



 **2020**  
**DIGITAL  
EXPERIENCE  
BENCHMARK**

Behavioral benchmarks based on  
7bn user sessions to help you beat  
KPIs and win at digital experience.



**CONTENTSQUARE**

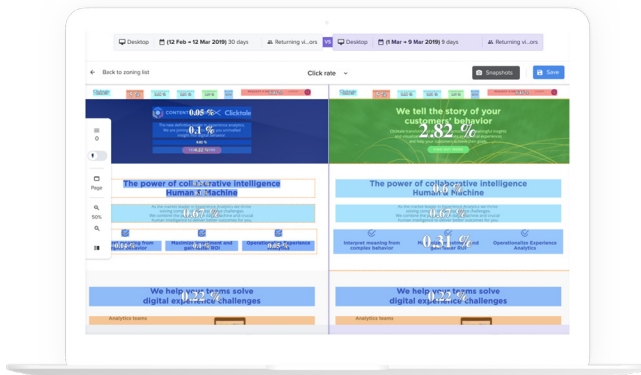
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# Introduction

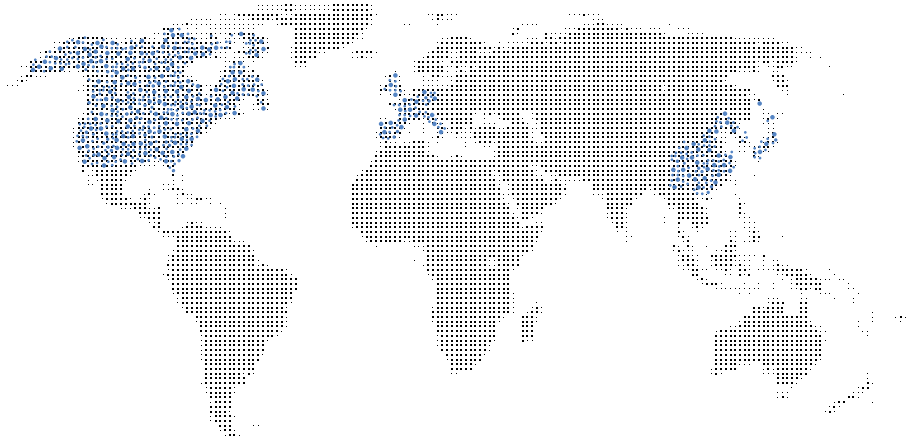
The challenges posed by digital customers in 2020 – their ever-rising expectations, the increasing number of digital interactions and changing behaviors – touch every industry. So it’s increasingly important to learn how competitors, peers and entirely different industries are coping with those same hurdles.

In this 2020 Digital Experience Benchmark, we have analyzed **over 7bn user sessions** – our largest ever data set – to give you an idea of where your brand stands, what to aim for, and ways to improve on the digital experience metrics that matter. Based on **12 months of Contentsquare data** from **400 global websites** in **9 different verticals**, we think this is the most comprehensive benchmark you’ll see this year.

Whether your business is **apparel, luxury goods, beauty/cosmetics, grocery, travel, automotive, home interiors/technology, energy or financial services**, you’ll find the data you need to see how your customer journey ranks. You’ll also find tips, analysis and real-life examples from our in-house UX-perts. So read on if you want to know how you stack up - and discover why the true value of these metrics is when you combine them.



# Methodology



**12 MONTHS' DATA**



**7 BILLION+ SESSIONS**



**GLOBAL DATA**



**400 WEBSITES**

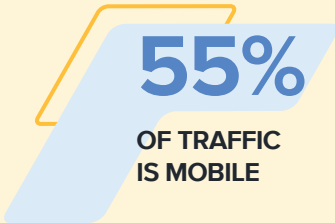


**9 INDUSTRIES**

*(apparel, luxury goods, beauty/cosmetics, grocery, travel, automotive, home interiors/technology, energy and financial services)*

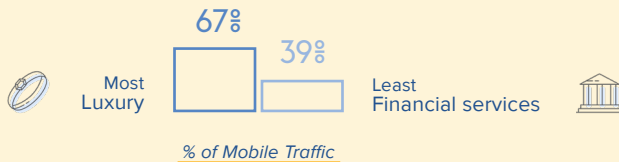
# Site entry

## MOBILE DOMINANCE & TRAFFIC GROWTH TRENDS



As emerging technologies extend the possibilities of the mCommerce experience, mobile continues to drive the lion’s share of traffic across industries, with an average **55% of online visits attributed to smartphones.**










The luxury sector tops the mobile traffic table, with mobile devices accounting for **67% of all digital traffic.** It is followed closely by the apparel and beauty industries, where **cell phone users make up 66% of traffic.**



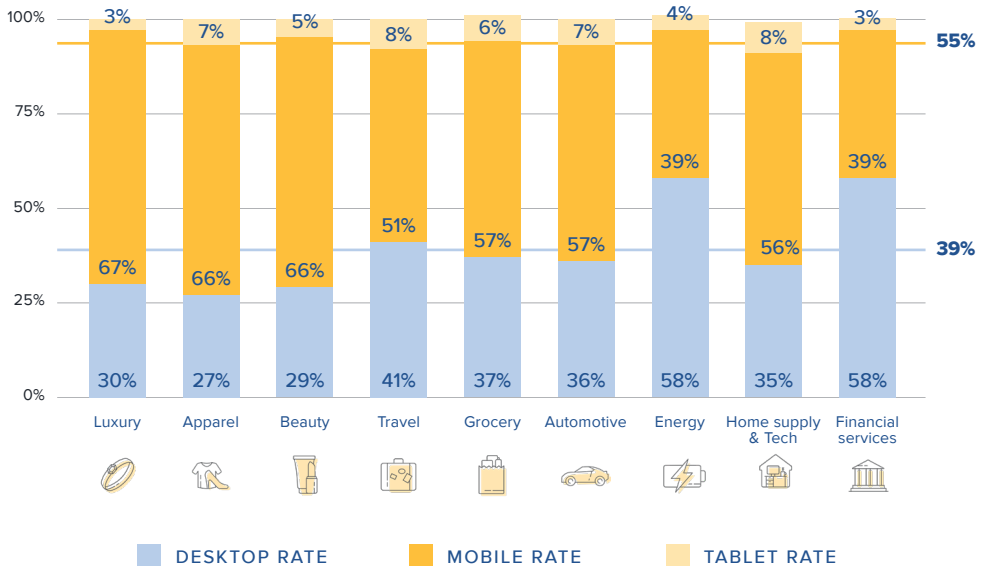
The only two sectors where desktop still dominates are financial services and energy, although an **11% increase in mobile traffic to energy sites** in the last 12 months confirms the growing mobile usage trend. App usage is not covered in this data, but can be found in our upcoming apps report.

While mobile traffic is steadily rising across all verticals, grocery experienced a significant shift this year, with mobile visits jumping 21%. The **travel sector saw a 5% increase in smartphone traffic**, reflecting the mobile preferences of an audience increasingly on the go.

## SMARTPHONE TRAFFIC EVOLUTION IN 2019

INDUSTRY		EVOLUTION	
	LUXURY	—	→
	APPAREL	+2%	↗
	BEAUTY	+4%	↗
	TRAVEL	+5%	↗
	GROCERY	+21%	↗
	AUTOMOTIVE	+10%	↗
	ENERGY	+11%	↗
	HOME SUPPLY & TECH	+2%	↗
	FINANCIAL SERVICES	—	→

## PERCENTAGE OF TRAFFIC BY DEVICE BY INDUSTRY





“Mobile traffic continues to grow but many brands are still seeing half the conversions they get from desktop visitors. Some of the biggest culprits of mobile friction are poorly-designed checkout experiences and forms.

But it's the mobile entry point that the data points to as they key culprit here. You can only do so much in the limited real estate on a mobile device, so it's vital that content and CTA locations are tested thoroughly to give an optimized experience based on customer intent.”



**Michelle Lee**, UX/UI Designer



“If mobile share increases but has a lower conversion rate than desktop, the overall conversion rate of the website decreases. If you don't do anything about the rise of mobile, you're doomed.”



**Pierre Casanova**, Chief Revenue Officer

## NEW VS. RETURNING VISITORS

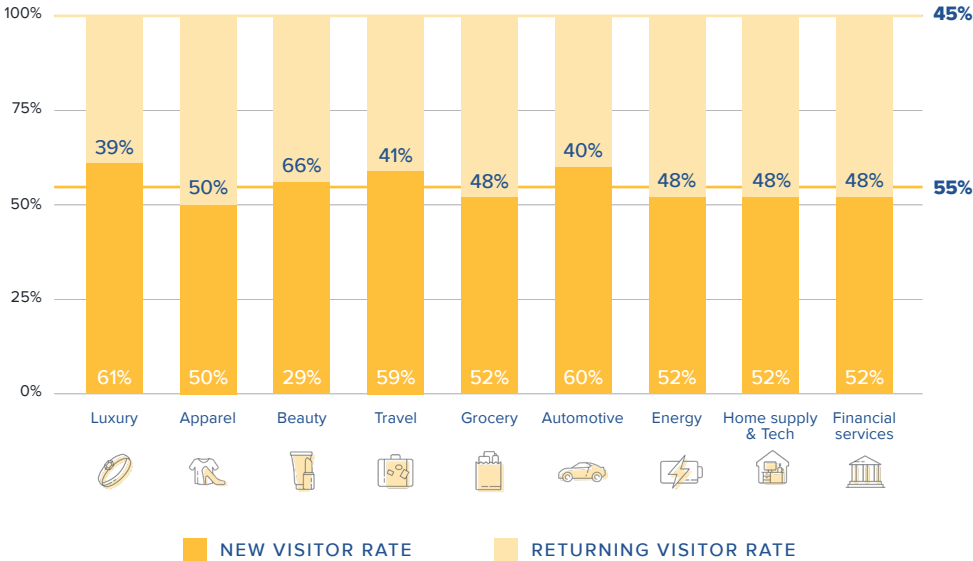


Brands are seeing an average **55% new visitors across all industries**. But with returning visitors being more valuable and generally more engaged than new visitors, there is an opportunity for all industries to prioritize experiences that encourage retention and loyalty.

Apparel (**50%**), grocery, home supply & tech, energy and financial services (**all 48%**) are the industries with the highest percentage of returning customers. The automotive and luxury goods industries may want to look to what peers in other industries are doing in order to increase the number of returning customers.

Retention is the real challenge in 2020, especially for luxury (39%) and automotive brands (40%), who seemingly have a more fickle audience. Investing in brand awareness and acquisition is worthless if websites don't consolidate visitors loyalty.

PERCENTAGE OF NEW VISITORS VS PERCENTAGE OF RETURNING VISITORS BY INDUSTRY



“Our data shows that returning visitors have a 30% higher chance of conversion. But it is through a deeper segmentation granularity that we can reveal the real power of this insight.

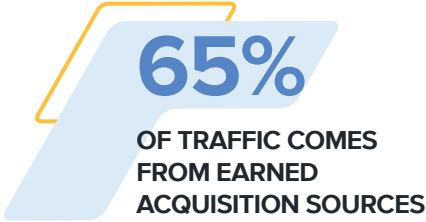
Our teams are working on sub-categorization of website visitors through Artificial Intelligence and exogenous contextual data in order to deliver mindset-oriented and business-oriented segments that help our customers truly understand their users.”



**Luis Diaz**, Head of Product

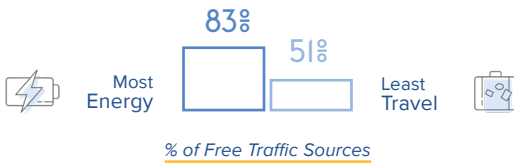


## ACQUISITION SOURCES



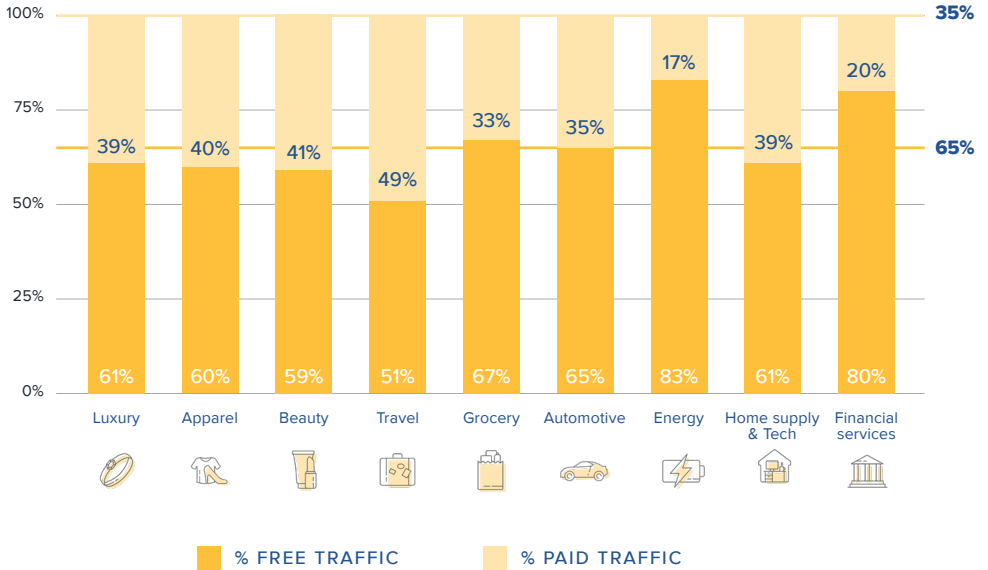
Earned traffic is the backbone of any website, and it doesn't depend totally on budget. In fact, **65% of web traffic comes from earned sources cross-industry**. This can mainly be explained by long-term brand familiarity, repeat visits for regular purchases, and good brand awareness (think organic search, direct traffic, referrals, etc).

The financial services and energy industries — two markets still very much on the path to digital maturity — get a huge share of their traffic from earned sources (**83% for energy, 80% for financial services**). With fewer challengers and less likelihood of switching vendors, customers know where to go when looking to buy.



The travel sector is still spending big on acquisition, with nearly half of traffic coming from paid sources (**49%**), while the luxury/apparel/beauty trinity averages around **40% on paid traffic** - these are all sectors heavily reliant on advertising against competitors and price.

PERCENTAGE OF FREE TRAFFIC VS PAID TRAFFIC BY INDUSTRY

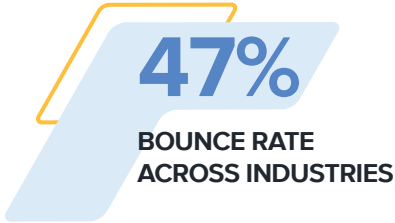


“Using Contentsquare, **Club Med** was able to understand users’ in-page interactions. Visitors were seeking easy access to products, but not showing interest in all-inclusive packages, which helped to explain low scroll rate and poor product click rate. Club Med launched an A/B Test redirecting SEA traffic to List pages, leading to an increase of 56% in the conversion rate and a 33% reduction of cost per conversion.”



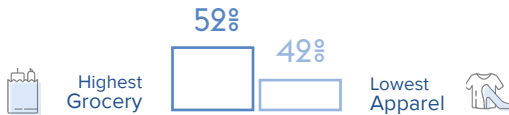
**Gabrielle Longeart**, Customer Success Manager

## BOUNCE RATES



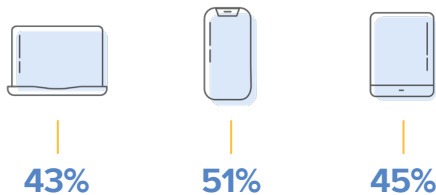
Bounce rate is often used as an indicator of a website's stickiness or attractiveness, with the good news being that beauty is very much in the eye of the beholder for every industry. The scary news is that **almost half of visitors to a site abandon their journey after seeing only one page.**

Apparel retailers have the lowest bounce rate of all verticals (42%), while grocery has the highest (52%).



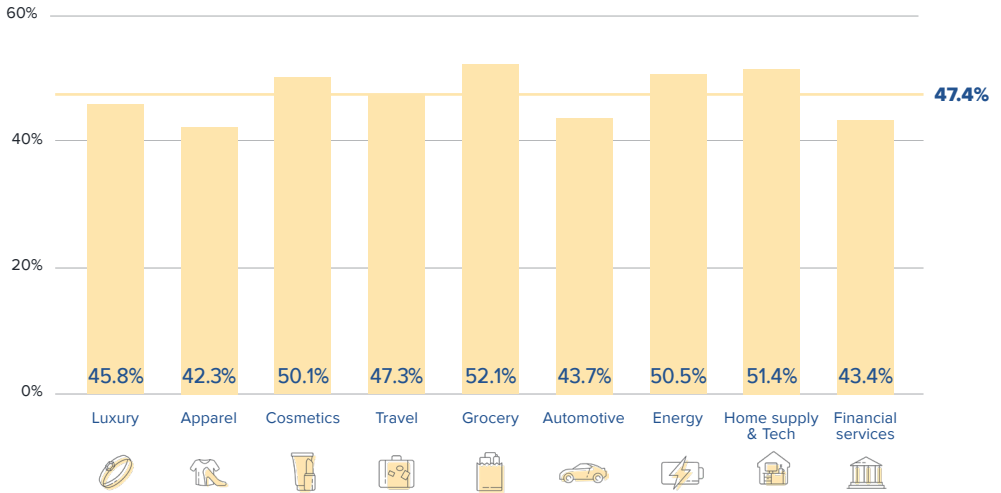
Highest vs lowest bounce rate

On mobile, the cross-industry average bounce rate is 51%, with desktop 43% and tablet 45%.



Average bounce rate by device

## BOUNCE RATE BY INDUSTRY



“It doesn’t matter how good or bad a page’s content is if a user can’t read it (or even see it), making on-page optimization is crucial to reducing your bounce rate. Regardless of which industry you’re in, even if you succeed at cutting your bounce rate in half, your risk of increasing it again is high.

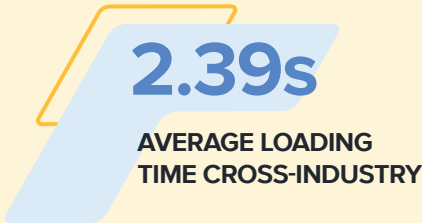
Our live zoning module enables users to look at specific landing pages, content or CTAs and understand what is or isn’t working, and why some pages outperform others, meaning that they can optimize accordingly, reduce bounce rate and increase conversion.”



**Annie Tsang**, UX/UI Designer

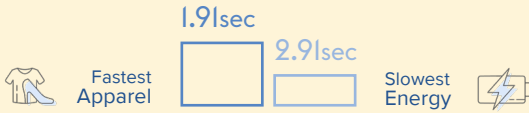
# Site experience

## LOADING TIME



Various industry sources have found that over 50% of mobile users leave a site that takes longer than three seconds to load. And in our data we have seen a direct correlation between loading time and the number of pages viewed per session - **20% longer loading time means 20% fewer pages viewed.**

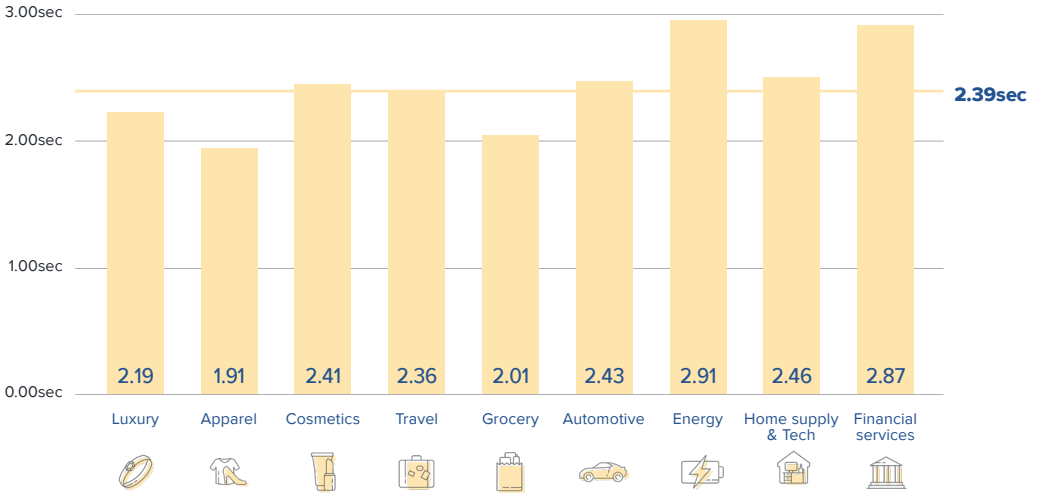
Overall, the average loading time across all industries is **2.39 seconds**, financial services (**2.91s**) and energy (**2.81s**) with the slowest average loading time. More ecommerce-focused industries like apparel (**1.91s**), grocery (**2.01s**) are the best performing when it comes to page load time, and also see significantly more pages viewed per session as a result.



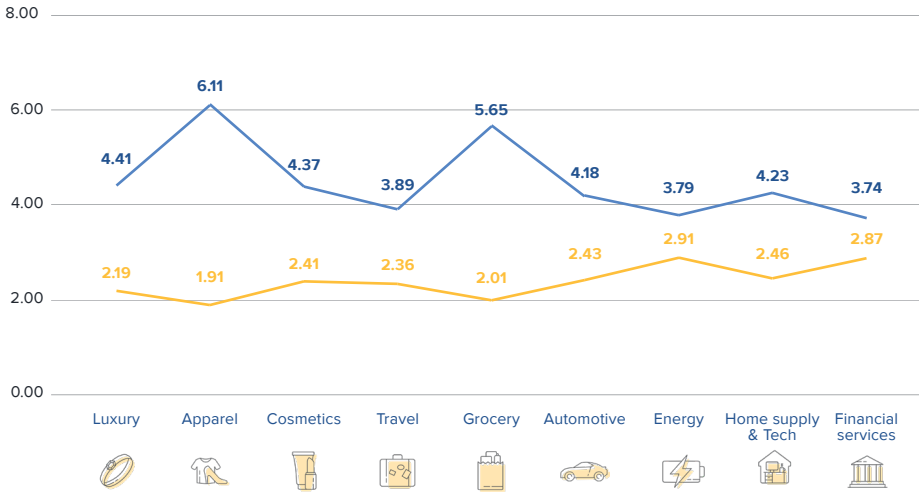
Speed of Loading Times

When comparing page load times across different devices we can see that only a few industries (cosmetics, travel, automotive and energy) have slower load times on mobile than on desktop. With mobile users proven to be more impatient than desktop users, this should be an important focus for 2020 in these industries.

### LOADING TIME IN SECONDS ON AVERAGE BY PAGE BY INDUSTRY

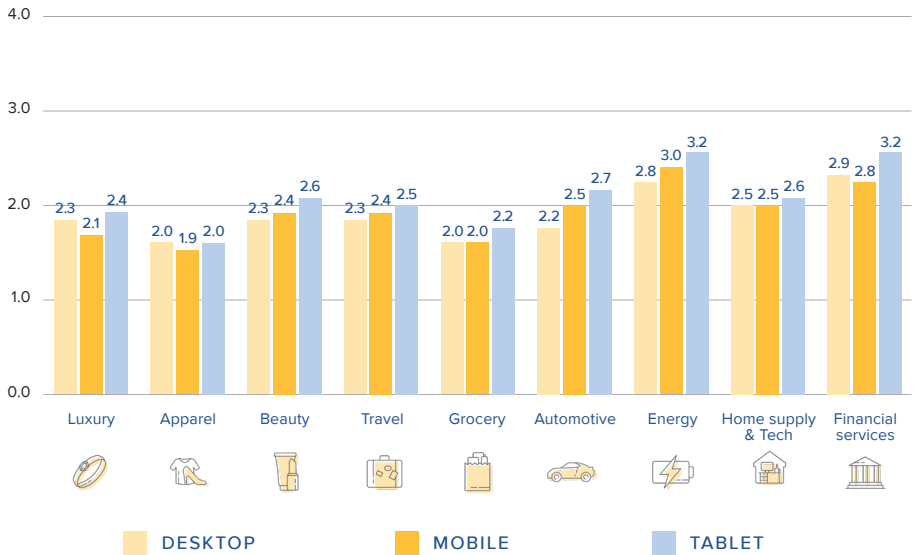


### NUMBER OF PAGE VIEWED VS LOADING TIME BY SESSION BY INDUSTRY



— **LOADING TIME IN SECONDS BY SESSION BY INDUSTRY**
— **PAGEVIEWS PER SESSION**

LOADING TIME IN SECONDS  
BY PAGE BY INDUSTRY BY DEVICE



“Most visits to your site won’t be multi-page visits, so the combination of page load time and the right choice of content at the top of pages, effective filters and accurate search bar are key. These can be informed by metrics such as click rate, time before first click and exposure rate. We have found in previous research that these key navigation elements also vary by country, as well as industry.”

The data shows that there is a correlation between loading time and number of pages seen, but that there is no similar link with bounce rate. This highlights a negative impact that slow loading times on visitors with intent to navigate further into the site, meaning a loss of potentially very valuable visitors.”



**Yohan Le**, Product Experience Lead, Customer Success

PAGES VIEWED



Looking at page views per session as a single measurement is not a signifier of the success or failure of a customer journey. For instance, different industries and different page types contain varying amounts of content, information, or forms.

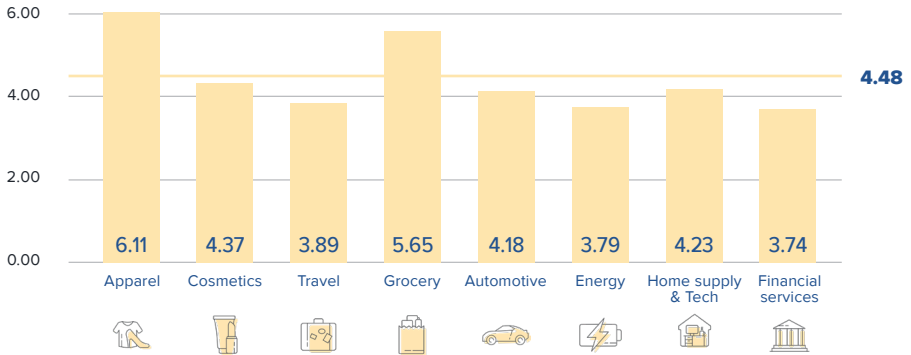
Average page views per session is lower for verticals where a purchase or conversion is more considered and requires more information to be digested, such as financial services (3.74 pages), energy (3.79 pages) and travel (3.89 pages). In sectors where products vary more in size or color, for example, or where there are similar comparable products, the number of pages viewed per session is higher – apparel (6.11 pages) and grocery (5.65 pages).



No. of pages seen per visit



### AVERAGE NUMBER OF PAGEVIEWS BY SESSION BY INDUSTRY

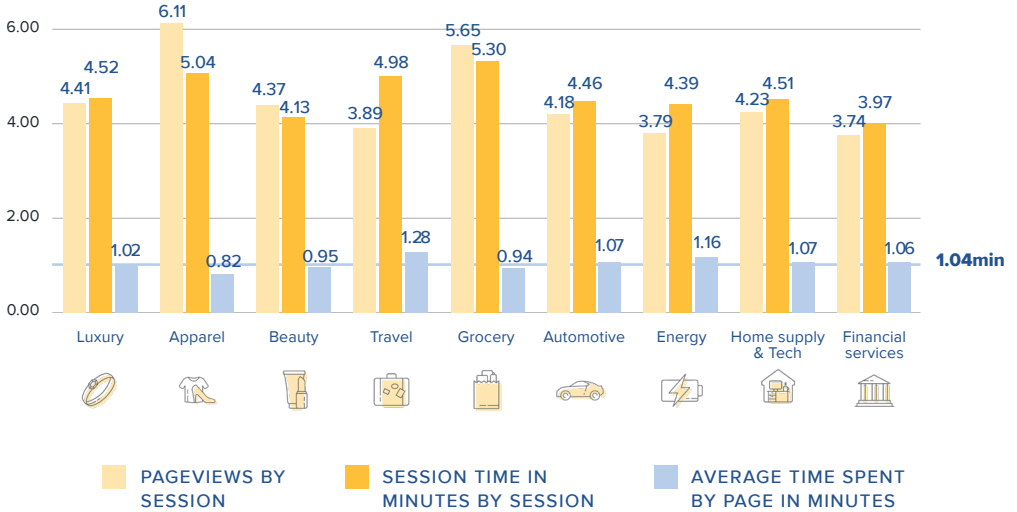


When this metric becomes more valuable is when combined with other measurements, and reinforces how customers consume content in different industries.

There is a direct correlation between the number of page views and the time spent on each page - the more pages viewed, the less time on average spent per page. This points to an understanding of customer intent - that brands in certain industries know the content their customers want and positively address their expectations. However, there is no distinct correlation between these two metrics and average total session time - but it does highlight some anomalies.

On grocery websites, total page views by industry is above average (**5.65 pages per session**), and average time on page is lower than average (**56.4s**), as we would expect. However, at the same time, the total session time is the highest of all industries (**5m 18s**).

PAGES VIEWED BY SESSION, SESSION TIME AND AVERAGE TIME SPENT BY PAGE IN MINUTES



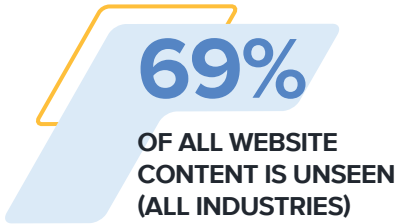
“On grocery sites, visitors are most often making repeat purchases, and with more items in the cart - adding the same or similar cart every time they visit the site: behavior that explains the short time spent on page.

The fact that grocery shopping is functional rather than fun, means customers are looking for an experience that is easy and quick. Additional functionalities like “previously purchased items”, “recently viewed items” or wish lists, that make it easier for customers to add daily items to the cart, facilitate their overall experience.”



**Esther Spindler**, Marketing Intelligence Analyst

## CONTENT UNSEEN



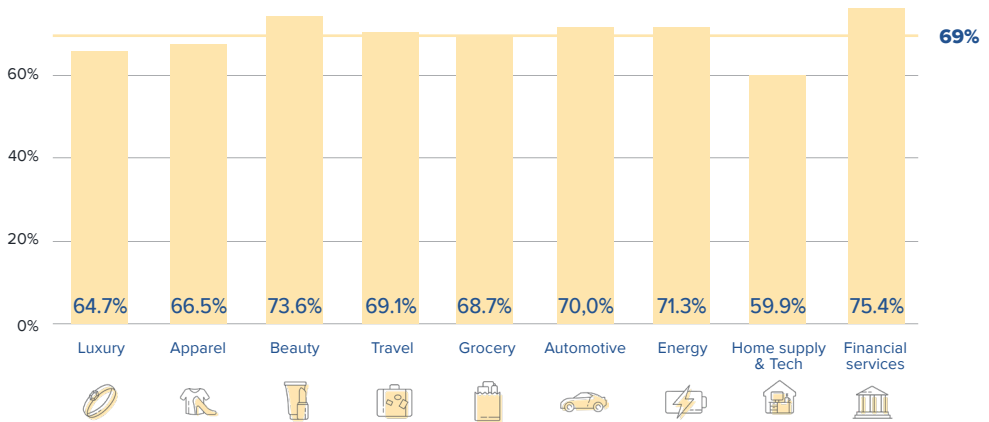
While total pages viewed is a useful indicator of how customers engage with content and on which pages, there is one metric that should raise red flags for prioritization and optimization programs in all industries - that is the amount of website content that is unseen.

We calculate this by comparing the total number of pages on a site with the pages not viewed by 95% or more of traffic, leaving a total of **69% of all content unseen across all industries**. This is particularly notable in the Financial services (**75%**) and beauty (**74%**) industries where three quarters of the website is unseen by users.



Most vs least content unseen

PERCENTAGE OF CONTENT UNSEEN (TOTAL PAGES VS PAGES SEEN BY 95% OF TRAFFIC)



“If 75% of your website isn’t seen by the vast majority of visitors, your content managers are wasting a lot of time maintaining content that isn’t relevant to your customers.

There is a huge opportunity to prioritize and optimize content. Identify the most common journeys through your site and check whether the menu is structured according to your most popular content. It’s also important to see how efficient the search bar is at driving customers to relevant content.”



**Emily Cawse**, Senior Strategic Consultant

## TIME SPENT ON PAGE



Average time on page is a good signifier of customers actually consuming or digesting content across the website. But the real value comes when breaking the measurement down into page types, and comparing behaviors across pages, stages of the buying journey and industries.

The **average time per page across all industries is 62 seconds**, but this increases slightly to **65 seconds for both product pages and checkout pages**. Travel (**77s**), energy (**70s**) are the sectors with longest average time on page - along with other industries where customers have to take more consideration when purchasing. But the Amazon Effect appears to be in full flow in the apparel (**49s**), grocery (**56s**) and beauty (**57s**) where times are much lower.



Longest vs shortest time spent on product page

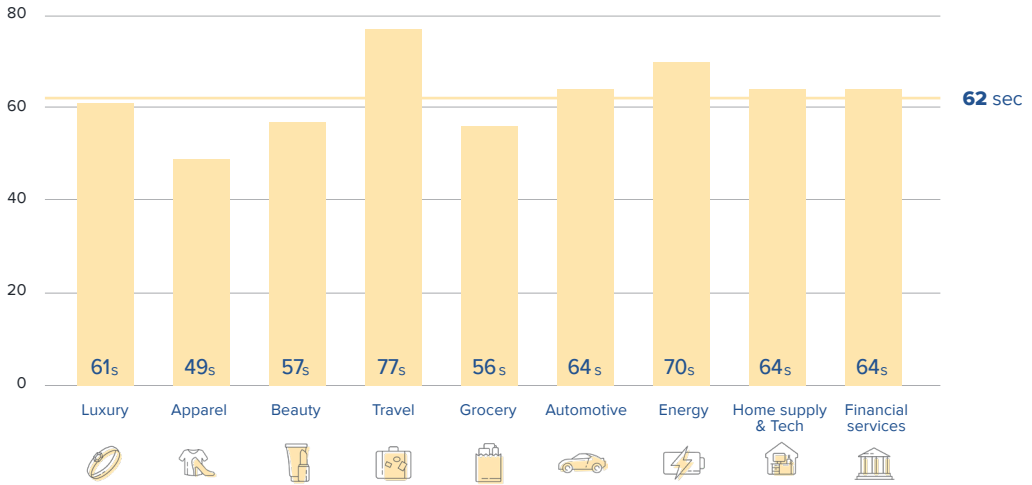
Looking specifically at time spent on product pages, the same two industries have the longest time on page - energy (**83s**) and travel (**82s**) - but we can see a big spike for beauty (**67s**), where there is often richer content like video tutorials and customer reviews.

And when it comes to time spent on the checkout page, it is the industries where the average cart is higher that has the longest time spent on page - travel (**81s**), home technology (**69s**) and luxury (**67s**).

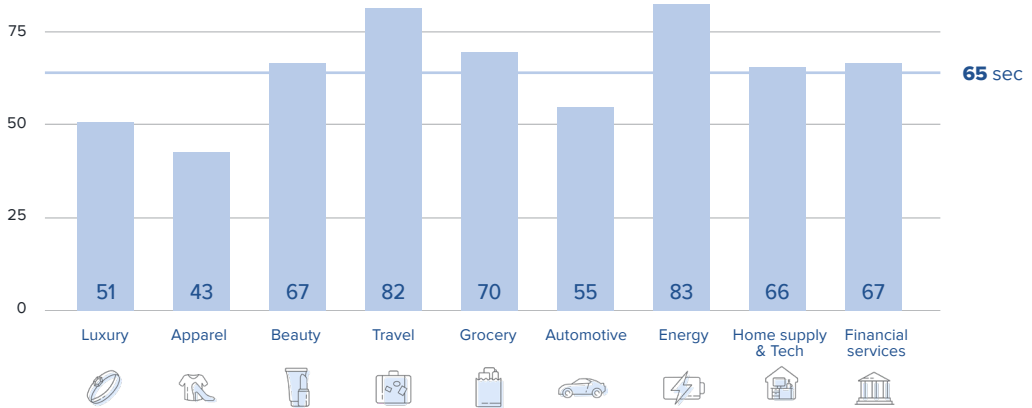


Time Spent on Checkout Pages

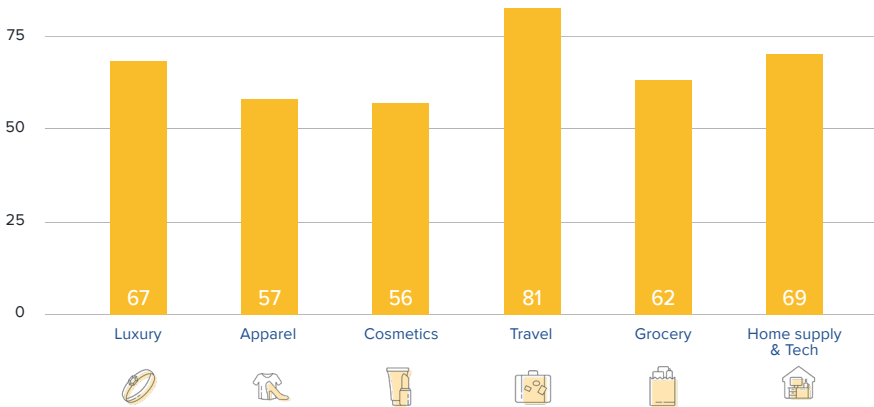
## AVERAGE TIME SPENT BY PAGE IN SECONDS



## TIME SPENT ON CHECKOUT PAGES



## TIME SPENT ON CHECKOUT PAGE IN SECONDS BY INDUSTRY



*(some industries excluded as no \$ value at checkout and comparison would not be valid)*



“Average time on page is a good indicator of whether users are consuming content on your page. But you’ll get a richer story of exactly which content users want by combining that metric with others.

By looking at scroll rate alongside time on page, you can make better informed decisions about where to locate the content that customers are looking for. Additional metrics unique to Contentsquare, like Exposure Rate, Exposure Time and Attractiveness Rate, will reveal how long visitors spend consuming different page elements, and whether or not they end up clicking on it.”



**Gareth Drabble**, Director of Customer Success, Northern Europe

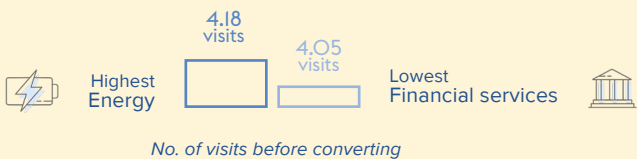
# Purchasing & Lead generation behavior

## NUMBER OF SESSIONS BEFORE CHECKOUT/CONVERSION



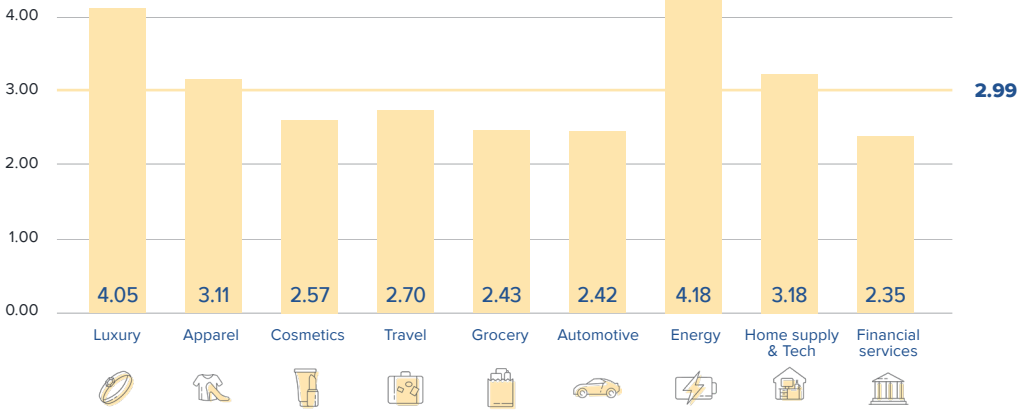
There is an often-cited myth around spontaneity in customers' online behavior, with a tendency to make impulse purchases. But our data shows that the average customer visits a website three times before making a purchase. Forrester has reported that customers now want to become experts before converting, using different devices for browsing, researching and for purchasing - with 78% of consumers reading customer reviews before making a purchase.

In our data, we can see that the industries with the most sessions before converting are energy providers (**4.18 visits**) and luxury brands (**4.05 visits**) whilst the fewest number of visits are in financial services (**2.35 visits**) and the automotive industry (**2.43 visits**) where a conversion is often an online form leading to an offline conversion in branch.





## NUMBER OF VISITS BEFORE CONVERTING



## NUMBER OF PAGES IN CHECKOUT/CONVERSION SESSION

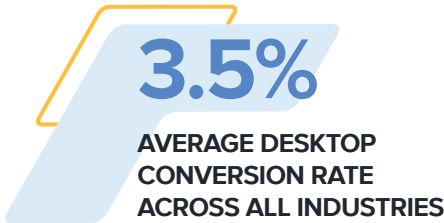
**24 PAGES**  
SEEN PER  
BUYING SESSION  
(ALL INDUSTRY)

Break down the session in which a customer converts into how many pages they view in that session, and we can see apparel and grocery both over index with an **average 32 pages in the purchase session**. These are industries where people are more likely to add multiple items to the cart, or where products come in a range of colours or styles. There may also be multiple trips to the cart to check on total cart value and eligibility for free shipping or discounts.

In under-indexing industries such as financial services (**14 pages**) and travel (**16 pages**) there are often fewer product options and information-heavy pages. As more considered purchases, they also require less information in the final purchase session as customers will have done the majority of the research and comparison in previous sessions.

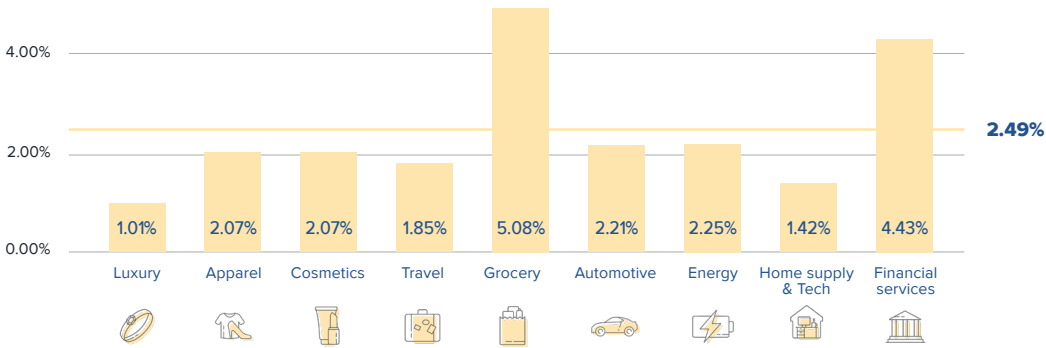


## CONVERSION RATE

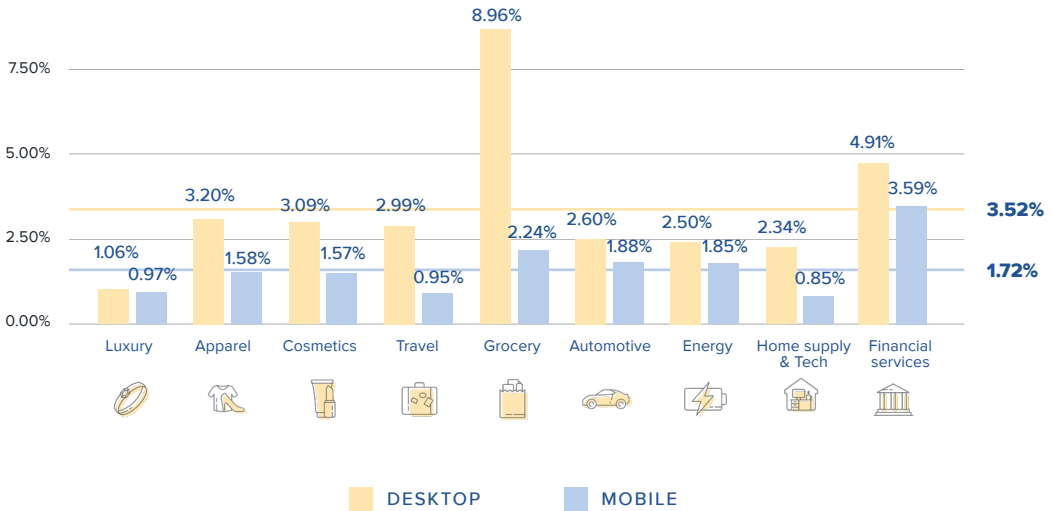


It's the key question for all site managers, product managers and anyone who owns a point of conversion within a customer journey - how does your conversion rate stack up? Whilst there is no right or wrong (every business is different after all), from the comprehensive data we have at our disposal, we can see that the **average desktop conversion rate across all industries is 3.5%**, with **mobile conversion roughly half as much, averaging at 1.7%**. Mobile conversion rate is a pain point for all industries, but less so during peak sales periods - the feeling of urgency helps closing the conversion gap between the two devices.

### CONVERSION RATE BY INDUSTRY

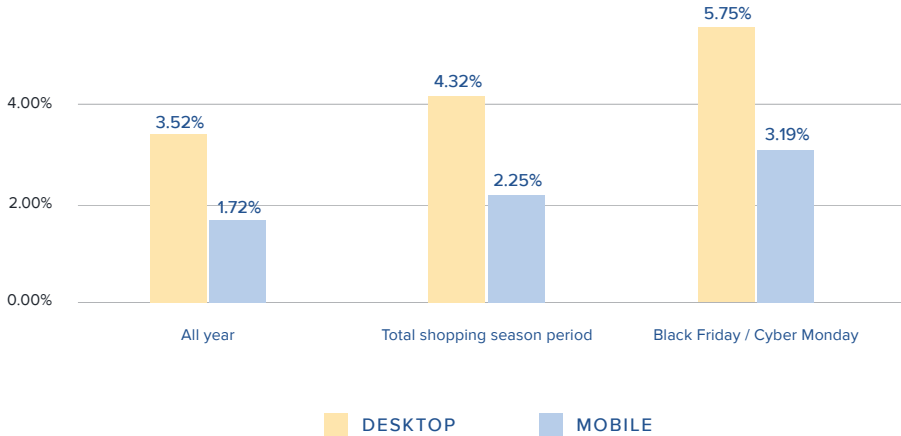


## CONVERSION RATE BY INDUSTRY BY DEVICE



Peak shopping periods have a huge influence on conversion rate. Across all industries, the average **conversion rate increases 71%** compared with the rest of the year. In the same period, **desktop conversion rate is 80% higher than on mobile** - but it is **105% higher than mobile during the rest of the year**. Over the entire holiday shopping season, **conversion rate increases by 27%** compared with the rest of the year.

## CONVERSION RATE DURING ALL YEAR VS HOLIDAY SHOPPING SEASON VS BLACK FRIDAY & CYBER MONDAY



“On a retail holiday as important as Black Friday, it’s vital that brands work with all available data sources to optimize the experience and maximize conversion. We have seen year-over-year traffic growth at 20% for many retailers, so the opportunities are huge.

Early planning is key, and the majority of US retailers start as early as September so they’re prepared for customers who begin their holiday shopping research in October. Using Contentsquare’s journey analysis, you can understand – at a macro level – users’ overall digital experiences: from the pages they visit before checkout to those which may cause confusion or friction on the path to purchase. With zoning analysis at the page level, you can gain insight into the elements that drive users one step closer to conversion, and ultimately make more-informed, data-driven decisions.”



**Yim Noble**, Senior Director of Customer Success, North America

## CONVERSION RATE AT CHECKOUT (E-COMMERCE ONLY)



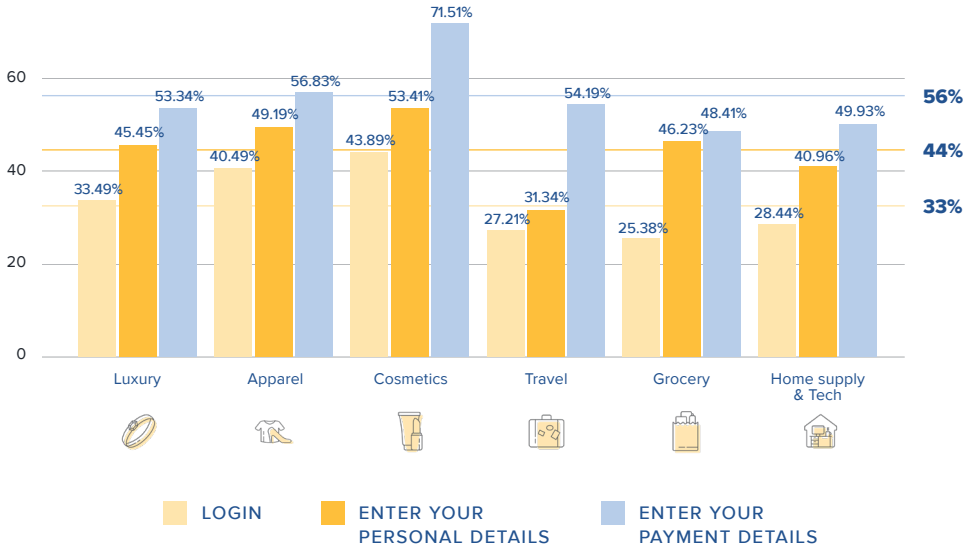
Checkout process conversion rate is by far the most important metric for e-commerce businesses. Actual revenues are generated on the checkout page, meaning the smallest variation can mean thousands in losses or additional revenues. Our data paints a more positive view of this stage of conversion than many reports in 2019, which had cart abandonment rates at around 84%.

Once customers have reached the login page, **cross-industry conversion rate is 33%** regardless of whether they login, register or continue as a guest. The conversion rate increases as customers progress through the checkout stages - **44% at the point of entering personal details**, and **56% at payment**. But there are clearly blockers to overcome in all industries.



Conversion rate at each step of the checkout process

## CONVERSION RATE AT EACH STEP OF THE CHECKOUT PROCESS



“There is a decorrelation between the intent to buy (reaching checkout) and actually making a purchase. There is clearly room for improvement, but the changes do not necessarily have to be drastic. Here a few things you might want to go and explore in your data:

- Is the checkout form easy to use?
- Can your customers checkout as a guest? Do they do so more often than not, and if so, why?
- Are there bugs in auto-fill or drop-down options?
- Do you have enough delivery options?
- Is it easy and clear to enter a promo early enough in the funnel?
- Does the price change after entering a promo code, or only at confirmation?

And if you can't find the answer to these questions, our Customer Journey Analytics show you where users struggle so you can remove roadblocks to conversion.”



**Katia Baro**, UX/UI Designer

# Summary

The rapid pace of development in the digital experience field means these benchmarks, and your own metrics, will soon need to be revisited, and the results will likely be different - for better or worse! Let's recap the immediate opportunities highlighted in our data:

## SITE ENTRY

- ☑ Attract the right people and provide custom landing experiences to reduce bounce rates
- ☑ Recognize returning visitors and optimize the experience for them
- ☑ Customize landing pages for mobile, instead of simply making pages responsive

## SITE EXPERIENCE

- ☑ Calculate the amount of unseen content on the site and focus energy on optimizing and updating the content that matters
- ☑ Reduce page loading times to increase the likelihood of visitors going deeper into the site

## CHECKOUT/CONVERSION

- ☑ Analyze mobile checkout behaviors over peak periods to apply changes that could increase conversion for the rest of the year
- ☑ Break down conversion rates at different stages of the checkout process to spot opportunities for optimization

The path to conversion is full of obstacles, and it is up to you to make the journey smoother for customers. And with our analysis showing that mobile is a real conversion killer, improving mobile landing pages and encouraging customers along the path to mobile conversion journey is a key priority.

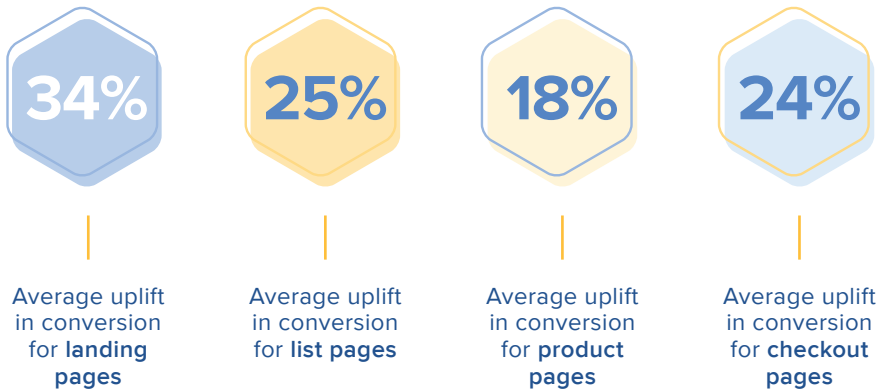


But when people get to your site, bounce rates are still high in every sector, especially from paid acquisition sources. Even when visitors are engaged and interact with multiple pages, it still takes an average of three visits to convert. And even then, we are not at the end of the story.

After comparing and researching multiple pages and products, customers are ready to buy, and have items in their cart. But there is one more hurdle at the end of the funnel: cart abandonment rates remain high, and despite progressing one step further through the checkout funnel, customers still drop out at the payment details page. What is causing them to have their credit card ready and still not convert? That's where we come in.

If you don't have the data to get the metrics or results you want, or don't know where to get the insights that will help you reach (and beat) the level of your peers, then get in touch. Book a demo to hear all about our digital experience platform, including features such as revenue analysis, user journey sunbursts, exposure rates, scroll rates and more.

And hear about the **results customers have seen on key metrics on the most important stages of the customer journey:**



# About Us

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 loyalty and fuel innovation.

Founded in Paris in 2012, Contentsquare has since opened offices in London, New York, San Francisco, Munich, Tel Aviv and Tokyo. Today, it helps more than 600 enterprises in 25 countries deliver better digital experiences for their customers.

Visit [contentsquare.com](https://www.contentsquare.com) to find out more.

