

2021 B2B Digital Experience BENCHMARK

CX Performance
for B2B Businesses



CONTENTSSQUARE

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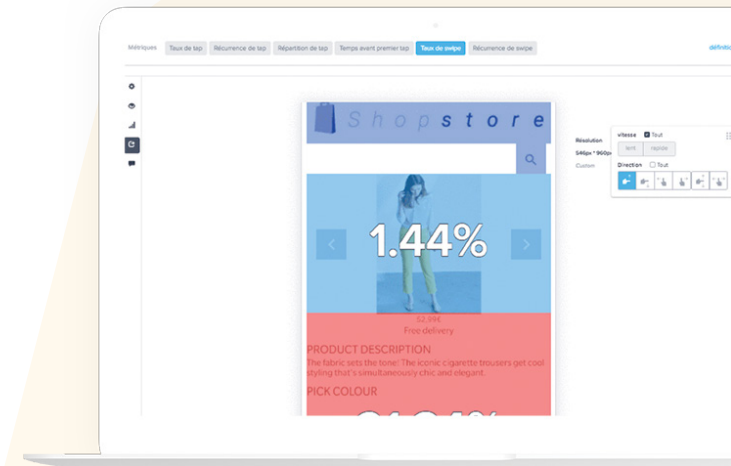
INTRODUCTION

While 2020 was a year filled with uncertainty and the unexpected, it certainly accelerated digital transformation across the world. Brands experienced 10 years of digital growth condensed into just 3 months, according to McKinsey. They perfected the art of the pivot to serve first-time and existing customers in new ways. They gave back to the global community during hard times. They had a record-breaking holiday season for online sales, but, most importantly, they proved that they could listen to customers and adapt.

After all, today's consumers aren't loyal to brands, they're loyal to brand experiences. As the pandemic continues into 2021 and users continue to depend on digital for their wants and needs, brands must continue to provide digital experiences that are both seamless and innovative to catch customers' attention and inspire loyalty.

In this 2021 Digital Experience Benchmark, we analyzed data from **over 20 billion user sessions** from across the globe to help you evaluate the performance of your own digital properties and see where you fall within your industry's competitive landscape. In addition to 10 digital key performance indicators such as bounce rate, time on page, and conversion rate, we've also included analysis and tips from our in-house UX-perts and Contentsquare customers.

Read on to see how your company's digital KPIs stack up.



For this report, we used Contentsquare’s database of 900+ global brands to collect over 20+ billion individual user sessions from January 1, 2020 to December 31, 2020. We collected and analyzed data from desktop, mobile, tablet, and mobile app interactions and sessions across 10 industries to learn more about the evolution of online experience and quantify the impact COVID-19 had on businesses last year.



12 Months of Data



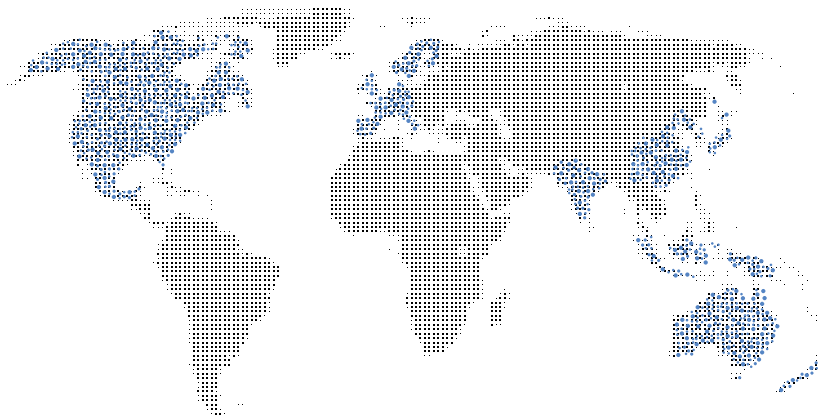
900+ Global Websites



20+ Billion User Sessions



10+ Industries



Mobile Dominance & Traffic Growth Trends



OF TOTAL TRAFFIC COMES FROM MOBILE



BUT ONLY 17% OF ALL B2B TRAFFIC IS MOBILE

In 2020, the mCommerce experience continued to expand. Mobile still drives the bulk of online traffic across all industries, with **64%** of online visits coming from smartphones, a **+16%** increase from 2019.

	DESKTOP	MOBILE	TABLET
2020 Data	34%	63%	3%
2019 Data	39%	55%	6%
YoY percentage change	-14%	+16%	-53%

While **64%** of traffic comes from mobile devices across all industries, the majority of B2B customers continue to prefer using desktops. Even with more individuals working from home last year, only **17%** of all B2B traffic last year came from smartphones. Instead, an impressive **81%** of visitors accessed websites via their laptops and desktop computers, which is to be expected as most people discover and research new B2B vendors on their work-issued computers.



As marketers, we sometimes forget the most fundamental aspect of customer loyalty which is that our customers are people and it's our job to build relationships with them.

—JESSE CHANNON, CHIEF GROWTH OFFICER OF COLUMBIA CARE



New vs. Returning Users



RETURNING USERS
ACROSS ALL INDUSTRIES

Make new customers, but keep the old. Across all industries, **44%** of traffic was made up of new users last year, meaning every one in two visitors was an existing customer. The B2B industry's results mirrored those numbers perfectly.

— The Rate of New vs. Returning B2B Users



The shift to digital and remote work forced many companies to invest in new technologies to improve remote collaboration and communication, as well as to digitally transform their business. That said, it also encouraged many existing B2B customers to try new products and services with their existing vendors, which could account for the high percentage of returning users.

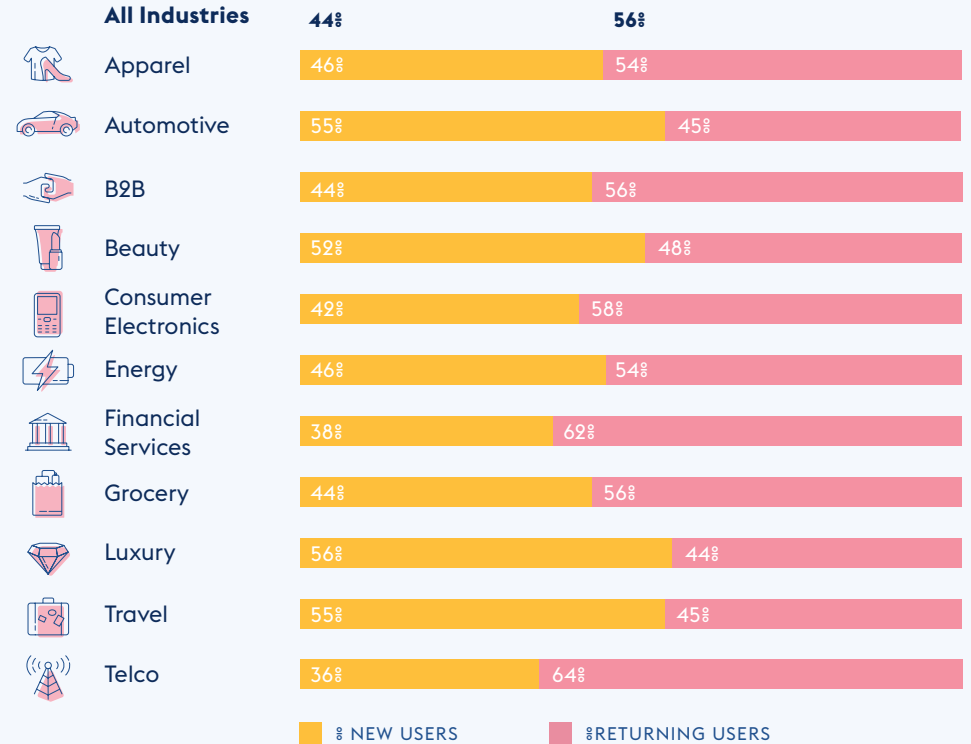
This year, it's become more and more apparent that customers are not loyal to brands, they are loyal to experiences. If customers have a good – or great – experience with their brand, they are more likely to keep your brand top of mind and do business with you time and time again. While many brands have prioritized retention marketing over the past few years, our data shows there is still work to be done to improve consumer loyalty.

“When you are a **consumer-centric brand**, you must wrap your strategy around a consumer’s **needs, wants, and desires**. That builds loyalty, trust, and love for your brand.”

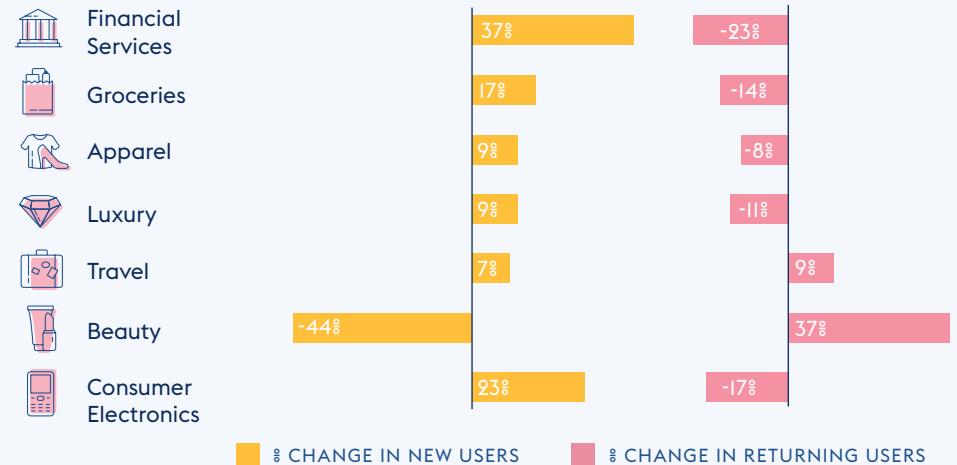
— EKTA CHOPRA, CHIEF DIGITAL OFFICER, E.L.F. COSMETICS



— The Rate of New vs. Returning Users by Industry



— Year over Year Change in New / Returning Users by Industry



Acquisition Sources

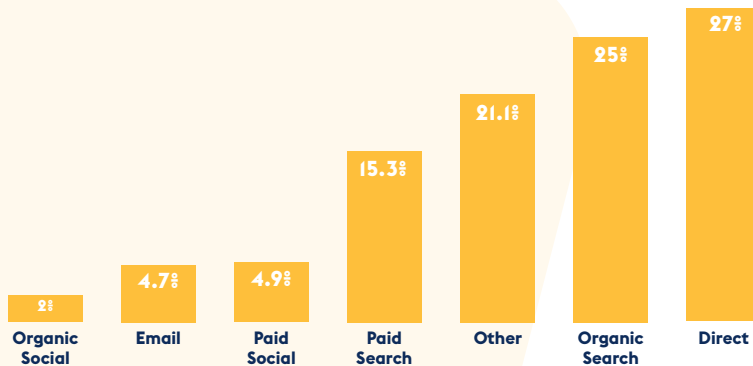
89% OF B2B TRAFFIC COMES FROM EARNED ACQUISITION SOURCES

11% OF B2B TRAFFIC COMES FROM PAID SOURCES

Earned, or unpaid, traffic was a huge driver of site visits this year, with **80%** of web traffic coming from earned sources across all industries. 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.

In 2019, we found **65%** of traffic originated from earned sources, which we attributed to increased brand awareness and repeat visits for regular purchases. That doesn't seem to be the case this year. It's important to remember that 2020 was an unprecedented year for advertising. Compared to 2019, paid traffic saw a **-43%** decrease in 2020, jumping from **35%** to **20%**.

— Percentage of Traffic by Source for All Industries

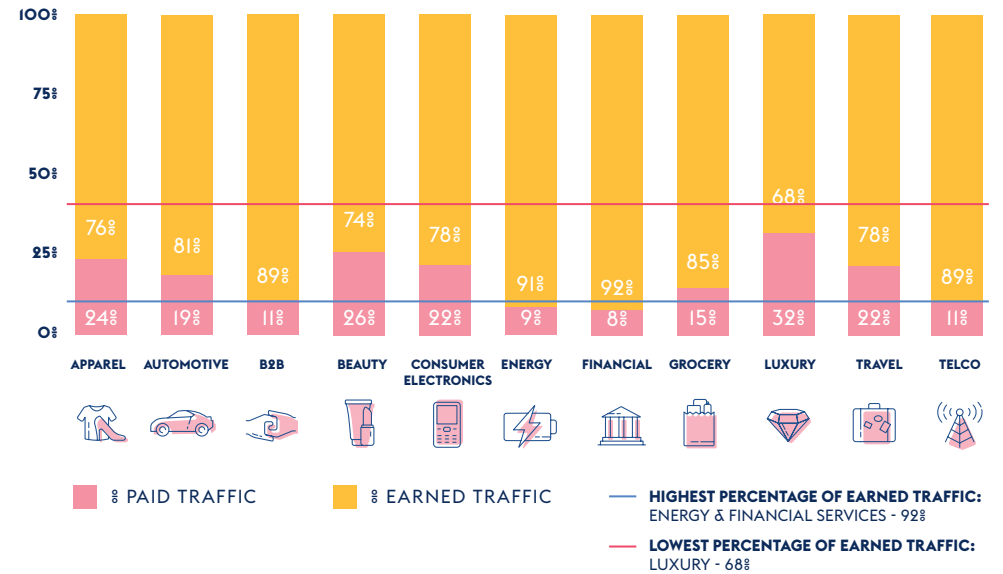


— Year over Year Change in Traffic Source Percentages



Why the big change? When the pandemic first hit, some companies decreased or scaled back their advertising budgets. As the pandemic raged on, many brands were forced to cut budgets to stay afloat. For brands that decided to up their advertising game, they had to fight for consumer's wallets, as many company budgets were cut amid the 2020 uncertainty.

— Percentage of Earned traffic vs. Paid traffic by Industry



Bounce Rate

3/4

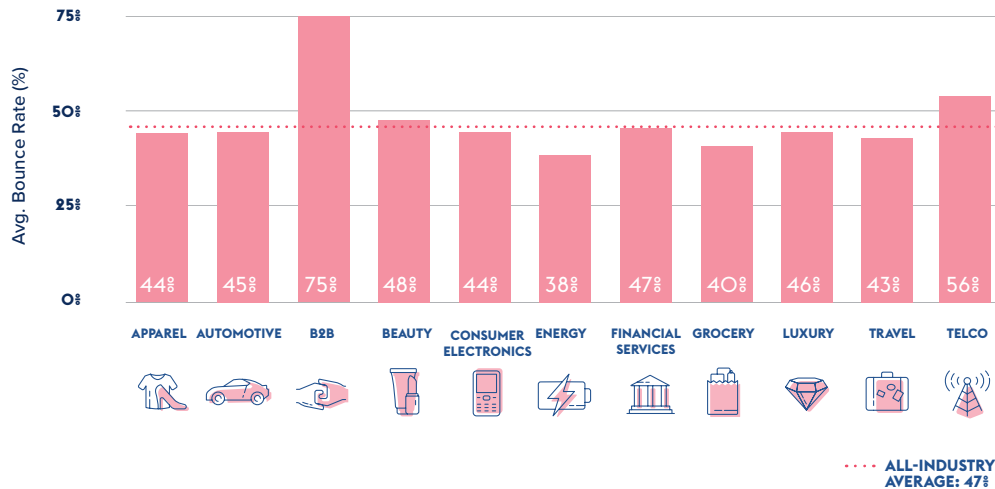
3 OUT OF EVERY 4 B2B VISITORS BOUNCES

First impressions matter, especially when **75%** of B2B website visitors abandon their journeys after viewing just one page on a website. That means 3 out of 4 visitors would rather leave than spend time on your site. *Ouch.* If that's not bad enough, the B2B industry had the highest bounce rate out of any industry, far surpassing the **47%** all-industry average.

— Average B2B Bounce Rate



— Bounce rate per Industry



Because of the nature of B2B, businesses need to clearly articulate their value proposition, otherwise, visitors will lose interest and leave. B2B sites' bounce rates jumped even higher for mobile (**77%**) and tablet (**83%**), but luckily, the industry receives the majority of its traffic from desktop users.

Clearly improving bounce rate is a huge opportunity for the industry and makes a strong argument for having the right tools in place to better understand why potential customers are leaving after they land on your site. *Is your site design confusing? Is your content not what your visitors were expecting? Is your page just taking forever to load?* All these factors could be turning off potential customers, but having powerful insights into why your customers are leaving can help you considerably improve your exit rates.

“Brands need to **keep bounce rate in mind** when they’re designing digital experiences since being able to capture all this potential new business could be a **huge revenue win** for brands. How can brands keep visitors from bouncing?”

- Ensure creative and messaging is consistent from ad to landing page
- Optimizing site search and giving visitors relevant content
- Having clear navigation tools on landing pages.”

— MICHELLE LEE, UX/UI DESIGNER (NORTH AMERICA & USA) AT CONTENTSQUARE



Key Section Takeaways:

THE FUTURE IS STILL MOBILE.

As mobile continues to grow its share of overall site traffic, brands need to adopt a mobile-first mindset. Smartphones are no longer just another way for your users to interact and shop with your brand, they’re becoming the preferred way consumers discover and research new products and services.

INVEST IN YOUR CUSTOMERS.

Today’s customers are loyal to experiences, not brands. Build a stand-out digital experience and you’ll stay top-of-mind with your existing customers and create enough buzz to attract new users.

Pages Viewed

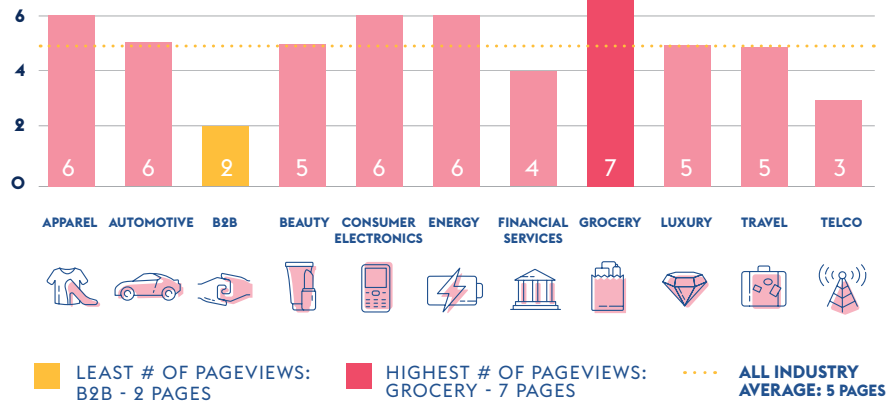


B2B VISITORS VIEW AN AVERAGE OF JUST 2 PAGEVIEWS PER SESSION

The number of pages a user views in a single session can help you evaluate just how engaging your site content is. Across all industries, we found users viewed an average of **5** pages per session, but for the B2B space, visitors viewed an average of just **2** pages per session. This metric, of course, varies by industry, as some sector websites (like B2B) have more information-dense content or complex user journeys than others.

While grocery and apparel took the gold for the highest number of page views per session, B2B had the lowest number of an industry. This could be either because if a visitor is unable to quickly determine the products and services a business provides they bounce, or, it could be a positive as many B2B companies push visitors to request a demo early on in their buyer journey.

— Average Number of Pageviews per Session by Industry



Time Spent on Page

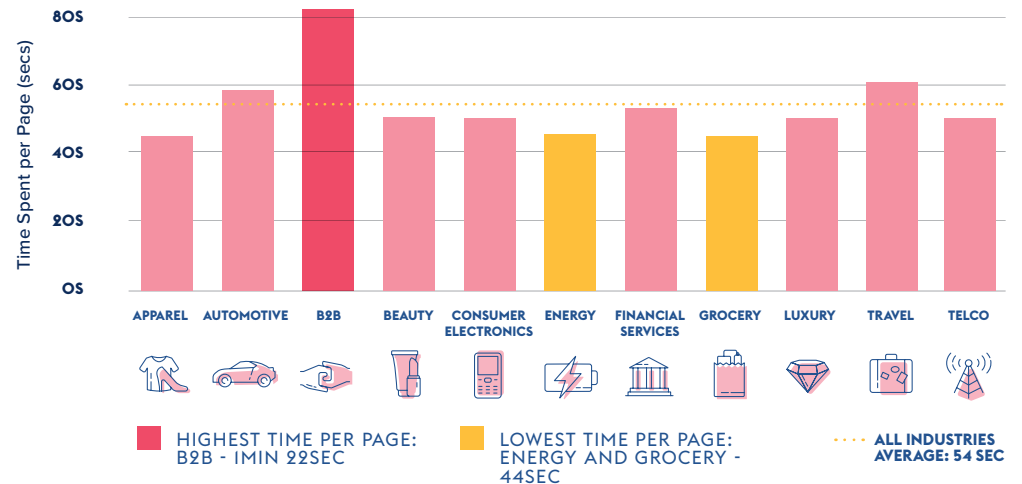


B2B VISITORS SPEND AN AVERAGE OF 82 SECONDS PER PAGE

Time spent on-page is a power indicator of whether your site visitors are engaging with your content, or if your experience leaves much to be desired. Across all industries, we saw the average user spends just under a minute, or **54** seconds, on each page during their visit. Compared to the 2019 average of 62 seconds spent per page, 2020 visitors might have been more intentional with their visits, as they spent 8 seconds less per page.

Earlier in this report, we found B2B had the highest bounce rate of any industry and the lowest number of pageviews. Interestingly enough, B2B had the highest average time spent on page – an impressive **1.37** minutes – beating out the other industries by more than 20 seconds. So B2B visitors may be more engaged than we initially thought, taking their time to research and digest the business’ services and site content.

— Average Time Spent Per Page per Industry





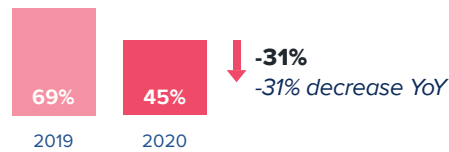
Content Unseen

35%

OF ALL B2B WEBSITE CONTENT GOES UNSEEN

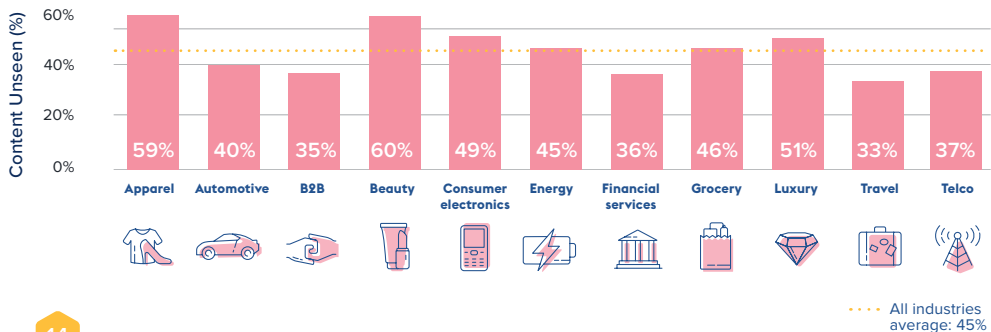
What's the use of spending time, money, and effort on creating great content if no one sees it? To calculate the percentage of content that goes unseen by site visitors, we compare the total number of pages on a site to the number of pages not viewed by 95% or more of traffic. For 2020, we discovered that **45% of all content goes unseen by visitors across all industries**, or 95% of pageviews occur on 55% of website pages. In 2019, we found 69% of content was unseen by visitors, so in the last year, brands have made it easier for visitors to find and see their content.

— Percentage of Content Unseen - 2019 vs. 2020



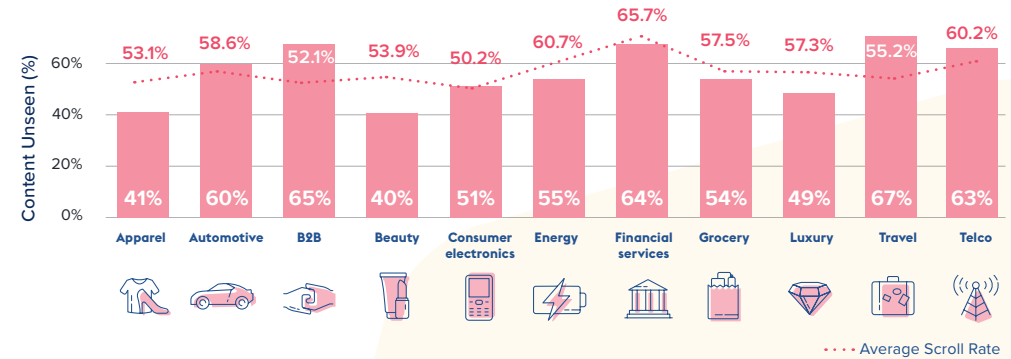
The B2B industry had one of the lowest content unseen rates of any industry, meaning 95% of their visitors see almost two-thirds of their site content! This could be because B2B websites tend to have fewer site pages or more streamlined customer journeys.

— Percentage of Content Unseen by Industry



Curiously, the percentage of content unseen on mobile and tablet devices was lower than desktop. So, although B2B has fewer users browsing on their smartphones and tablets, these visitors actually see more pages than desktop users.

— Avg. Percentage of Content Seen and Avg. Scroll Rate by Industry



We also compared the percentage of content seen with the average scroll rate to better understand how much page content visitors are seeing during a session. A scroll rate of 100% would indicate they scrolled down to the end and were exposed to all of the content on a given page. Unfortunately, that doesn't appear to be the case in most journeys. With an average all-industry scroll rate of **56.8%**, just under half of viewed pages are still unseen by visitors. A high number of pageviews is not enough — pages should be optimized to ensure users don't stop halfway down a page and miss out on valuable content.

The B2B industry specifically had a scroll rate of **52.1%**, meaning that of the 65% of site content that visitors do see, they're still missing out on almost half of all the content contained on those pages.

While it's interesting to know the percentage of content unseen on your site, it's more important to focus on having the right content to help your users and ensuring they can easily find it.

That's why brands **need to leverage behavioral analytics** to understand if the content customers are currently seeing is helpful or harmful, and whether a key piece of content that could push customers to convert is buried on your site. Who knows, a piece of content you initially wrote off as a failure could become a huge success if you just tweak its placement and visibility on a page.

“My favorite Contentsquare metric is attractiveness rate. At NVIDIA, sometimes we create a piece of content that **really resonates** with our users, but we don't place it towards the top of a page. Before Contentsquare, we would just use a low click-through rate to determine it wasn't an effective piece of content.

Using **attractiveness rate**, we can normalize CTR for people who've actually seen that piece of content and realize that the real reason it's underperforming is that it's not being promoted properly on the page. **I love that metric because it's so actionable.”**

— ALEX KEYSER, SR. MANAGER, DIGITAL EXPERIENCE AT NVIDIA

Key Section Takeaways:

MOST OF YOUR CONTENT GOES UNSEEN.

Sometimes more isn't better. With **45%** of your site going unseen, maybe it's time to take a step back from creating new material and reevaluate how your brand is promoting (or inadvertently burying) your best content. Focus your energy on **identifying** the key pieces of content that give value to your customers, then **optimize and increase** the visibility of this content to get the maximum benefit out of your work.

Conversion Rate



At last, the metric that is the most influential in driving bottom-line business results: conversion rate. It's key to remember that conversions are different for every industry. A conversion for a B2B company might be when someone downloads an eBook or requests a product demo, while an apparel company thinks of a conversion as when a customer purchases a shirt. Across all the industries, we found the average conversion rate across all devices is **1.82%**. For the B2B industry specifically, the average conversion rate was **0.6%**.

	DESKTOP	MOBILE	TABLET
B2B	0.7%	0.4%	0.1%
All-Industry	2.3%	1.5%	2.6%

In 2019, our data found an all-industry conversion rate of **2.49%**, much higher than our 2020 finding of **1.82%**. The end of the decade's desktop and mobile CVRs were both much higher, as well, with an average desktop conversion rate of **3.5%** and a mobile rate of **1.7%**. In 2020, both overall desktop and mobile rates fell to **2.3%** and **1.5%**, respectively, which could be because overall traffic increased year over year.

Mobile had the lowest conversion rate of any device and continues to be a pain point for many industries. Because B2B gets such a low percentage of its traffic from mobile (17%), a 0.35% conversion rate isn't the end of the world, but brands can certainly work to improve it.



Checkout is the last opportunity for you to convince your customers to convert. Any micro-error or missing information could be fatal to their experience. Allow them to edit their cart as much as possible while staying in the checkout path and make all delivery/payment information readily available.

—FANNY POURCENOUX, DIRECTOR OF GLOBAL DESIGN AT CONTENTSQUARE

Number of Sessions before Conversion

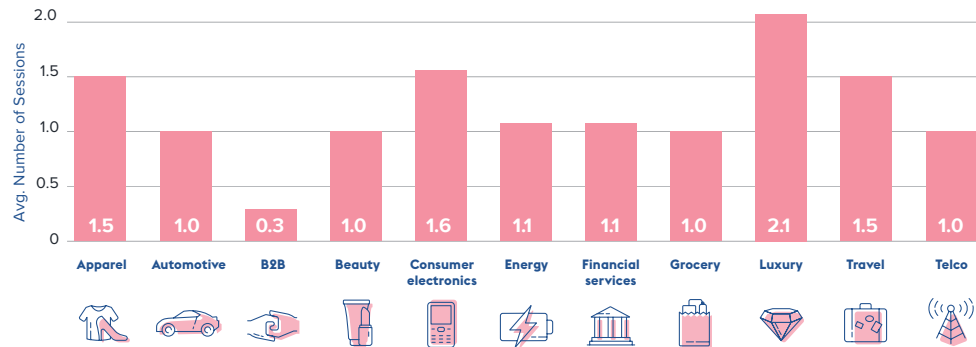


IT TAKES AN AVERAGE OF 1 SESSION BEFORE A B2B CUSTOMER CONVERTS

Last year, our data showed that across all industries the average customer was visiting a site 3 times before making a purchase or converting. This year, we saw that number drop to just 2 visits, which suggests buyers are more informed and intentional with their purchases and conversions online.

That said, B2B customers took even less convincing to convert, with users converting after just 0.33 sessions. This is most likely due to the fact that requesting a demo or a quote is an easy ask of visitors.

— Number of Sessions before Conversion by Industry



Number of Pageviews in a Conversion Session



PAGES SEEN ON AVERAGE PER B2B CONVERSION SESSION

Do your customers know what they want or spend time browsing around on your site? Our all-industry data shows customers view an average of 26 pageviews during a visit in which they convert.

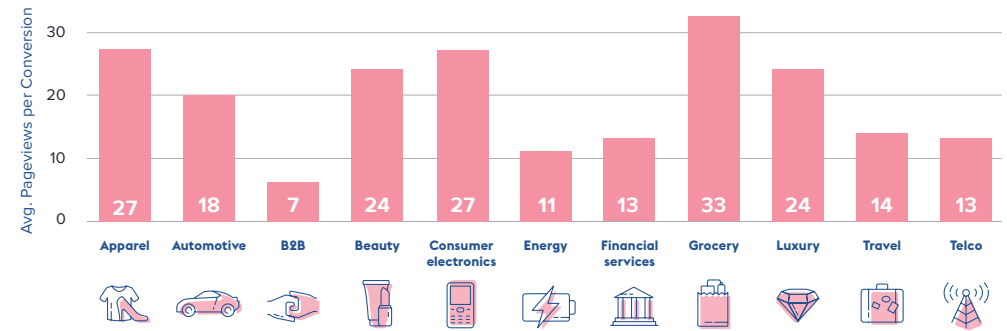
Of course, this number ranges by industry, as some encourage multiple purchases or have more complex buying journeys and product/service offers. The B2B industry, specifically, has a much simpler customer journey and as such, converting users only view an average of 7 pages before requesting a demo or downloading a whitepaper.



As a team, our ambition is to focus on conversion rather than acquisition. By having a better understanding of onsite navigation, we can optimize performance. Weekly analysis helped us reach positive KPIs and improved conversion rates.

—THE KOOPLES TEAM

— Average Pageviews per Conversion Session by Industry



Key Section Takeaways:

FIND & FIX SITE ERRORS.

Small site errors – like failed discount codes, unclear CTAs, or lengthy forms – could be keeping your customers from converting. Troubleshoot your site to remove friction and ensure you're providing users with a seamless, error-free experience.

SIMPLIFY CUSTOMER JOURNEYS.

Long, complex journeys leave more room for error. Keep your on-site journeys simple, so you can help your customers find what they need in the least amount of clicks. Every page should direct users to a clear next step, so they know how to continue their journey on your site.



2020 was characterized by a rapid rate of digital acceleration and adoption. This put a new emphasis on digital customer experience and forced brands to make their digital properties a top priority. The circumstances of the last year thrust some industries into the spotlight and forced others to pivot their business models and double down on digital CX to stay relevant and keep customers engaged. But, even booming businesses need to pay attention to these digital trends. If there's one thing we've learned this year it's that change can happen – and it can happen fast.

While we hope this 2021 Digital Experience Benchmark report has helped you determine how your own digital performance stacks up to the competition, we also hope you leave with a few key ways you can improve your digital customer experience.

To help you out, here are our key takeaways from the report:

Site Entry

- **The future is still mobile.** Brands need to adopt a mobile-first mindset as mobile continues to grow its share of overall site traffic.
- **Invest in your customers.** Today's customers are loyal to experiences, not brands. Build a stand-out digital experience and you'll stay top-of-mind with your existing customers.

Site Experience

- **Most of your content goes unseen.** Focus your energy on optimizing the content you already have and identifying the key pieces of content that are giving value to your customers and helping them convert.
- **Reduce page load times.** Don't let your SEO efforts go to waste – prioritize your page load times in the coming months to ensure your site doesn't get penalized after the Google Core Web Vitals update.

Conversion

- **Find & fix site errors.** Small site errors – like failed discount codes, unclear CTAs, or lengthy forms – could be keeping your customers from converting. Troubleshoot your site to ensure you're providing a seamless, error-free experience.
- **Simplify customer journeys.** Long, complex journeys leave more room for error. Keep your on-site journeys simple, so you can help your customers find what they need in the least amount of clicks.

Lastly, it's important to note that even if your company's digital performance metrics are above or below the industry benchmarks included in this report, these metrics don't tell the full story. To get a complete picture of performance for your digital properties, you need the right tools to understand what your customers are telling you about your CX in real-time.

Contentsquare's digital experience analytics platform helps brands capture every customer click, tap, swipe, and scroll and translate them into actionable insights you can use to improve your digital experience.

Ready to take your B2B company's site experience to the next level? Contact us for a product demo or to talk more in-depth about this report and get access to exclusive industry and country data.

About Contentsquare

Contentsquare empowers brands to build better digital experiences.

Our experience analytics platform tracks and visualizes billions of digital behaviors, delivering intelligent recommendations that everyone can use to grow revenue, increase customer loyalty, and fuel innovation.

Founded in Paris in 2012, Contentsquare has since opened offices in London, New York, San Francisco, Munich, Tel Aviv, Tokyo, and Singapore. Today, it helps more than 700 enterprises in 26 countries deliver better digital experiences for their customers.

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