2021
DIGITAL EXPERIENCE BENCHMARK

CX PERFORMANCE ACROSS 10+ INDUSTRIES

CONTENTSQUARE

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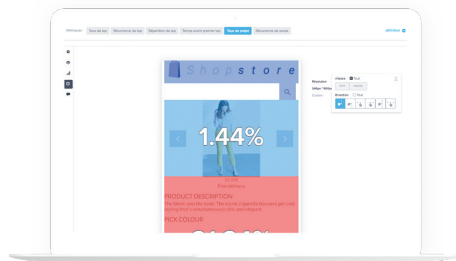
For this report, we used Contentsquare's database of 900+ global brands to collect over 20+ billion individual user sessions from January 1, 2020 to December 31, 2020. We collected and analysed data from desktop, mobile, tablet, and mobile app interactions and sessions across 10 industries to learn more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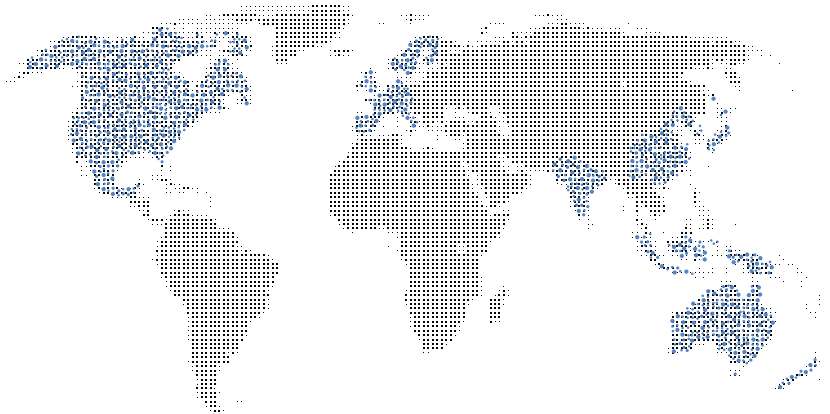
12 MONTHS OF DATA

900+ GLOBAL WEBSITES

20+ BILLION USER SESSIONS

10+ INDUSTRIES

MOBILE DOMINANCE & TRAFFIC GROWTH TRENDS

64% **Of total traffic comes from 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	33%	64%	3%
2019 Data	39%	55%	6%
YoY percentage change	-14%	**+16%**	-53%

The luxury sector, in particular, seemed to dominate the mobile traffic share last year, with **76%** of the industry's visits originating from a mobile device — an interesting shift for an industry known for its in-person customer service and experience. Online luxury retailers also saw a **-26%** decrease in desktop traffic, which was offset by a **13%** increase in mobile traffic share. Following closely behind were the beauty and apparel industries which had smartphone users make up **72%** and **70%** of all online visits, respectively.

— *Traffic Source by Industry*

Industry	Desktop	Mobile	Tablet
Apparel	26%	70%	4%
Automotive	40%	57%	4%
B2B	81%	17%	1%
Beauty	26%	72%	2%
Consumer Electronics	32%	65%	3%
Energy	49%	48%	2%
Financial Services	57%	40%	2%
Grocery	34%	62%	4%
Luxury	22%	76%	2%
Travel	41%	56%	3%
Telco	39%	59%	2%

DESKTOP   MOBILE   TABLET
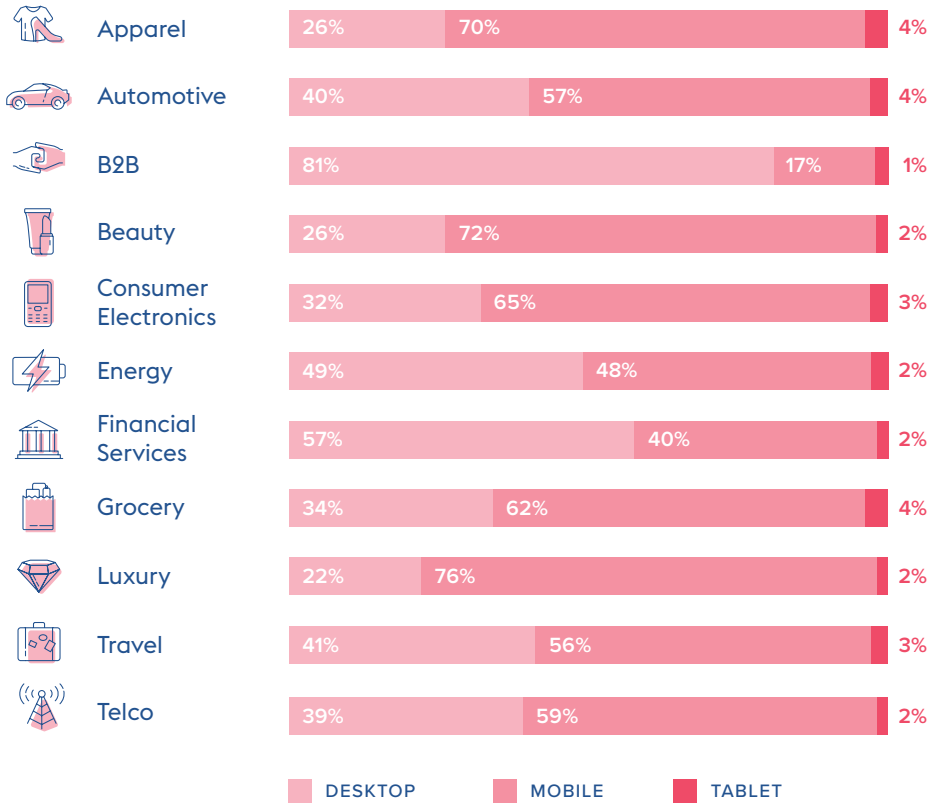
But, consumers aren't ditching their desktops just yet. Desktop traffic still dominates the financial services (**57%**) and B2B (**81%**) industries, as many customers use work computers to access them or prefer the larger screen size to do transactions.

— *Online Traffic by Month*
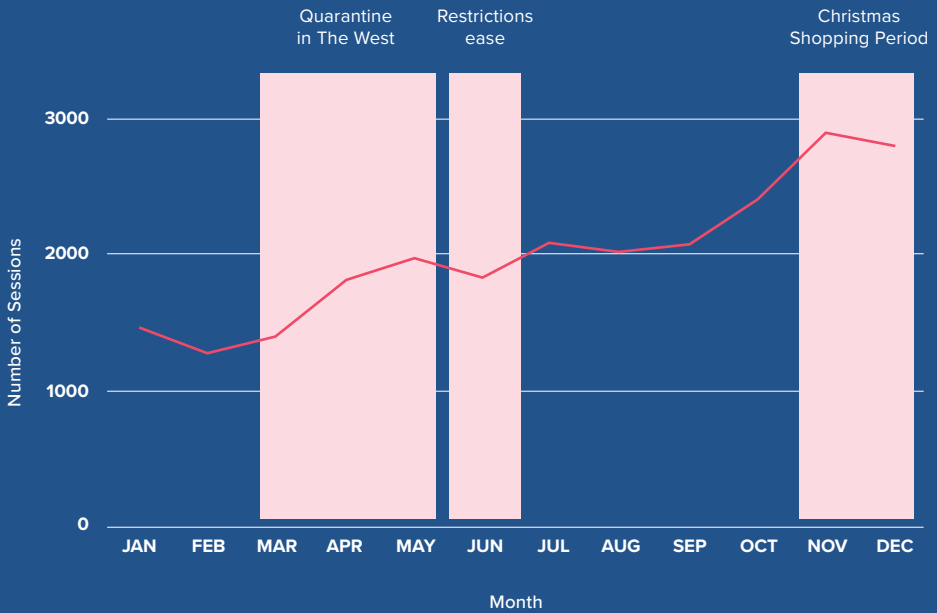
2020 was also a wild year for digital traffic on the whole. When the pandemic hit the West in March, online traffic soared. Users flocked online to socialise with friends and family, shop for necessities, find entertainment, and so much more. Traffic growth ultimately slowed during the summer months as warm weather and eased lockdown restrictions made it easier for people to get outside or shop in-person if needed. September until the end of the year saw the largest spike in digital traffic as the cold weather returned and customers headed online for their Christmas shopping.

Now, approaching a year into the pandemic, it's clear this influx of traffic is here to stay as users have formed and stuck with new digital habits and behaviours. The question now is whether brands can continue to innovate and perfect digital experiences to continue to meet and exceed customers' new heightened digital expectations.
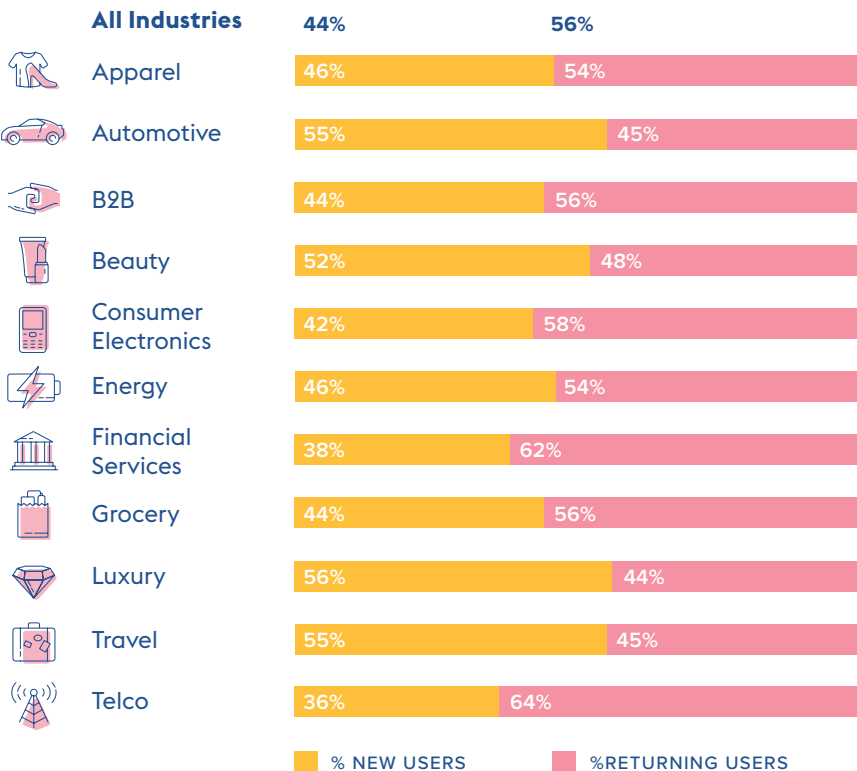
2021 Digital Experience Benchmark — Site entry

NEW VS. RETURNING USERS

56% **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. Even when consumers were trying new online digital experiences in 2020, many remained loyal to brands they know and love. After all, without the ability to walk around a shopping centre and discover new brands in-person, many consumers decided to stick to their tried and true favorites online.

— *The Rate of New vs. Returning Users by Industry*

All Industries	44%	56%
Apparel	46%	54%
Automotive	55%	45%
B2B	44%	56%
Beauty	52%	48%
Consumer Electronics	42%	58%
Energy	46%	54%
Financial Services	38%	62%
Grocery	44%	56%
Luxury	56%	44%
Travel	55%	45%
Telco	36%	64%

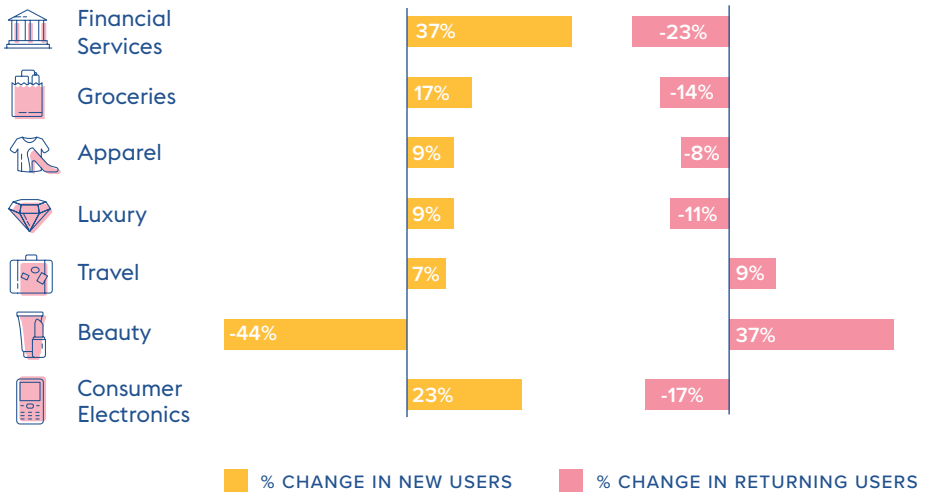■ % NEW USERS   ■ %RETURNING USERS

Luxury (**56%**), automotive (**55%**), and travel (**55%**) had the highest percentage of new users this year, while the telecommunications, financial services, and consumer electronics industries saw the majority of their digital traffic come from repeat users. The beauty industry, on the other hand, saw a significant decrease in new visitors (**-44%**) but proved they're prioritising customer retention. Their share of returning visitor traffic skyrocketed in 2020, increasing by **37%**. Clearly, other brands could learn a thing or two about customer loyalty from the beauty and cosmetics industry.

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 prioritised retention marketing over the past few years, our data shows there is still work to be done to improve consumer loyalty.

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

Industry	% CHANGE IN NEW USERS	% CHANGE IN RETURNING USERS
Financial Services	37%	-23%
Groceries	17%	-14%
Apparel	9%	-8%
Luxury	9%	-11%
Travel	7%	9%
Beauty	-44%	37%
Consumer Electronics	23%	-17%

■ % CHANGE IN NEW USERS   ■ % CHANGE IN RETURNING USERS

"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

Columbia Care

"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. eyes lips face

ACQUISITION SOURCES

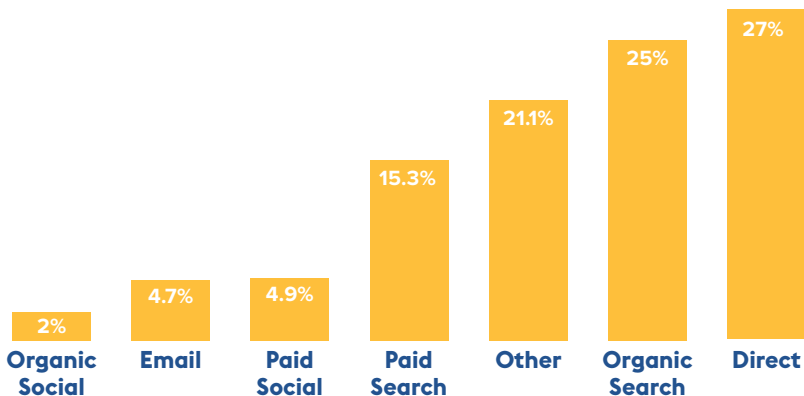**80%** **Of traffic comes from earned acquisition sources**

20% **Of 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%**.
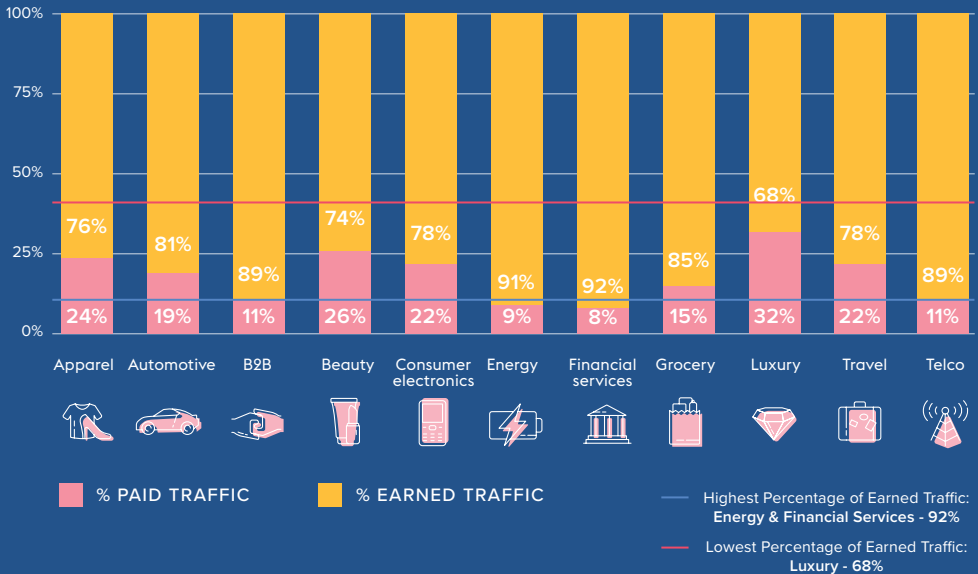
Percentage of Traffic by Source for All Industries

Organic Social	Email	Paid Social	Paid Search	Other	Organic Search	Direct
2%	4.7%	4.9%	15.3%	21.1%	25%	27%

— *Year over Year Change in Traffic Source Percentages*

2020

2019

Unpaid channels 80%   65%

Paid channels 20%   35%

Why the big change? When the pandemic first hit, some companies decreased or scaled back their advertising budgets. Unable to plan new photoshoots, brands had to get crafty to get product images and find new creative for ads. 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 customers hit pause on purchasing non-essential items amid 2020 uncertainty.

— *Percentage of Earned traffic vs. Paid traffic by Industry*

Industry	% Earned Traffic	% Paid Traffic
Apparel	76%	24%
Automotive	81%	19%
B2B	89%	11%
Beauty	74%	26%
Consumer electronics	78%	22%
Energy	91%	9%
Financial services	92%	8%
Grocery	85%	15%
Luxury	68%	32%
Travel	78%	22%
Telco	89%	11%

% PAID TRAFFIC   **% EARNED TRAFFIC**

Highest Percentage of Earned Traffic:
Energy & Financial Services - 92%

Lowest Percentage of Earned Traffic:
Luxury - 68%

Even with the pandemic, the luxury, beauty, and apparel industries still seem to be spending big on acquisition. Thirty-two percent of the luxury industry's traffic came from paid ads, while beauty and apparel brought in **26%** and **24%** of visitors from their digital ad spend, respectively.

Similar to last year's findings, the financial services, and energy industries still count on earned sources for the majority of their digital traffic. Both get **92%** of their visits from earned sources, thanks to less competition and more brand recognition in their sectors.

"When COVID-19 detailed our photoshoots, we pivoted to tell more local and brand stories. We've been building up our ambassador program for the last few years and have really leaned on those creators throughout the pandemic. Our ambassadors are triple threats: they're models, photographers, and amazing writers. Instead of us having to send a whole team out or worry about how to send a stylist to a photoshoot on location, we were able to work directly with our ambassadors to get new creative, while still prioritizing the safety of all our employees."

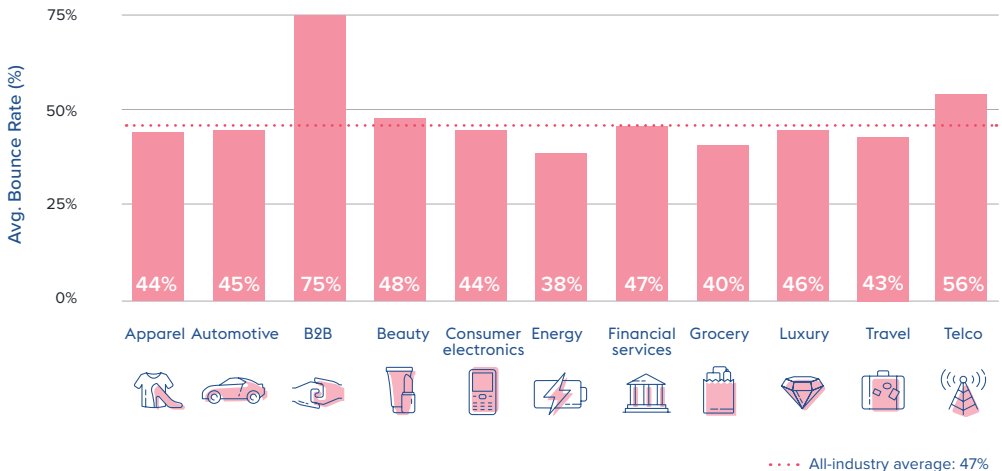**Dan Corby,** Senior UX Design Manager

ORVIS

BOUNCE RATE

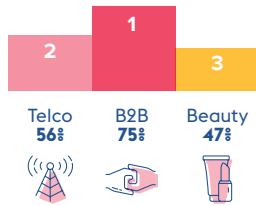**47%** **Bounce rate across industries**

First impressions matter, especially when **47%** of website visitors are abandoning their journeys after viewing just one page on a website. That means **almost 1 in 2** visitors would rather leave than spend time on your site. Ouch.

Today's brands need to understand why their potential customers are leaving after they land. 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. Interestingly enough, the average all-industry bounce rate hasn't not changed since 2019.
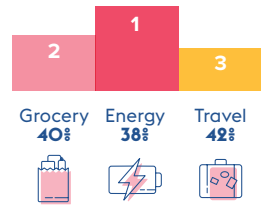
── *Bounce rate per Industry*

Industry	Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
Avg. Bounce Rate	44%	45%	75%	48%	44%	38%	47%	40%	46%	43%	56%

· · · · All-industry average: 47%

— *Highest Bounce Rates:*   — *Lowest Bounce Rates:*

2	1	3
Telco	B2B	Beauty
56%	75%	47%

| 2	1	3
Grocery	Energy	Travel
40%	38%	42%

The industry that needs to crack that code the quickest is B2B. With a bounce rate of **75%**, B2B companies had the highest rate out of any 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.

The industries with the lowest bounce rates were energy (**38%**), grocery (**40%**), and travel (**42%**), which could be due to the fact that their visitors are more intentional with their visits – paying bills, buying food, or researching travel deals.
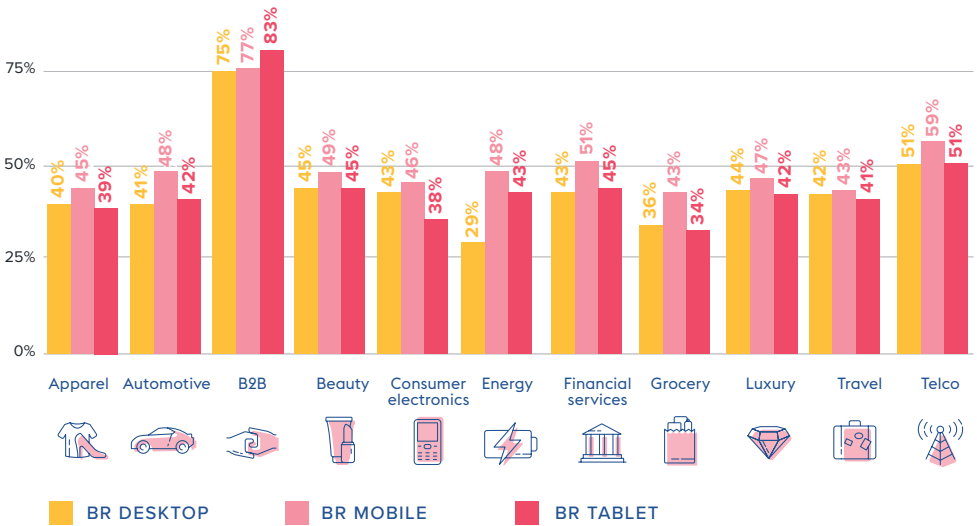
Across all industries, tablet users had the lowest bounce rates (**42%**), followed by desktop users (**45%**), and, finally, mobile users (**49%**).

— *Bounce Rate per Device*

Desktop	Mobile	Tablet
45%	49%	42%
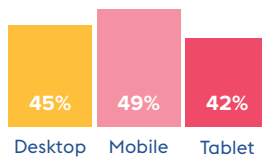
As mobile continues to grow its share of internet traffic, brands need to continue to make the mobile experience a priority when designing and building digital experiences. With almost **50%** of mobile users bouncing after viewing just one page, there's clearly still some work that needs to be done to create a mobile-first world.

Bounce Rate by Device By Industry

	Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
BR DESKTOP	40%	41%	75%	45%	43%	29%	43%	36%	44%	42%	51%
BR MOBILE	45%	48%	77%	49%	46%	48%	51%	43%	47%	43%	59%
BR TABLET	39%	42%	83%	45%	38%	43%	45%	34%	42%	41%	51%

"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
- Optimising site search and giving visitors relevant content
- Having clear navigation tools on landing pages"

**Michelle Lee,** UX/UI Designer (North America & USA)

CONTENTSQUARE

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.
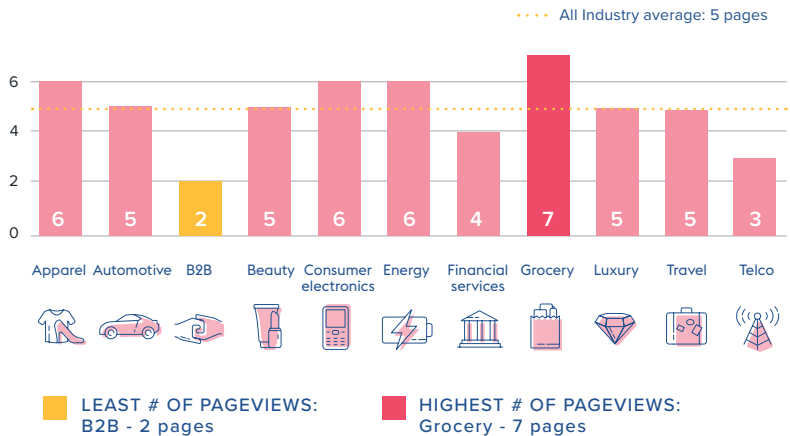
PAGES VIEWED

5
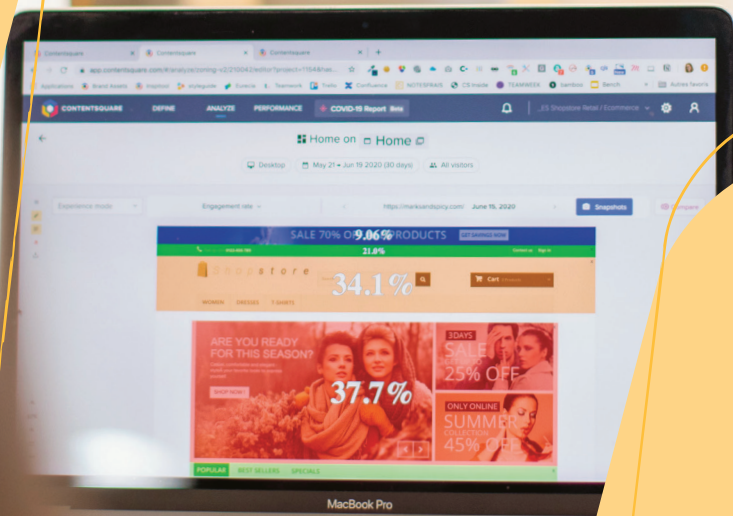
Average pageviews per session

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. This metric, of course, varies by industry, as some sector websites have more information-dense content or complex user journeys than others.

That said, the grocery (**7 pages**), apparel (**6 pages**), consumer electronics (**6 pages**) and energy (**6 pages**) industries took the crown for most pageviews. On the opposite end of the spectrum, B2B had the least amount of views, with an average of only **2** pageviews per session. This could be either because visitors are unable to quickly determine the services a business provides, or because most companies push visitors to request a demo early on in their buyer journey.

— *Average Number of Pageviews per Session by Industry*

······ All Industry average: 5 pages

Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
6	5	2	5	6	6	4	7	5	5	3

■ LEAST # OF PAGEVIEWS: B2B - 2 pages

■ HIGHEST # OF PAGEVIEWS: Grocery - 7 pages

"A lot of brands look only at sales results but the secret is understanding the middle part of the journey — the friction points, the frustration, the hesitation," said Kathy. "In other words: the experience. That's where the future lies."

Kathy Ando, Head of Growth Marketing, Direct-to-Consumer and CRM
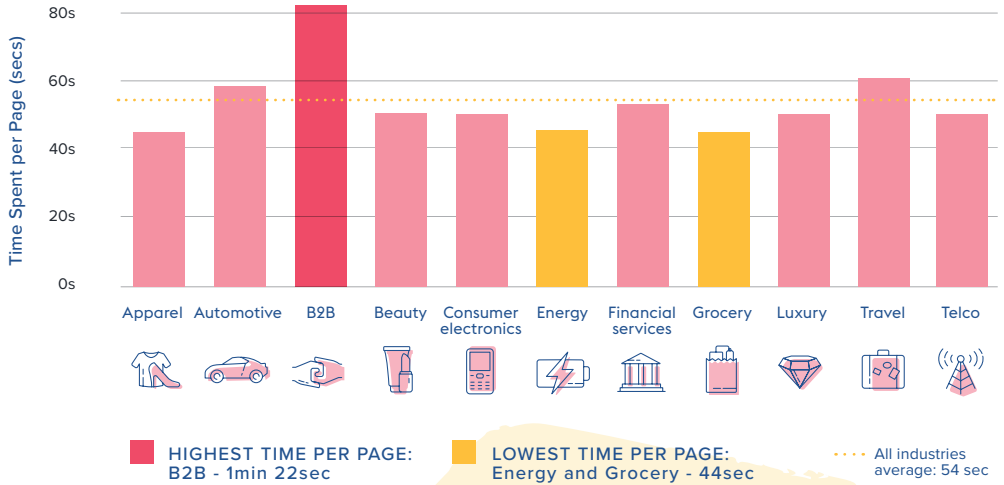
tile

TIME SPENT ON PAGE

54 Users spend an average of 54 seconds per page across all industries

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

Time Spent per Page (secs)

Industry	
Apparel	~44s
Automotive	~58s
B2B	~82s
Beauty	~50s
Consumer electronics	~50s
Energy	~45s
Financial services	~53s
Grocery	~44s
Luxury	~50s
Travel	~60s
Telco	~50s

HIGHEST TIME PER PAGE:
B2B - 1min 22sec

LOWEST TIME PER PAGE:
Energy and Grocery - 44sec

All industries average: 54 sec

The industry with the second-highest browsing time per page was travel, with users spending an **average of 1 minute** per page. Extensive travel disruptions this year resulted in cancellations and delayed travel plans, pushing many visitors to check up on travel cancellations, refund policies, and COVID-19 safety measures online.

The three industries with the lowest average time spent per page were grocery, energy, and apparel, all clocking in around **44 seconds.** These visitors are typically more intentional with their pageviews, either visiting a site to quickly pay an electric bill, add groceries to their cart, or browse clothing sales.
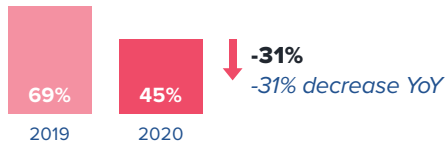
CONTENT UNSEEN

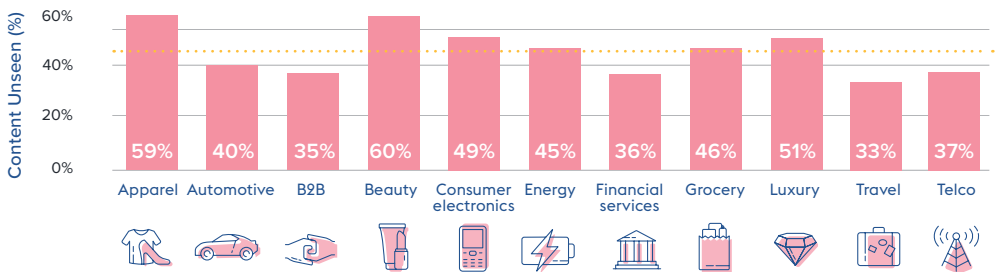**45%**

Of all 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.
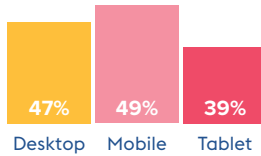
— *Percentage of Content Unseen - 2019 vs. 2020*

69%	45%
2019	2020

-31%
-31% decrease YoY

— *Percentage of Content Unseen by Industry*

All industries average: 45%

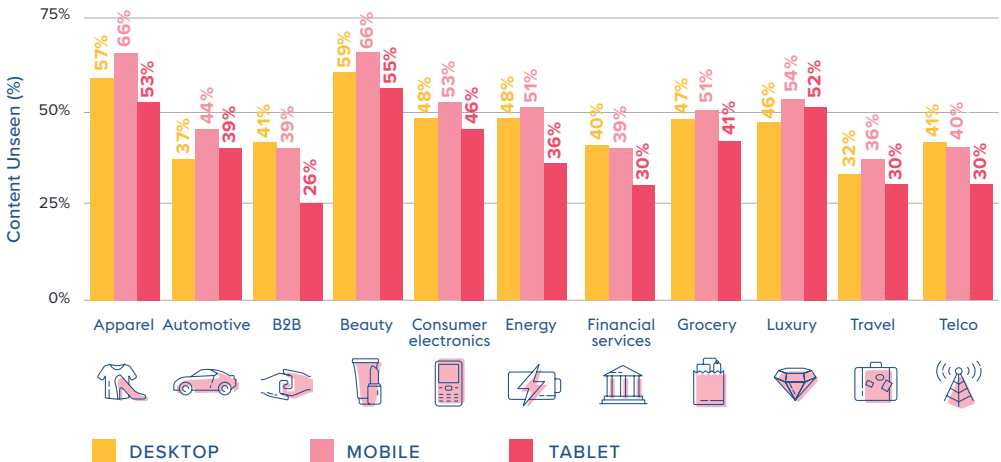| Industry	Content Unseen (%)
Apparel	59%
Automotive	40%
B2B	35%
Beauty	60%
Consumer electronics	49%
Energy	45%
Financial services	36%
Grocery	46%
Luxury	51%
Travel	33%
Telco	37%

These rates are considerably higher for the beauty (**60%**) and apparel (**59%**) industries, which tend to have a lot of product display pages. On the other end of the spectrum, the travel (**33%**), B2B (**35%**), and financial services (**36%**) had the lowest content unseen rates, meaning **95% of their visitors see almost two-thirds of their site content**. This could be because these industries tend to have fewer site pages or more streamlined customer journeys.

— *Percentage of Content Unseen by Device Across All Industries*

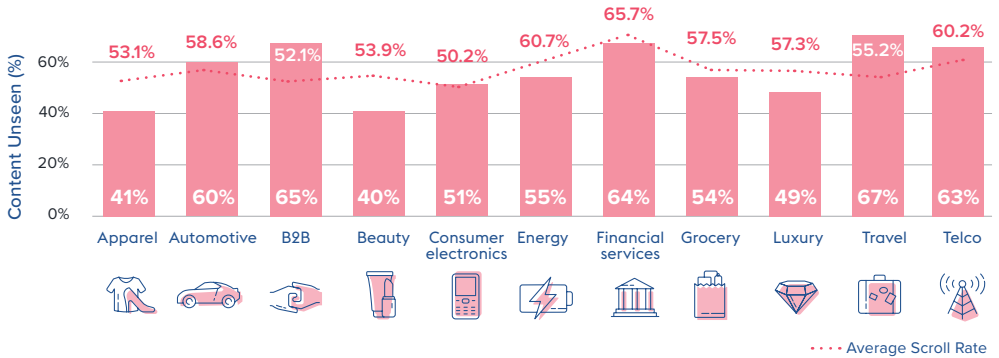| Desktop	Mobile	Tablet
47%	49%	39%

Not surprisingly, the percentage of content unseen on mobile devices was slightly higher than all other devices. Of course, this could be due to users tending to view fewer pages on their smartphones than other devices.

— *Percentage of Content Unseen by Device*

	Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
DESKTOP	57%	37%	41%	59%	48%	48%	40%	47%	46%	32%	41%
MOBILE	66%	44%	39%	66%	53%	51%	39%	51%	54%	36%	40%
TABLET	53%	39%	26%	55%	46%	36%	30%	41%	52%	30%	30%

Content Unseen (%)

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 optimised to ensure users don't stop halfway down a page and miss out on valuable content.

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

Industry	Content Unseen (%)	Average Scroll Rate
Apparel	41%	53.1%
Automotive	60%	58.6%
B2B	65%	52.1%
Beauty	40%	53.9%
Consumer electronics	51%	50.2%
Energy	55%	60.7%
Financial services	64%	65.7%
Grocery	54%	57.5%
Luxury	49%	57.3%
Travel	67%	55.2%
Telco	63%	60.2%

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 behavioural 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.

"At e.l.f., we A/B test everything. If we see a banner is underperforming, we always have creative backups we can swap out and test to see if they do any better. Contentsquare gives my team a vision of data that's more than a report, it needs to be a discussion and dialogue. What I love about e.l.f. is that data is a dialogue."

Kritika Pande, Digital Marketing Data Manager

e.l.f. eyes lips face

"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 normalise CTR for people who've actually seen that piece of content and realise 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

NVIDIA.

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 optimise and increase the visibility of this content to get the maximum benefit out of your work.
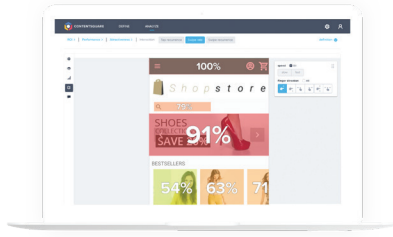
In May 2021, Google is updating its search algorithm to favor sites with top-performing Core Web Vitals in search results.

— *What are Core Web Vitals?*

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

1- Largest Contentful Paint (LCP), or the time it takes for a page's primary piece of content to load

2- First Input Delay (FID) is the delay a user experiences when interacting with the page for the first time.

3- Cumulative Layout Shift (CLS) measures page stability, by monitoring significant movements of the elements on the page that may frustrate or mislead the user.

* Note: We do not measure FID in this report as it requires a real user to interact with a page. Instead, we measure the Max Potential FID, the worst value a First Input Delay could have.

This update will prioritise on-site experience and ensure Google not only connects users with helpful content but also with websites that have exceptional user experiences. A recent Contentsquare, CommerceNEXT, and BizRate Insights survey found that online shoppers list slow page load times as the second most frustrating part of online shopping, right behind on-site pop-ups.

Today's users want answers quickly. If your site takes too long to load or if the page layout is unstable, they will become frustrated and go somewhere else. By seeing how your site

stacks up against your industry benchmarks, you can identify what areas of your site you need to improve and ensure Google doesn't penalise your site after May's update.

Here's a look at the following metrics across 11 industries:

1. Time to First Byte (TTFB)
2. Largest Contentful Paint (LCP)
3. Cumulative Layout Shift (CLS)
4. Total Blocking Time (TBT)
5. Max Potential First Input Delay (FID)

— *Why do page load times matter?*
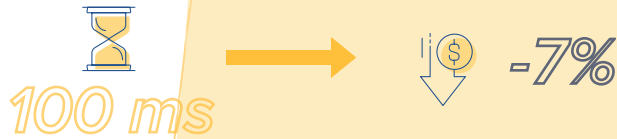
100 ms → **-7%**

A **100 ms delay** in web load time can cause **conversion rates** to **drop by 7%**

2 sec → **x2**

A **2-second delay** in page load times can more than **double a site's bounce rate.**

Methodology

We monitored the homepages of **2,000** leading online websites from **11** industries every day from **January 9** to **January 26**, using desktop and mobile testing sites in the U.S., U.K., France, and Hong Kong (China). For each site performance metric measured, we retrieved the value of the 80th percentile during this period. Every industry and region is then represented by its median value in this report. Through this method, we've compiled a list of site loading performance benchmarks.

2,000
websites

4
countries:
U.S., U.K., France, and Asia

11
industries

5
site loading KPIs

TIME TO FIRST BYTE (TTFB)

What is Time to First Byte?

Time to first byte (TTFB) indicates the time elapsed between the sending of the request requiring the web page and the reception of the first data by the user (the HTML code of the related web page).
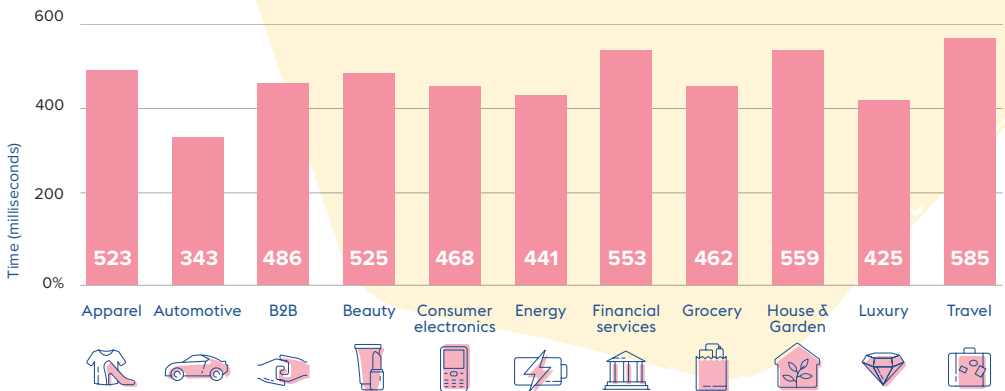
494 ms
Median Desktop TTFM across All Industries

1049 ms
Median Mobile TTFB across All Industries

While Google PageSpeed Insights recommends* websites have a server response time of under 200 milliseconds (ms), our data found that no industry met that standard. The industry with the **lowest TTFB** was automotive, which clocked in at **343 ms** when tested on a desktop experience. **While Google's recommended 200 ms** is certainly something to strive for, it's very rare for websites to be able to hit that mark – **most websites come in around the 350 - 450 ms mark**.

— *Desktop Time to First Byte per Industry*

Industry	Time (ms)
Apparel	523
Automotive	343
B2B	486
Beauty	525
Consumer electronics	468
Energy	441
Financial services	553
Grocery	462
House & Garden	559
Luxury	425
Travel	585

Time (milliseconds)

The median across all industries was **494 ms**, which while high, isn't cause for concern just yet. It's important to note that websites with more dynamic content than static content will naturally have slower server responsiveness, so a desktop TTFB of **200-350 ms** is still acceptable. Just note, a TTFB greater than **400 ms** could cost you visitors and conversions, so you should investigate what's slowing down your server. The three industries with the highest desktop TTFB and the most room for improvement were travel (**585 ms**), home & garden (**559 ms**), and financial services (**553 ms**).
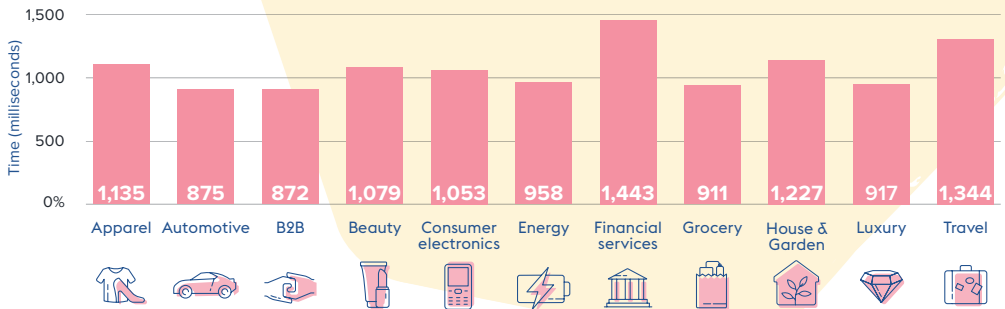
— *Highest TTFB on Desktop*   — *Lowest TTFB on Desktop*

585 ms   Travel

343 ms   Automotive

Travel had the highest TTFB on both desktop and mobile, which could be due to the dynamic nature of most of its content, as many travel sites pull prices and availability from other airlines, car rental, and hotel websites, as well as feature data-heavy inspirational photos and videos. The home and garden industry was also top of the list, so reducing TTBT is a promising opportunity for improving the industry's online experience, which could help keep customers around long after the pandemic ends.

— *Mobile Time to First Byte per Industry*

Industry	Value
Apparel	1,135
Automotive	875
B2B	872
Beauty	1,079
Consumer electronics	1,053
Energy	958
Financial services	1,443
Grocery	911
House & Garden	1,227
Luxury	917
Travel	1,344

As expected, our data revealed a huge discrepancy in TTFB between the desktop and mobile experience, as the latency on mobile bandwidth is higher. Across all industries, the median mobile TTFB was **1049 ms**, or **+112%** slower compared to the median desktop time. This is a trend that all industries will want to make note of, especially as more and more users use their smartphones to discover, research, and try new goods and services.

Why does my site have a slow TTFB?

There are a few factors that could slow down your TTFB, like if your:
- Server is located far away from your visitor's location
- Website has complex firewall rules
- DNS lookup times are slow
- The secure version (HTTPS) requires multiple certificates validations (EV cert for example)
- Visitor has a slow internet connection

"Even if the issue may come from the SSL certificate, the key to a good TTFB is often the cache management on servers as close as possible to the user. But don't think that a content delivery network (CDN) magically solves the problem. The only thing more complicated than managing a cache policy is managing a cache invalidation policy!"

Boris Schapira, Customer Success Manager, Product

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LARGEST CONTENTFUL PAINT (LCP)

What is Largest Contentful Paint?

Largest Contentful Paint (LCP) evaluates loading performance by measuring the time it takes for the largest content block to appear on a screen. It's an important UX metric as it measures the point when a user perceives the page has loaded, which typically encourages them to stay and interact with a page.
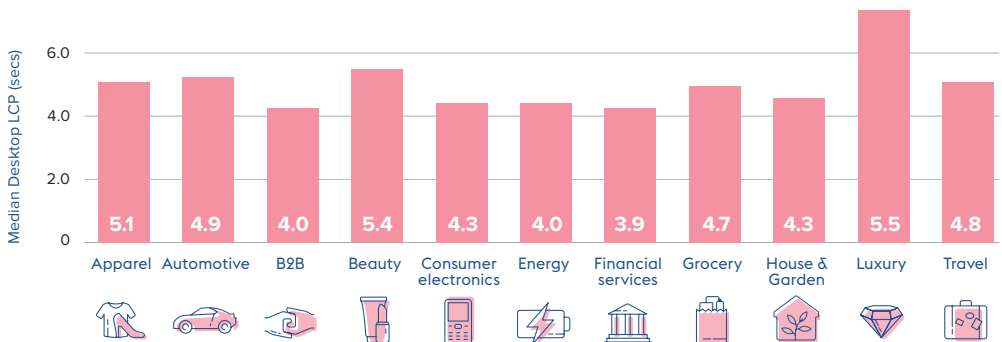
— *Median LCP across all industries*
Source: Google's web.dev

Good	Needs improvement	Poor

2.5 sec   4.0 sec

4.6 secs   **10.6 secs**
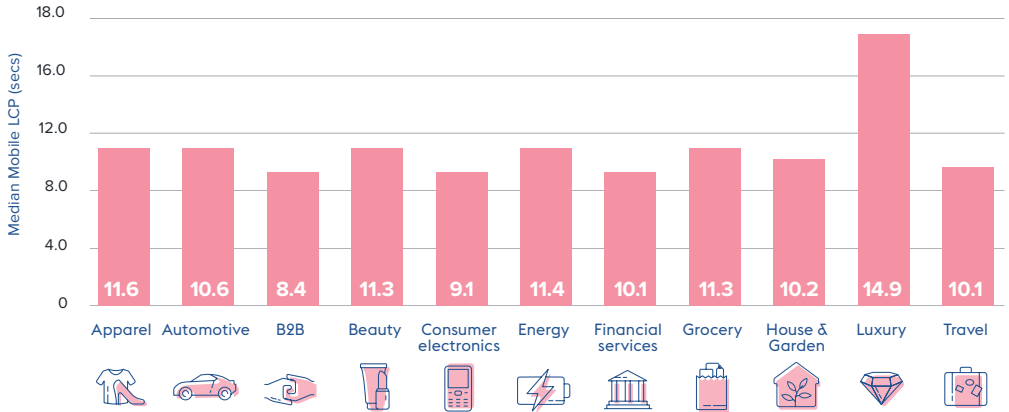Desktop   Mobile
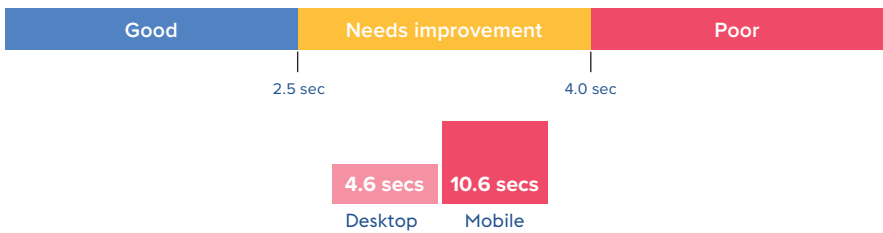
While an LCP of **2.5** secs or less is ideal, our data revealed most brands have a lot of work to do to get their LCP into that range. The median LCP across all industries for desktop was **4.6** seconds, almost double the suggested rate, and **10.6** seconds for mobile.

— *Desktop Largest Contentful Paint (secs) by Industry*

Median Desktop LCP (secs)

Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	House & Garden	Luxury	Travel
5.1	4.9	4.0	5.4	4.3	4.0	3.9	4.7	4.3	5.5	4.8

The industries with the lowest desktop LCP times were financial services (**3.9 secs**), B2B (**4.0 secs**), and energy (**4.0 secs**). The fast LCP load times of these industries could be attributed to the fact that they feature less dynamic content or have primarily text-based designs, which can speed up LCP loading times.

— *Mobile Largest Contentful Paint (secs) by Industry*

Industry	Median Mobile LCP (secs)
Apparel	11.6
Automotive	10.6
B2B	8.4
Beauty	11.3
Consumer electronics	9.1
Energy	11.4
Financial services	10.1
Grocery	11.3
House & Garden	10.2
Luxury	14.9
Travel	10.1

While all sites had a considerably slower LCP on mobile, the luxury industry suffered the highest loading times, taking a painful **14.9** seconds to load. Apparel (**11.6 secs**), energy (**11.4 secs**), beauty and grocery (both **11.3 secs**), and had the highest median mobile load times. These industries typically feature a lot of product images or videos on their homepages, two elements known to significantly slow down LCP loading times. Media, editorial images, visual backgrounds, and videos are commonly used by the luxury space to emphasise the quality of their products, which would account for the industry's significant desktop and mobile LCP times.

"Decorative images and videos taking up the entire screen size are a design trend of the last few years, but those media can really harm your LCP. Don't reject them systematically: what you lose in web performance, you may gain in brand image. A/B tests and focus group discussions can help you find the most efficient design."

Boris Schapira, Customer Success Manager, Product

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CUMULATIVE LAYOUT SHIFT (CLS)

What is Cumulative Layout Shift?

Have you ever been on a website, about to click on a CTA, link, image, etc. when the whole page suddenly shifts down, causing you to click on something else by mistake? That's a layout shift. Cumulative layout shift measures the stability of your page by multiplying the impact fraction, or the portion of the screen that shifted unexpectedly, by the distance fraction, or how far it moved down the page, for every layout shift on a page.

— *Median CLS across All Industries*
Source: Google's web.dev

Good	Needs improvement	Poor

0.1   0.25

0.19	0.29
Desktop	Mobile
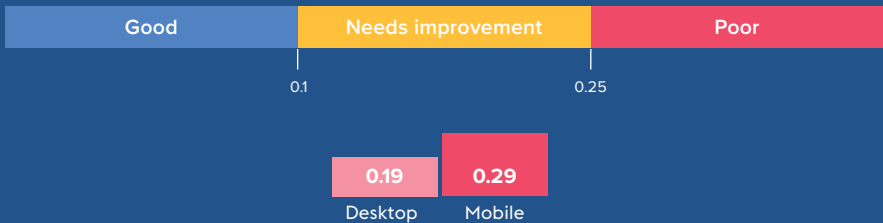
We found the median desktop CLS for all industries is **0.19**, a score that Google suggests "needs improvement." For mobile, the median jumped to **0.29**, which provides a poor experience to smartphone users, according to the search engine giant. Per Google's recommendations*, brands should aim for a CLS equal to or below **0.1** to give users the best possible experience.

Apparel and luxury are again at the bottom of the leaderboard, each taking **0.38** and **0.34**, respectively, to load for desktop users. The financial services (**0.07**) and B2B, travel and grocery (**0.09**) average desktop CLS times were right in Google's sweet spot, saving their customers from inconvenient layout shifts.

While no industry met Google's performance standards on mobile, B2B (**0.15**) and energy (**0.17**) had the lowest times of any sector, while luxury, apparel, and beauty again topped the charts for high load times.

— *Desktop and mobile CLS (secs) by industry*

Industry	Desktop	Mobile
Apparel	0.38	0.63
Automotive	0.19	0.32
B2B	0.09	0.15
Beauty	0.29	0.44
Consumer electronics	0.22	0.23
Energy	0.16	0.17
Financial services	0.07	0.22
Grocery	0.09	0.18
House & Garden	0.28	0.38
Luxury	0.34	0.62
Travel	0.09	0.21

Median CLS score

DESKTOP   MOBILE
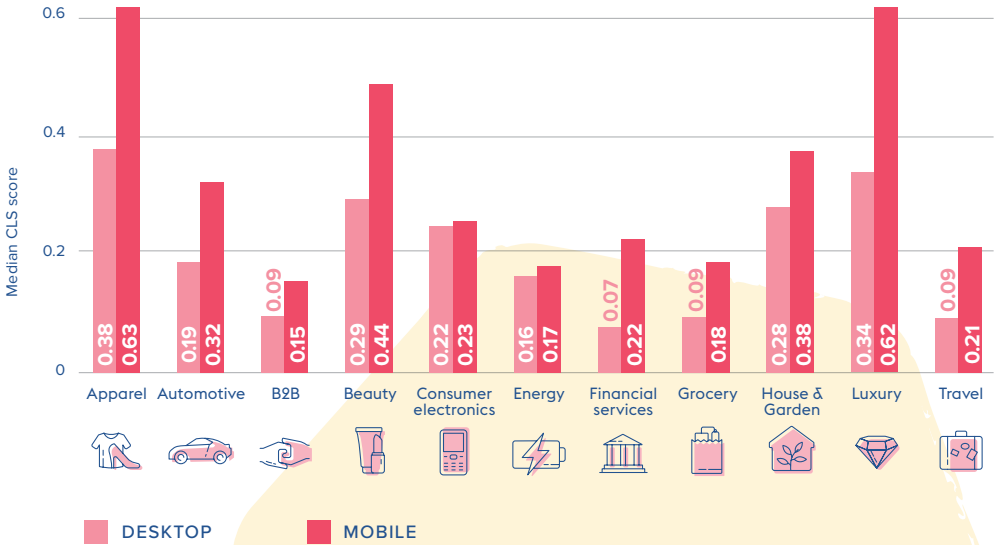
TOTAL BLOCKING TIME (TBT)

What is Cumulative Layout Shift?

Total Blocking Time (TBT) measures the total amount of time that a page is blocked from responding to user input (clicks, keyboard presses, etc) after the page has started to render content. It's calculated based on Long Tasks, or how long a task monopolises a web browser (**>50** milliseconds) and blocks other critical tasks from being executed.

TBT is a sum, computed by adding the blocking portion of all Long Tasks between First Contentful Paint and Time to (Consistently) Interactive. The blocking portion of the long task is the duration over **50 ms**.

— *Median TBT across All Industries*

1,355ms	993ms
Desktop	Mobile
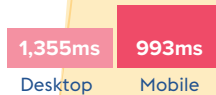
For total blocking time (TBT), we found websites on desktop had a median of **1355** ms to load and **993 ms** on mobile. These TBT values present a large opportunity for improvement for online businesses, as they are well above recommended values. According to Google*, a good TBT ranges from **0** to **300 ms**, while sites in the **300** to **600 ms** range are encouraged to improve their rates. Anything above **600 ms** is considered a poor user experience.

It's no surprise TBT on mobile was significantly lower than desktop, as many sites offer fewer JavaScript modules on mobile devices. For example, product carousels are often used on desktop experiences but left out of mobile. This can significantly speed up smartphone TBT times.

Y-axis: Media Total Blocking Time (milliseconds) — 0, 500, 1,000, 1,500, 2,000, 2,500

X-axis: Apparel, Automotive, B2B, Beauty, Consumer electronics, Energy, Financial services, Grocery, House & Garden, Luxury, Travel
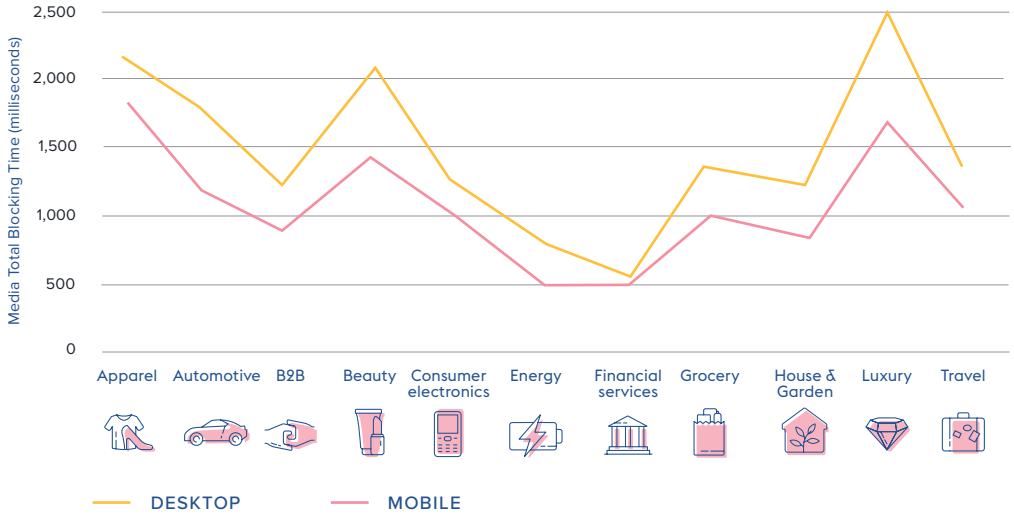
— DESKTOP   — MOBILE

Looking at TBT by industry, financial services and energy had the best performing TBT on both desktop and mobile devices, though still a far cry from Google's standards. In line with the findings of the other site performance indicators in this report, the apparel, luxury, and beauty industries had the highest TBT times out of any industry.

"Total Blocking Time often translates a heavy reliance on JavaScript. Limit your use of JavaScript to improve the usability of your pages."

Damien Jubeau, Product Manager

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MAX POTENTIAL FIRST INPUT DELAY (FID)

What is Max Potential First Input Delay?

Max Potential First Input Delay (max FID) is the theoretical maximum delay a user could experience when interacting with a page.

Whereas First Input Delay (FID) is collected from a real user interacting with a page, Max Potential FID can be computed without a user. As a result, the value is the worst-case scenario delay that a user would face by interacting with the page when the page is least responsive.
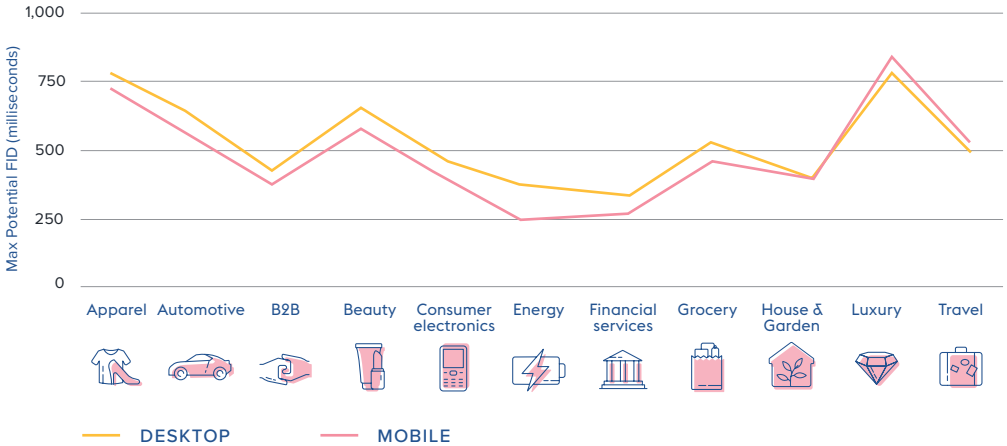
— *Median Max Potential FID*

Good	Needs improvement	Poor

130 ms   250 ms

531 ms **447 ms**
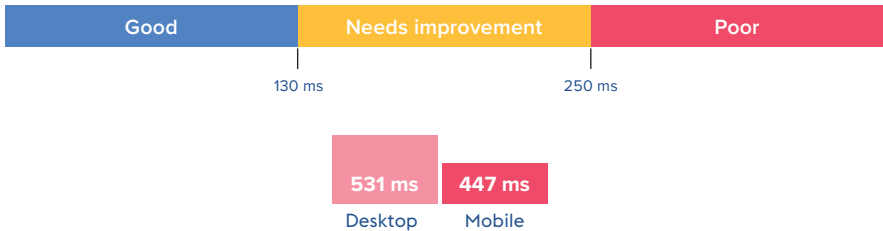
Desktop   Mobile

The max potential FID for desktop experiences was **531 ms** across all devices, while mobile was **447 ms**. Again, the energy, financial services, and B2B industries had the best performance on both desktop and mobile, while, again, luxury, apparel, and beauty topped the charts.

While Google recommends* a strong max potential FID is between **0** and **130 ms**, our data came in much higher than that. It is important to note that we only tested these interactivity metrics on website homepages, which typically do not have more interactive elements like forms, videos, and filters. For your own brand, you might be more interested in how quickly your product listing pages, for example, become interactive to better understand when visitors can use on-page features like sorting and filtering and how delays affect your site experience.

— Desktop and Mobile Max Potential FID by Industry

Max Potential FID (milliseconds)

Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	House & Garden	Luxury	Travel

DESKTOP   MOBILE

Reduce page load times

Don't let your SEO efforts go to waste – prioritise your page load times in the coming months to ensure your site doesn't get penalised after the Google Core Web Vitals update. Today's digital landscape is so competitive that even a **2-second** delay can push a user to abandon your site in favor of a faster experience.

CONVERSION RATE

1.8% **Average conversion rate across all industries**

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 an apparel company might be a customer purchasing a shirt, while a financial services company might count someone applying for a loan, opening a new checking account, or scheduling a call with a financial advisor. For that reason, we've kept this section to the eCommerce industry, where a conversion is more standardised. Across all the industries that we've included in this report, we found the average conversion rate across all devices is **1.82%**.

— *Average Conversion Rate for All Industries by Device*

Desktop	Mobile	Tablet
2.3%	1.5%	2.6%
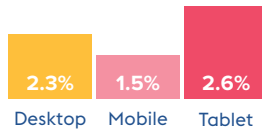
In 2019, our data found an all-industry conversion rate of **2.49%**, much higher than our 2020 finding of **1.82%**. The end of the decade's desktop and mobile CVRs were both much higher, as well, with an average desktop conversion rate of **3.5%** and a mobile rate of **1.7%**. In 2020, both overall desktop and mobile rates fell to **2.3%** and **1.5%**, respectively, which could be because overall traffic increased year over year.

When you look at conversion rate by industry, a few interesting findings appear. One being that grocery had the highest
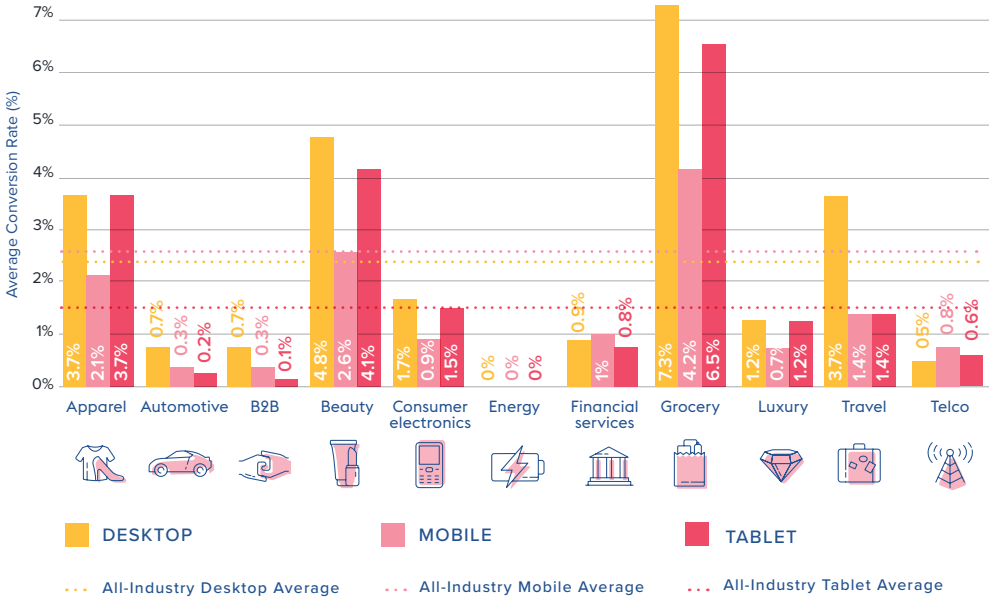
average conversion rate out of any industry, which is to be expected amidst the high-demand of the pandemic. Beauty (**3.3%**) and apparel (**2.6%**) had the next highest conversion rates, which are characteristic of more traditional eCommerce brands.

—— *Average Conversion Rate by Industry*   —— All industries average

Average Conversion Rate (%)

Apparel	Beauty	Consumer electronics	Grocery	Luxury	Travel	Telco
2.6%	3.2%	1.2%	5%	0.8%	2.4%	0.7%
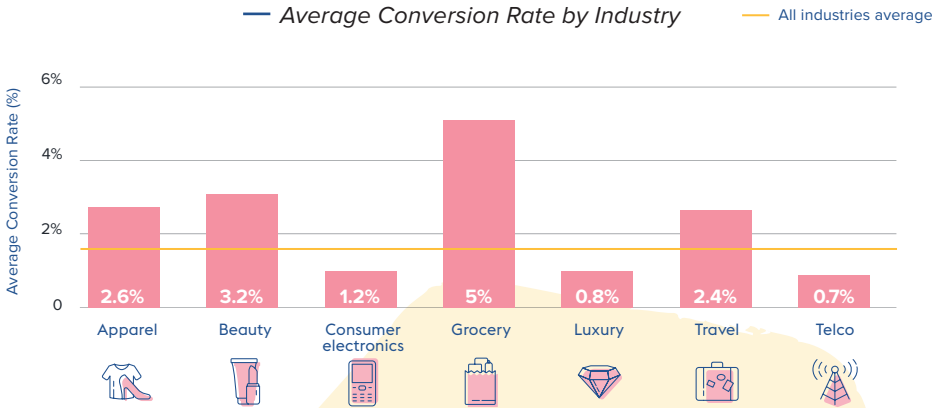
Mobile had the lowest conversion rate of any device and continues to be a pain point for many industries. That said, grocery (**3.94%**) and apparel (**2.06%**) both had standout mobile conversion rates, well above the all-industry average.

Because B2B gets such a low percentage of its traffic from mobile (**17%**), a **.35% conversion rate** isn't the end of the world, but brands can certainly work to improve it. Mobile traffic is, however, a big driver for the energy, automotive, luxury, and consumer electronics industries, so it's pertinent these industries take a hard look at their mobile experience and customer journeys to see if experience obstacles could be keeping customers from converting, or if users are just using their smartphones to research products and services before going on a desktop or tablet to convert.

Average Conversion Rate by Industry by Device

Average Conversion Rate (%)

	Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
Desktop	3.7%	0.7%	0.7%	4.8%	1.7%	0%	0.9%	7.3%	1.2%	3.7%	0.5%
Mobile	2.1%	0.3%	0.3%	2.6%	0.9%	0%	1%	4.2%	0.7%	1.4%	0.8%
Tablet	3.7%	0.2%	0.1%	4.1%	1.5%	0%	0.8%	6.5%	1.2%	1.4%	0.6%

■ DESKTOP   ■ MOBILE   ■ TABLET

••• All-Industry Desktop Average   ••• All-Industry Mobile Average   ••• All-Industry Tablet Average

"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. Short and interactive forms are also a key piece of your success: focus only on the mandatory fields you need to keep your journey engaging and to the point."

Fanny Pourcenoux, Director of Global Design

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NUMBER OF SESSIONS BEFORE CONVERSION

It takes an average of *2* sessions before a customer converts across all industries

Last year, our data showed that 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.

The industry with customers that take the least convincing to convert was the B2B industry, with customers ready to convert 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. Alternatively, the luxury industry saw customers make 2.13 visits before converting, which makes sense, as customers might want to mull over purchasing more expensive products.

— *Number of Sessions before Conversion by Industry*

Industry	Avg. Number of Sessions
Apparel	1.5
Automotive	1.0
B2B	0.3
Beauty	1.0
Consumer electronics	1.6
Energy	1.1
Financial services	1.1
Grocery	1.0
Luxury	2.1
Travel	1.5
Telco	1.0
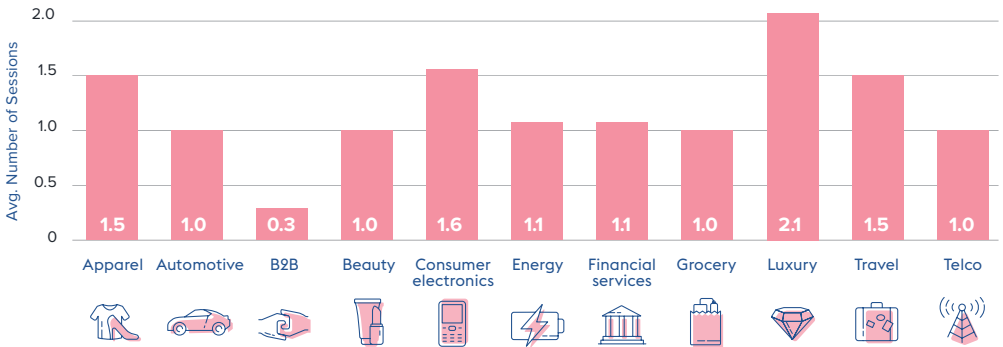
"As a team, our ambition is to focus on conversion rather than acquisition. By having a better understanding of onsite navigation, we can optimise performance. Weekly analysis helped us reach positive KPIs and improved conversion rates."

THE KOOPLES
PARIS

NUMBER OF PAGEVIEWS IN A CONVERSION SESSION

26 **Pages seen on average per buying session**

Do our customers know what they want or spend time shopping around on our sites? Our data shows they 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. For example, the grocery (**33 pages**) and apparel (**27 pages**) have the highest number of pageviews per shopping session, as users have to sift through products to find the item, brand, color, flavor, etc. they need. Conversely, the B2B industry 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.

— *Average Pageviews per Conversion Session by Industry*
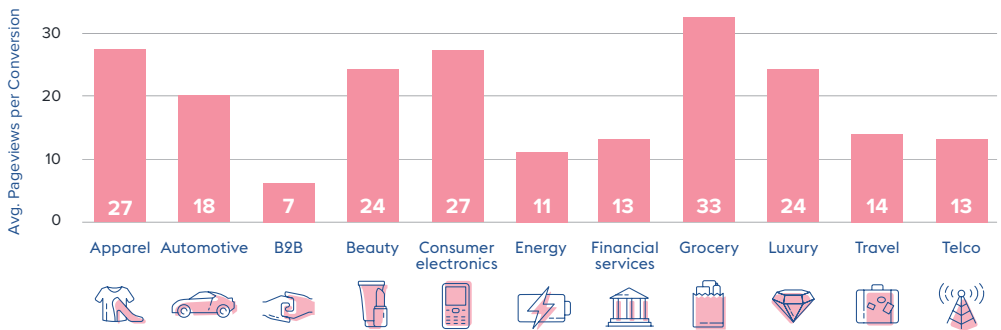
Apparel	Automotive	B2B	Beauty	Consumer electronics	Energy	Financial services	Grocery	Luxury	Travel	Telco
27	18	7	24	27	11	13	33	24	14	13

Avg. Pageviews per 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 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.
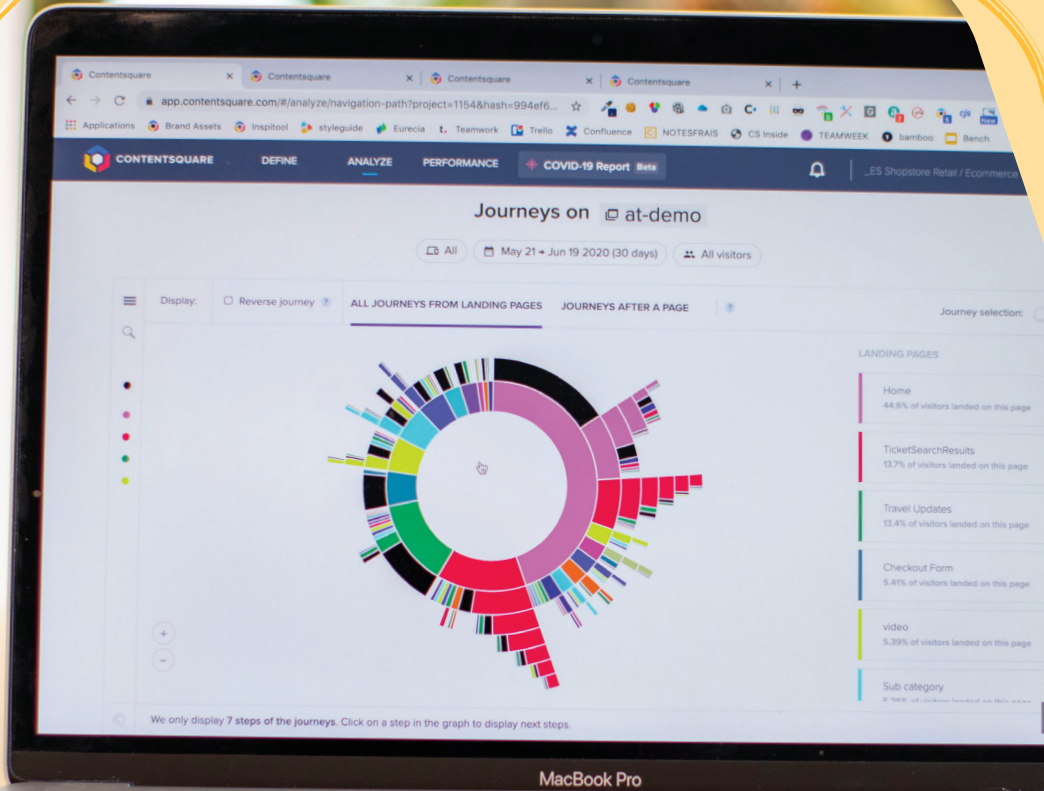
Websites aren't the only way to engage your customers. Mobile business applications have been growing in popularity over the past few years, as they allow businesses to provide a more catered experience and keep customers engaged. Just like how you need behaviour insights into how your users and customers are interacting with your website, you also need to understand how you can improve your customer journeys on your mobile applications.

See how your app compares to these performance benchmarks:

TRAFFIC SHARE

3.4% Of app visitors use tablets

We tracked what percentage of app traffic originated from mobile and tablet devices and found that just **3.4%** of total traffic comes from tablets. That means **96.6%** comes from mobile devices, which should come as no surprise. What did catch us off guard was that the percentage of tablet usage increased significantly throughout the year. From January to December, the percentage of tablet app sessions increased from **1.09%** to **3.39%**, a jump of **211%**.

A notable spike in tablet usage can be seen in March, which was when COVID-19 first appeared in the West, bringing with it lockdown orders and the transition to work from home. We suspect with more people working from home, they upped their usage of their personal tablets or purchased one for the first time to enjoy during their time at home.

Application Traffic Share By Device

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TABLET	1.1%	1.2%	3.9%	4.6%	4.2%	3.5%	4.1%	4.1%	3.9%	3.7%	3.3%	3.4%
MOBILE	98.9%	98.8%	96.1%	95.4%	95.8%	96.5%	95.9%	95.9%	96.1%	96.3%	96.7%	96.6%

Traffic share (%)
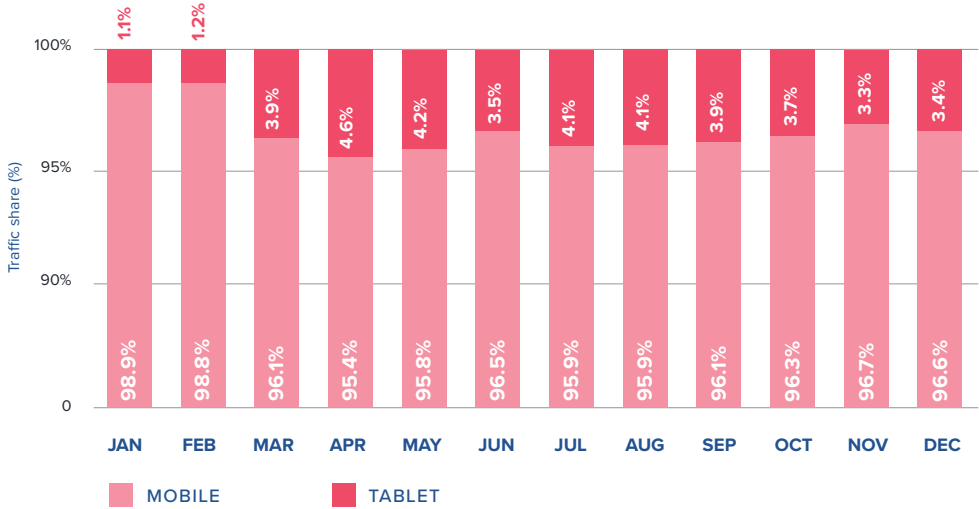
MOBILE **TABLET**

SCREEN VIEWS

202% Increase in mobile screen views

317% Increase in tablet screen views

Throughout the year, the number of application screen views increased incrementally. From January to December, mobile screen views grew incrementally, increasing by a total of **202%**. While mobile screen views saw a slight increase during the early stages of lockdowns, usage really spiked into July and November, which could be due to people taking time off and Christmas shopping.

Similarly, tablet screen views increased by more than **317%** as its portion of traffic share increased throughout the year. Similar to mobile, it also saw notable spikes in July and November.

— Average Number of Mobile Screenviews by Month

Screenviews (millions)

1,250 · 1,000 · 750 · 500 · 250 · 0

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
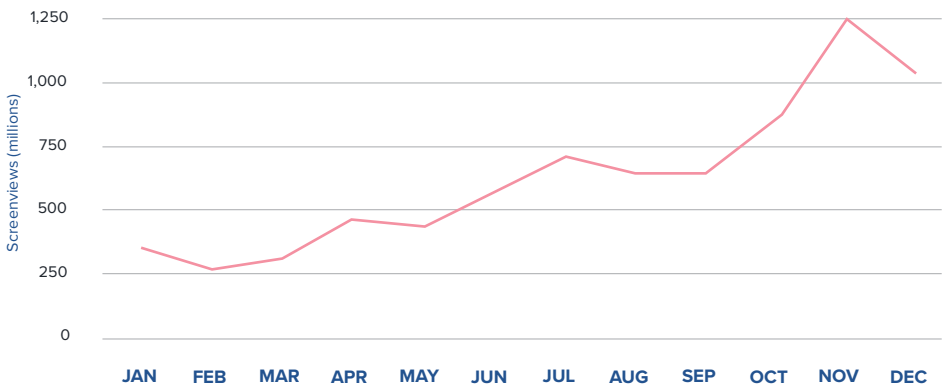
— *Average Number of Tablet Screenviews by Month*

Screenviews (millions)

50
40
30
20
10
0

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
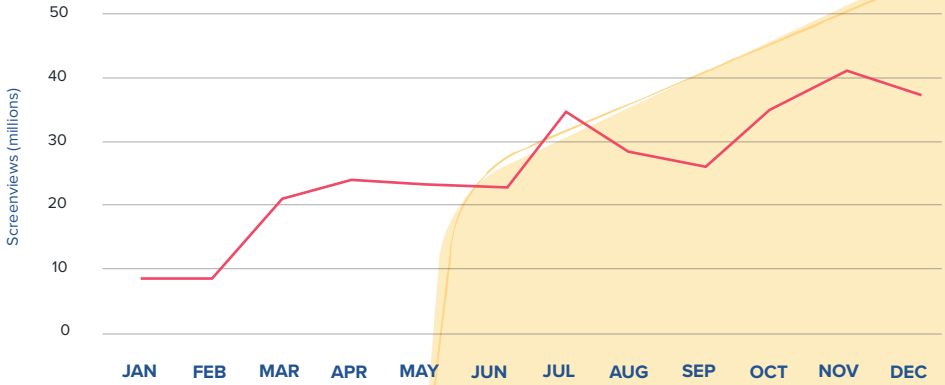
TIME PER SESSION

4'24" Average time per session on mobile

6'38" Average time per session on tablet

Tablet app users browse longer than mobile users. With an average time per session of **6.6 minutes**, or **6 minutes** and **38 seconds**, tablet users like to take their time browsing. Mobile application users, on average, spend **4.4 minutes**, or **4 minutes** and **24 seconds**, on applications.

But while screen views increased throughout the year, time per session saw only minimal gains. That said, users did spend the most time in front of their devices during the first month of lockdown in the West. March's average monthly time per session increased by **91%** for mobile and **32%** for tablet traffic. April was another impressive month for mobile traffic, which saw a small **8%** boost in average time per session, but the time spent on tablets dropped off significantly.

While the average time per session remained relatively steady the rest of the year, both mobile and tablet traffic saw small increases in November during the Peak shopping period.

— *Application Time per Session per Device per Month*

Time per session (seconds)

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
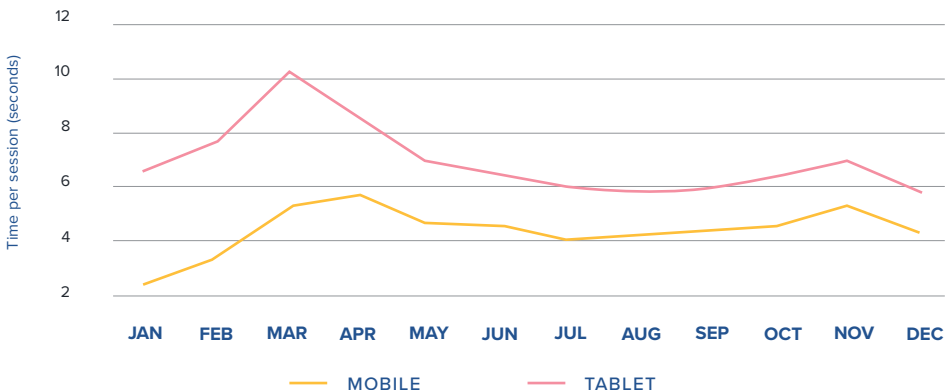
— MOBILE — TABLET

BOUNCE RATE

12% Average bounce rate on mobile

14% Average bounce rate on tablet

Tablet app users have a slightly larger bounce rate than mobile users, averaging **14.4%** compared to mobile's **12.1%** rate. This was not the case during the first month of quarantine, however. The average tablet bounce rate fell from **10.4%** the previous month to just **6.5%** in March, a drop of **-37%**. Again, this drop could be because as lockdown orders were introduced and consumers began working from home, they spent more time using their personal tablets for shopping and entertainment.

— *Application Bounce Rate by Device*

Bounce Rate (%)

20%
15%
10%
5%
2%

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

—— MOBILE   —— TABLET
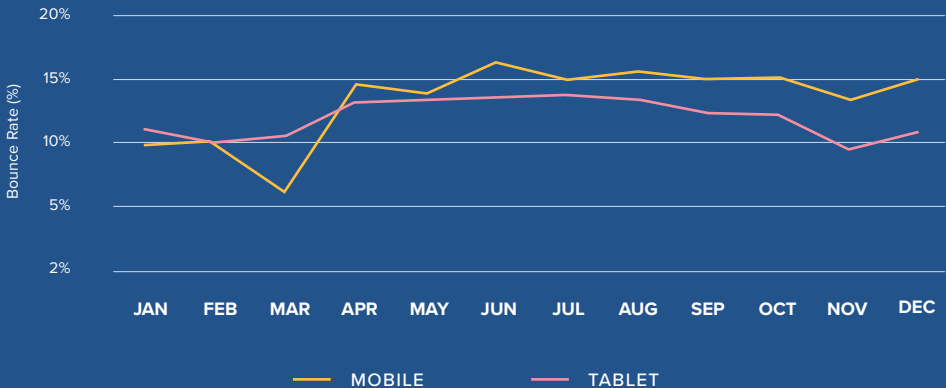
Because the COVID-19 pandemic had such a profound impact on digital transformation and online behaviours, we wanted to dedicate a section of this report to review exactly how it affected digital performance in 2020. To do this, we took a deeper look into how essential and non-essential business fared, and how industry conversion rates evolved throughout the year. Here's a look at what we found:

THE DIGITAL BEHAVIOUR SHIFT

Essential vs. Non-Essential Sectors

At the beginning of the pandemic in the West, we saw a huge increase in traffic on essential goods and services properties. For this section, we defined "essential" businesses as the grocery and health supplies sectors, while we used data from the consumer electronics, luxury, travel, beauty, and apparel industries to make up our "non-essential" businesses data set.

— *Evolution of Online Traffic in the Essential and Non-Essential Sectors*

ESSENTIAL SECTORS   NON-ESSENTIAL SECTORS
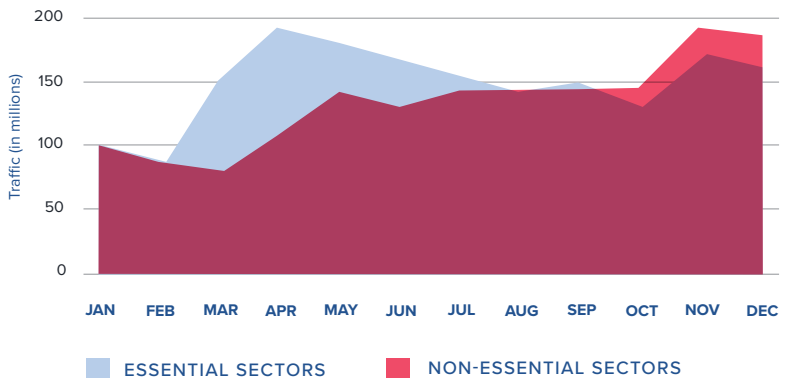
The chart above clearly shows that consumers halted discretionary spending at the beginning of the pandemic in favor of basic needs. It wasn't until April that consumers had

settled into "the new normal," that shoppers started to make room for non-essentials needs and leisure activities.

This shift in consumer priorities and digital behaviours had a significant impact on specific industries, throwing some – like grocery and luxury – into the spotlight, and forcing others – like travel – to find new ways to keep visitors engaged.

GROCERY VS. LUXURY

Next, we wanted to take a closer look at the "winners" of 2020, or the industries that were able to stay top of mind with consumers, increase engagement, and drive conversions – even amidst the pandemic. We wanted to see if this heightened performance was a temporary effect of the pandemic or a deep-rooted, lasting change.

Grocery

To start, we looked at how traffic to online grocery companies changed throughout the year. As we predicted, the number of online visits soared at the onset of the pandemic in March and April, as consumers opted to order food in, rather than risk their health grocery shopping in-person. But even as lockdown restrictions eased, monthly online traffic throughout the year remained higher than in January. That, paired with a steady conversion rate throughout 2020, suggests that customers have gotten used to the convenience and ease of online grocery shopping, a deep-rooted behaviour that is likely to continue long after the pandemic subsides.
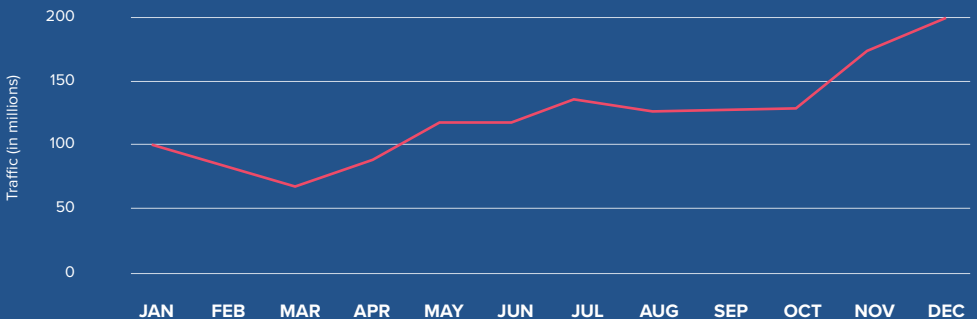
— *Grocery - Monthy Online Traffic Evolution in 2020*
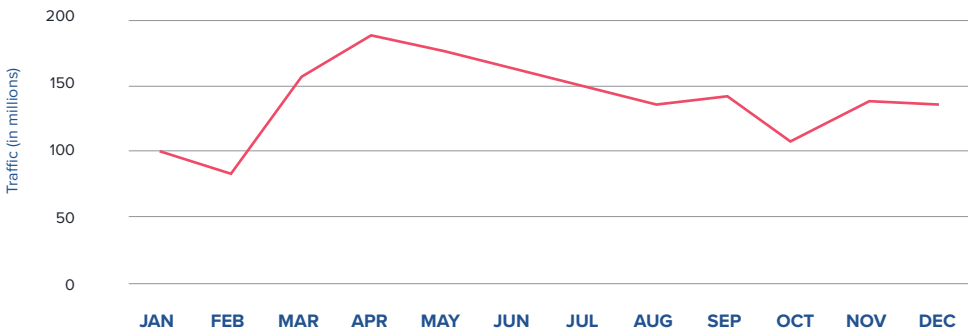
—— *Grocery - Monthly CVR in 2020*

Conversion Rate (%)

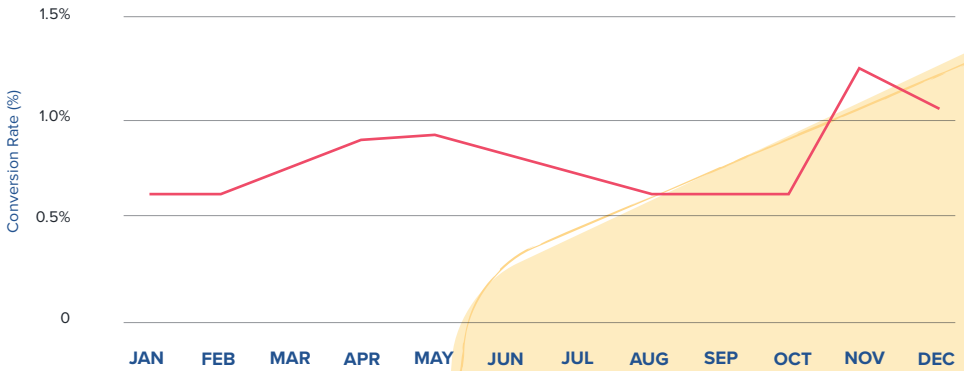|											
JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
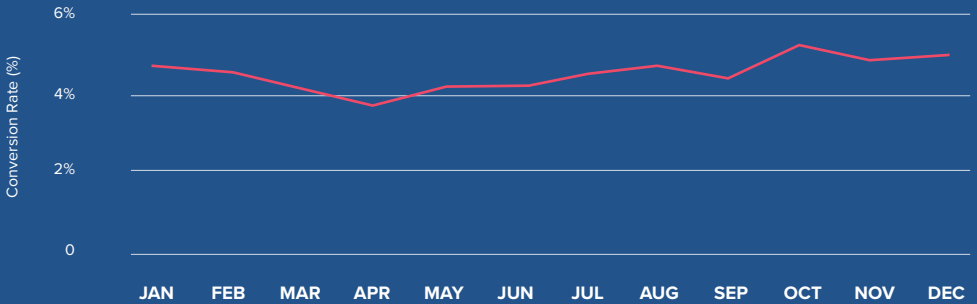
Luxury

The luxury industry was a rather unexpected "winner" of 2020. Even as many consumers cut back on discretionary spending and focused on necessities at the beginning of 2020, the luxury industry remained seemingly unscathed by the pandemic. Traffic alone, rose significantly in quarantine, with the majority of visits coming at the end of the year around the holiday rush.

—— *Luxury - Monthly Online Traffic Evolution in 2020*

Traffic (in millions)

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Conversion Rate (%)

1.5%	
1.0%	
0.5%	
0	

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

The conversion rate for luxury goods increased during the beginning of the lockdown, too. Even amid uncertainty, people didn't stop buying expensive goods.

We also looked at the change in conversion rate by region to see if these changes were more pronounced by country. Curiously, we saw almost every region see a spike in CR at the start of their lockdowns. In APAC, where COVID-19 first hit at the end of 2019 and beginning of 2020, the conversion rate spiked in January. Next, followed North Europe and DACH as news of the virus spread. Lastly, West Europe and North America experienced their spike in CR in April. Similarly, all countries saw a tremendous increase around the peak shopping period.

Luxury - Monthly Online Traffic Evolution by Country

Legend:
- APAC
- DACH
- NORTH AMERICA
- NORTH EUROPE
- REST OF WORLD
- WEST EUROPE
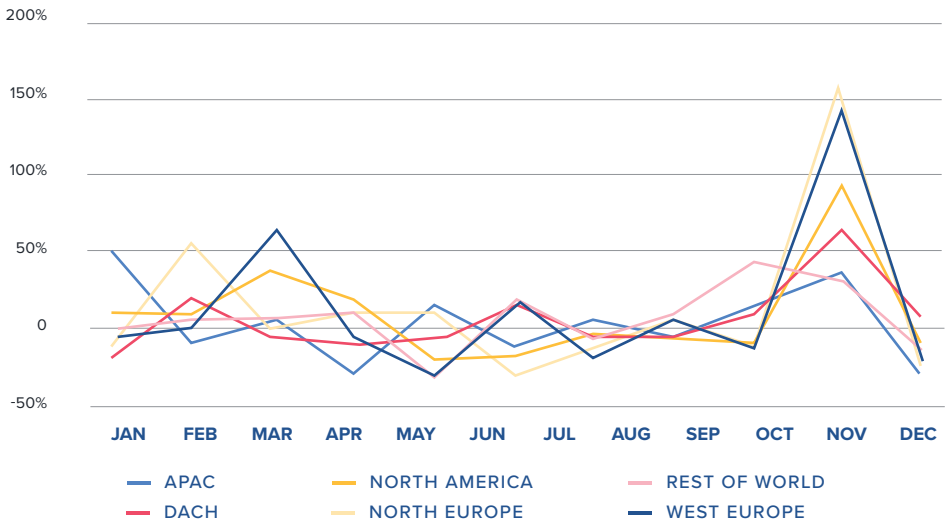
"Some luxury businesses that are lost when it comes to communication have done nothing. Others have chosen to bounce back and make the most of this opportunity to develop their eCommerce strategy by investing in more of an omnichannel approach. And brands that already had eCommerce sites have automatically profited from a migration effect: in-store or offline customers have now become online customers."

David Sadigh, CEO and founder

Digital Luxury Group.

"The sudden shift online has forced luxury brands to develop their IT and digital infrastructure much more quickly than anticipated. Now, they have to think about taking an omnichannel approach overall, rather than just focusing on eCommerce. That is undoubtedly the major challenge for luxury brands: having a real understanding of who their customers are and empowering them to buy where they want and when they want."

**Violaine Gressier,** Head of Luxury Department

FACEBOOK

THE PANDEMIC'S IMPACT ON CONVERSION RATE BY INDUSTRY

Lastly, we wanted to see how the pandemic affected conversion rate across all the industries in our report. To do this, we looked at the change in conversion rate across three periods in 2020: February, July, and December. We felt these months represented pre-COVID-19 performance, the middle of the year as people settled into the new normal, and the end of the year and tail-end of the peak shopping season.
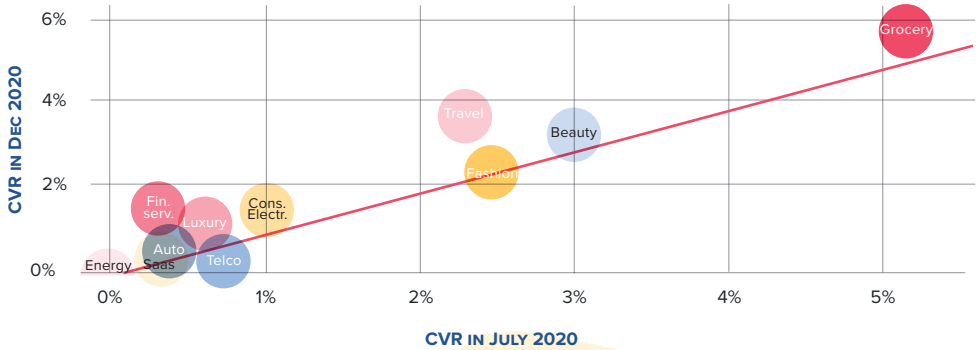
The charts below show the acceleration and/or deceleration in conversions by industry. The goal of these graphs is to visualise the "health" of each sector, as well as the impact of the pandemic. If an industry is above the red line on the chart, its CVR increased between the two time periods. If the industry falls below the red line, its CVR decreased for that period.

— *Industry acceleration / deceleration in CVR (Feb 2020 compared to July 2020)*
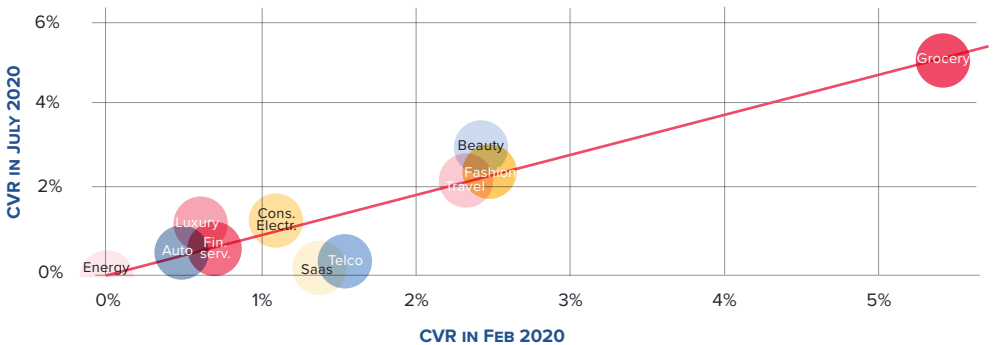
Between February and July, the most significant increase in CVR belonged to the beauty industry, which increased from **2.3%** to **3.0%**. All other industries' conversion rates either remained the same or decreased during the period.

Chart: CVR in Dec 2020 (y-axis, 0% to 6%) vs CVR in July 2020 (x-axis, 0% to 5%). Bubbles labeled: Grocery, Travel, Beauty, Fashion, Fin. serv., Luxury, Cons. Electr., Energy, Auto, Saas, Telco.

In the second chart, you can see more industries recorded increased conversion rates between July and December. While this was certainly helped by many people favoring online Christmas shopping over visiting stores in-person, there were a few other factors at play too.

For example, the travel industry saw a much-needed boost in the latter half of the year, as borders reopened and individuals felt confident enough to travel home for Christmas. The grocery industry, the unforeseen star of 2020, holds onto its trophy for the highest conversion rate. The industry's conversion rate remained strong throughout the year as consumers embraced the service's convenience and ability to keep themselves and their family safe.

Summary

2020 was characterised 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

1. **The future is still mobile.** Brands need to adopt a mobile-first mindset as mobile continues to grow its share of overall site traffic.

2. **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

3. **Most of your content goes unseen.** Focus your energy on optimising the content you already have and identifying the key pieces of content that are giving value to your customers and helping them convert.

4. **Reduce page load times.** Don't let your SEO efforts go to waste — prioritise your page load times in the coming months to ensure your site doesn't get penalised after the Google Core Web Vitals update.

Conversion

5. **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.

6. **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 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.

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