

DIGITAL EXPERIENCE BENCHMARK

2021

Analysis, data, and user performance across +10 industries in 2020

TRAFFIC



64% of **global traffic** comes from mobile

The **luxury industry** has the highest share of mobile traffic, with **76% of visits** on smartphone



USERS

This is the **number of visitors** who have visited the site **at least once**

56%

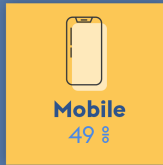
- 80%** of traffic comes from **free** acquisition sources
- 20%** of traffic comes from **paid sources**

BOUNCE RATE

47%

bounce rate, all industries combined

Bounce rate per device:



SESSIONS



54 secs

Time spent per page: proof of engagement

CONVERSIONS

The average conversion rate is **1,82%**, all industries combined



By devices:

AVERAGE CONVERSION RATE PER DEVICE, ACROSS ALL INDUSTRIES

DESKTOP	MOBILE	TABLETTE
2,3%	1,5%	2,6%

+45%

of website content is unseen*

* 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.



12-month data analysis, from 900 websites, 25 countries, over 20 billion sessions, and 10 industries



CONTENTSQUARE

Contentsquare is an experience analytics platform which enables brands to create the best digital experiences