1. Less than 1% of B2B site visitors actually convert. The average conversion rate for B2B websites is 0.6%.

What this means: With a low conversion rate, B2B companies should do everything they can to understand and optimize user journeys to increase the number of people taking the desired action on site, whether it be filling out a form, requesting a demo, or reading a content piece.

2. 78% of all B2B traffic occurs on a desktop. According to the 2022 B2B Digital Experience Benchmark Report, desktop traffic is a huge driver of B2B site visits in 2022, with 86% coming from sources like search engines, social networks, websites, and more.

What this means: B2B brands should focus on optimizing their desktop experiences. Consider a content-rich strategy that accounts for both experiences is crucial. B2B brands should dive into their common user journeys, especially for new users, returning users, and 53% from non-conversion sessions.

3. 66% of B2B visitors bounce after viewing just one page. Bounce rate is a crucial KPI for user engagement, as it indicates the quality and relevance of the content. With a high bounce rate, it seems B2B companies need to work harder at articulating their value proposition, otherwise, visitors will lose interest and leave.

What this means: With more than three out of five visitors bouncing after viewing just one page, B2B brands should consider optimizing their homepage scroll, bounce above the fold, educate the visitor as soon as possible. Additionally, visitors will lose interest and leave.

4. 86% of traffic comes from unpaid sources. Unpaid traffic was a huge driver of B2B site visits in 2022, with 86% coming from sources like organic search, social networks, websites, and more.

What this means: B2B conversion sessions are likely preceded by more in-depth user research sessions. So far the time spent on site is short despite still engaging with the brand. B2B brands should dive into their common user journeys, especially for new users, returning users, and 53% from non-conversion sessions.

5. Viewers visit 367% more pages during conversion sessions. For non-conversion sessions, the average number of pages viewed is three. Therefore, if time spent on site is crucial to conversion, then B2B sites need to provide visitors with content that is relevant, engaging, and useful.

What this means: It seems B2B visitors expect to conduct research after viewing the homepage, but finding what they were looking for is harder than expected. B2B brands must ensure that all relevant information is easily available to customers to explore. Otherwise, they can’t find the information they’re looking for easily, they’re likely to bounce.

6. 47% of B2B traffic comes from returning users, and 53% from new users. The average time spent on pages in return sessions, from 2019 to 2020, increased by 50%.

What this means: The majority of B2B traffic comes from organic sources, resulting in high value in SEO investments versus paid traffic sources. Site optimization for organic discovery is key to ensuring that visitors can find your B2B site. B2B brands should dive into their common user journeys, especially for new users.

7. B2B visitors only scroll 55% of the average page length. The average scroll rate decreased from 66% in 2020 to 55% in 2021, suggesting that B2B organizations need to move more in-depth user research above the fold.

What this means: B2B websites typically favor call-to-action (CTA) buttons above the fold, for Conway's most powerful signal of user engagement, plus bounce rate. B2B websites typically favor call-to-action (CTA) buttons above the fold, for Conway's most powerful signal of user engagement, plus bounce rate.

8. B2B visitors spend an average of 2 minutes and 1 seconds per session. Time spent on pages is a crucial KPI for user engagement, as it indicates the quality and relevance of the content. The average time spent on pages for B2B has decreased by 41 seconds from 2020 (when it was 4 minutes and 34 seconds on average). This could indicate that B2B site visitors are converting quicker or that they couldn't find the content they were looking for.

What this means: B2B brands should dive into their common user journeys, especially for new users, returning users, and 53% from non-conversion sessions.

9. The average B2B page loads in 1.55 seconds. In general, B2B websites load relatively quickly with an average time to load per page ranging from three to six seconds (making them quicker than 75% of the web according to GTM). B2B websites load relatively quickly with an average time to load per page ranging from three to six seconds (making them quicker than 75% of the web according to GTM).

What this means: Speed is one of the biggest factors for visitor experience perception. Users often prioritize speed above all else, so this could easily make a buyer or decision B2B brands should continue to decrease their load times and prioritize improving their Core Web Vitals. B2B websites load relatively quickly with an average time to load per page ranging from three to six seconds (making them quicker than 75% of the web according to GTM).

10. Non-conversion sessions are over 10 minutes longer than conversion sessions. Non-conversion sessions were 13 minutes and 10 seconds on average, compared with conversion sessions which were 5 minutes and 8 seconds.

What this means: B2B conversion sessions are likely preceded by more in-depth user research sessions. So far the time spent on site is short despite still engaging with the brand. B2B brands should dive into their common user journeys, especially for new users, returning users, and 53% from non-conversion sessions.

For even more data and insights on the B2B industry, check out the 2022 B2B Digital Experience Benchmark Report.