

# 10 Key Findings from the 2022 B2B Digital Experience Benchmark Report

## 1 Less than 1% of B2B site visitors actually convert.

The average conversion rate for B2B websites was 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 piece of content.

## 2 78% of all B2B traffic occurs on a desktop.

Desktop traffic continues to dominate the industry. B2B buyer journeys often require more time, research, and collaboration than other industries with visitors seemingly preferring to use work computers or larger screens.

### What this means:

B2B brands should prioritize optimizing their desktop experiences. Consider a content-rich strategy (versus a lightweight content strategy often preferred by high mobile traffic domains) to provide visitors with impactful content which builds brand credibility.

## 3 65% of B2B visitors bounce after viewing just one page.

Bounce rate is a useful signal of user engagement, plus an indication of content quality and relevance. With a 65% 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 analyzing their homepage scroll rate, bounces above the fold, content engagement patterns for bounced visitors, and further refine their site indexing and high-traffic landing pages to ensure visitors are finding content that is relevant, engaging, and useful.

## 4 86% of traffic comes from unpaid sources.

Earned (or unpaid) traffic was a huge driver of B2B site visits in 2021, with 86% coming from sources like search engines, social networks, website referrals, and more.

### What this means:

The majority of B2B site traffic comes from organic sources, indicating a high value in SEO investments versus paid traffic sources. Site optimization for organic discovery is a long-term investment that can yield a high ROI for B2B brands.

## 5 Visitors view 367% more pages during conversion sessions.

For non-conversion sessions, the average number of page views is three. However, for sessions in which a "conversion" took place, this jumps to 14. This suggests that visitors like to do more research before completing a conversion activity.

### What this means:

It seems B2B prospects like to conduct research before taking action and handing over their details. And with converting sessions viewing 367% more pages than non-converting sessions, it's clear that B2B customers like to research before they convert. B2B brands must ensure that all relevant information is readily available for customers to explore. Otherwise, if they can't find the information they're looking for easily, it's likely they'll bounce.

## 6 47% of B2B traffic comes from returning users, and 53% from new users.

47% of B2B traffic was from returning visitors in 2021, down from 54% in 2020. New visitors made up 53% of traffic.

### What this means:

With the split between returning vs new users being close to even, developing a strategy that accounts for both experiences is crucial. B2B sites must optimize for users at every stage of the buyer journey. For example, a returning visitor might be looking for more product-specific content that wouldn't appeal to new visitors just yet.

## 7 B2B visitors only scroll 55% of the page on average.

The average scroll rate decreased from 65% in 2020 to 55% in 2021, suggesting that B2B organizations need to invest more time in optimizing their online content.

### What this means:

B2B website structure typically favors call-to-actions (CTAs) at the end of the content. However, to accommodate a low average scroll rate, brands should consider making the primary CTA above the fold to ensure visitors see and interact with it.

## 8 B2B visitors spend an average of 2 minutes and 51 seconds per session.

Time spent on page is a powerful indicator of whether site visitors are engaging with content, or if the experience is falling short. The average time spent per session for B2B has decreased by 41 seconds from 2020 (when it was 3 minutes and 32 seconds on average). This could indicate that users 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 to better understand their average session times and whether they need to optimize their journeys. For example, a visitor might find and download a whitepaper and turn their attention to it offline, cutting their site visit short despite still engaging with the brand offline. Brands need to analyze their website performance in line with the preferred customer journey to make informed decisions about what and how to optimize.

## 9 The average B2B page loads in 1.55 seconds.

In general, B2B websites load relatively quickly with an average load time per page of 1.55 seconds (making them quicker than 75% of the web according to SEMrush).

### What this means:

Speed is one of the biggest factors for visitor experience perception. Users often prioritize speed above all else, so this could really make or break a digital experience. B2B brands should continue to decrease their load times and prioritize improving their Core Web Vitals scores.

## 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 2 minutes and 51 seconds.

### What this means:

B2B conversion sessions are likely preceded by more in-depth user research sessions. So by the time the user is ready to convert, it seems they're relatively quick to do so. B2B brands should review their common user journeys, especially for non-conversion sessions, and determine what users are looking at for over 10 minutes and what optimizations can be made to help them complete the desired action sooner.



For even more data and insights on the B2B industry, check out the [2022 B2B Digital Experience Benchmark Report](#).

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