



Beat the Benchmark:

Level up your digital CX metrics



Your hosts

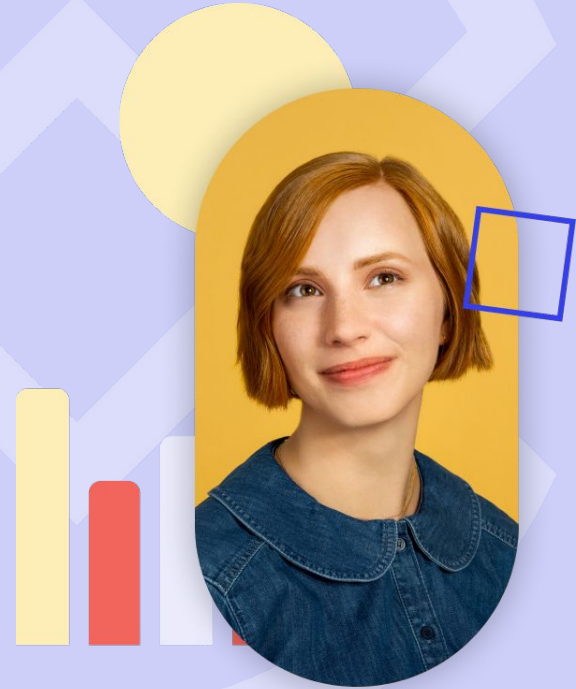


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Success Manager
Northern Europe



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EMEA & APAC

2022 Digital Benchmark Data



46bn sessions. 3870 websites. 14 industries.

Methodology

12 Months of Data

3,870 Websites

25 Countries

46+ Billion User Sessions

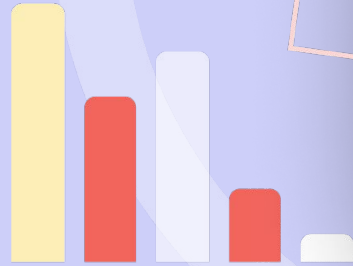
14 Industries

We analyzed data 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.



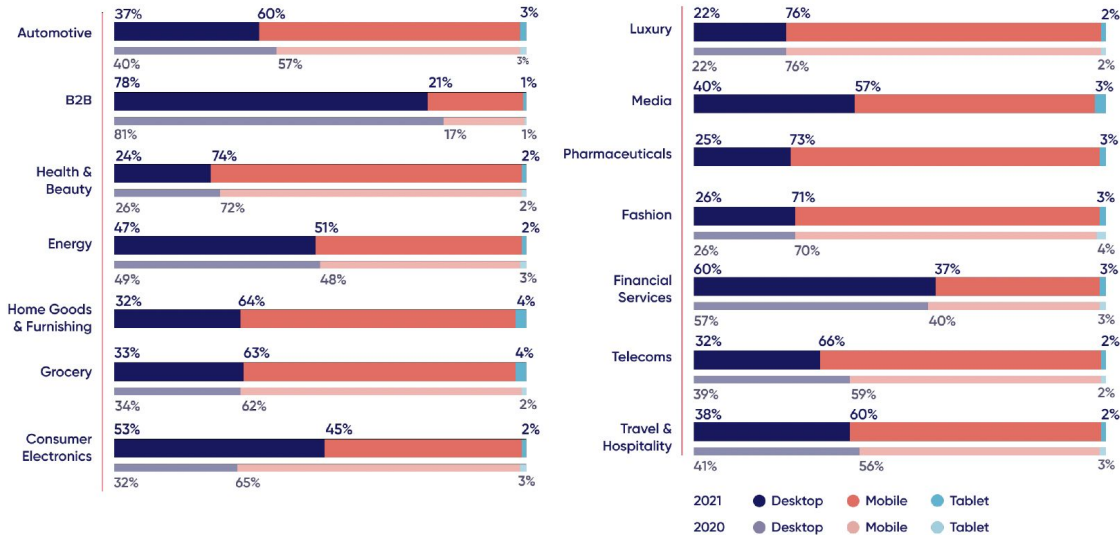
We'll send you all a copy after the session!

1. Mobile



Mobile still dominates overall online traffic

– Traffic Source by Industry (YoY)



58%

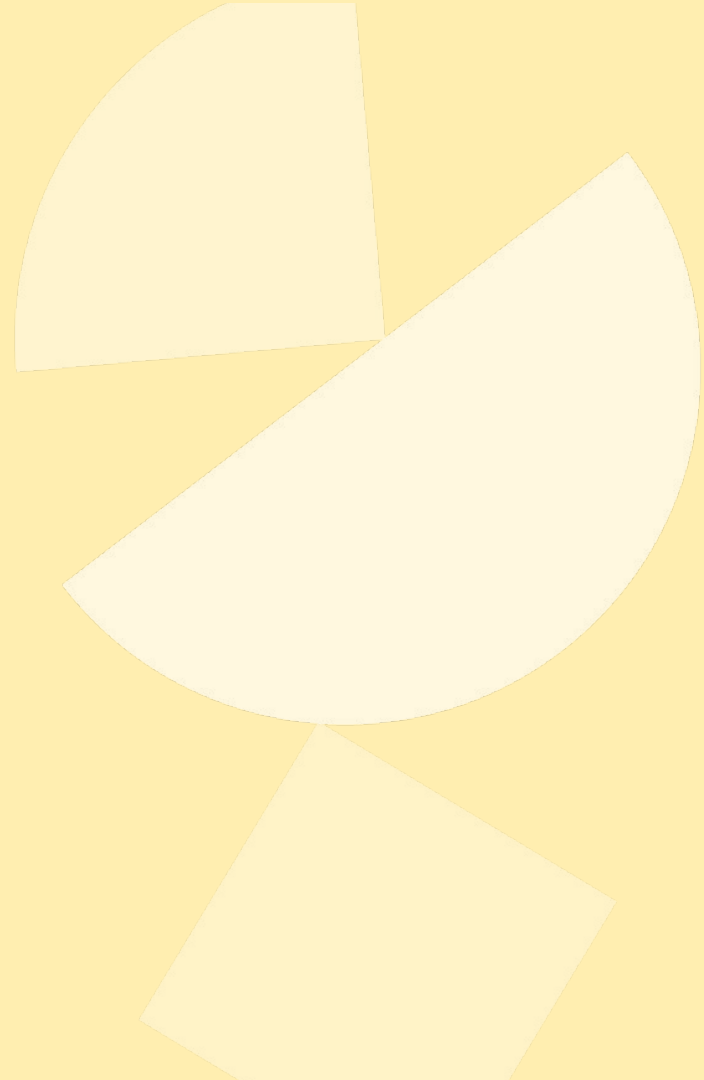
of traffic comes from mobile

76%

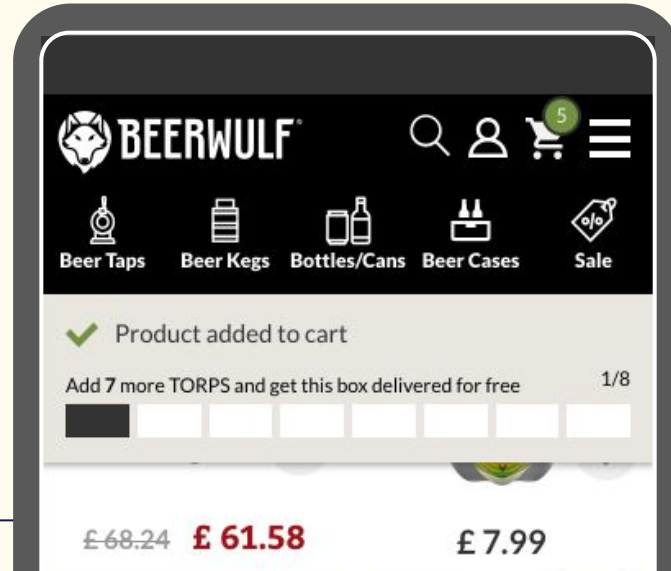
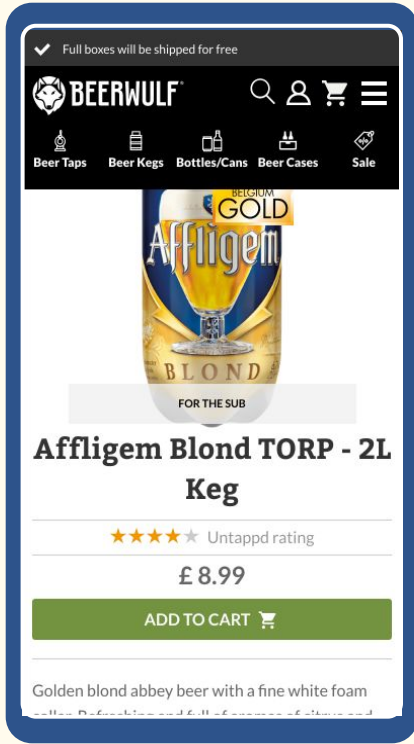
of the retail luxury sector traffic comes from mobile

BEATING THE BENCHMARK #1

Optimising the mobile experience



Beerwulf's Beer Product Page



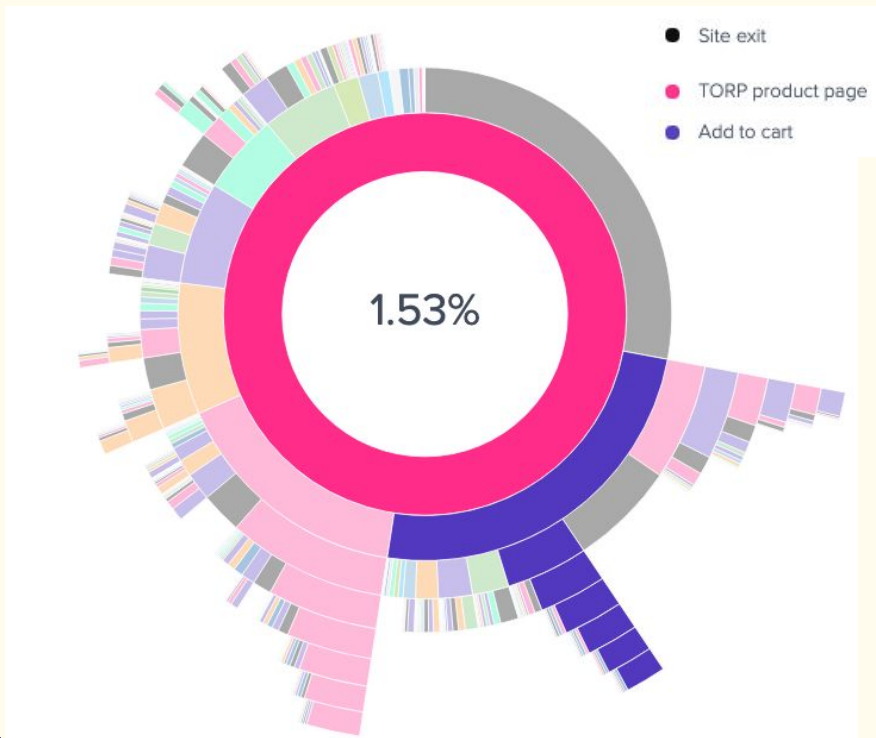
Add 8 products to qualify for free delivery

Repeated 'Add to cart' page views



Customer journey analysis

Click recurrence



✓ Great beer, great prices

BEERWULF 🔍 👤 🛒 ☰

Beer Taps Beer Kegs Bottles/Cans Beer Cases Sale

LOADING DIRECTION

FOR THE SUB

Amstel TORP - 2L Keg

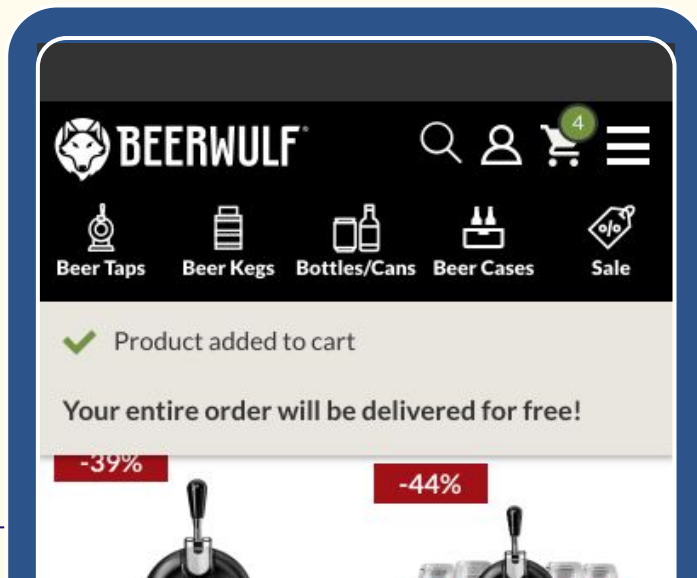
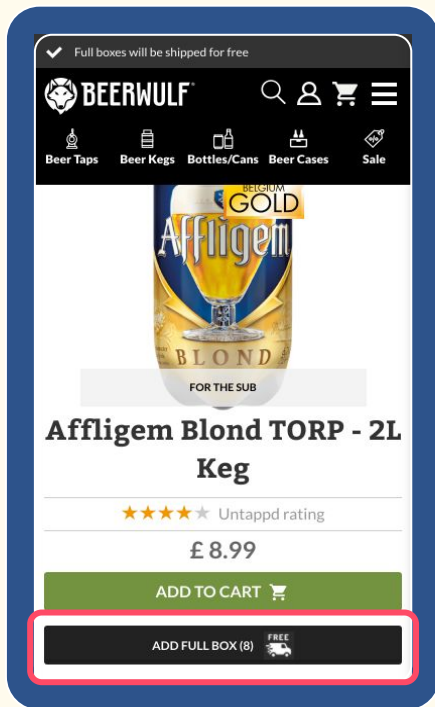
★★★★☆ Untappd rating

£ 7.49

ADD TO CART 1.5 🛒

100% barley malt lager, since 1870. Clear, golden yellow beer with an accessible taste. Sweet with a floral touch and slightly bitter aftertaste. Perfect for sharing with friends.

Solution: Add a 'Full box' CTA



Add to cart rate increased by 5.8%



+5.88%
ADD TO CART

+6.7%
REVENUE PER
VISITOR

+6.4%
AVERAGE ORDER
QUANTITY

\$ 650k
ANNUALISED
INCREMENTAL
REVENUE

UX tips to optimise the mobile experience

1. Make your forms visual

With mobile screens being much smaller, simplify your forms by using motion graphics in a quiz-like format.

Split up the form into multiple screens for easy navigation.





12,719 ITEMS Sort By Refine

<p>NEW ARRIVAL</p>	<p>NEW ARRIVAL</p>
<p>x REVOLVE Rumi Dress House of Harlow 1960 \$216</p>	<p>x REVOLVE Clint Dress House of Harlow 1960 \$248</p>

UX tips to optimise the mobile experience

2. Horizontal side filtering

Instead of a long list of text filters, this example uses visual cues with a horizontal filter slider.

When clicked on a filter category, graphical representations of the options show up in a second horizontal slider underneath it.

Questions to ask yourself



What does the customer journey look like on mobile vs desktop? Are your visitors dropping off at the same point? Do you know exactly why?



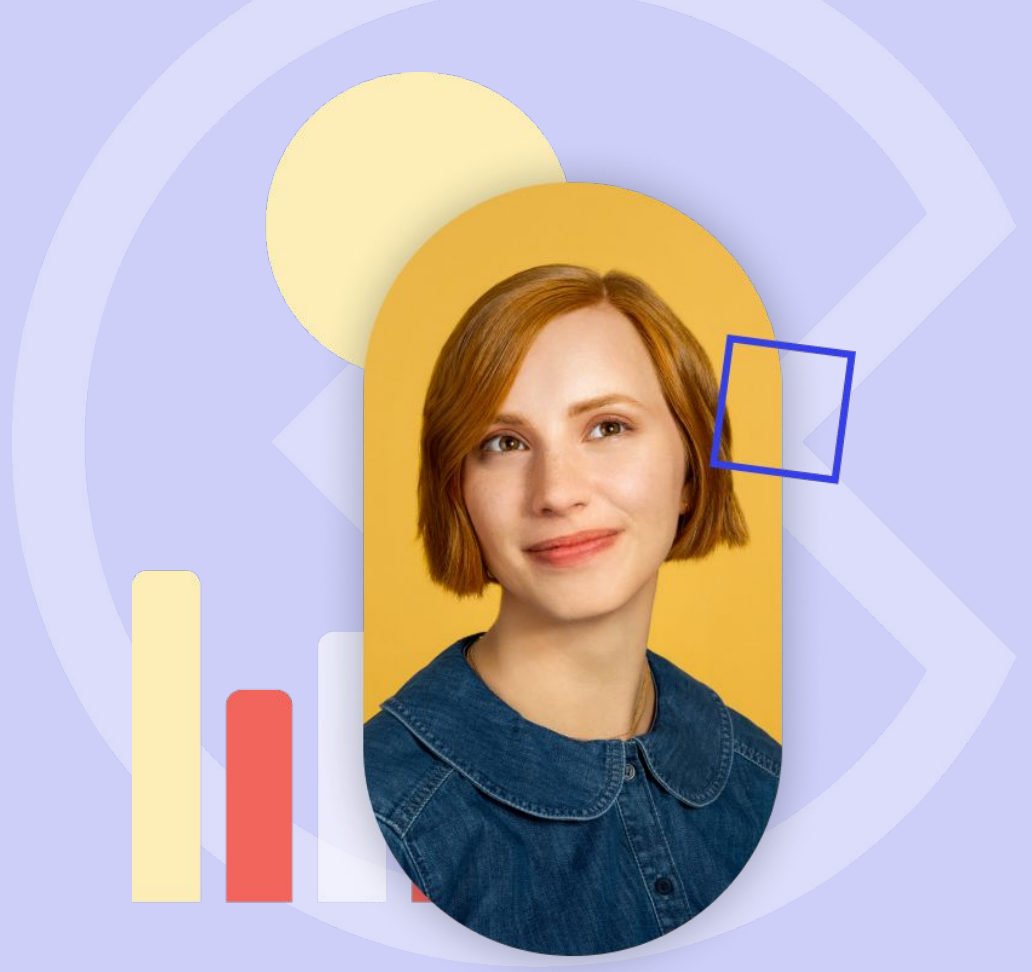
Can you pinpoint areas of your mobile app or mobile site where your visitors are most frustrated? What behaviours do they display?



How much of your content on mobile is actually being seen?

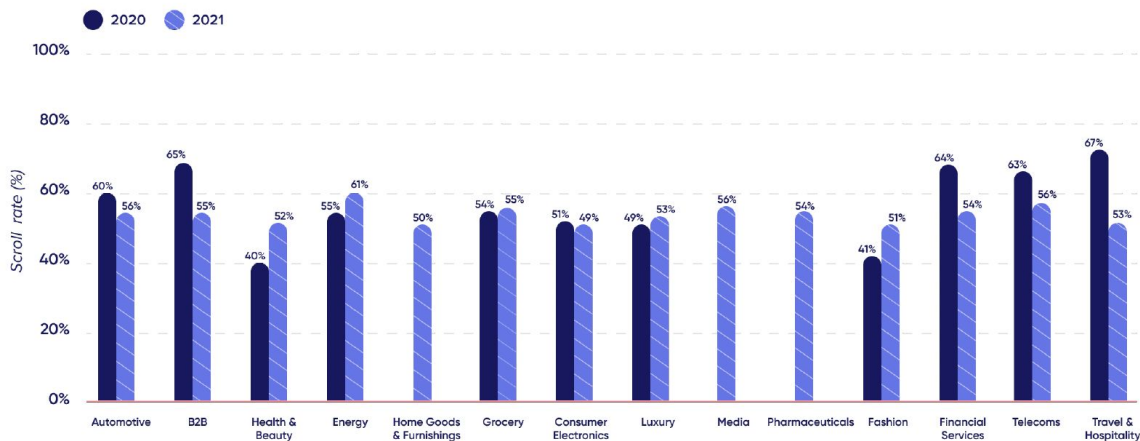


2. Scroll Rate



Almost half of your page content isn't being seen

– Average Scroll Rate by Industry (YoY)



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

Consumer electronics: 49%
Energy: 61%

54%

average scroll rate
across all industries

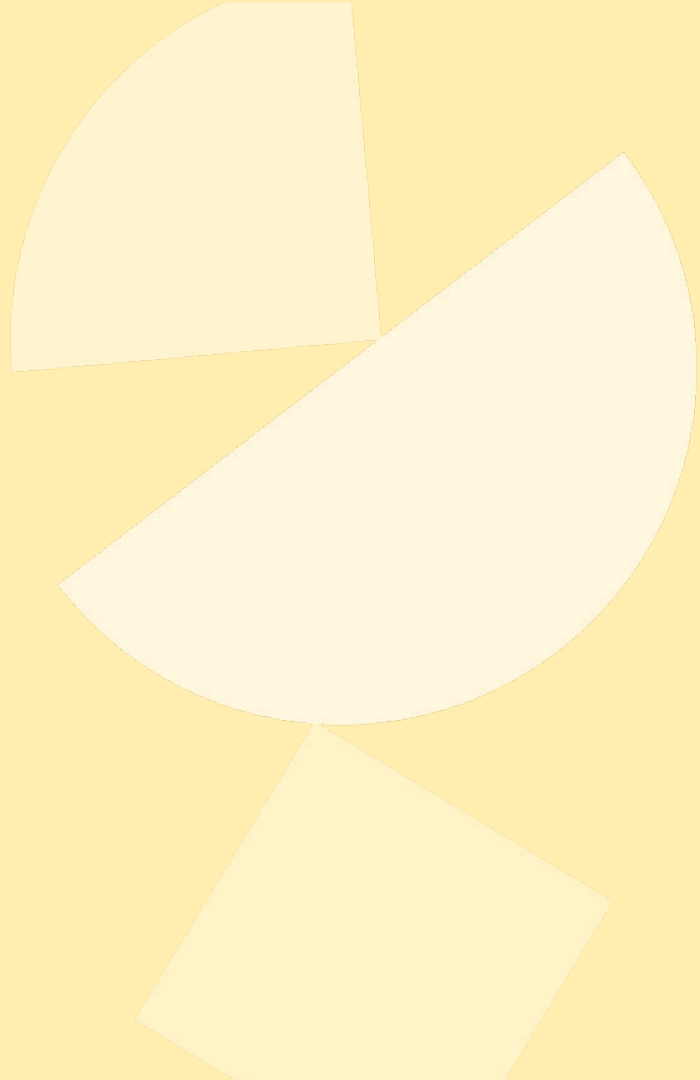
51%

average scroll
rate on mobile

BEATING THE BENCHMARK #2

Improving product carousel visibility

A V O N



Background: Analysis in Contentsquare

The screenshot shows the Avon website homepage with several analysis overlays. At the top, there are navigation links for 'FIND A REPRESENTATIVE', 'BECOME A REPRESENTATIVE', 'SIGN IN', 'PRODUCT #', 'ESPAÑOL', and a search bar. Below the navigation is a row of seven red boxes, each containing '100%' and a small icon. A banner below this row reads 'Free Ultimate Supreme Dual Elixir sample with any makeup or skin care purchase.' The main content area features a large red banner for 'lipmania!' with a woman applying lipstick. Overlaid on this banner is a large white '100%' and a 'SHOP NOW' button. Below the banner is a 'Makeup Best Sellers' carousel with a green background. A dashed orange line labeled 'FOLD LINE' is positioned above the carousel. The carousel items include 'By Avon Pout Velvet Lip Paint', 'Powder Foundation', 'lipstick', and 'Anew Age-Transforming 2-in-1 Compact Foundation'. A large white '49.7%' is overlaid on the 'Powder Foundation' item. On the left side of the page, there are several vertical navigation menus: 'Shop All' (100%), 'CATEGORIES' (Eyes 100%, Lips 100%, Face 100%, Nails 99.4%, Tools & Brushes 99.4%), 'FEATURES' (What's New 93.6%, Top Rated 89.2%, Gift & Value 84.7%, Sales & Spreadsheets 79.6%, How to Color Highlight 79.0%, Mascara Glitter 77.4%, Makeup Brushes 73.9%, Beauty Expert Makeup Tips 65.6%), and 'SHOP THE O' (58.0% BROCHURE ») and 'SHOP BY P' (41.4% NUMBER »).

FREE SHIPPING ON \$40 SHOP NOW » DETAILS REFER A FRIEND GET 10% OFF »

FIND A REPRESENTATIVE BECOME A REPRESENTATIVE SIGN IN PRODUCT # ESPAÑOL

AVON

100% 100% 100% 100% 100% 100%

Free Ultimate Supreme Dual Elixir sample with any makeup or skin care purchase.

Makeup

Shop All 100%

CATEGORIES

Eyes 100%
Lips 100%
Face 100%
Nails 99.4%
Tools & Brushes 99.4%

FEATURES

What's New 93.6%
Top Rated 89.2%
Gift & Value 84.7%
Sales & Spreadsheets 79.6%
How to Color Highlight 79.0%
Mascara Glitter 77.4%
Makeup Brushes 73.9%
Beauty Expert Makeup Tips 65.6%

lipmania!

12 NEW Lip Gloss Scents
130+ Shades 6 Finishes

5 for \$20

100% SHOP NOW

100%

Makeup Best Sellers

FOLD LINE

58.0% BROCHURE »

41.4% NUMBER »

49.7%

mark. By Avon Pout Velvet Lip Paint
★★★★★ (19)

Powder Foundation
★★★★★ (134)

lipstick
★★★★★ (63)

Anew Age-Transforming 2-in-1 Compact Foundation
★★★★★ (397)

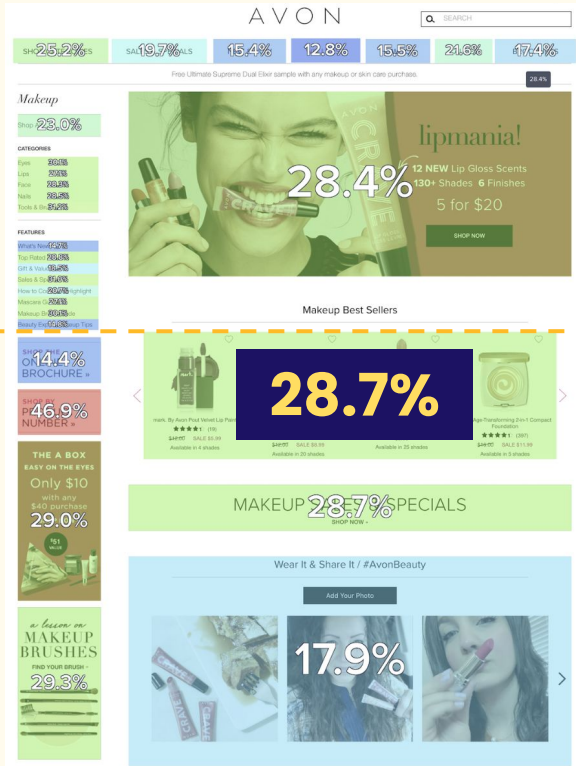
Exposure rate

50% of visitors

- Not scrolling
- Not seeing product carousel

Background: Analysis in Contentsquare

CVR RATE PER CLICK



ENGAGEMENT RATE



FOLD LINE

Looking at the conversion rate and attractiveness of the page element, it had a high performance

Solution: A/B Test

CONTROL

FREE SHIPPING ON \$40 SHOP NOW * DETAILS REFER A FRIEND GET 10% OFF *

FIND A REPRESENTATIVE BECOME A REPRESENTATIVE SIGN IN PRODUCT # ESPAÑOL

AVON

SHOP CATEGORIES SALES & SPECIALS NEW & NOW WELLNESS HOW-TO'S CAUSES BROCHURES

Free Ultimate Supreme Dual Elixir sample with any makeup or skin care purchase.

Makeup

Shop All

CATEGORIES

- Eyes
- Lips
- Face
- Nails
- Tools & Brushes

FEATURES

- What's New
- Top Rated
- Gift & Value Sets
- Sales & Specials
- How to Contour & Highlight
- Mascara Guide
- Makeup Brush Guide
- Beauty Expert Makeup Tips

lipmania!

12 NEW Lip Gloss Scents
130+ Shades 6 Finishes

5 for \$20

SHOP NOW

Makeup Best Sellers

VARIANT

FREE SHIPPING ON \$40 SHOP NOW * DETAILS REFER A FRIEND GET 10% OFF *

FIND A REPRESENTATIVE BECOME A REPRESENTATIVE SIGN IN PRODUCT # ESPAÑOL

AVON

SHOP CATEGORIES SALES & SPECIALS NEW & NOW WELLNESS HOW-TO'S CAUSES BROCHURES

Free Ultimate Supreme Dual Elixir sample with any makeup or skin care purchase.

Makeup

Shop All

CATEGORIES

- Eyes
- Lips
- Face
- Nails
- Tools & Brushes

FEATURES

- What's New
- Top Rated
- Gift & Value Sets
- Sales & Specials
- How to Contour & Highlight
- Mascara Guide
- Makeup Brush Guide
- Beauty Expert Makeup Tips

LIPMANIA!

12 NEW Lip Gloss Flavors
130+ Shades 6 Finishes

5 for \$20
SAVE UP TO \$20

SHOP NOW

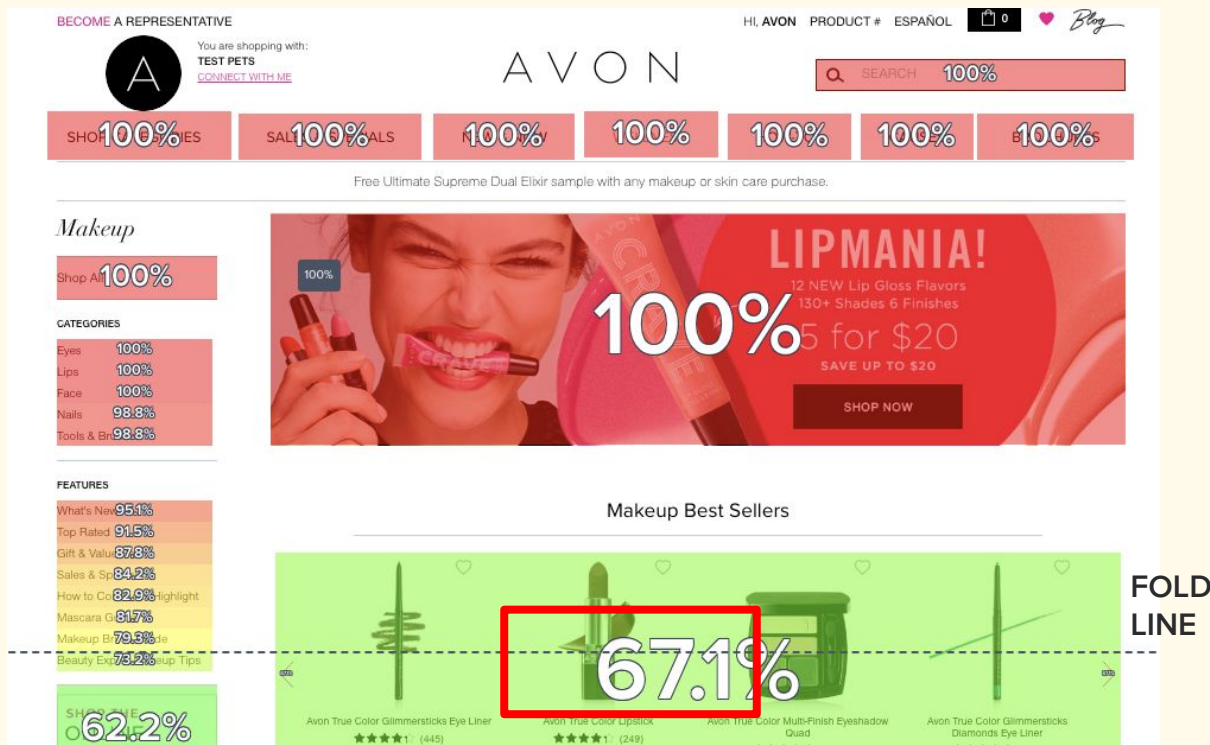
Makeup Best Sellers

- Avon True Color Bronzing Pearls ★★★★★ (35)
- Avon True Color SuperBlendand Lightening Mascara
- Avon True Color Lip Balm ★★★★★ (164)
- Avon Cheek Magnet Hook Lip Powder Blush

SHOP THE ONLINE

Results: Increase in exposure rate

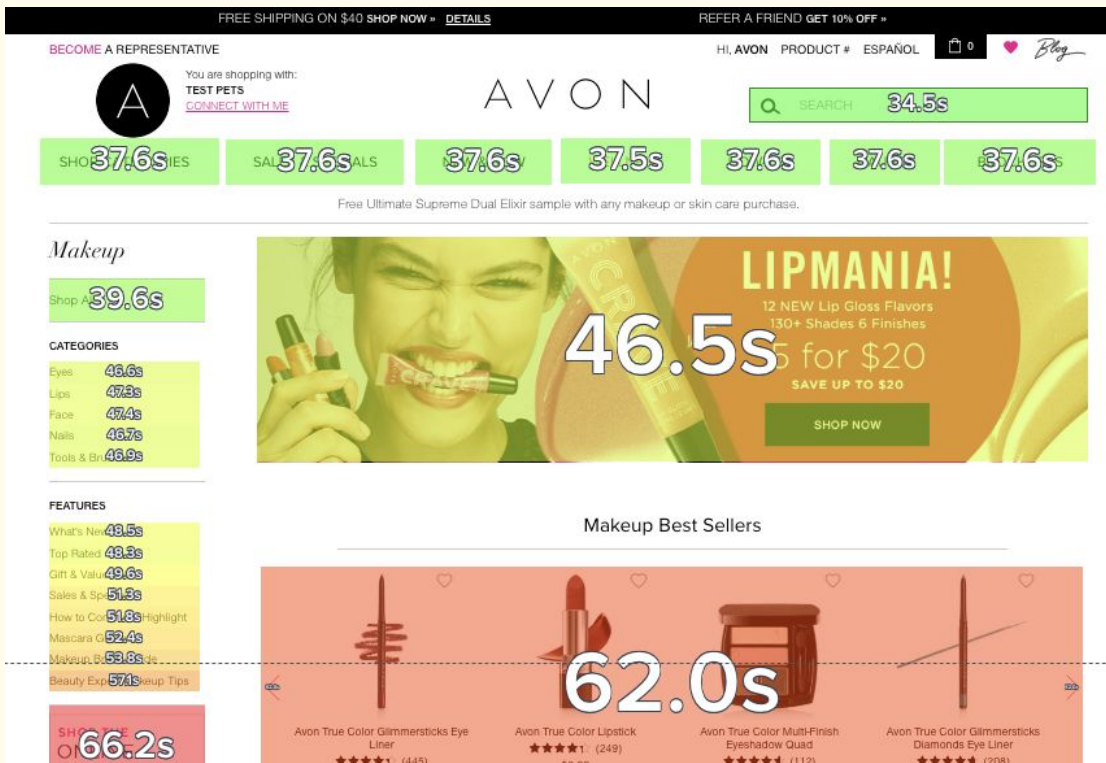
EXPOSURE RATE



Exposure rate of product carousel
(67% vs 49.7%)
+34%

Results: Improved page level metrics

AVG TIME ON PAGE



Bounce rate

-5.5%

Exit rate

-6.8%

Avg time on page

+16.5%

Scroll rate

+6.5%

FOLD LINE

Results: Increased click rate

The screenshot shows the Avon website interface. At the top, there's a navigation bar with 'BECOME A REPRESENTATIVE', 'HI, AVON', 'PRODUCT #', 'ESPAÑOL', a shopping cart icon with '0', and a 'Blog' link. Below this is a search bar with 'SEARCH 1.40%'. A product carousel is visible with a large '2.41%' click rate overlay. Below the carousel is a 'Makeup Best Sellers' section with a '7.02%' click rate overlay. On the left side, there are several category and feature filters with their respective click rates.

Category	Click Rate
Shop All	1.13%
Eyes	20.1%
Lips	11.2%
Face	16.5%
Nails	1.49%
Tools & Brushes	1.29%
What's New	0.53%
Top Rated	0.21%
Gift & Value	0.70%
Sales & Special	0.57%
How to Choose	0.22%
Mascara	0.30%
Makeup Brushes	0.24%
Beauty Expert Tips	0.07%
Shop All	0.62%

Product Carousel: 2.41%
Makeup Best Sellers: 7.02%

Click rate on product carousel
(7% vs 5.7%)
+24%

Results: Increased revenue

The screenshot shows the Avon website interface. At the top, there's a navigation bar with 'BECOME A REPRESENTATIVE', 'HI, AVON', 'PRODUCT #', 'ESPAÑOL', a shopping cart icon with '0', and a 'Blog' link. Below this is a search bar with 'SEARCH \$1,235'. A carousel of product categories is displayed: 'SHOP \$6,194's', 'SALE \$604ALS', '\$205', '\$45.0', '\$144', '\$97.9', and '\$355'. A banner for 'LIPMANIA!' features a woman applying lip gloss, with the text '12 NEW Lip Gloss Flavors + Shades 6 Finishes' and a large '\$2,176 for \$20' offer, plus a 'SHOP NOW' button. Below the banner is a 'Makeup Best Sellers' section with a '\$5,522' total. The products listed are: Avon True Color Glimmersticks Eye Liner (445 reviews), Avon True Color Lipstick (249 reviews), Avon True Color Multi-Finish Eyeshadow Quad (112 reviews), and Avon True Color Glimmersticks Diamonds Eye Liner (208 reviews). On the left side, there are several category and feature lists: 'Makeup Shop All \$776', 'CATEGORIES' (Eyes \$16,342, Lips \$9,862, Face \$18,411, Nails \$773, Tools & Brushes \$1,484), 'FEATURES' (What's New \$156, Top Rated \$103, Gift & Value \$274, Sales & Specials \$439, How to Choose \$166, Highlight Mascara \$294, Makeup Brushes \$365, Beauty Express \$46.00), and 'Shop All \$204'.

Revenue attributed to product carousel

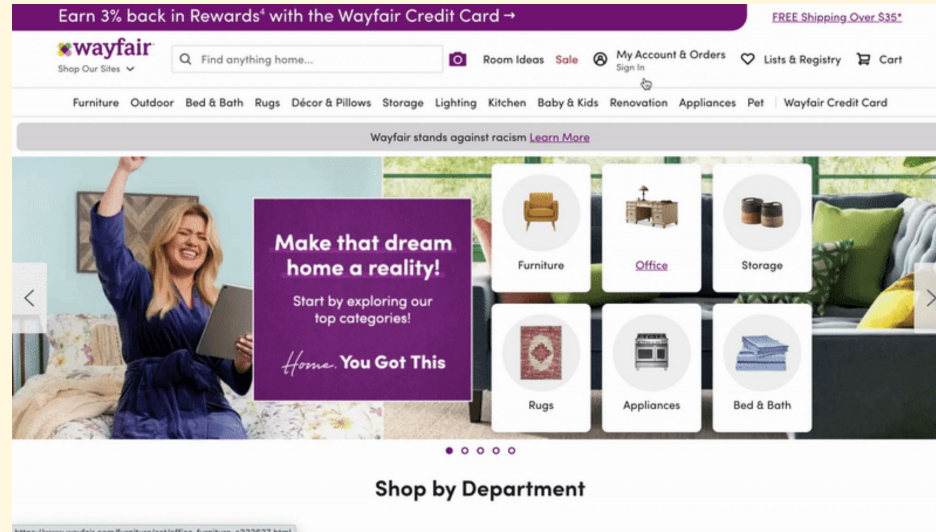
(\$5,522 vs \$4,089)

+35%

UX tips to encourage more scrolling

1. Quick filters above the fold

Help your visitors find what they're looking for more efficiently. Use quick filters above the fold to allow visitors to navigate to a popular or featured category



Extra 20% OFF Everything, limited time Enter code HURRY20



SHEIN



X Madelaine Button Front Plunge Neck Slit Hem Dress



GBP£19.99



Size (UK)

Check my size

XS (6)

S (8)

M (10)

L (12/14)

Shipping to France



Free standard shipping on orders over GBP£35.22



ADD TO BAG

UX tips to encourage more scrolling

2. Use a cut-design on mobile

The cut design of the images, by showing a part of the next image within the carousel clearly indicates the swipability of the images

It also informs users that there are more images.

Questions to ask yourself



Which part of your homepage are visitors interacting with the most? Where is it located on the page?



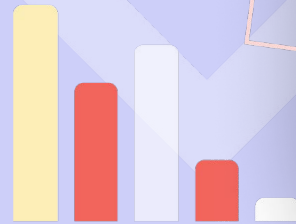
Is there content on your page that visitors aren't interacting with at all? Why?



How can you encourage your visitors to scroll more / keep them engaged?

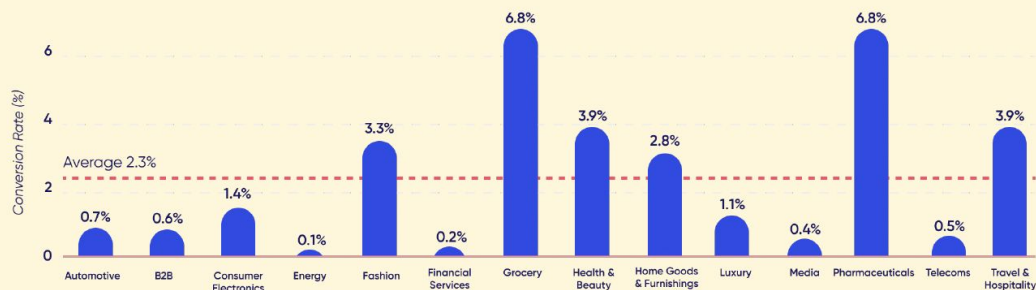


3. Conversion Rate



Only 2.8% of online visitors actually convert – huge opportunity for brands

– Average Conversion Rate for All Industries



2.8%

average CVR
across all
industries

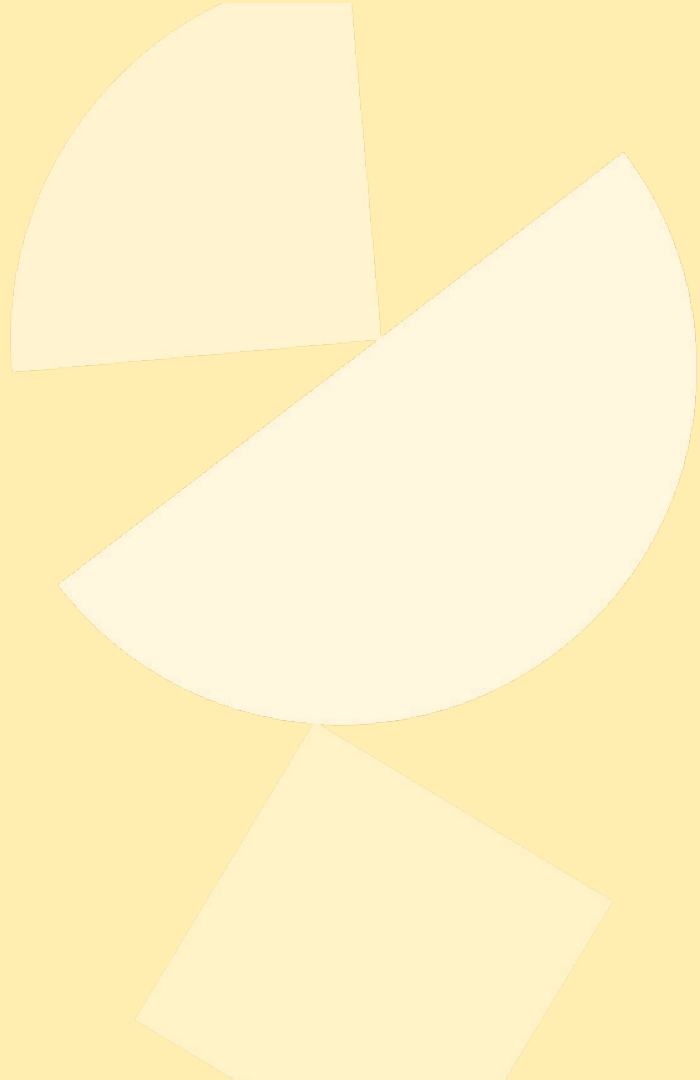
1.6%

average
conversion rate
on mobile

BEATING THE BENCHMARK #3

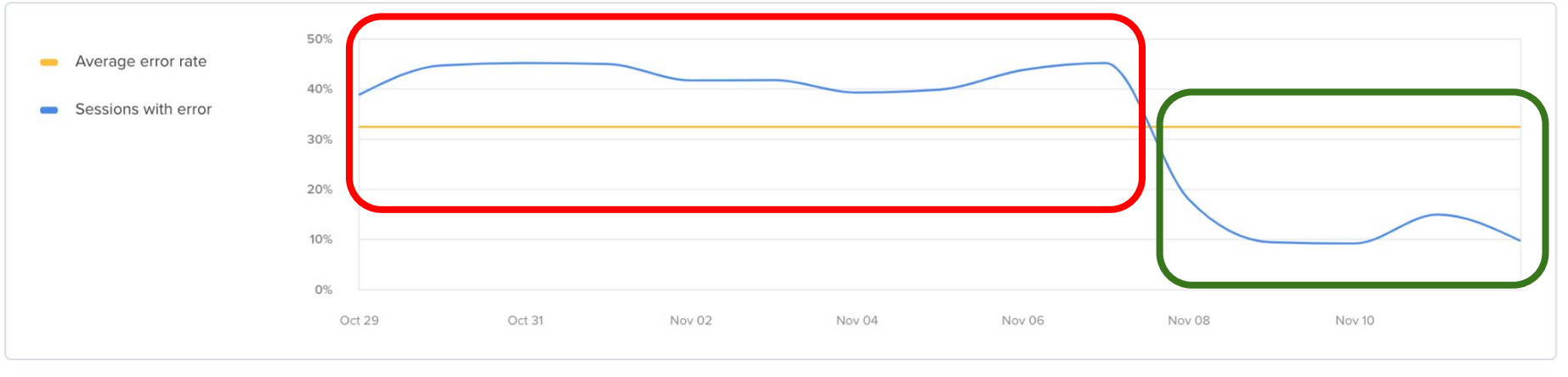
Identifying JS errors at checkout

Salsa



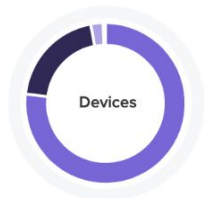
Step 1: Detect a spike

Sessions with JS errors over time

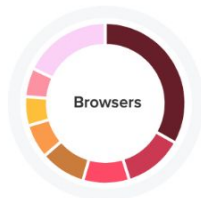


Step 2: Device breakdown

Traffic distribution

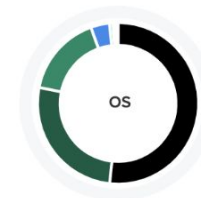


77.86%	Mobile
20.10%	Desktop
2.04%	Tablet
0.00%	Unknown



33.96%	Chrome 95
11.96%	Safari 14
9.26%	Chrome 94
9.03%	Chrome-based webviews 95
6.61%	Safari 15
5.60%	Samsung 15
5.51%	Apple-based webviews 605
18.07%	Other

[See details](#)



52.96%	Android
26.92%	iOS
16.42%	Windows
3.39%	Mac OS X
0.20%	Linux
0.04%	Ubuntu
0.06%	Other

Step 3: Breakdown by mapping pages

ERRORS URLs **PAGES** BROWSERS OS DEVICES COUNTRIES

JS Error API Error measured against Ecommerce LP - Reference Mappi... Search a page

	Page name	All sessions	Sessions with error	Significant lost conversions sum	Quantify	Play
1	Homepage Homem Unique errors: 6	19,052	5,706 (30%)	45		
2	Checkout > Payment Unique errors: 5	6,866	6,622 (96%)	20		
3	Checkout > Login Unique errors: 1	3,195	1,075 (34%)	0		

Step 4: Identify the specific errors on the payment page

Error name	Sessions with error	Lost conversion	Impact on goal	Missed opportunity	Quantify	Play
1 Uncaught ReferenceError: show_wishlist_tab is not defined https://www.salsajeans.com/pt/pagamento-pg50.html Line in script 1, Column in script 2	80	20 	-41.15%	€ 1,599 		
2 Script error. https://js.smct.co/bb/bb-v3.07.js Line in script 0, Column in script 0	16	1 	-8.26%	€ 80 		
3 Script error. Line in script 0, Column in script 0	6,606	0	No impact	0		

Session replay: Example 1

The screenshot displays a session replay player interface. At the top, there are filters for "All devices", "Oct 28 - Nov 11 2021 (15 days)", and "3 Conditions". The main area is divided into three sections:

- Left Panel:** A list of 15 URLs from the session, with a total duration of 22 min 7 sec. The selected URL is `/es/pago-pg50.html` at 0 min 29 sec.
- Center:** A video player showing a mobile app interface for "Salsa". The app displays a list of items, and a blue circle highlights a specific item.
- Right Panel:** A "Session player" control panel with a search bar and a list of events. The events include:
 - Left click on AAA AAAAA
 - Left click on AAAAAA
 - Left click on aaaaaaa a
 - JavaScript error: Uncaught ReferenceError: show_wishlist_tab is not defined. Part of group ID: 10723873592137792448

At the bottom, there is a progress bar and playback controls (play, pause, stop, back, forward) along with a volume icon set to 75% and a settings gear icon.

Session replay: Example 2

This user is very frustrated and clicks 10 times on the wishlist tab before going to his cart and reaching the wishlist from there.

The screenshot displays a session replay interface for a user's session. At the top, it shows filters for 'All devices', the date range 'Oct 28 - Nov 11 2021 (15 days)', and '3 Conditions'. The main area is divided into three sections:

- Left Panel (URLs in this session):** A list of 19 URLs with their respective timestamps. The URL `/fr/paiement-pg50.html` is highlighted with a yellow arrow, indicating the current position in the session.
- Center Panel (Session Player):** A central window showing a mobile browser view of the 'Salsa' website. The page displays a list of items, a search bar, and a wishlist icon. A blue play button is visible in the bottom right corner of the browser view.
- Right Panel (Session player):** A control panel with a 'Display' dropdown, a search bar, and a list of events. The events include:
 - 0 min 53 sec: `Left click on ionicons`
 - 1 min 6 sec: `Left click on aaaaaaa a`
 - 1 min 6 sec: `JavaScript error` with details: `ReferenceError: Can't find variable: show_wishlist_tab`, `Part of group ID: 10723873592137792448`
 - 1 min 7 sec: `Left click`

At the bottom, there is a green progress bar and playback controls (play, pause, stop, back, forward) and a volume control set to 75%.

Impact quantification

Error ▾ Users who visited a specific page ▾ Checkout > Payment | LP - Referenc... ▾ and
experienced ▾ a grouped JS error ▾
equals to 10723873592137792448 ×

Error ▾ Users who visited a specific page ▾ Checkout > Payment | LP - Referenc... ▾ and
haven't experienced ▾ a grouped JS error ▾
equals to 10723873592137792448 ×

Conversion		Revenue	
No. of conversions	Conversion rate	Revenue	Median cart
(A) 63	37.5%	€7,066	€89.0
(B) 12,330	67.0%	€1,232,348	€79.0

↑ High opportunity detected for segment (A)

Segment A converted 44.0% less than segment B. If segment A converted as well as segment B, you could earn up to €3,997 total additional revenue.

🚩 Result is statistically significant ⓘ

Segment A, affected by JS errors, have a significantly lower conversion rate. High opportunity detected! If segment A converted as well as segment B, you could earn up to 4k dollars per month.



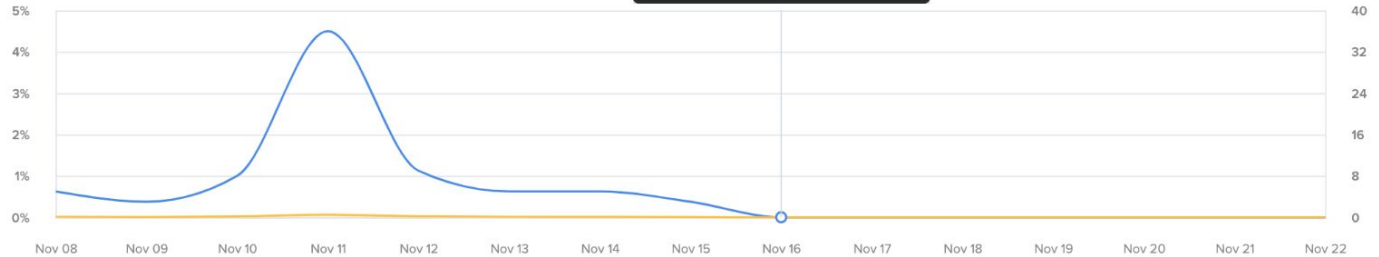
+\$4K per month

Error found & fixed

LOCALIZE CHANGE OVER TIME

Sessions over time

- No. of sessions
- % of sessions



UX tips to boost your conversions

1. Edit items in the cart

Allow your customers to edit items in the cart directly through a pop up (rather than make them go back and re-add the item).

The screenshot shows the tarte.com shopping bag page. At the top, there is a navigation bar with the tarte logo, a search bar, and a shopping cart icon. Below the navigation bar, there are several menu items: NEW ARRIVALS, BEST SELLERS, MAKEUP, SKINCARE, SETS, SALE, EXPLORE, TARTE REWARDS, and a 'sugar♥rush' badge. The main content area is titled 'Shopping Bag' and contains two items: 'Cart Special: Only £10' and 'Select 2 Samples (£1 each)'. Below these items is a table with columns for PRODUCT, QUANTITY, PRICE, and TOTAL. The table lists one item: 'Shape Tape Contour Concealer' in the 'Shade 35H Medium Honey (Medium Skin With Peach Undertones)'. The quantity is 1, and the price is £23. There is a plus and minus button next to the quantity. Below the table, there is a note: 'In Stock Limit 6 per customer' and 'This product is excluded from promotions.' To the right of the table is an 'Order Summary' section with a 'Enter Promo Code' field and a plus button. Below the order summary, there is a 'Subtotal' of £23.00, 'Shipping & Handling' of £0.00, and an 'Estimated Total' of £23.00. At the bottom of the order summary is a 'CHECKOUT' button. The footer of the page says 'high-performance naturals™'.

FREE STANDARD SHIPPING ON ORDERS £40+ | £6 FLAT RATE ON ORDERS <£40

My Account Ship to:

tarte™

Search

NEW ARRIVALS BEST SELLERS MAKEUP SKINCARE SETS SALE EXPLORE TARTE REWARDS **sugar♥rush**

Shopping Bag

Cart Special: **Only £10** +

Select 2 Samples (£1 each) +

PRODUCT	QUANTITY	PRICE	TOTAL
 Shape Tape Contour Concealer Shade 35H Medium Honey (Medium Skin With Peach Undertones) Edit Details <small>This product is excluded from promotions.</small>	<input type="text" value="1"/>	£23	£23 ×

In Stock
Limit 6 per customer

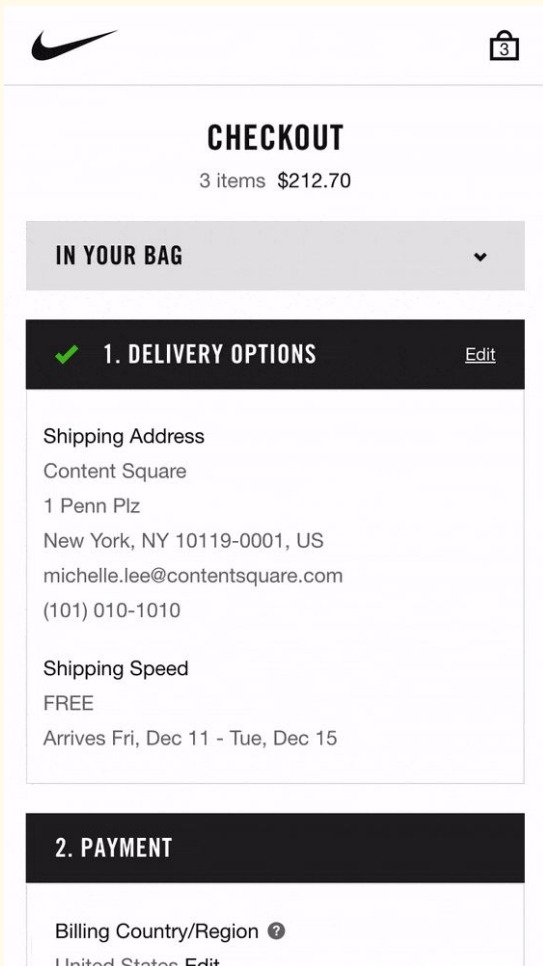
Order Summary

Enter Promo Code +

Subtotal £23.00
Shipping & Handling -
Estimated Total £23.00

CHECKOUT

high-performance naturals™



UX tips to boost your conversions

2. Cart summary at every step of the checkout process

As users move through checkout, they can always click on the 'In your bag' accordion to view their cart. As the user progresses past each step, there is a recap of the information previous input, with a CTA to edit if necessary.



Questions to ask yourself

Are there parts of your checkout funnel causing frustration?

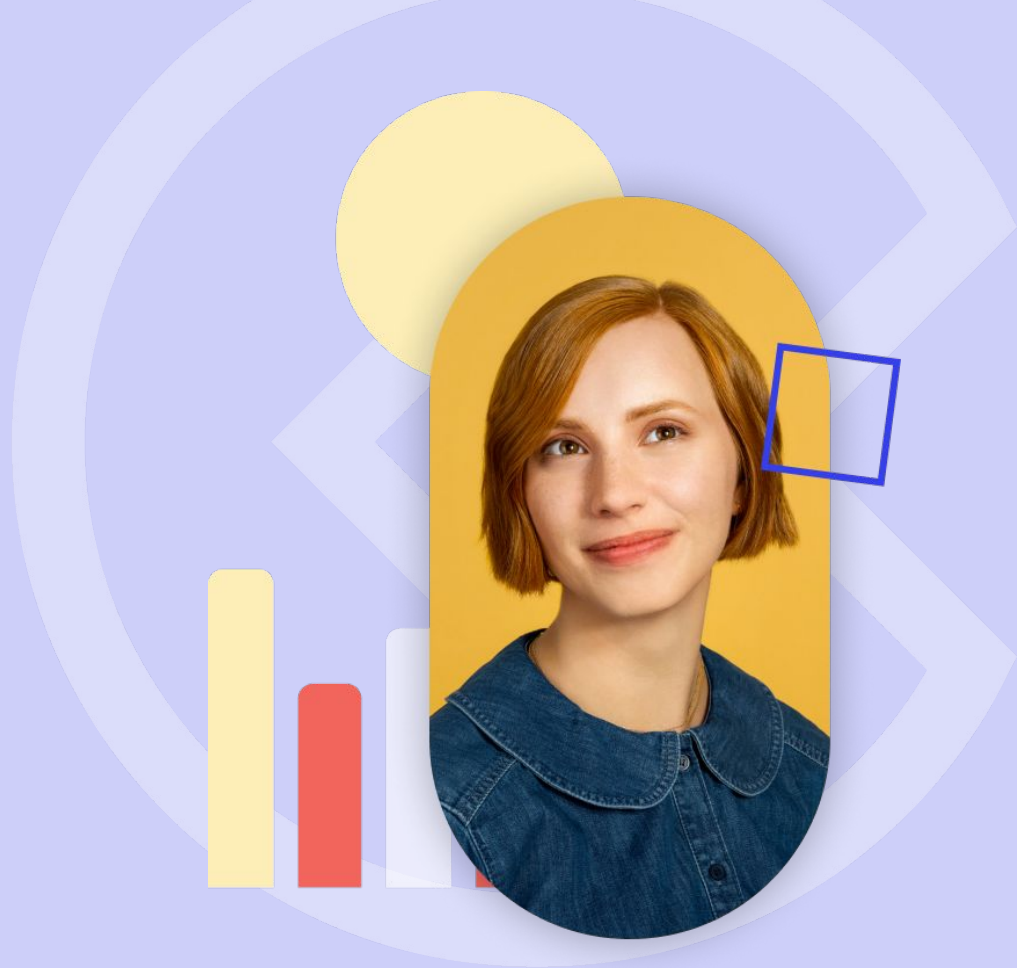
Can you identify the journeys which are most likely to lead to conversions vs those which aren't?

Can you identify the amount of lost revenue from non-transactors?



UX Review

How it works



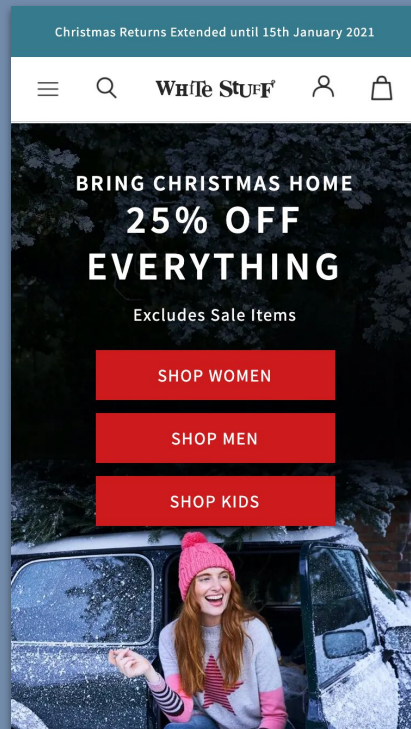
Homepage Example

Common UX Pain Points:

- ❖ Large hero image / banner / carousel
 - **Why?** - pushes key elements below the fold (products, inspiration,
- ❖ Overly long (average: 5,000px)
 - **Why?** - Battle between marketing and UX, meaning attractive content often goes amiss
- ❖ Limited 'search' capabilities
 - **Why?** - No pre/auto-fill or suggestions, adding extra typing and discovery effort to user journey

Contentsquare Analysis Tip:

- ❖ Look at **exposure rate** and **attractiveness rate** - are users scrolling below the fold and engaging with specific content?
- ❖ Check **click rate** and **click recurrence** on navigation (menu, search) and main header.
- ❖ **Journey analysis** - identify key journeys - how do users prefer to browse? Via content or top navigation?





Thank you

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