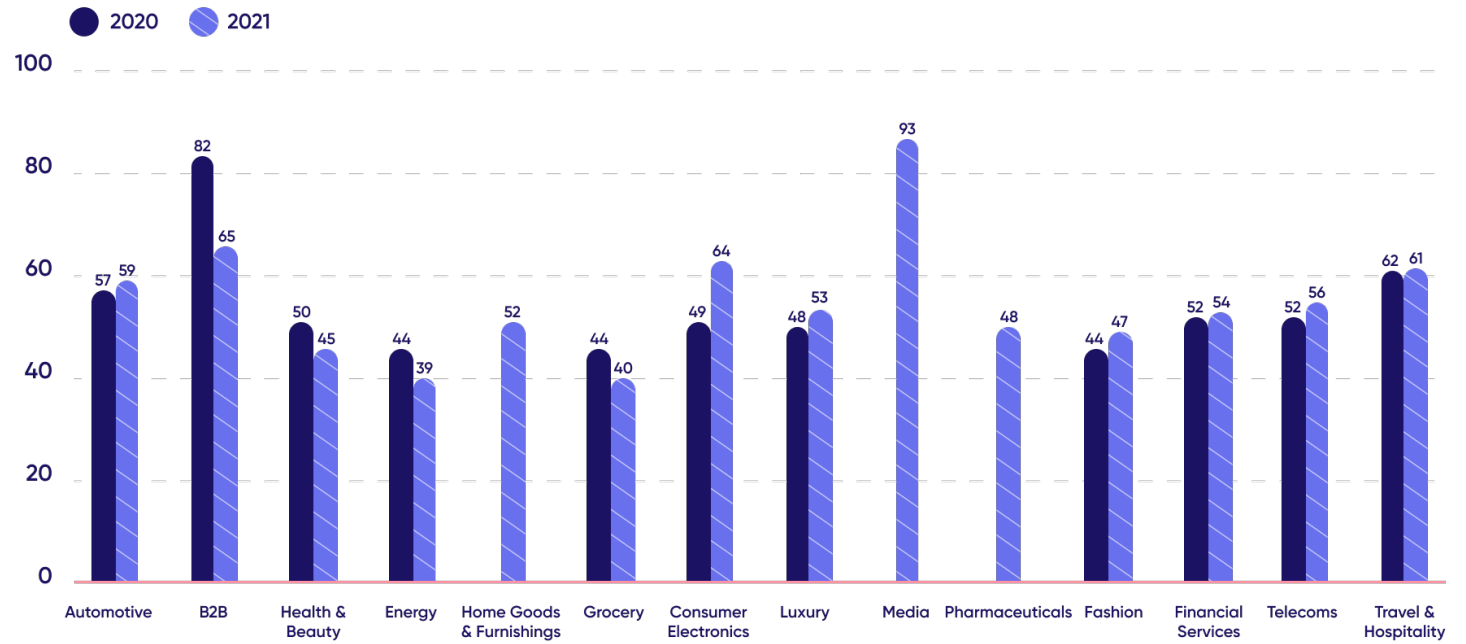
**55
seconds**
on average spent per
page across all industries

**4 minutes &
17 seconds**
on average spent per
session across all industries

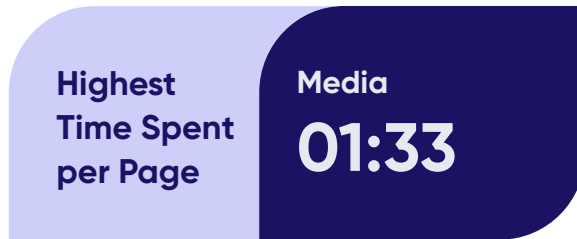
Time Spent

Time spent on page is a powerful indicator of whether your site visitors are engaging with your content, or if your experience leaves much to be desired. Across all industries, we found the average user spends **55 seconds** on each page during their visit.

– Average Page Views per Session (YoY)



*Media, Pharmaceuticals, and Home Goods & Furnishings were not included in our 2020 report.



The industry with the highest time spent per page is media, with users spending **1 minute and 33 seconds** on average on each page. That's **28 seconds longer** than the closest competition: B2B at **1 minute and 5 seconds**. Given the nature of the media industry (one that covers streaming, social media, blogs, and press), this high time spent per page is unsurprising. It also shows that society's attention span might be longer than we've been led to believe!

In second place is B2B, with users spending **1 minute and 5 seconds** per page on average. This suggests that B2B visitors typically take their time to research and digest the business' services and site content. Typically, B2B transactions take longer than other industries, with multiple stakeholders often required for buy-in to advance along the customer journey to conversion.

On the contrary, the industry with the lowest time spent per page is energy, with users spending just **39 seconds** on average on each page. This could be because many consumers use energy websites to quickly check bills or update addresses. We also rarely switch energy providers, so instances of longer,

research-based browsing are likely skewed by a majority of shorter site visits.

Closely behind energy comes grocery, with users spending just **40 seconds** per page. This metric reflects the fast (and often reflexive) nature of online food shopping, with shoppers adding repeat items to their weekly shopping basket with little research needed.

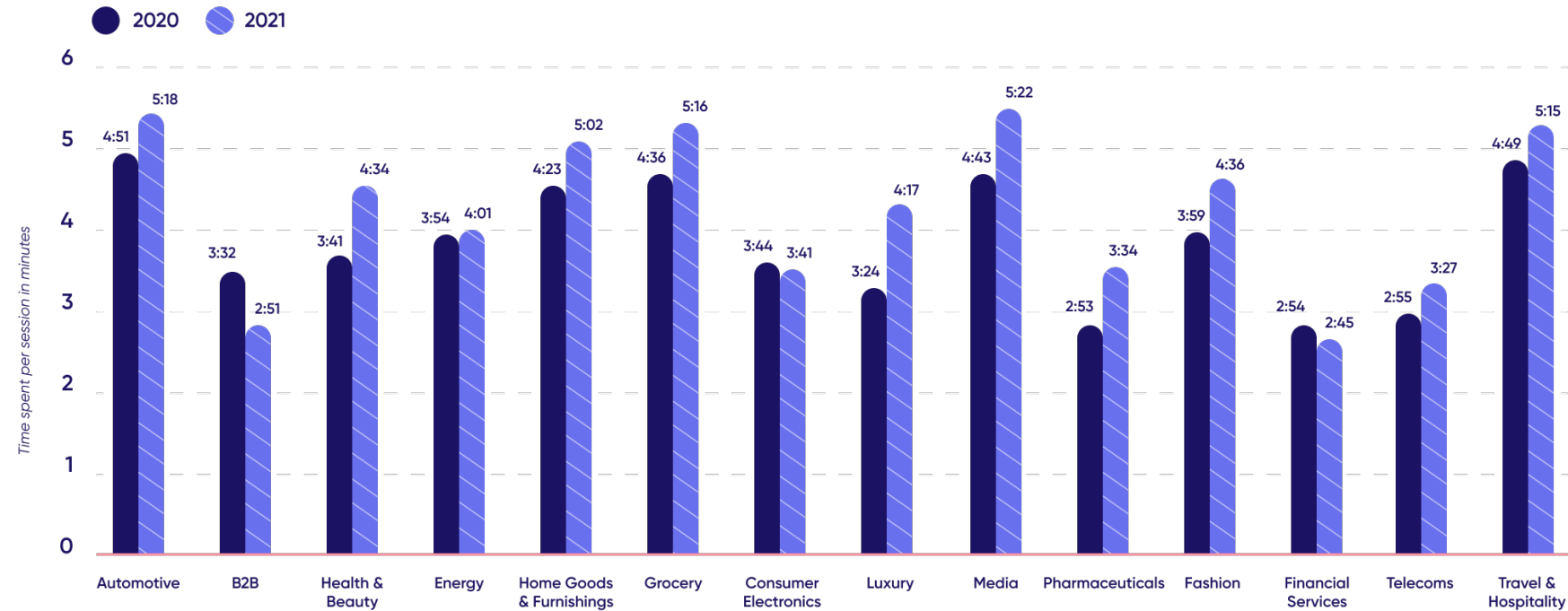
"Digital experience is a battleground right now, and we're finding with a lot of our client base that brands are competing on user experience rather than price. So it's up to brands to provide an experience compelling enough to make customers stay."



Harry Thornberry, Business Development Manager
Contentsquare



– Average Time Spent per Session by Industry



The industry with the highest average time spent per session is media at 5 minutes and 22 seconds, closely followed by automotive (5 minutes and 18 seconds) and grocery (5 minutes and 16 seconds). Again, media in the top spot is unsurprising, given that users will typically browse a few articles or videos before bouncing. Automotive seems logical too, highlighting that users like to take their time browsing various options when there's a high price tag involved. Equally, many automotive brands now offer car mockup functionality on their websites, so this high time spent per page could be users playing around with digital simulation technology.

At the bottom of the list is financial services at just 2 minutes and 45 seconds. Why? Well, it's worth asking how we typically use banking sites, i.e. to check our account balance or to make a transaction; two things that are relatively quick to action and require minimal browsing time.

Highest Time Spent per Session

Media

05:22

Lowest Time Spent per Session

Financial Services

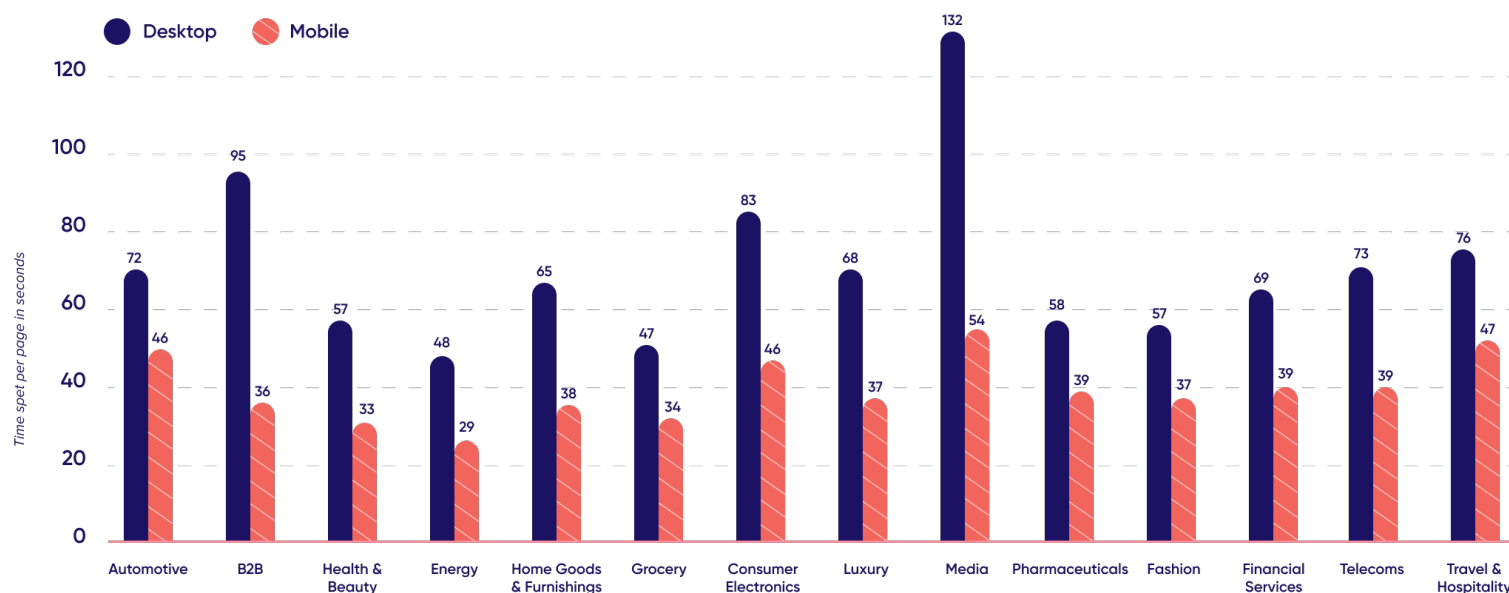
02:45

Mobile vs Desktop Browsing Behavior

Desktop wins our attention span

The majority of us use both a mobile device and desktop interchangeably for browsing the internet. We'll often use a desktop device during working hours, with our mobile devices on hand throughout the day and into the evening. From shopping and browsing social media to catching up with friends and reading the news, users will commonly switch devices throughout the day—which can make optimizing your digital experience a more nuanced process than we might like.

– Average Time Spent per Page by Industry and Device

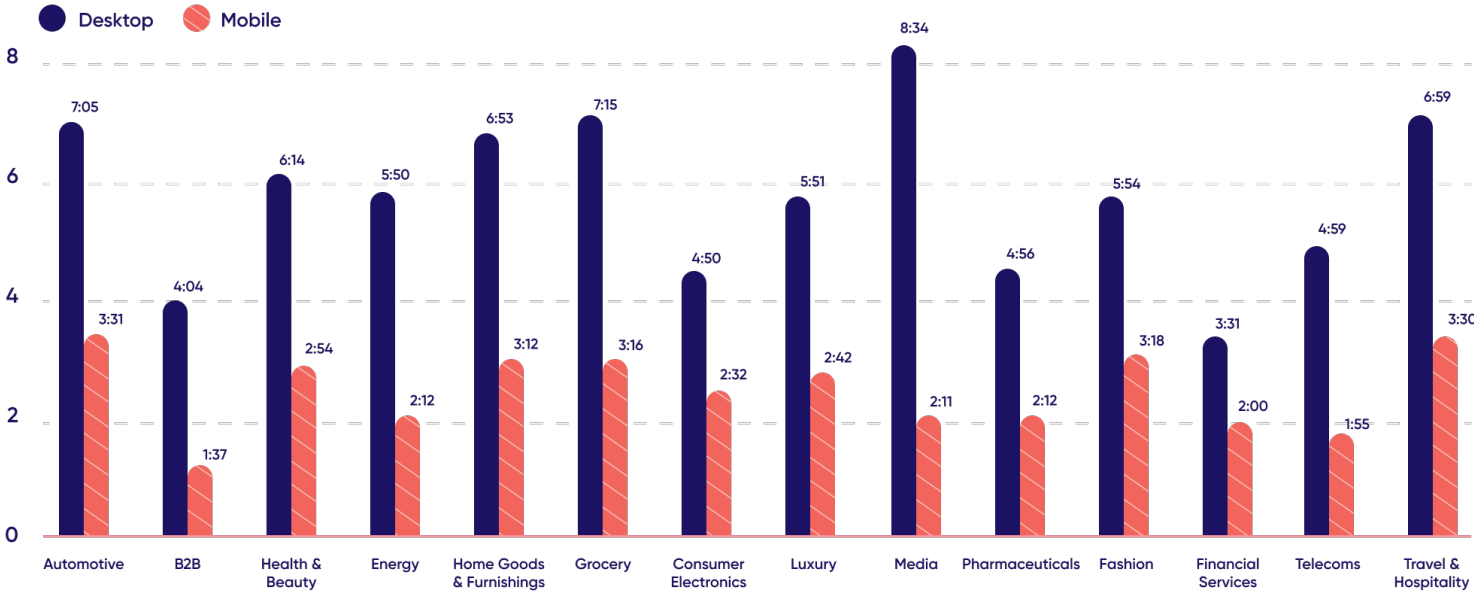


Across both page and session-level metrics, we found that users are more likely to spend longer browsing on desktop. This highlights the argument that mobile devices are great for quick browsing, whereas many users still prefer to research in more detail on a larger screen. Compared to 2020, the data also suggests that our attention span is getting longer on desktop (by **22 seconds** on average) and shorter on mobile (by **8 seconds**).

53%
of Americans admit to using their smartphone to shop while in bed

Source: Contentsquare survey of 1000 US customers

– Average Time Spent per Session by Industry and Device



"A consumer shopping on a mobile device late at night has a different mindset to someone browsing on a desktop at work, and these differences can have a huge impact on how they convert. Brands should anchor their data and personalization strategies to their customers' objectives and expectations."

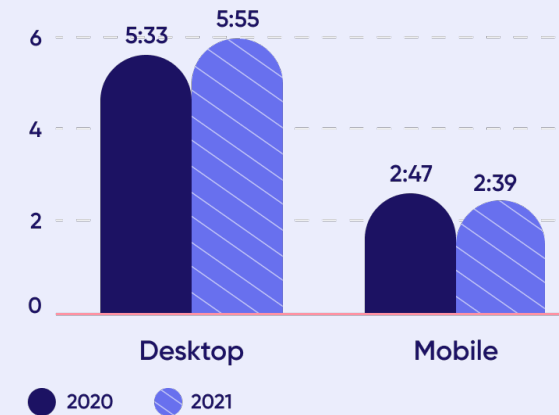


Niki Hall, CMO
Contentsquare



This means that nailing both your desktop and mobile experience is paramount to success. Brands need to understand exactly why their customers pick one device over another in order to optimize their digital properties intelligently. And given the differences we've found in browsing behavior across devices, to succeed you need to understand exactly what role each device plays in your customer journey. Mobile users prefer it short and snappy, while desktop users are willing to spend more time browsing—so be sure to emulate this across your digital properties.

– Average Time Spent per Session by Device for All Industries



Loading Time

Don't make 'em wait

We live in a world of instant gratification. When we want something, we expect it now (or, even better, yesterday). This means something as small as a **one-second delay** on your website can have a huge impact on your business performance, from increasing your bounce rate and decreasing your user's time spent on site to negatively impacting revenue and your search engine rankings. Speed really, really, really, matters.

"With people all over the globe suffering from online conference call fatigue and seeking to reduce their time behind screens, every second of user attention and engagement counts. Slow loading times are outside of the tolerance threshold of today's busy, attention-deficient user. Customers expect website experiences that make it worth their while."



Niya Noneva,
Senior Solution Expert
Contentsquare



**1.52
seconds**
average loading time
by page on mobile

Source: Contentsquare

**1.61
seconds**
average loading time
by page on desktop

Source: Contentsquare

**1
second**
delay in page
load time = **16%**
decrease in
customer
satisfaction.

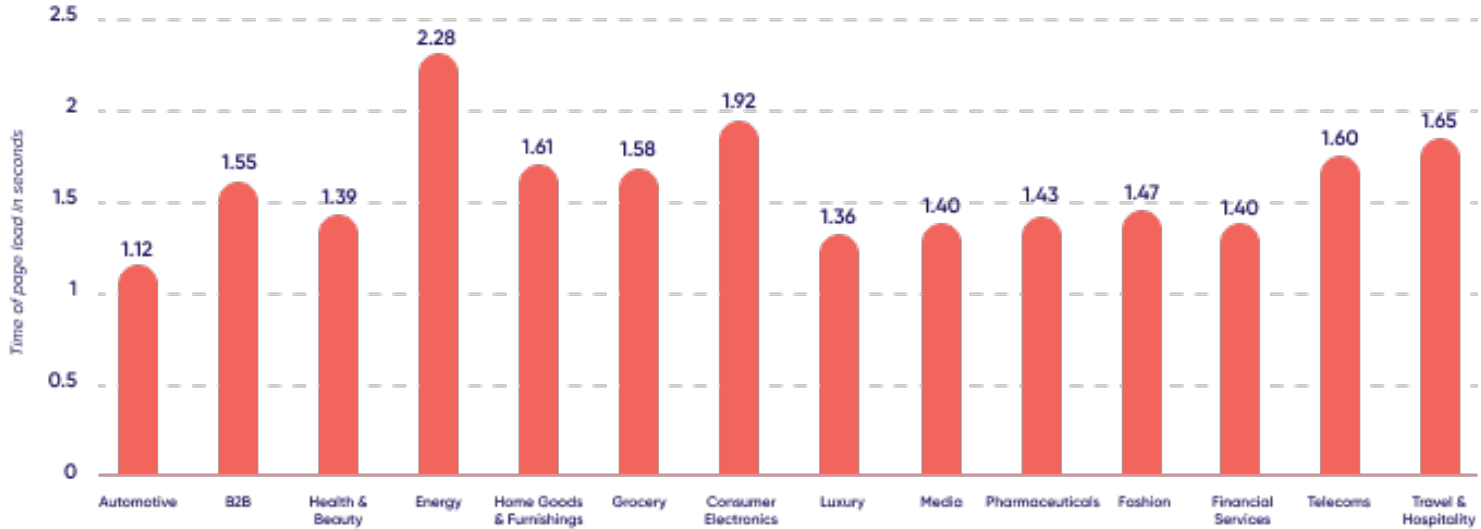
Source: Aberdeen Group

Across all industries, average loading times come in at **1.61** seconds on desktop and **1.52** seconds on mobile. Many users prioritize speed and efficiency when shopping online above all else, so the lower you can get that number the more satisfied your customers will be, especially given that a **1-second delay** can impact conversion rates by up to **20%**.

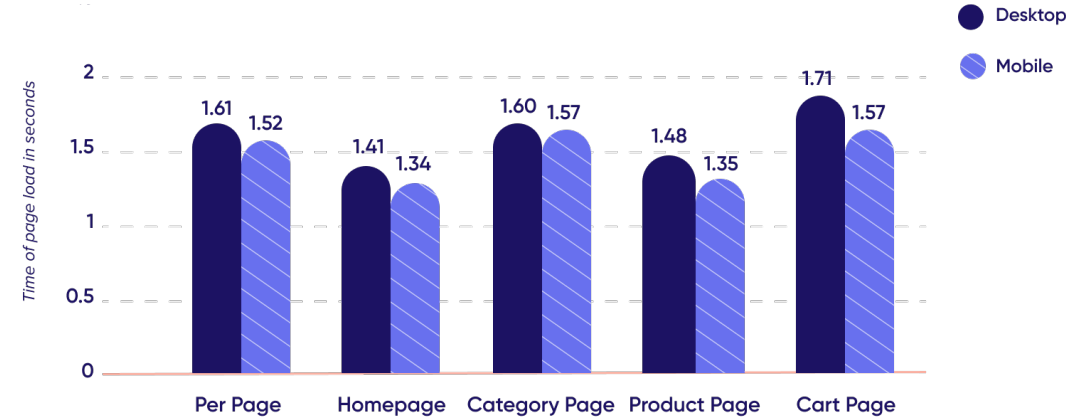
1 second
delay in mobile page load time
=
20%
impact on conversion rate

Source: Google

– Average Loading Time per Page by Industry



– Average Loading Time per Page by Device

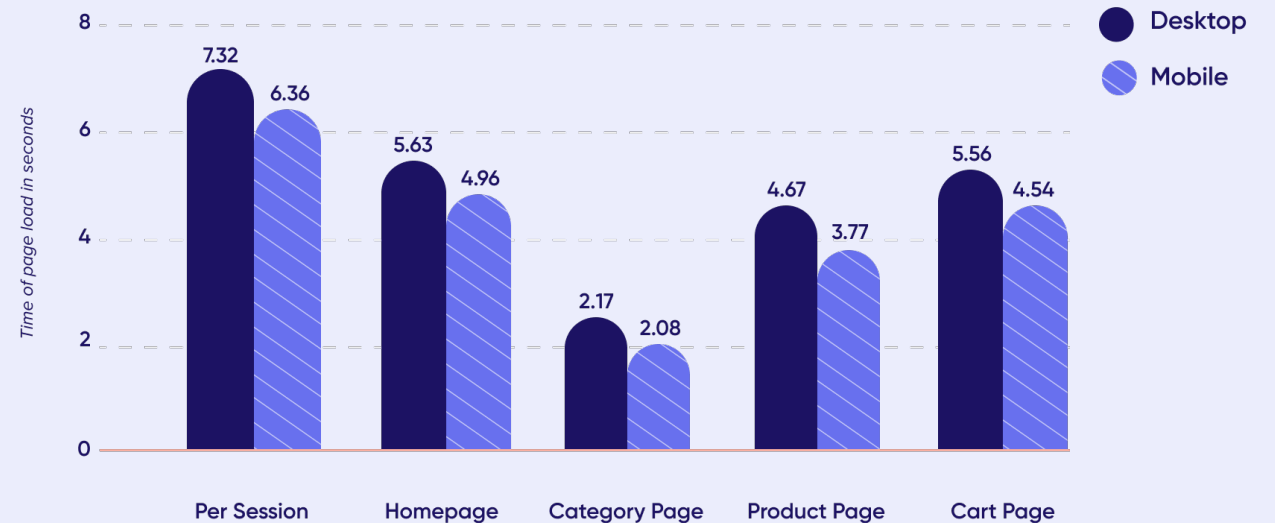


While it's unsurprising to see content-rich pages such as category pages with high load times across all industries (at **4.96 seconds** on average on mobile), it suggests that many brands have some work to do in speeding up their site's browsing experience. Product pages and cart pages could also benefit from speed improvements, with average loading times exceeding the recommended amount across both mobile and desktop for all industries.

On the other hand, it seems many brands have prioritized the speed of their homepages, with the average loading time across all industries at **2.17 seconds** on desktop and **2.08 seconds** on mobile. As the first touchpoint for many new users, the speed of the homepage is important so getting these numbers as low as possible should be a priority for all industries. Especially given that speed is included in Google's latest Core Web Vital update.

According to SEMrush, if your site loads in **1.7 seconds** then it's faster than approximately **75%** of the web. And if you can get it down to **0.8 seconds**, you'll be faster than **94%** of the web.

– Average Loading Time by Session and Device



32%

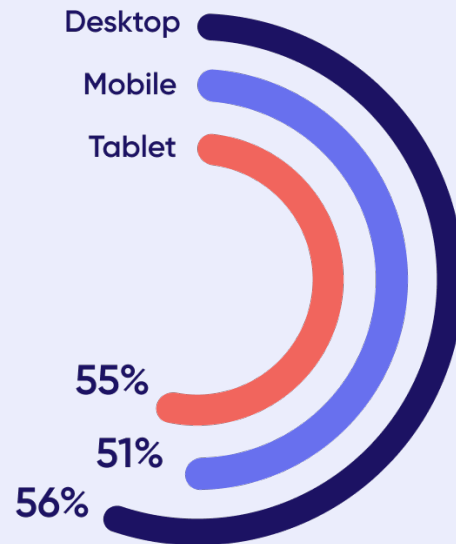
increase in bounce rate probability as page loading time goes from 1 second to 3 seconds.

Source: Google

54%

average scroll rate across all industries

– Average Scroll Rate by Device for All Industries



Scroll Rate

Keep CTAs high because users don't scroll

A user's scroll behavior can help you understand whether your content is engaging your audience or not. A high scroll rate suggests your content makes it easy for users to see that they can find more content below the fold line. It also suggests that your page is logically structured, adds value, and is efficiently answering their needs.

A short scroll rate, however, might indicate that visual cues for scrolling are missing, or your content isn't what most users were expecting. If they're only getting **15%** of the way down your page before leaving, it suggests your website content simply isn't delivering what they expect. This metric is especially important for conversion rate optimization, given that longer content often leads to a call-to-action (CTA) at the end.

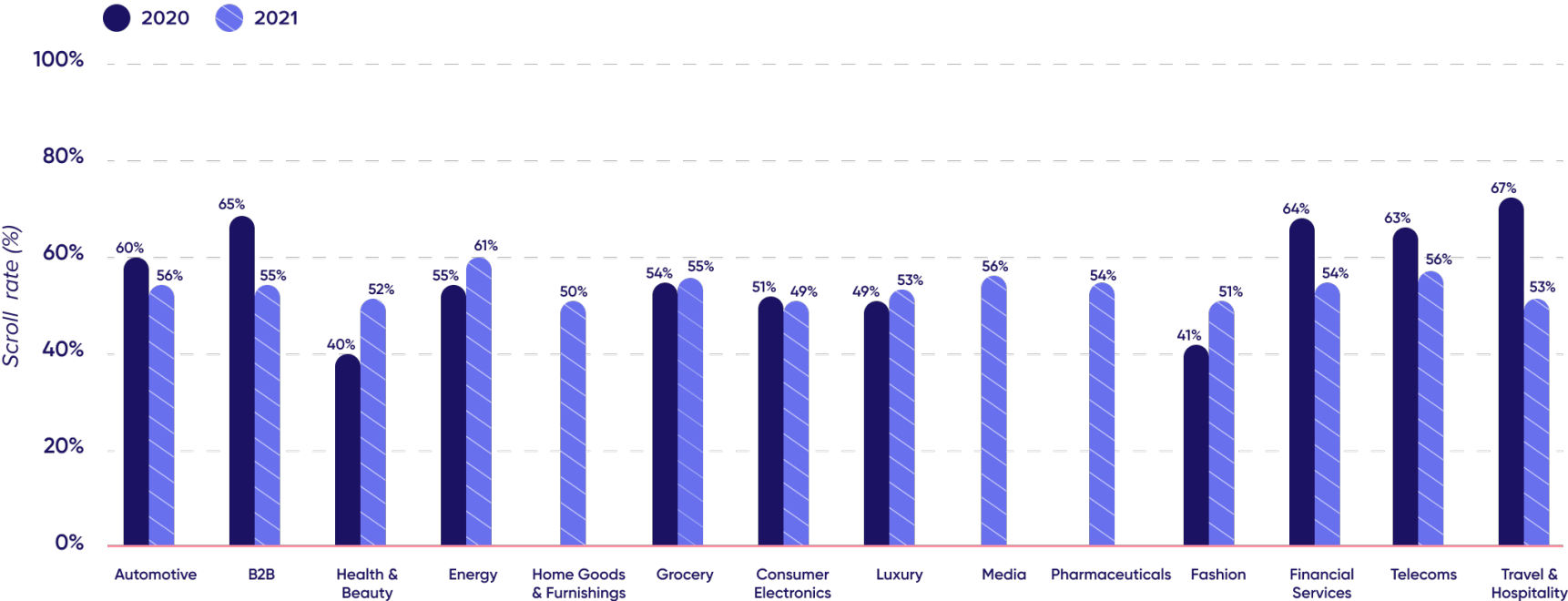
"Knowing how much of the content on a page your audience is consuming is crucial in informing your content strategy. Time and effort put into frequently updating content below the fold which is only seen by a negligible number of visitors could be better used elsewhere."



Niya Noneva,
Senior Solution Expert
Contentsquare



– Average Scroll Rate by Industry (YoY)



*Media, Pharmaceuticals, and Home Goods & Furnishings were not included in our 2020 report.

Across all devices and industries, the average scroll rate is **54%**. Interestingly, this figure barely changes depending on the user’s device, with users scrolling around half of each page whether on desktop, tablet, or mobile.

With scroll rates across all industries falling between **49%** (for consumer electronics) and **61%** (for energy), it’s clear we could all invest some time in optimizing our online content. And if your website structure favors CTAs at the end of content, you might want to rethink because it’s likely around half of your customers aren’t seeing them.

“A low scroll rate could be down to a number of things. Perhaps your content isn’t engaging enough or maybe it’s simply too long. You might also be missing visual cues that let your reader know there’s more content below the fold.

Analyze your content and check that it’s well structured, uses plenty of headings and white space, and isn’t fluffy. More is often less to keep the user engaged. This should have a positive impact on your scroll rate and conversion rate.”



Katie Leask,
Global Head of Content
Contentsquare



Bounce Rate

User expectations are higher than before

Bounce rate is a useful signal of user engagement, plus an indication of content quality and relevance. First impressions matter, especially when our data found that **50%** of website visitors abandon their journey after viewing just one page.

But remember, a high bounce rate doesn't always mean a negative experience.

If the success of your site depends on users viewing more than one page, then a high bounce rate is bad. For example, if your homepage is the gateway to the rest of your site (e.g., news articles, product pages, your checkout process) and a high percentage of users are viewing only your homepage, then you don't want a high bounce rate.

On the other hand, if you have a single-page site like a blog, or offer other types of content for which single-page sessions are expected, then a high bounce rate is perfectly normal.

Source: Google

In addition to this, what the bounce rate metric fails to provide is an in-depth understanding of exactly why users are bouncing. To really succeed, brands need more insights than their typical analytics tools can provide. You need to go beyond simple bounce rate metrics to discover which specific content is causing users to leave.

50%

**average bounce rate
across all industries**

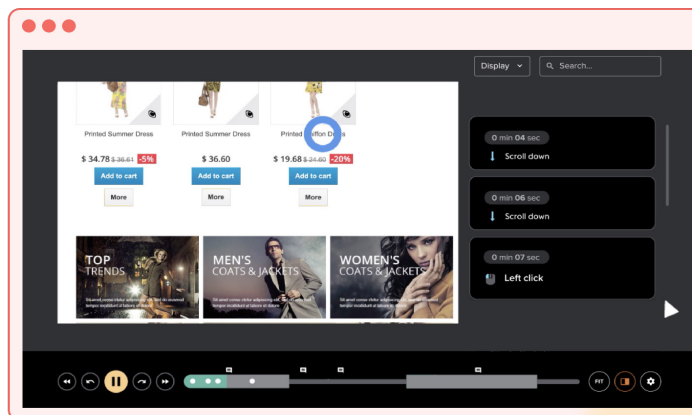
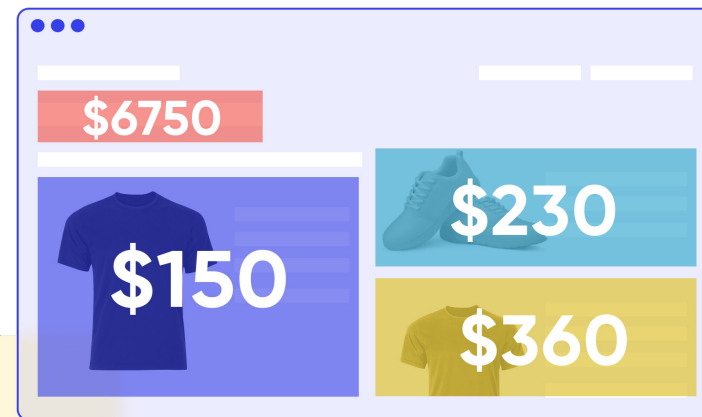
Is your site design confusing?

Are users unsure where to click?

Is your site functionality working as it should?

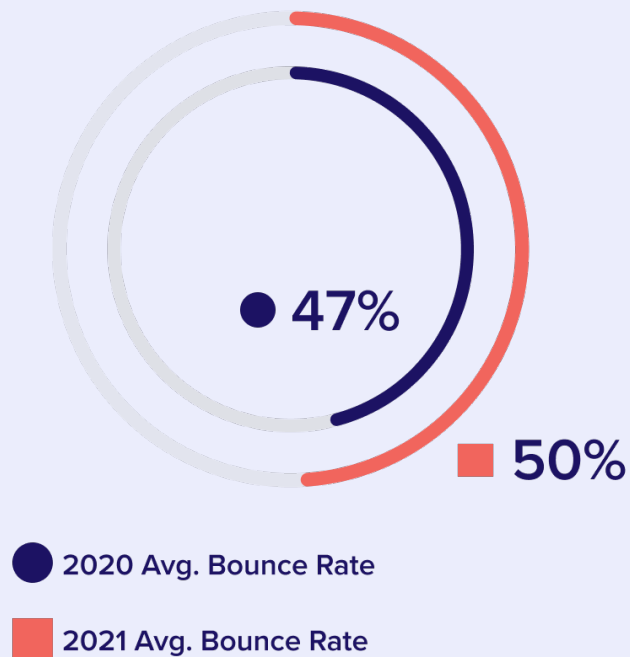
Each of these factors could be turning off your potential customers and making them bounce. And that's where advanced digital intelligence platforms like Contentsquare can help.

Contentsquare's Zone-Based Heatmaps let you visualize how visitors interact with each element on your site. With live metrics overlaid on your web page, you can discover in seconds which content is helping (or hindering!) your customers from achieving their site goals.

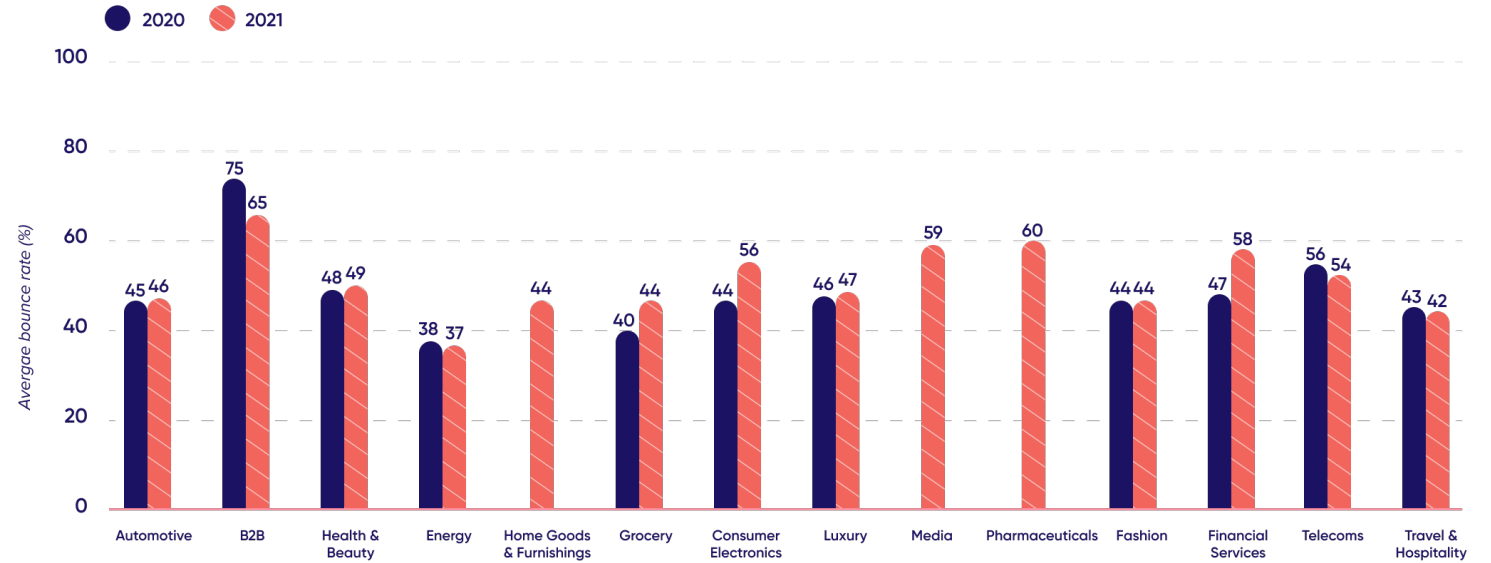


Contentsquare's Session Replay reconstructs an individual visitor session on your website. Use this in combination with macro-level insights to quickly troubleshoot why a certain observed metric is happening or to confirm a specific hypothesis. You can then share these experience replays with stakeholders to help speed up changes and investments.

– Average Bounce Rate for All Industries and Devices (YoY)



– Average Bounce Rate by Industry (YoY)



Highest Bounce Rates:

B2B–65%

Pharmaceuticals–60%

Media–59%

Lowest Bounce Rates:

Energy–37%

Travel & Hospitality–42%

Home Goods & Furnishings–44%

*Media, Pharmaceuticals, and Home Goods & Furnishings were not included in our 2020 report.

For the second year running, the B2B industry had the highest bounce rate at **65%** (though notably down from **75%** in 2020). It appears that B2B businesses need to work even harder at articulating their value proposition, otherwise visitors will lose interest and leave.

B2B was closely followed by pharmaceuticals (a new category for 2022) with a bounce rate of **60%**. The data suggests that pharmaceutical companies could also improve the clarity of their value proposition and prioritize logical customer journeys if they want to reduce bounces.

On the other hand, grocery had the lowest bounce rate at just **37%**. This suggests that, in general, users know what to expect when browsing grocery websites, likely helped by the fact grocery websites also enjoy a majority of returning users (**54%**). Equally, grocery shoppers are more intentional with their visits (to buy food) so are less likely to bounce.

Year on year bounce rates increased the most for consumer electronics (going from **44%** to **56%**) and financial services (going from **47%** to **58%**). The data

suggests that both of these industries should spend some time better understanding the intent of their customers to reduce the likelihood of them bouncing.

One way to reduce a high bounce rate is to understand what's causing these early exits in the first place. In-depth insight into what customers are trying to achieve on your site or app is key to building journeys that feel relevant every step of the way—a homepage or landing page that was relevant eight months ago may not be relevant now. And with online customer behavior in constant flux, understanding your customer goals in a continuous manner should be a top priority.

"A user should never be surprised or confused when clicking on a link or CTA. By providing your customers with what they want to see straight away within the top half of the page, you can improve the customer journey and decrease your overall bounce rate."



Megan Brook-Bramley,
Solution Expert
Contentsquare

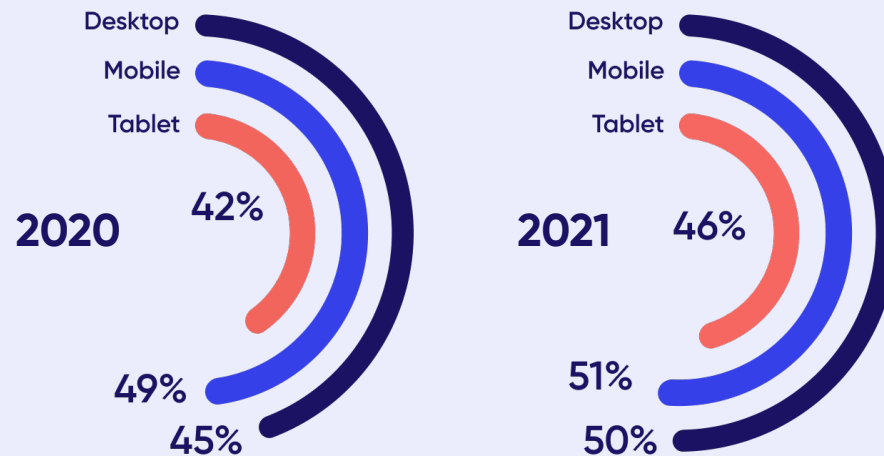


25%

of consumers would prefer to continue shopping online for groceries rather than venturing in-store following the pandemic.

Source: Mood Media

– Average Bounce Rate by Device For All Industries (YoY)



*All values are rounded to the nearest hundredth.

To calculate average bounce rate per industry, we used a weighted average of the rate per device using the number of sessions per device as weight.

With over half of mobile users (**51%**) bouncing after viewing just one page, there's still plenty of work to be done to create a seamless, mobile-first world. That said, brands must continue to build experiences that take into account both desktop and mobile customer journeys, offering optimized experiences based on both browsing device and user intent.

The year on year data suggests that, when on desktop, users now have higher expectations about their digital customer journeys and that online experiences are failing to answer their intent—more so than in previous years given an increase in bounce rate from **45% to 50%** between 2020 and 2021 on desktop. Perhaps we've spent too much time optimizing our mobile experiences for a mobile-first world, and let our desktop journeys slide?

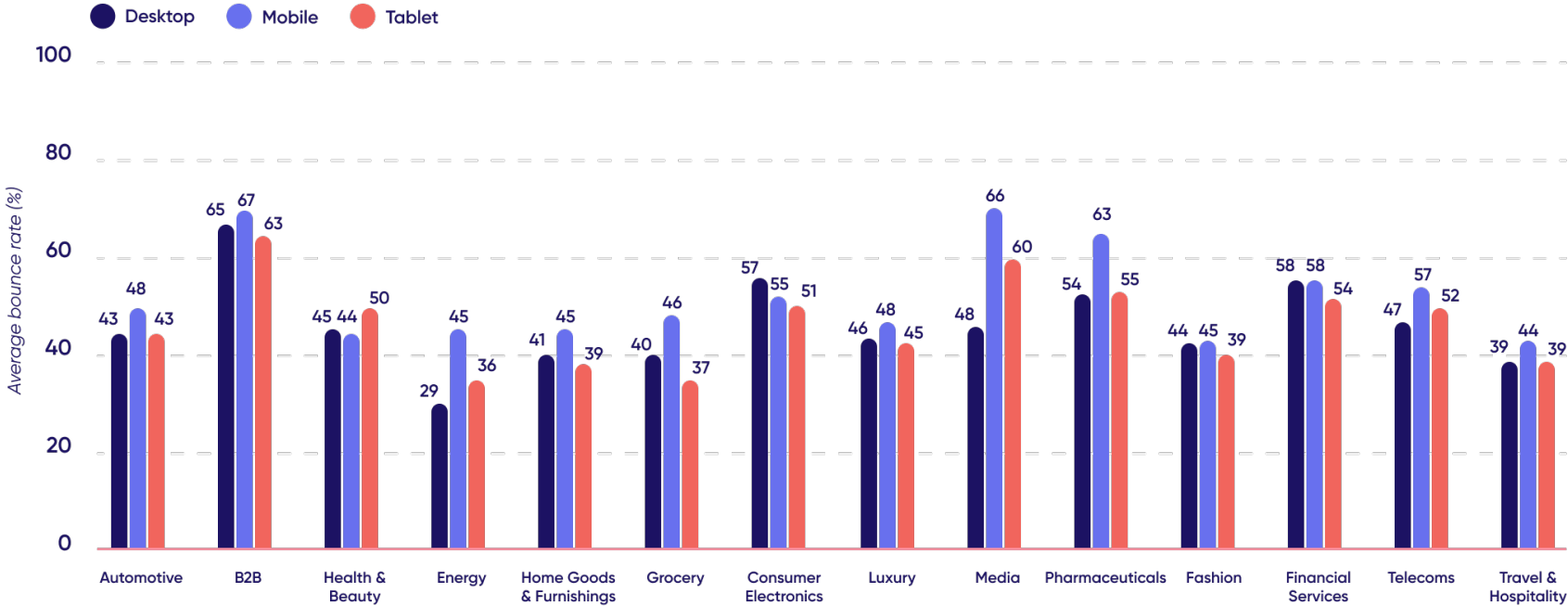
“With a significant amount of traffic reaching product pages from Google shopping and bouncing, brands should have a dedicated landing page for PPC traffic and using features such as product recommendation and category links at the top of the page. This will encourage users to keep browsing the site's offering rather than bouncing.”



Niya Noneva,
Senior Solution Expert
Contentsquare



– Average Bounce Rate by Industry by Device



*All values are rounded to the nearest hundredth.

To calculate average bounce rate per industry, we used a weighted average of the rate per device using the number of sessions per device as weight.

“Most sites have more content to communicate than they can fit above the fold. So how do we know what are the most important things to highlight? And how can we encourage users to scroll further for the rest?”

Contentsquare can help uncover gems below the fold, discover whether your users are noticing visual clues to keep them scrolling, and help you streamline what content helps conversions vs what’s being ignored and can be eliminated.”



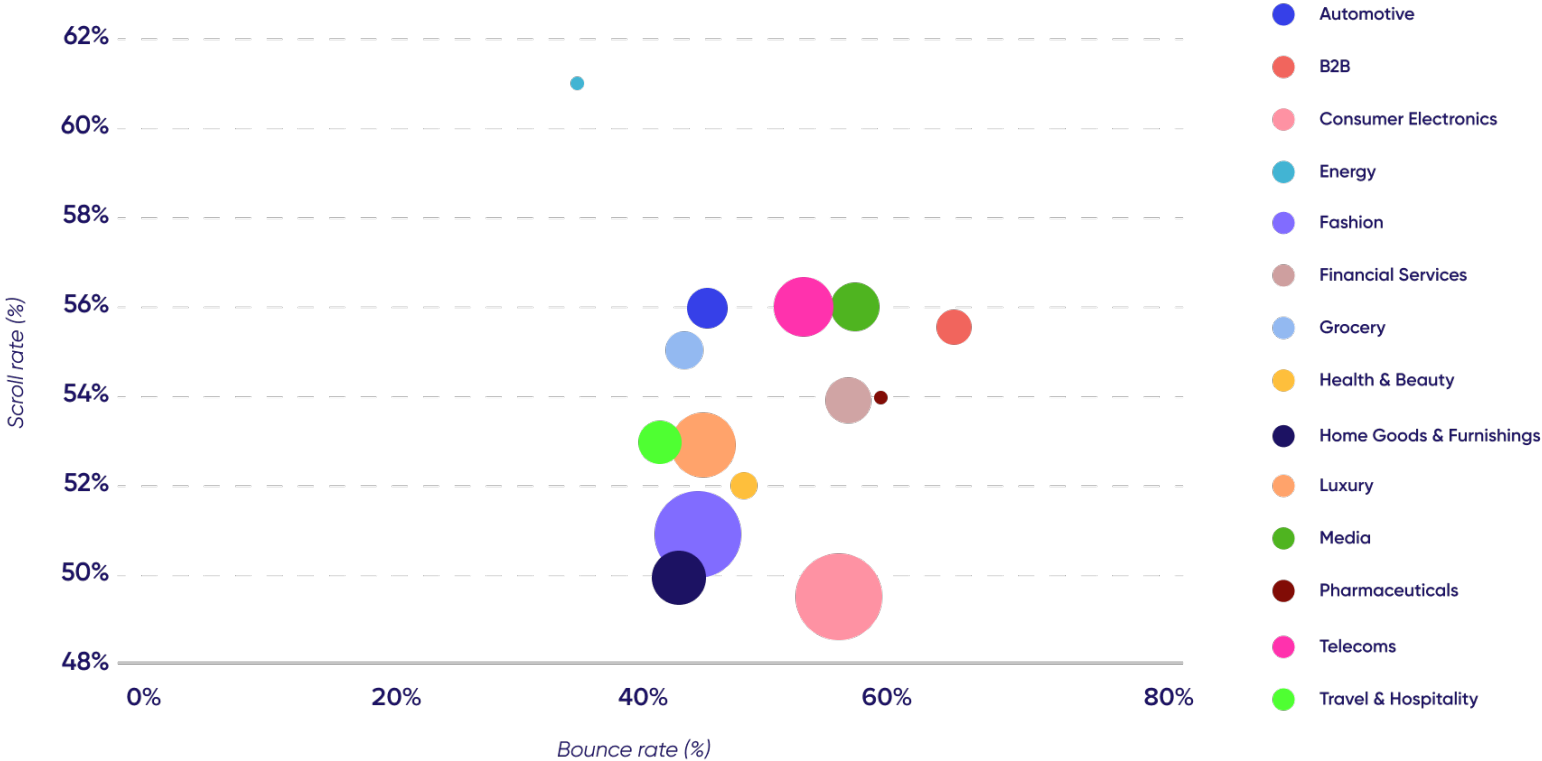
Akin Arian,
Director of Product Marketing
Contentsquare



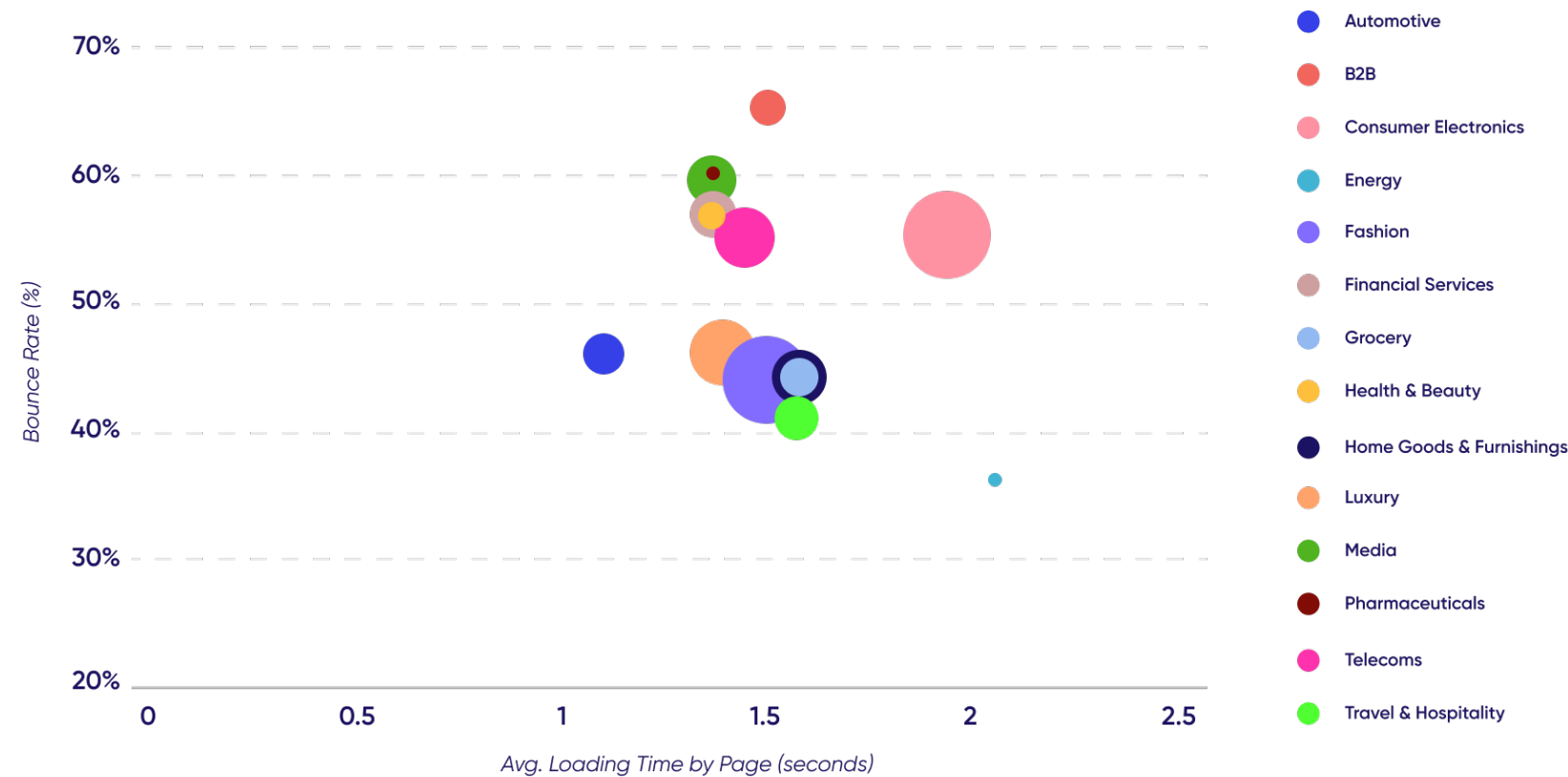
While our data suggests no direct correlation between bounce rate and scroll rate across industries, the scatter graph draws attention to B2B's high bounce rate and consumer electronics low scroll rate—something these industries should look out for as they optimize their digital experiences.

As mentioned, despite being able to reduce its bounce rate from **75%** in 2020 to **65%** in 2021, B2B maintains the highest bounce rate across all industries. B2B marketers should question whether this is simply the nature of the beast for their vertical, or whether they can take a page out of the book of B2C marketers that have achieved lower bounce rates.

– Bounce Rate vs Scroll Rate per Industry



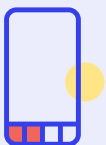
– Bounce Rate vs Loading Time per Industry



One interesting observation from this scatter graph is what it suggests about the energy industry. Despite having the slowest loading time (by quite a long way in relative terms), their customers appear to remain captivated, with the lowest bounce rate of any other industry.

Also notable is automotive, which has the fastest site loading times on average and is enjoying a low bounce rate because of it.

Key Section Takeaways



1. Experiences on different devices must align with your customer's differing intentions.

The average time spent per session on mobile is just **2 minutes and 39 seconds**, compared to **5 minutes and 55 seconds** on desktop. Visitors generally prefer to do more research and consideration when using a desktop device. On the other hand, to meet and exceed expectations, most mobile experiences must give their customer what they want quickly. Your digital strategy must cater to the differing intentions and objectives of your customers in different devices.

"Add 'Read More' links across your mobile content as this gives the user the option to learn more if they want to but hides the full content on the first view."



Katie Leask,
Global Head of Content
Contentsquare



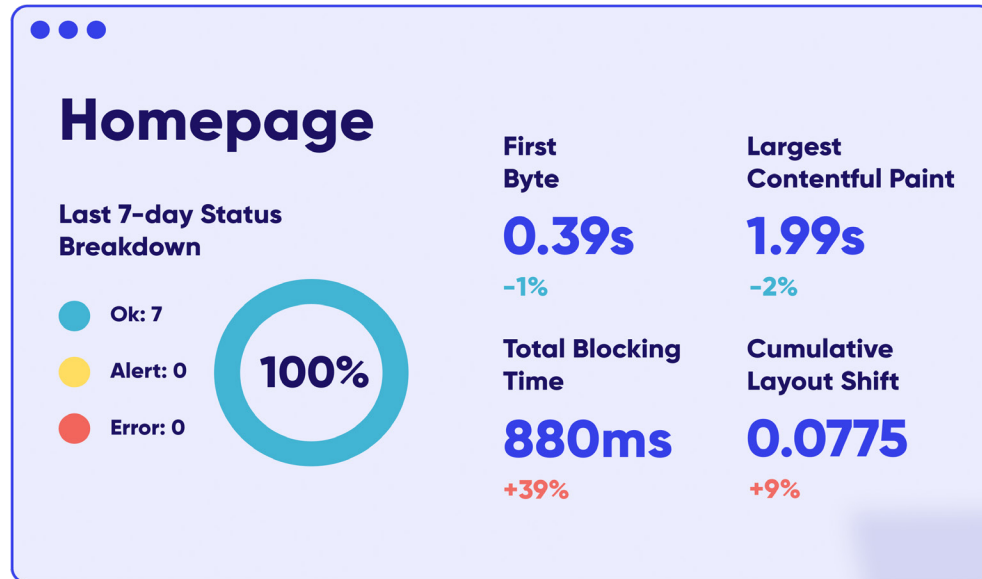
2. Don't waste your customer's time.

According to Google, the probability of bounce increases by **32% between the first 1 to 3 seconds**. Which means brands don't have much time to meet or exceed visitor expectations! Visitors want results and they expect them to occur immediately, especially given our collective digital fatigue thanks to the pandemic.

If there's one thing you should prioritize this year to exponentially increase your customer satisfaction, it's getting your loading times as low as they can go. Speed is one of the biggest factors for visitor experience perception. Customers often prioritize speed above all else in today's digital world, so this really could be a make or break for your business. At minimum, brands should aim to nail all of their Core Web Vital scores (and we'll come onto those in a bit).

Contentsquare's Speed Analysis feature

can help you benchmark where your site is today, plus surface and rank core issues to help you prioritize your roadmap and improve your site speed.



3. Use data on customer goals and experience to qualify your bounce rate.

Very often, we believe a high bounce rate is evidence of a poor customer journey, but this isn't always the case. When analyzing your bounce rate against other industries, make sure you're taking into account your industry's typical user journey. If your digital strategy relies heavily on driving traffic to a single-page site such as a blog, then a high bounce rate is perfectly normal once visitors have gained value from a specific page, then exited.

Equally, it's important to take into account both the page and acquisition channel from which visitors are bouncing. For example, a bounce from an organic search query landing on your homepage is different than a bounce from a PPC visit to a product page. So make sure you analyze each customer journey individually to get a better understanding of your bounce rate.

Conversion Behavior

How your customers convert tells you everything. From heavily impacting your bottom-line metrics to justifying the very existence of your business, understanding conversion behavior should be a key focus of any brand's digital strategy.

In this section, we take a look at the key CX metrics that tell you how successful your digital properties are at doing their job. From average order value and average time spent during buying session to conversion rate and average revenue per session, keep reading to find out how the conversion behavior of your customers compares to industry benchmarks.



"How many pages do visitors view before making a purchase?"



"What is a good conversion rate?"

◆ 328%

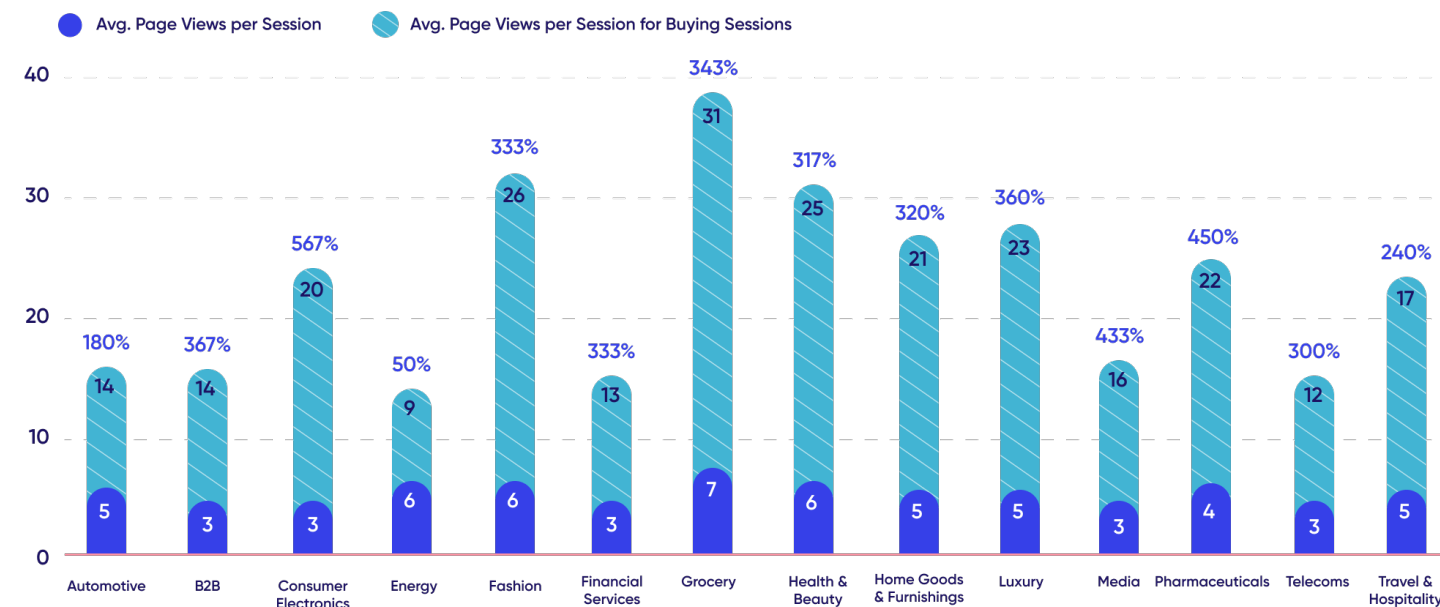
increase in page views
during sessions where a
conversion took place

Interesting to note, here, is the significant jump in page views during sessions where a transaction took place. When customers committed to making a purchase, page views per session went up by **328%** on average across all industries.

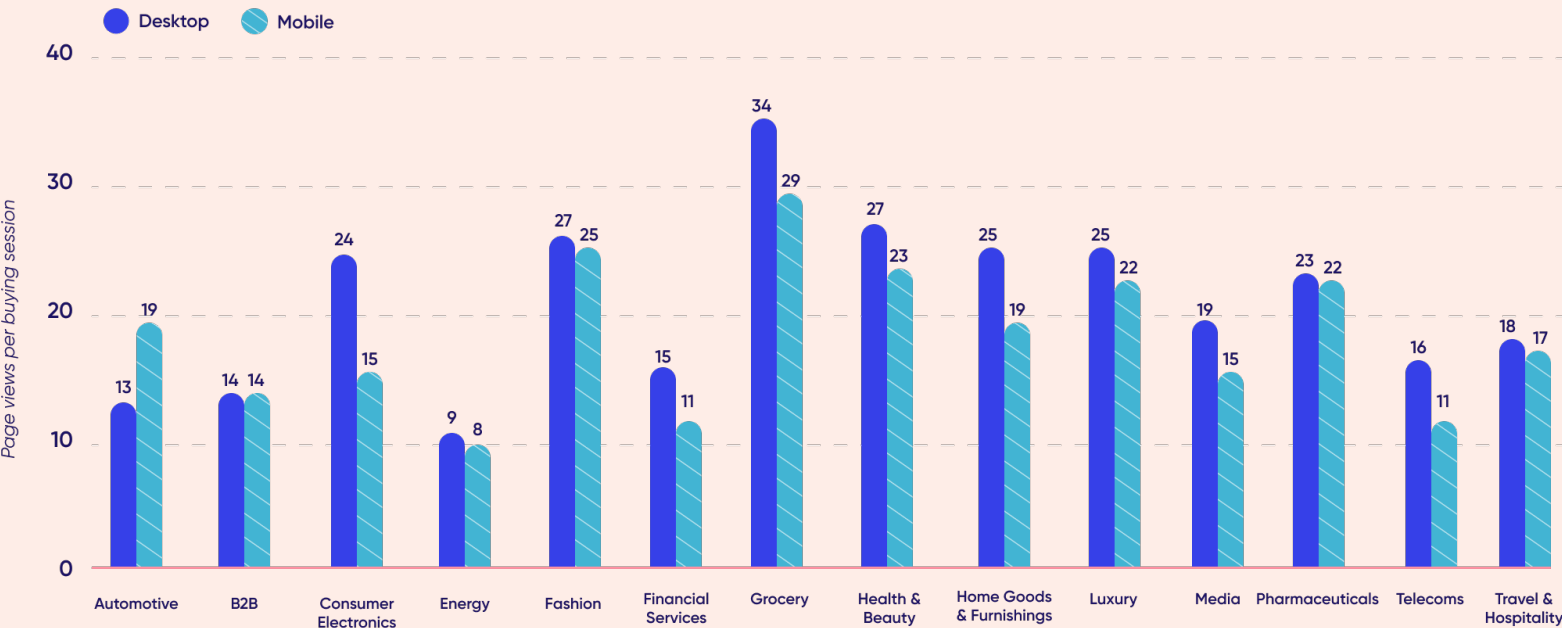
This suggests that customers like to conduct more research before making a purchase, so make sure you're giving them all the information they need to convert.

Page Views for Buying Sessions

– Average Page Views per Session for Buying Sessions

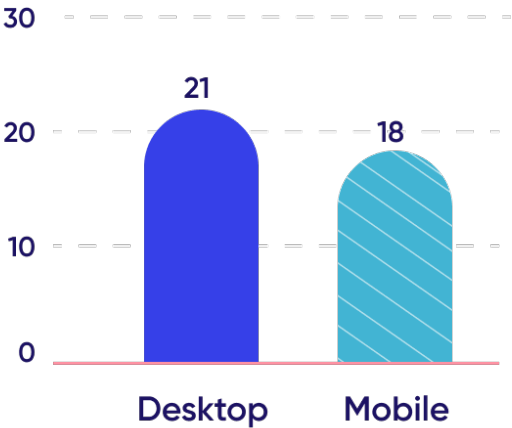


– Average Page Views per Session and Device for Buying Sessions



Overall, it appears users are more likely to shop around before making a purchase decision when on desktop versus mobile, with an average of **21 pages** viewed on desktop compared with just **18 on mobile**. The only anomaly here is automotive, with users visiting **19 pages** on average on mobile before converting, compared with just **13 pages** on desktop.

– Average Page Views by Session by Device for Buying Sessions for All Industries



15 minutes & 5 seconds

is the average time spent during
buying sessions across industries

"You need to have a relentless focus on trying to understand what your users are doing. What differences in online behavior can you spot between the people who are doing what you want them to do and the people that aren't?"



Matt Henton,
Head of eCommerce
Moss Bros

EST. 1851

MOSS BROS.
GROUP PLC



Time Spent for Buying Sessions

We love to research before we buy

The time a user spends on-site before making a purchase can give you an indication of the simplicity of your website. This metric varies per industry and there's no one size fits all, but if you notice your average time spent is much higher than your industry's benchmark, take a look at your digital customer journey to see what's taking your customers so long to convert.

"We use Contentsquare to discover opportunities where there's friction, where there are pain points, where we can potentially improve the customer experience and where we can see the customers are having a tricky time interacting with our website."

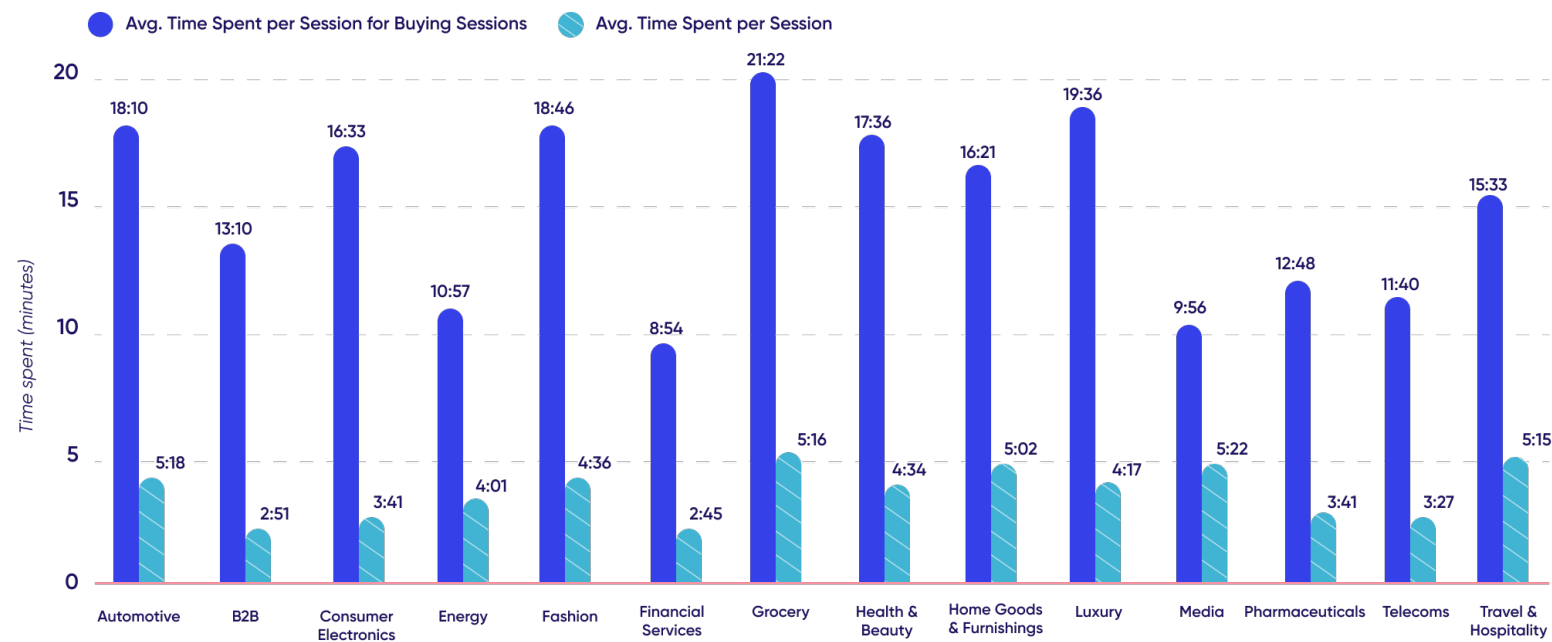


Tristan Burns,
Global Head of Analytics
Pizza Hut Digital Ventures



Pizza Hut
Digital Ventures

– Average Time Spent for Buying Sessions



Online grocery spend almost doubled in 2021, with a surge of 97.4% over the year.

Source: Barclaycard

The industry with the longest time spent for buying sessions was grocery, with users typically browsing the site for **21 minutes and 22 seconds** before completing their purchase. The majority of us will have completed an online food shop before, so around the **20-minute** mark feels understandable for a weekly shop.

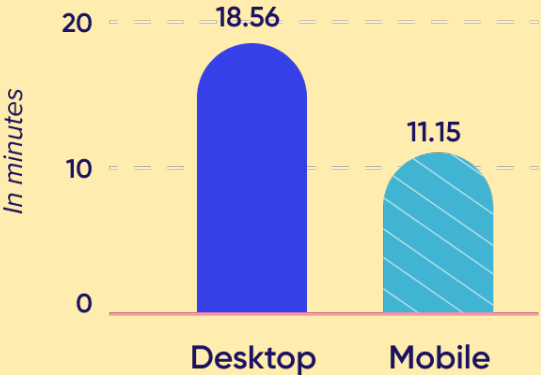
In second place is luxury, with users spending an average of **19 minutes and 36 seconds** before making a purchase. As the data suggests, when we’re about to splash larger sums of money, we like to make sure we’re getting exactly what we want.

On the other hand, the industry with the shortest time spent for achieving a goal completion was financial services at **8 minutes and 54 seconds**. With big decisions to make around banking, credit cards, and loans, each converting session is likely preceded by more in-depth user research. We’d rarely convert to a new bank or benefit on our very first browsing session. So, by the time the user is ready to convert (maybe days, or even weeks, later), they’re relatively quick to do so.

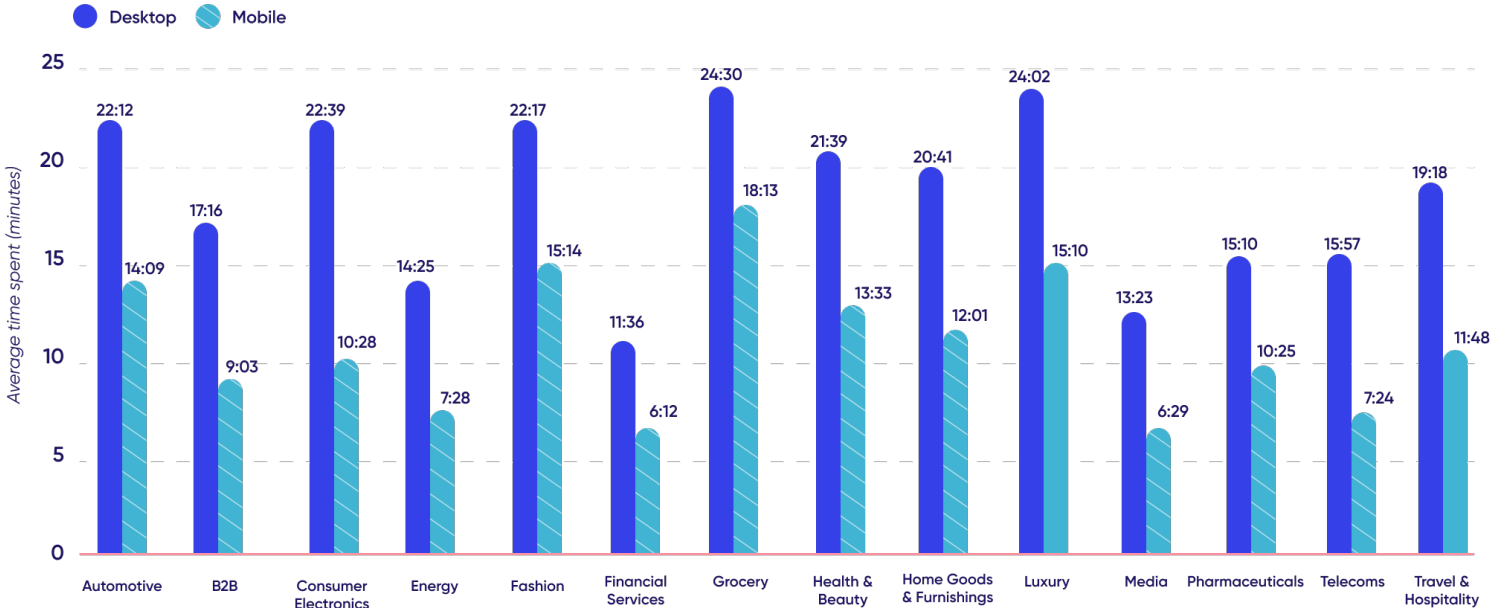
We prefer to research on desktop

When we break this down by device, a similar story appears across all industries; we spend more time browsing before buying on desktop than on mobile. When on mobile, we're relatively quick to add things to the basket and convert (just over **11 minutes** on average). Whereas on desktop, where the experience is arguably easier, we like to spend a little longer comparing and browsing before we commit (just under **20 minutes** on average).

– Average Time Spent by Session for Buying Sessions



– Average Time Spent per Page for Buying Sessions by Industry



2.3%

average conversion rate for all industries

"To improve your conversion rate, ensure CTAs are consistent and noticeable. Provide a 'softer' action in addition to the primary CTA. Gate valuable content and insights without disrupting the experience."



Michelle Lee,
UX/UI Design Lead
Contentsquare



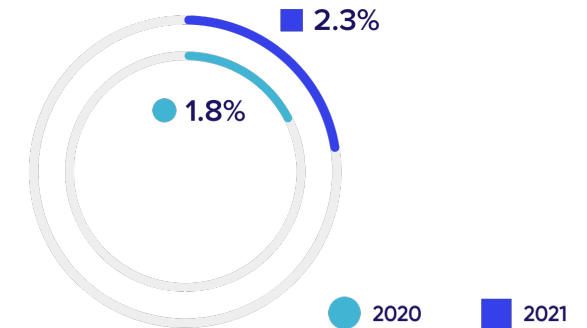
Conversion Rate

Conversion rates are on the up

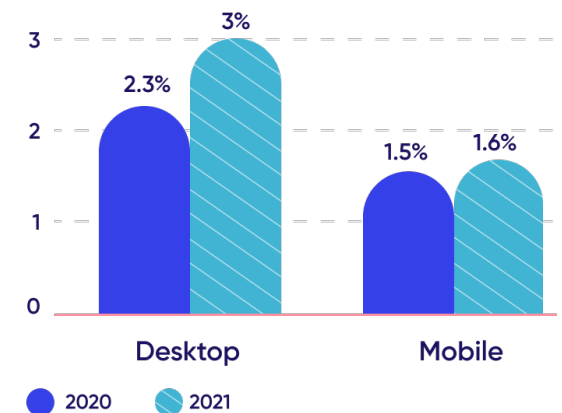
Ooh, the big one. The metric that's most influential in driving your bottom-line business results. Understanding what percentage of your users complete the desired action on your website is ultimately how you gauge the success of your brand. And conversions across all industries have jumped from **1.8%** in 2020 to **2.3%** in 2021—a **28%** increase!

Although there's not much in it, conversion rates are higher on desktop which suggests a slight preference for browsing on a computer or laptop vs on a mobile device for making purchases. Interestingly, conversion rates improved slightly on desktop too, going from **2.3%** in 2020 to **3%** in 2021.

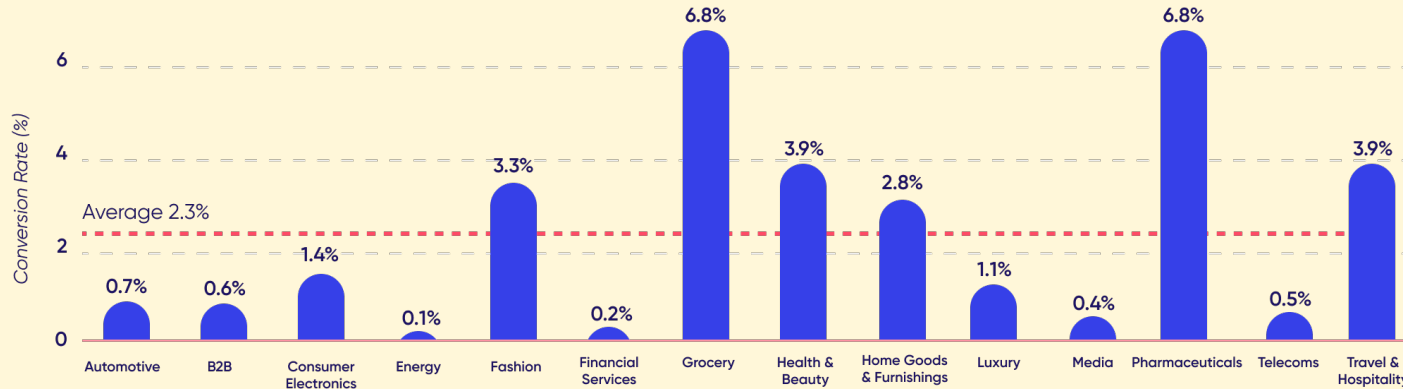
– Average Conversion Rate for All Industries (YoY)



– Average Conversion Rate by Device for All Industries (YoY)



– Average Conversion Rate for All Industries



Across all industries, grocery had the highest conversion rate at **6.8%**. Food shopping is a necessity where user habits are more set in stone given their frequency, so higher conversion rates are to be expected, with grocery topping the charts in both 2020 and 2019.

Coming in at the bottom of the list is energy, financial services, and media, all of which had a conversion rate of less than 1%. This suggests these three industries should spend more time optimizing their customer journeys to increase the number of people taking the desired action on their sites. While it's true that conversions are harder to come by in these industries (largely due to the nature of the sector), conversions are still a measure of success, and less than 1% on average is pretty low.

“Understand your converted users’ behaviors to build an experience that encourages those behaviors across your entire user base. How many product pages do buyers typically view per session? How likely are they to use the site search versus the main navigation to reach a product? Are they likely to interact with a promotional code field?”

Use this set of learnings to develop a blueprint experience and optimize your digital properties to encourage these behaviors. This will have a strong impact on your bottom line and help to improve your conversion rate.”



Niya Noneva,
Senior Solution Expert
Contentsquare



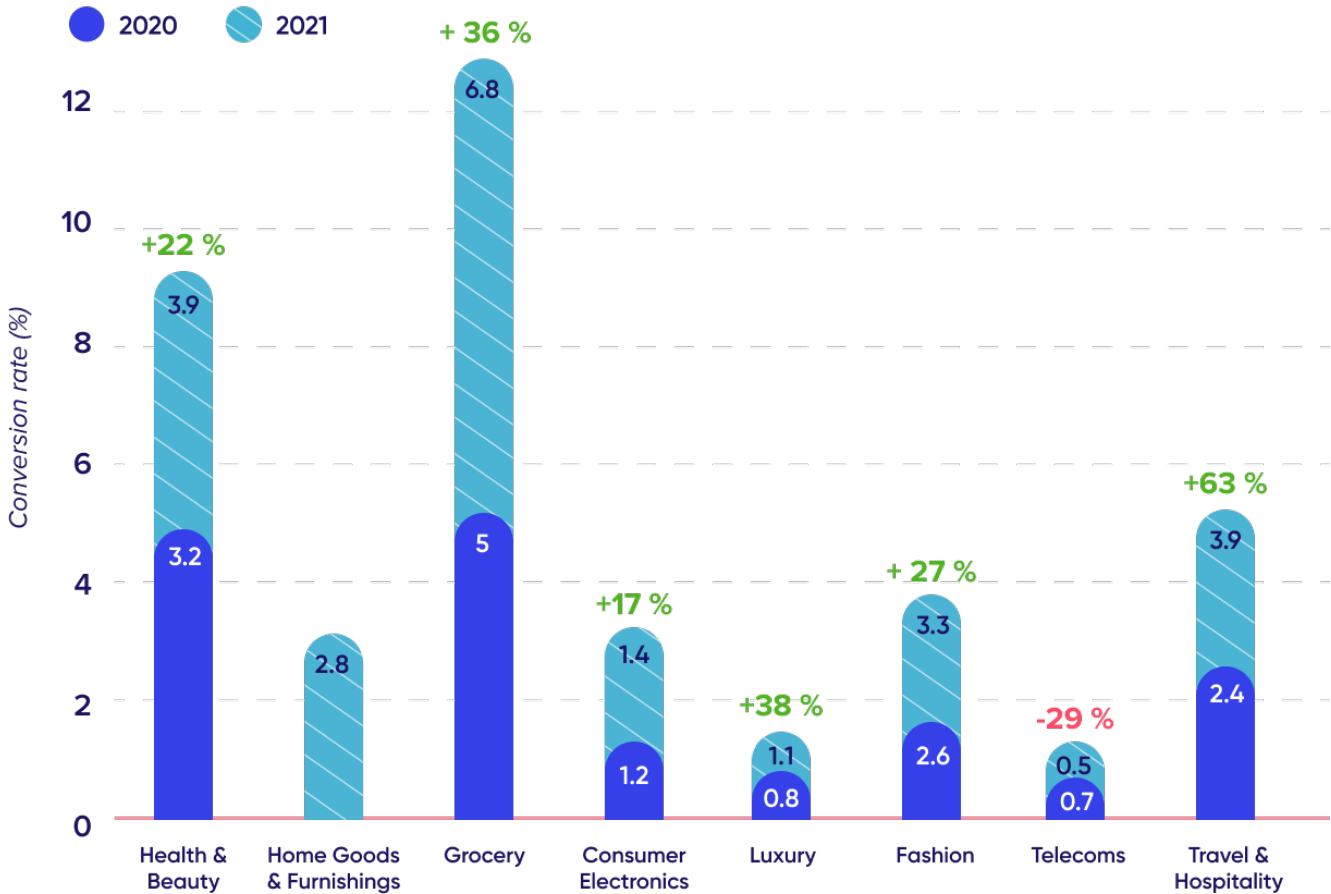
It's important to note that what constitutes a conversion varies per industry. A conversion in the fashion sector might be the sale of a shirt, whereas financial services might count someone applying for a loan or scheduling a call with a financial advisor.

For that reason, the following section focuses solely on the eCommerce industry (where a conversion is more standardized).

Two industries with significant year on year changes in average conversion rate are grocery (going from **5.0%** in 2020 to **6.8%** in 2021) and travel and hospitality (going from **2.4%** in 2020 to **3.9%** in 2021). For the grocery industry, this reflects the effects of the pandemic: many people turned online (and have stayed online) for their food shopping, illustrating that some parts of our lives have shifted online for good.

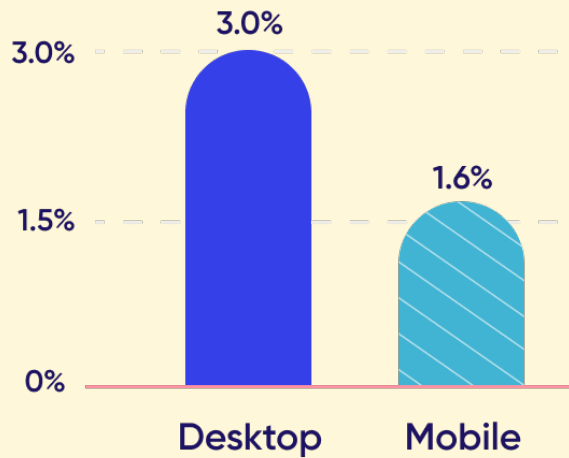
For travel and hospitality, it demonstrates how people have begun to book holidays again when previously they'd been unable due to more strict lockdown restrictions in 2020.

– Average Conversion Rate for eCommerce Industries (YoY)



*Home Goods & Furnishings was not included in our 2020 report.

– Average Conversion Rate by Device for All eCommerce Industries



Despite living in a mobile-first world, many of us continue to work at desktops throughout the week. With conversion rates **100% higher** on desktop, it's clear that brands must optimize for both experiences.

However, truly innovative and digitally transformative brands avoid hitching their digital strategy to mobile or desktop trends and instead assume that every customer is multi-device, offline, and online. Instead, they closely analyze all touchpoints across their customer journeys, diving deeper into behavior analysis and cues to keep their digital properties relevant. It's that 'all the touchpoints' approach to behavior analysis that will keep you relevant—and winning.

To improve conversion rates for next year, brands need to continue to make the digital checkout process as simple as possible. And remember, just because a customer may be browsing your online shop instead of your brick-and-mortar store, doesn't mean you can't give them a personal level of customer experience, too.

“During the checkout process, it's okay to let the customer know you are there and ready to help. For example, if they are in the checkout process trying to put in an expired promo code, have a pop up offering a new one with the same or better discount.”



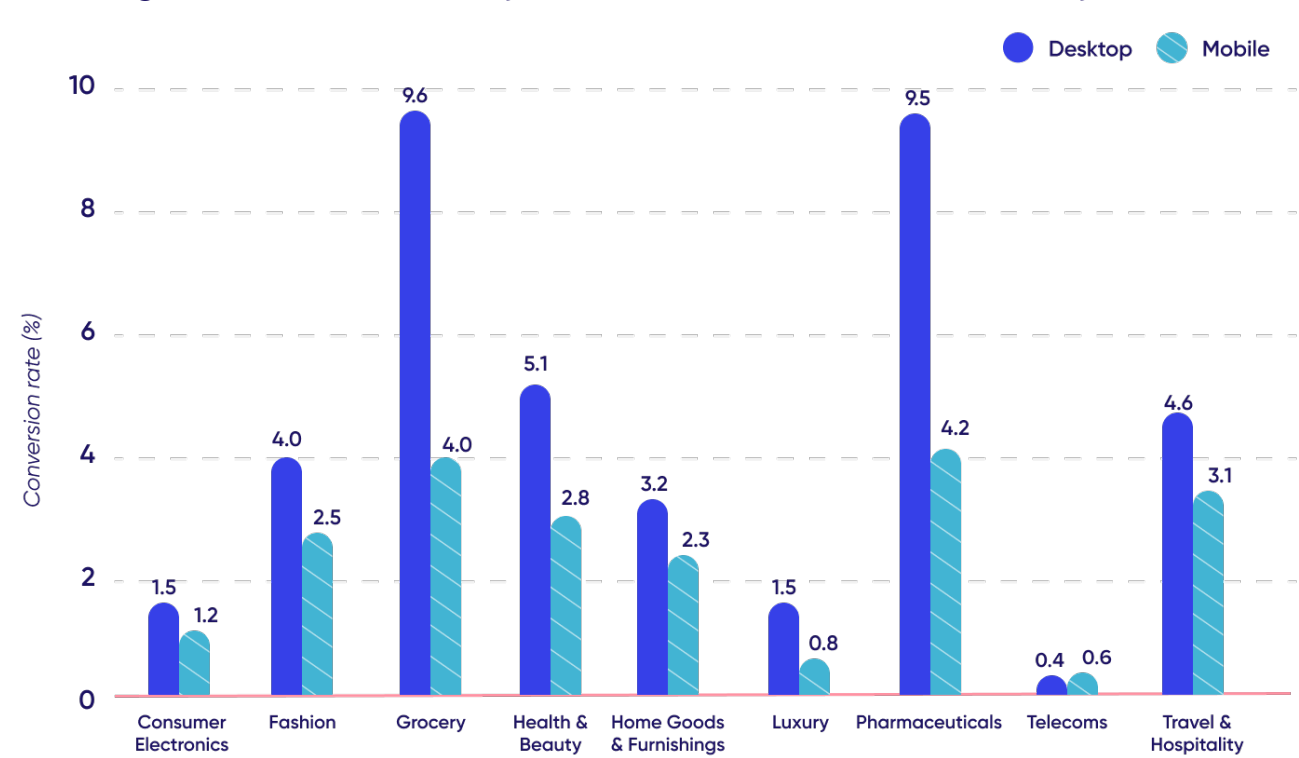
Delaney McDonald,
Content Marketing Manager
Contentsquare



It appears users prefer to grocery shop on desktop, with **9.6%** of conversions coming from desktop compared to just **4%** on mobile. The same buying behavior is true for pharmaceuticals, with **9.5%** of conversions taking place on desktop compared to just **4.2%** on mobile. In fact, across all industries conversion rates were higher on desktop, suggesting that users find navigating desktop sites easier (and perhaps less fiddly) than mobile—or that they’re shopping at work.

If you’re in a sector where the majority of your conversions come from desktop, offer your mobile users the option to complete their purchase on desktop (such as allowing them to save items to their account basket on mobile to finish on desktop). Why? Because users love to browse quickly on mobile devices but could be put off by having to fill in more complicated delivery and payment information. Giving them the option to switch will help increase your conversion rate and customer satisfaction (and retention!).

– Average Conversion Rate by Device and eCommerce Industry



Sonos on their latest site redesign: “We didn’t start with selling. We started with understanding exactly what users needed to navigate their purchase.”



**Sean Knotts, Director,
Global Ecommerce
Sonos**

SONOS

91%

higher average
order value on
desktop than mobile

Order Value

Desktop delivers

Average order value (AOV) helps you track how much shoppers are spending on your site. It can help you identify and target different customer segments based on their spend and see which channels are most effective for generating revenue for your brand.

It can also help you understand whether your pricing strategy is hitting the mark for your industry. If your AOV is much higher than the industry benchmark and your conversion rate is lower, you might want to rethink your price point or offerings. Either that or you need to improve the value proposition on your site to persuade shoppers why your product or service is better than the competition.

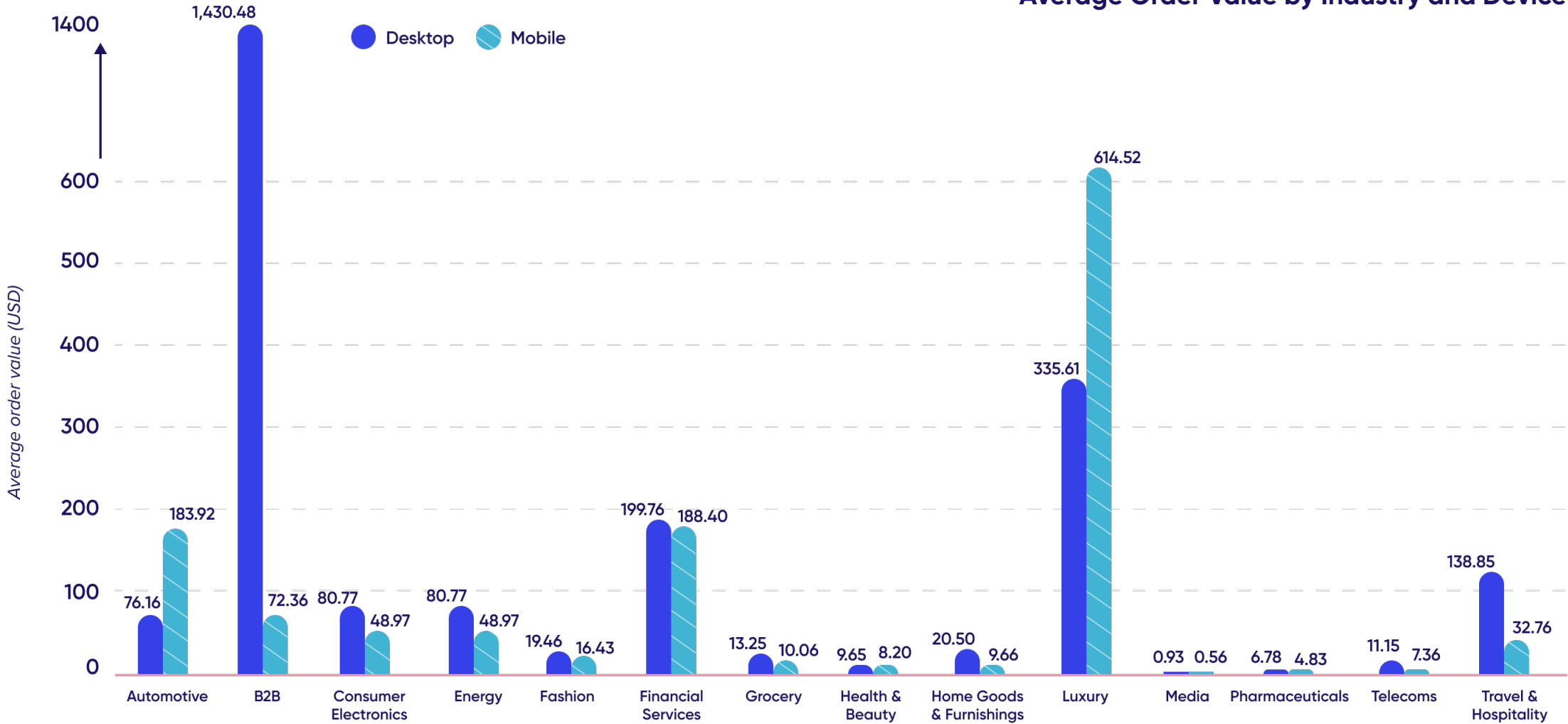
"An example of segmentation by customer loyalty is leveraging behavioral data to group customers who have frequently done business with you. Loyal customers are more likely to buy your new products, leave testimonials, participate in case studies, do beta testing, and send referrals."



Marie Jehanne, SEO
and Inbound Manager
Contentsquare



– Average Order Value by Industry and Device



The industries in which the average order value is most similar across devices are energy (\$61 on desktop vs \$58 on mobile), fashion (\$19 on desktop vs \$16 on mobile), and grocery (\$13 on desktop vs \$10 on mobile). This suggests that for these three industries, users are device-agnostic; happy to spend the same amount on average across devices.

The B2B industry takes the prize for the largest average order value on desktop at \$1,430, which is reflective of desktop dominance during typical working hours. Closely behind is travel and hospitality, at \$139 on average on desktop.

While the data suggests that customers prefer to shop for more expensive items such as business software and holidays on desktop,

it's surprisingly not the same for luxury. With an average order value of \$336 on desktop compared with \$615 on mobile, it appears luxury shoppers are happier to splash the cash on their smartphones. Perhaps this is due to the ease and convenience of shopping via social media, with many users clicking on mobile shopping experiences directly from influencers in their feed.

If your brand's average order value is lower than your industry's average, ask yourself whether your value proposition is prominent enough across your digital properties. This AOV benchmark data can help you understand whether you need to prioritize your digital or mobile journeys to remain competitive.

"We see that reinforcing our value proposition, really understanding our customer pains and then offering them specific benefits has brought much more impact for us than any other initiative."



Bjarn Brunenberg,
Growth Marketing Manager
TomTom

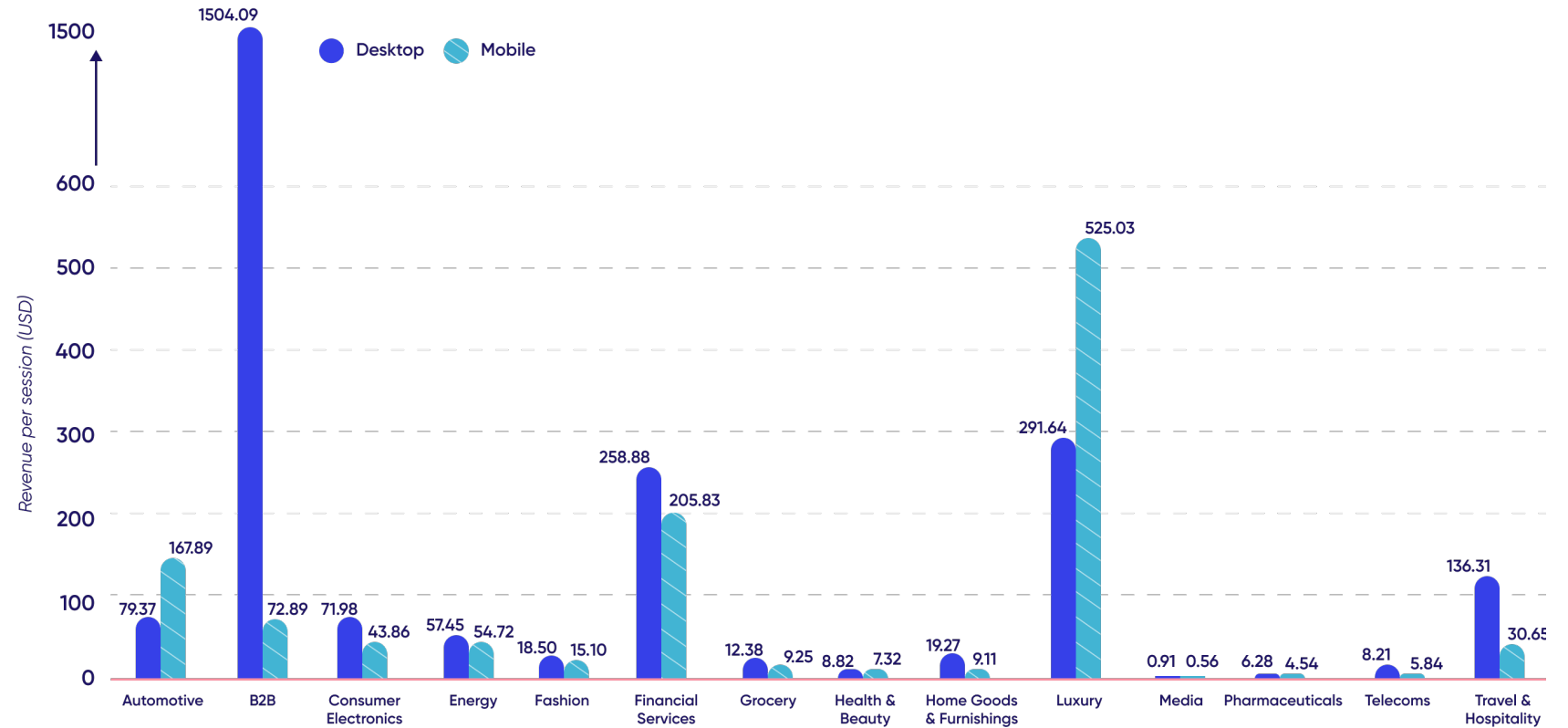


Revenue

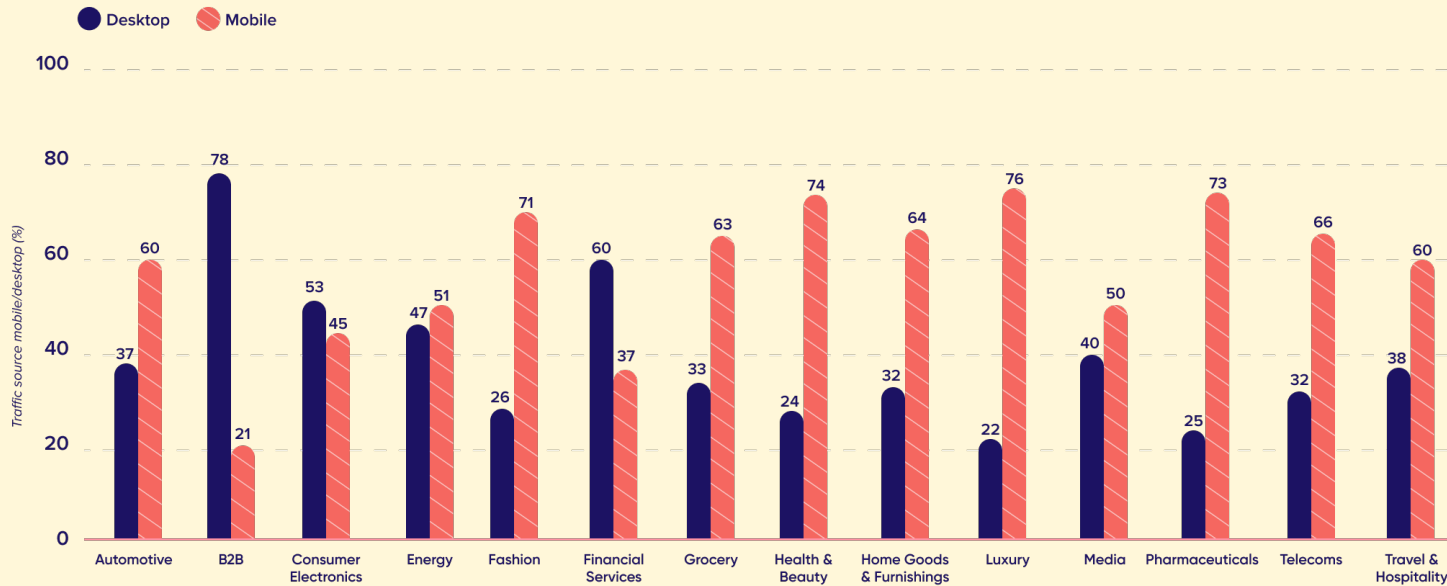
The average revenue per session (ARPS) metric measures the average amount of money generated by every unique session or visit to your website. This metric provides a good indication of the health and performance of your site, plus the effectiveness of your digital strategies.

ARPS can shed light on your overall customer experience too, with a smooth and seamless journey likely to yield better revenue per session scores.

– Average Revenue per Session by Industry and Device



– Average Revenue by Industry and Device vs Traffic Source



Comparing the average revenue per session by device against overall traffic by device can help brands understand where to invest their time for the biggest impact. For example, desktop accounts for **78%** of B2B traffic with an average order value of **\$1,431** more than mobile, so it makes sense for B2B brands to focus the majority of their efforts on desktop. That's where the money is for this industry.

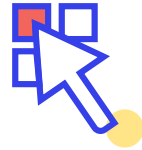
Whereas, if you take a look at home goods and furnishings, the average order value for desktop is **\$19** compared with just **\$9** on mobile. And yet, **64%** of traffic is via mobile suggesting an opportunity to improve the mobile experience to increase the AOV on the customers' preferred device. What can you do to incentivize shoppers to spend more on mobile? Because if that's where the majority of your users are, that's where you'll see the biggest impact from your efforts.

Key Section Takeaways

80%

of customers say the experience a company provides is as important as its products and services.

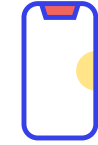
Source: Salesforce



1. Committed shoppers spend more time browsing.

For shoppers who committed to making a purchase, page views per session went up by **328%** on average across all industries. This suggests that customers are getting savvier about their shopping experience, happy to browse more pages of the site to ensure they're getting the best product or deal before they convert.

This also means that brands must ensure customers have all the information they need to make an informed decision, because they can (and are!) looking around your site before they commit.



2. Understand your mobile vs desktop split and prioritize your digital strategy accordingly.

If the majority of your traffic is via desktop, yet conversion rates are noticeably higher on mobile—or vice versa—it's time to reconsider where you invest your time and resources for the biggest returns. How can you better incentivize your mobile customers (with mobile or app-only deals and discounts) to get more shoppers browsing via mobile? Or, if desktop generates a much higher average order value, how can you better streamline your mobile to desktop experience, such as favoriting items on mobile to then finish the conversion on desktop?

Core Web Vitals

What are they?

Core Web Vitals measure loading time, interactivity, and visual stability via the following three signals:

- **Largest Contentful Paint (LCP):** The time it takes for a page's primary visible piece of content to load.
- **First Input Delay (FID):** The delay a user experiences when interacting with the page for the first time.
- **Cumulative Layout Shift (CLS)** measures page stability by monitoring significant movements of the elements on the page that may frustrate or mislead the user.
- Finally, while not one of Google's Core Web Vitals, **First Contentful Paint (FCP)** is an important indication of how fast the customer realizes the page has started to render, so we've included it here too.

Let's admit it: we're impatient humans. We want answers quickly and with minimal fuss. So if a site takes too long to load or if the page layout is unstable, we become frustrated and go elsewhere.

By understanding how your site stacks up against your industry benchmarks, you can identify where you need to improve and ensure Google doesn't penalize your site.

"Core Web Vitals impact your SEO ranking in Google search results. There's only room for one website at the top, and you don't want it to be your competitor!"



Coren Hanley,
Solution Expert
Contentsquare



Methodology

We monitored the homepages of **1,174 leading websites** from **14 industries**, from January 20 to January 26, 2022. We used Google's Chrome User Experience Report (CrUX) API which measures real user interaction with websites globally via the Chrome browser.

For each site performance metric captured, we retrieved the value of the 75th percentile during this period, which Google uses as its threshold for measuring a site's Core Web Vital scores. Every industry is then represented by its real users worldwide in this report. Through this method, we're able to illustrate site performance via Google's Core Web Vital benchmarks.

1,174
Websites

14
Industries

4
Site Loading KPIs

Global Audience

Real User Metrics

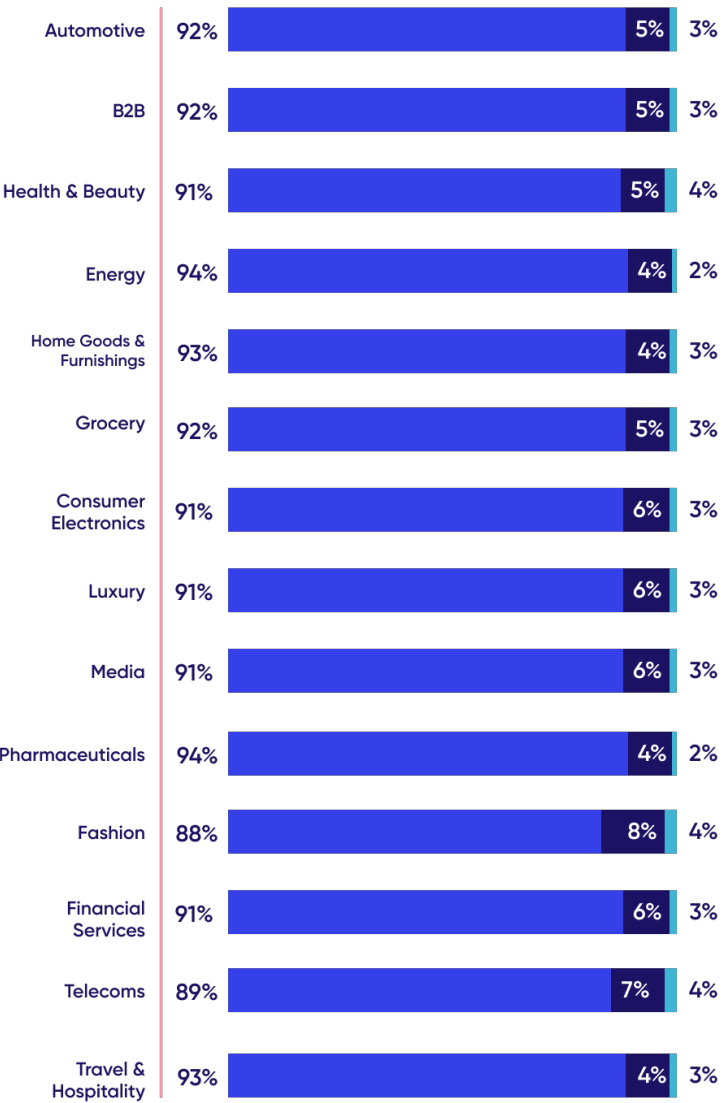
First Input Delay (FID)

First impressions count. For digital journeys, that means giving users a good first impression of your site's visual design and layout, speed, and responsiveness.

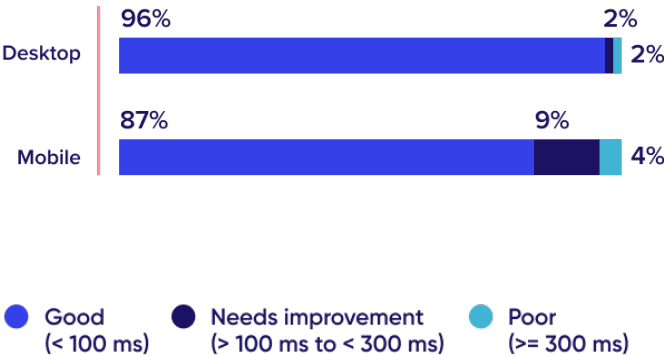
First Input Delay is a user-centric metric that measures the load responsiveness of users trying to interact with unresponsive pages. A low FID score means the page is usable and responsive.

Sites should aim
for an FID score of
**100
milliseconds
or less**

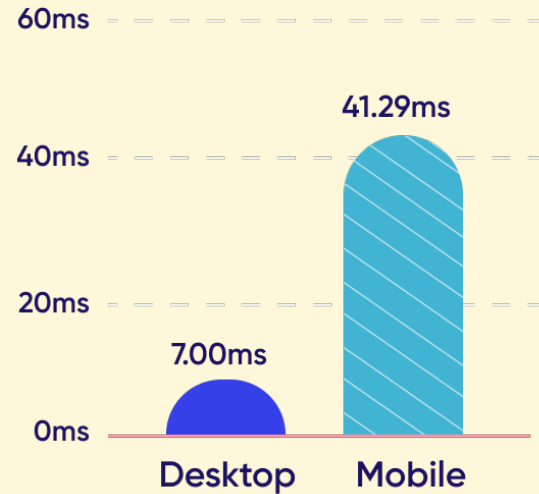
– First Input Delay Scores by Industry



– First Input Delay Scores by Device for All Industries



– Median FID P75 across all industries



The industries with the best average First Input Delay scores are energy and pharmaceuticals, with **94%** of websites gaining an FID score of less than 100ms. On the other hand, fashion had the lowest number of websites gaining a "Good" FID score, at just **88%**.

There are several things you can do to improve your FID score, such as;

- Optimize your pages for interaction readiness.
- Break down long-running code into smaller, asynchronous tasks.
- Use a web worker to run JavaScript on a background thread.

Websites that reach the 75th percentile for all three Core Web Vitals on mobile and desktop will get a boost to their ranking signals. This means that sites will need at least 75% of their users to have a "good" experience for LCP, FID, and CLS.



Robin Allport,
Head of Web Performance
Contentsquare



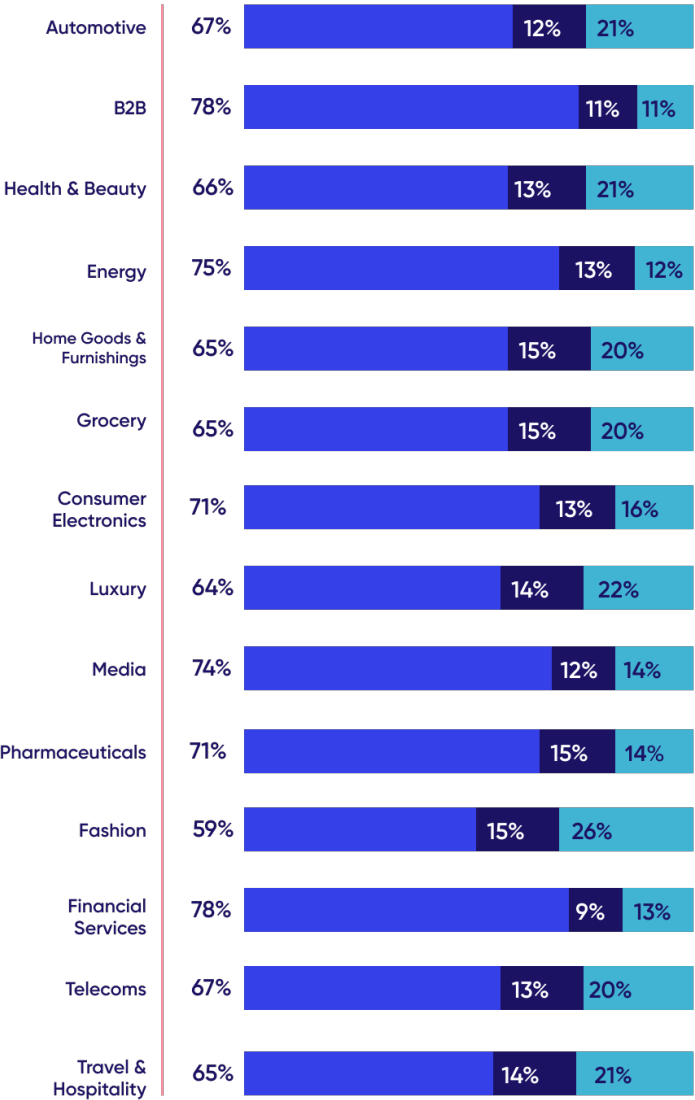
Cumulative Layout Shift (CLS)

Ever been reading an article when something suddenly changes on the page? An image appears, the text moves, or you accidentally click on a link that wasn't there a second ago. This is a Cumulative Layout Shift.

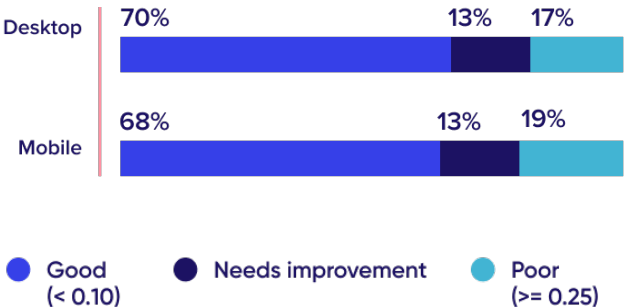
CLS is another user-centric metric that measures the visual stability of a page. A low CLS score means the page is less likely to unexpectedly change, therefore giving customers a more seamless experience.

Sites should aim
for a CLS score of
0.1 or less

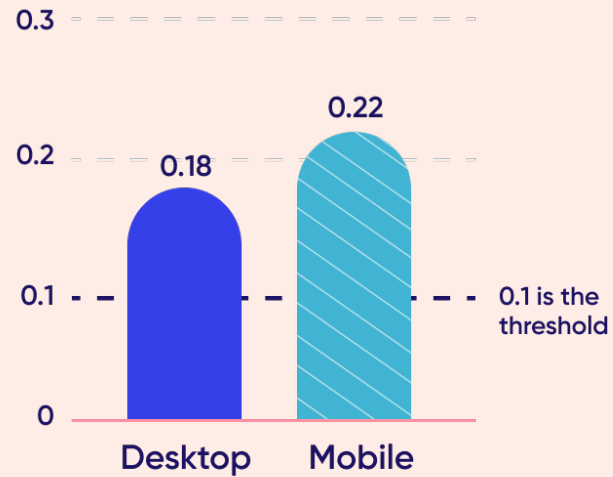
– Cumulative Layout Shift Scores by Industry



– Cumulative Layout Shift Scores by Device for All Industries



– Median CLS P75 across all industries



The industries with the best scores for CLS are B2B, energy, and financial services. With long-standing websites that typically rely less on rich media, it's little surprise these websites come out on top. It's worth noting that these are the only three industries in which the average score hits the 75th percentile range.

On the other hand, sites that typically rely heavily on images seem to have the lowest percentage of CLS scores rated as 'Good', such as fashion (**59%**), and grocery and beauty (both **66%**). While tempting users with high-quality product imagery is a win

for engagement and delight, these industries must ensure their content-loaded pages are optimized for speed to avoid user frustration.

There are several things you can do to improve your CLS score, such as;

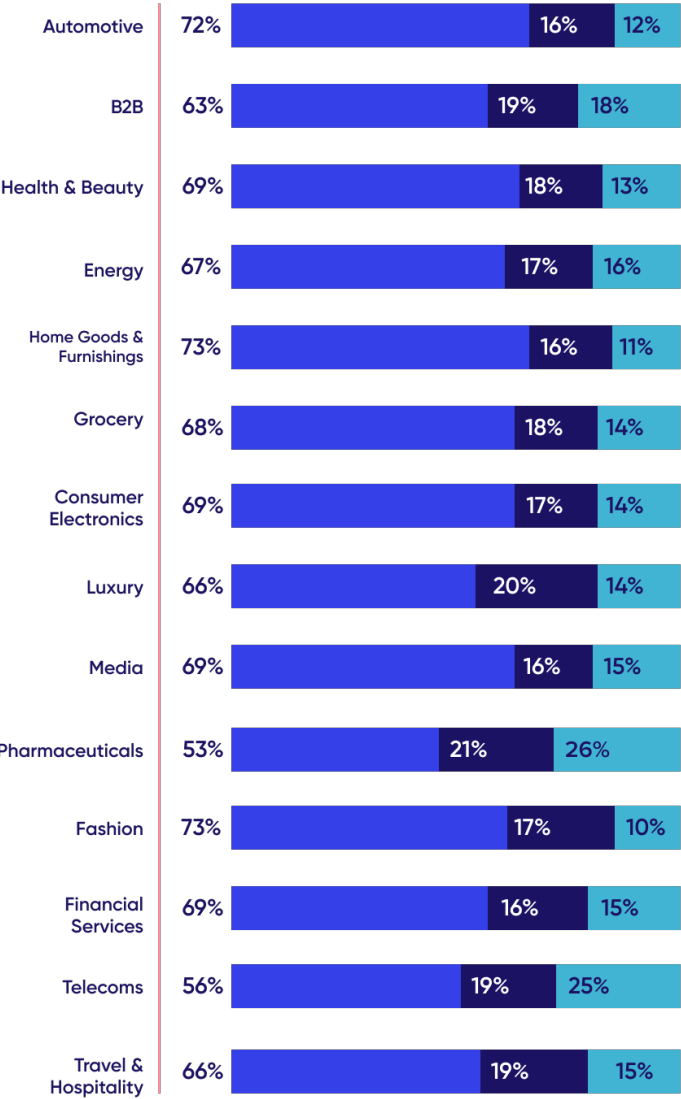
- Include size attributes on all video and image elements to ensure the browser allocates the correct amount of space while the element loads.
- Pre-load your fonts so the font assets have a higher priority in page rendering, and don't move the page around by loading after the page has rendered.
- For animations, use the transform (scale) property in CSS to avoid unexpected layout shifts.

First Contentful Paint (FCP)

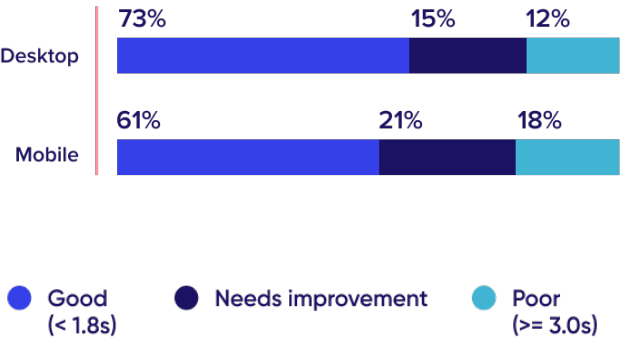
First Contentful Paint measures how long it takes the browser to render the first piece of DOM content after a user navigates to your page. DOM content could be images, non-white <canvas> elements, and SVGs. However, anything inside an iframe isn't included. While FCP may not be one of the Core Web Vitals, Google still considers it to be a part of the Web Vital family of metrics.

Sites should aim
for an FCP score of
**1.8 seconds
or less**

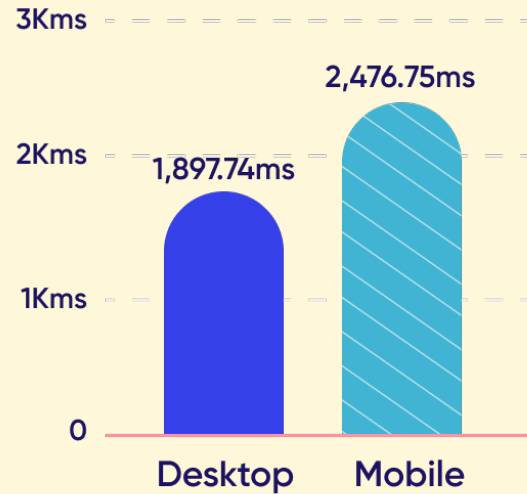
– First Contentful Paint Scores by Industry



– First Contentful Paint Scores by Device for All Industries



– Median FCP across all industries



The industries with the best scores for FCP are fashion, automotive, and home goods and furnishing. On the other hand, the pharmaceuticals industry has the lowest percentage of Good FCP scores, meaning there are some improvements to be made.

“First Contentful Paint (FCP) is a critical metric when measuring page performance as it’s the first time a user sees anything on the page. The faster you can get something on the screen to indicate that the page is loading, the less likely someone is to bounce from the site.”



Robin Allport,
Head of Web Performance
Contentsquare



There are several things you can do to improve your FCP score, such as;

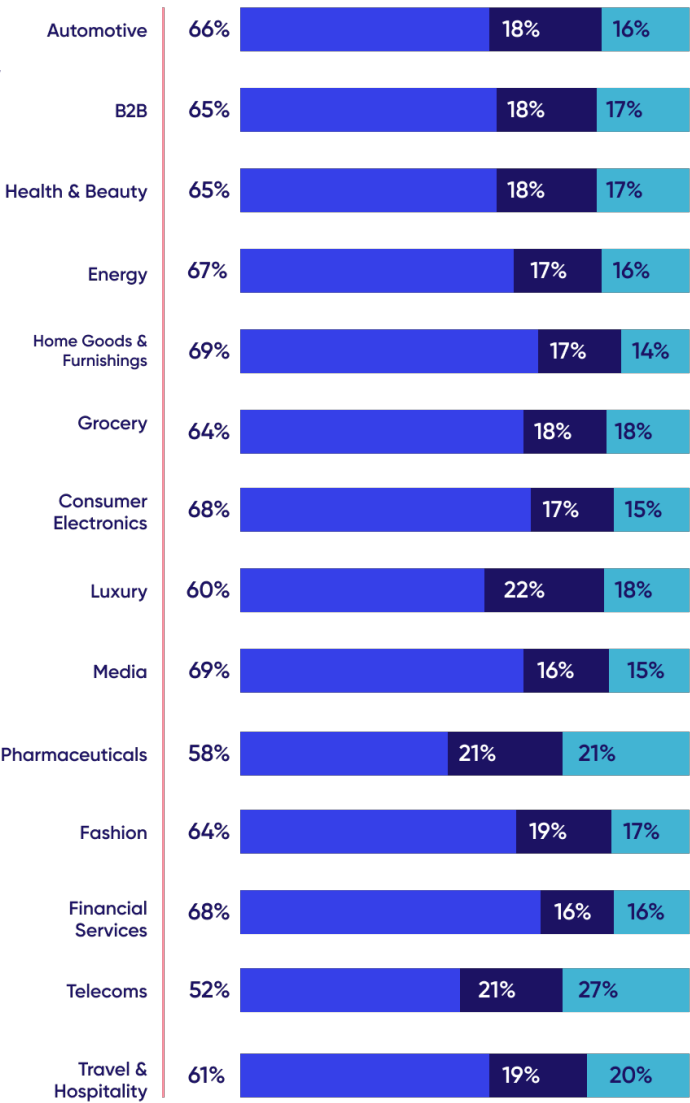
- Enable website caching which lightens the workload for your server by sharing a copy of your page instead of generating it from scratch for every user.
- Take a look at your Page Speed Insights for a list of render-blocking resources, then work to eliminate them.
- Generate critical CSS and inline it as this allows your page to display critical content (such as header and text) without having to load the full CSS for your site.

Largest Contentful Paint (LCP)

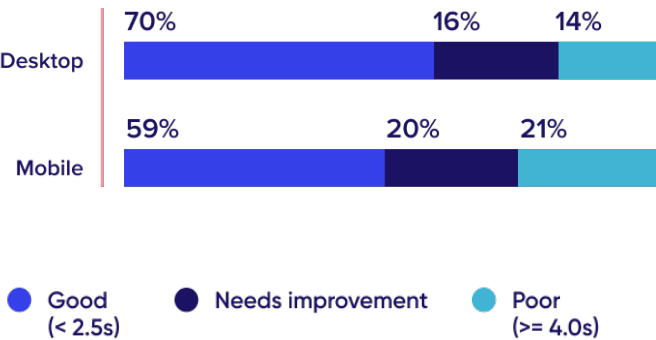
Largest Contentful Paint measures the render time of the largest image or text block visible within the viewport, relative to when the page first started loading.

Sites should aim for an LCP score of **2.5 seconds or less**

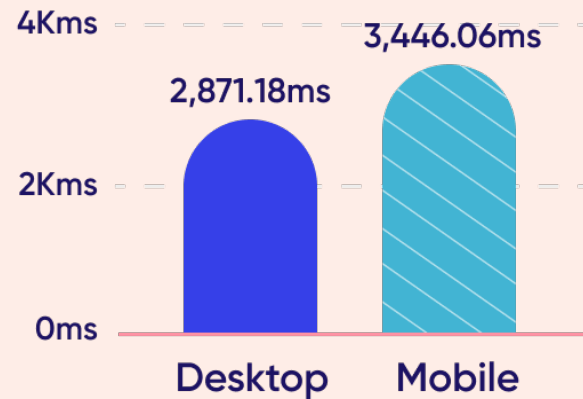
– Largest Contentful Paint Scores by Industry



– Largest Contentful Paint Scores by Device for All Industries



– Median LCP across all industries



"A quick Largest Contentful Paint (LCP) score is an indication that your site is displaying engaging content to the customer in a timely fashion."

You can easily discover the Largest Contentful Paint element via Chrome Developer Tools by opening the performance tab (F12 on PC or Option + ⌘ + J on a Mac), profiling the page via the circular reload icon, and then hovering over "LCP" in the result. This will then highlight the LCP area on the webpage. If it's an image, make sure it's optimized and preloaded so that it loads as fast as possible."



Robin Allport,
Head of Web Performance
Contentsquare



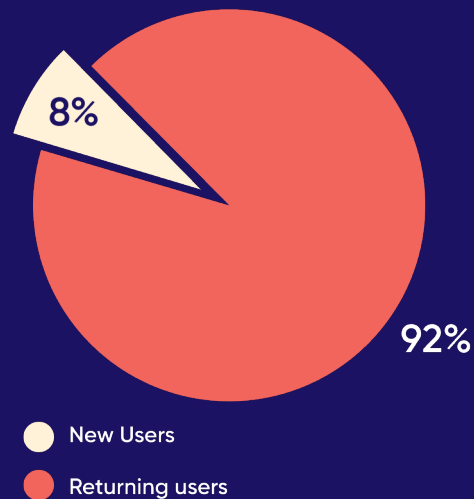
The industries with the highest percentage of Good LCP scores are fashion, home goods and services, and automotive. This suggests that these industries have invested time and resources into optimizing their content to ensure a quick experience for their users.

There are several things you can do to improve your LCP score, such as;

- Analyzing and improving the efficiency of your server-side code will directly improve the time it takes for the browser to receive the data.
- Introduce a content delivery network (CDN) to avoid your users having to wait for network requests to faraway servers.
- Boost the priority of the LCP image by specifying `importance="high"` on the image element, causing LCP to happen sooner. This feature is released in Chromium based browsers v101 onwards.

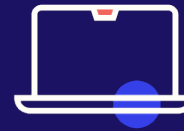
Snapshot: App Performance

– New vs Returning Users



9%

Avg. bounce
rate



14

Avg. Number of
Page Views per
Session



2 min 43s
Avg. Time Spent
per Session

Your website isn't the only way to engage your customers, and apps have been steadily growing in popularity in recent years. Offering a more catered and seamless experience, with the ability to send push notifications to keep customers engaged, apps are another great channel for building relationships with your customers.

We tracked consumer behavior across **1.7 billion user sessions** from January 1 to December 31, 2021. The following benchmark metrics will help give you an overall picture of how well your app is performing against the competition.

Conclusion

2021 was another year filled to the brim with digital acceleration and adoption. And with more and more of us turning online for our wants and needs, digital customer experience really is where it's at.

For brands to succeed in this hyper-digital world, their attention must be focused on enhancing their digital properties in line with customer data. Because success in today's world means beating the competition with experiences that are personalized, relevant, and, ultimately, inspiring enough to get customers to return. Again and again.

And when there are so many brands selling similar services and products, standing out online isn't a nice to have anymore; it's a must. So use this benchmark data to help prioritize your website roadmap and ensure your digital properties are giving you a competitive advantage in 2022. Then check back in with us next year to see how well you did against industry averages. We're looking forward to it!

"With all the data at our fingertips, it's never been easier to understand why people behave the way they do online; what delights them, what frustrates them, and everything in between. Behavioral data has emerged as the digital team's biggest customer experience (CX) ally, making online customer journeys just as visible as the offline ones."



Jon Cherki, CEO
Contentsquare



Summary of Key Findings

We hope our **2022 Digital Experience Benchmark** report has helped you track your digital experience performance against the competition. And we hope you've discovered a few key ways you can improve your digital customer experience today.

To help you out, here's a reminder of our key takeaways from the report...

1. Your visitors are device-agnostic, so your digital strategy must be too.

For another year, mobile was the device of choice for many of us. However, a slim margin indicates desktop sessions are still critically important to optimize as part of your digital strategy. With mobile accounting for **58%** of online traffic in 2021, that's still a large chunk of traffic coming from desktops (**42%**).

Looking back just a few years, we were touting a mobile-only world (with algorithm updates from

Google and huge advancements in smartphone technology helping to bolster this claim). And yet, here we are in 2022 with just under half of online traffic still taking place on desktop. Today's consumer is device-agnostic; we're happy to shop on both desktop and mobile and we expect seamless experiences on both. So make sure your digital strategy considers the journeys customers take across both devices. Mobile and desktop web should not be in competition, but your approach should ensure they work in tandem to deliver a full journey experience. It's this multi-device strategy that will help you acquire and retain your customers.

2. Invest time and resources into the entire customer lifecycle.

A whopping **51%** of users were returning visitors in 2021, which means your website needs to build loyalty with existing customers as well as delight and convert new ones. And given the cost of keeping customers is far lower than the cost of acquiring new ones, it's paramount that you invest in delivering great digital experiences beyond just the acquisition and conversion funnel.

For new customers, how are your digital properties educating them about your brand and services? Is your discovery and onboarding experience delivering what they expect? And for returning customers, how are you building loyalty and pulling them back to your site? Be sure to balance the investment in digital experience optimization across the entire customer life cycle of engagement with your organization. Understanding exactly how and why your shoppers behave the way they do online at each stage of their journey is the magic ingredient for unlocking the perfect online customer experience.

3. Experiences on different devices must align with your customer's differing intentions.

The average time spent per session on mobile is just **2 minutes and 39 seconds**, compared to **5 minutes and 55 seconds** on desktop. Visitors generally prefer to do more research and consideration when using a desktop device. On the other hand, to meet and exceed expectations, most mobile experiences must give their customer what they want quickly. Your digital strategy must cater to the differing intentions and objectives of your customers in different devices.

4. Don't waste your customers' time.

According to Google, the probability of bounce increases by **32%** between the first **1 and 3 seconds**. Which means brands don't have much time to meet or exceed visitor expectations! Visitors want results and they expect them to occur immediately, especially given our collective digital fatigue thanks to the pandemic.

If there's one thing you should prioritize this year to exponentially increase your customer satisfaction, it's getting your loading times as low as they can go. Speed is one of the biggest impacting factors on visitor experience perception. Customers often prioritize speed above all else in today's digital world, so this really could be a make or break for your business.

5. Use data on customer goals and experience to qualify your bounce rate.

Very often, we believe a high bounce rate is evidence of a poor customer journey, but this isn't always the case. When analyzing your bounce rate against other industries, make sure you're taking into account your industry's typical user journey.

If your digital strategy relies heavily on driving traffic to a single-page site such as a blog, then a high bounce rate is perfectly normal once visitors have gained value from a specific page, then exited.

6. Committed shoppers spend more time browsing.

For shoppers who committed to making a purchase, page views per session went up by **328%** on average across all industries. This suggests that customers are getting savvier about their shopping experience, happy to browse more pages of the site to ensure they're getting the best product or deal before they convert.

This also means that brands must ensure customers have all the information they need to make an informed decision, because they can (and are!) looking around your site before they commit.

7. Understand your mobile vs desktop split and prioritize your digital strategy accordingly.

If the majority of your traffic is via desktop, yet conversion rates are noticeably higher on mobile (or vice versa) it's time to reconsider where you invest

your time and resources for the biggest returns. Can you better incentivize your mobile customers (with mobile or app-only deals and discounts) to get more shoppers browsing via mobile? Or if desktop generates a much higher average order value, can you better streamline your mobile to desktop experience, such as favoriting items on mobile to finish on desktop? And don't forget to analyze your digital customer experience in relation to your offline one too in order to cater to the entire customer lifecycle.

And now it's up to you. How will you use this benchmark data to optimize your digital strategy to delight and entice your customers in 2022?

One final note from us: if you're ready to get serious about your online customer experience, Contentsquare's digital experience analytics cloud can help you understand your hidden customer behaviors, then use those insights to drive more successful experiences for your customers.

"Without digital experience technology, it's impossible to continuously and at scale deliver great digital experiences in a way that provides a brand with competitive differentiation."



James McCormick,
VP Product
Contentsquare



So if you'd like to join other leading global brands who are using Contentsquare to elevate their game, get in touch with us today. One of our team would be happy to show you the many benefits of our platform.

Short on time? Our on-demand demo sums us up nicely—all in just 6 minutes!

contentsquare.com/product-tour



About Contentsquare

We deliver the power to make the digital world more human. Our AI-powered platform provides rich and contextual insight into customer behaviors, feelings and intent—at every touchpoint in their journey—enabling businesses to build empathy and create lasting impact.

The global leader in digital experience analytics, we help brands everywhere transform the way they do business, allowing them to take action at enterprise scale and build customer trust with security, privacy and accessibility. More than 800 leading brands use Contentsquare to grow their business, deliver more customer happiness, and move with greater agility in a constantly changing world. Our insights power the customer experience on over 1 million websites worldwide.

Founded in Paris and with offices around the world, Contentsquare has raised \$810m in investment funding from leading investors, including Softbank, BlackRock, and others.

Visit contentsquare.com to find out more.

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