Beat the Benchmark: How different industries provide winning digital experiences

CX Circle by Contentsquare
Introducing... Wei Jia
2023

Digital Experience Benchmark Report
Data and insights to make every visit count.

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The dataset
The 2023 Digital Experience Benchmark report shares the most important digital KPIs driving growth and their impact on the digital experience and customer happiness.

161 billion
Page Views

35 billion
Sessions

2,942
Websites

26
Countries

9
Industries
Methodology

Same-site activity
Represents the current state of digital AND how digital has changed; includes sites that were active throughout the period

Analysis period:
Q4 2021 → Q4 2022
15 months of site activity

35B Sessions
A vast set that includes more than 160 Billion page views, and more than half a billion conversions

2,942 Sites
Sites reflect activity from across the globe

9 Industries
Retail, Travel & Hospitality, Financial Services, Telecommunications, Media Manufacturing, Software, Services, Energy/Utilities/Construction
What do you think makes a great digital experience?

How do you measure this? What are the key metrics that matter most in your company?
INSIGHT #1

More visitors than you think are frustrated
Frustration?

Moments of friction observed during the on-site experience, such as:

- **Slow page load**: Page loads that exceed 3 seconds.
- **Rage clicks**: An element was clicked at least 3 times in less than 2 seconds.
- **Multiple button interactions**: A button was clicked at least 3 times.
- **Multiple field interactions**: A field was clicked at least 3 times.
More than 1 in 3 visits cause frustration

Trouble is brewing

% of sessions experiencing frustration, by factor

- Any Frustration Factor: 35.6%
- Slow Page Loads: 16.1%
- Rage Clicks: 6%
- Multiple Button Clicks: 5.9%
- Multiple Use Targets: 5.3%
- Multiple Field Clicks: 3.4%
- Low Page Activity: 1.2%

Slow page loads are the most common factor.
Fast loading pages deliver more engagement

Sites with the fastest load times:

Boosted conversion rate by 25%
Greater activity unlocks more revenue

Sites with the highest activity:

- decreased bounces by -20%
- and earned +19% higher conversion rates.
Key Takeaways

- Do you know how much revenue you’re losing from slow load times?
- What percentage of your visitors experience rage clicking?
- How does activity on your pages impact revenue?
What causes the most friction in your app and how do you ensure you’re delivering a frictionless experience?
INSIGHT #2

There may be a consumption crisis...
Visitors are spending less time on your site

Digital broke its traffic drought, with visits increasing nearly 5%

But conversion dropped 3.5% year on year

All the major session consumption measures were down: with less time spent, across fewer pages, and shallower scrolls
Scroll rate shortens to 50% overall in Q4

With scroll rates falling from 52% to 50%, digital teams must ensure that their best, most performant content is clearly visible above the fold.
Scroll Rate by device, by industry

- **All industries**:
  - Desktop: 52%
  - Mobile: 48%

- **Energy, Utilities & Construction**:
  - Desktop: 66%
  - Mobile: 59%

- **Financial Services**:
  - Desktop: 55%
  - Mobile: 54%

- **Manufacturing**:
  - Desktop: 48%
  - Mobile: 46%

- **Media**:
  - Desktop: 60%
  - Mobile: 48%

- **Retail**:
  - Desktop: 50%
  - Mobile: 46%

- **Services**:
  - Desktop: 62%
  - Mobile: 57%

- **Software**:
  - Desktop: 53%
  - Mobile: 46%

- **Telecommunications**:
  - Desktop: 60%
  - Mobile: 54%

- **Travel & Hospitality**:
  - Desktop: 54%
  - Mobile: 50%
Sessions with more page views lead to more conversions

Page views per converted session

Consumption is of course high during converted sessions - and the concentration of page views is generally found on the ‘volume’ pages, like product details.
Key Takeaways

- Can you identify the pieces of content on your site that are the most engaging, and those that aren’t?

- Can you identify the pages that need to be prioritized for optimization? What is the financial impact they have on your revenue?

- Do you know how to improve your scroll rate?
Our report found that sites with higher activity (the share of time users spend interacting with content during a visit) enjoy 19% higher conversion rates and 20% lower bounce rates than sites with lowest activity.

How does this finding compare to what you’ve seen?
INSIGHT #3

Mobile traffic is increasing... but it’s getting more expensive to convert
More new visitors are coming through paid channels, meaning businesses are paying more per visit.
Mobile accounts for 2 of 3 visits

Traffic share by device

*Retail was even higher at 73% (almost 3 out of 4)
Traffic share by industry

- Energy, Utilities & Construction
  - 2021 Q4: 60%, 40%
  - 2022 Q4: 60.6%, 39.4%

- Financial Services
  - 2021 Q4: 39.8%, 60.2%
  - 2022 Q4: 38.9%, 61.1%

- Manufacturing
  - 2021 Q4: 42.0%, 58.0%
  - 2022 Q4: 44.8%, 55.2%

- Media
  - 2021 Q4: 54.0%, 46.0%
  - 2022 Q4: 71.1%, 28.9%

- Retail
  - 2021 Q4: 71.7%, 28.3%
  - 2022 Q4: 73.5%, 26.5%

- Software
  - 2021 Q4: 22.7%, 77.3%
  - 2022 Q4: 25.3%, 74.7%

- Telecommunications
  - 2021 Q4: 63.0%, 37.0%
  - 2022 Q4: 64.0%, 36.0%

- Services
  - 2021 Q4: 36.4%, 63.6%
  - 2022 Q4: 43.6%, 56.4%

- Travel & Hospitality
  - 2021 Q4: 65.5%, 34.5%
  - 2022 Q4: 64.4%, 35.6%
Conversion rates slumped for mobile

As more traffic moved to mobile, falling conversion rates on mobile are amplified. Overall, conversion fell \(-3.1\%\).

Desktop improved by \(+2.5\%\).
Mobile dropped by \(-4.1\\%\).
Bounce rates swells across the board

Bounce rate by device, by industry

Bounce is the most hollow of outcomes: a one and done visit.

Digital teams have worked hard – and spent high – to attract a visit, so a bounce should be a primary measure used in every (paid) campaign.
Key Takeaways

- Can you pinpoint where your users are bouncing, and why?
- Do you know why you’re not converting the visitors that you’ve acquired through paid channels?
- Where can your mobile experience be further improved?

Traffic from new visitors increased 10% YoY
Traffic from returning visitors was essentially flat at -0.4% YoY

Mobile traffic share reached 65% of digital traffic in Q4, up from 63% the prior year
Did you beat the benchmark?

Scan the QR code to receive a copy of the 2023 Digital Experience Benchmark Report.