Online traffic to financial service websites is steady.

As a relatively stable industry, financial services received a constant flow of traffic throughout 2022. Financial service websites experienced 60% of traffic in March as well as during Q4 2021. This indicates that visitors are not significantly increasing or decreasing their time spent surfing the internet during the holiday shopping season.

Bounce rates for financial services websites increased 27% between 2020 and 2021.

50% is the average bounce rate in the financial services category, increasing from 35% in 2020.

The average time spent on conversion sessions was higher on desktop.

The average time spent on conversion sessions increased from 5.5 minutes in 2020 to 6.5 minutes in 2021. When time spent on checkout is considered, financial service websites spent the most time on mobile experiences (73 seconds) and least on desktop (2 minutes).

The number of sessions per month is a great indicator of how well your marketing efforts are working. An increase in the financial services industry by 5% in 2022 shows that visitors are spending more time surfing the website and exploring your options, but just because they are exploring, it doesn’t mean they are on the path to buying. And of what decides on their buying? Looking at the core sessions, we can determine what we can offer, and we can also determine what you can offer from your financial services website publishers.

What this means:
Consumers tend to browse website activity greatly differently between mobile and desktop experiences. In this case demonstrating how session duration metrics and device usage can correlate with page engagement. It is important for financial service websites to understand how mobile and desktop sessions can differ in duration. Financial service websites can be better armed for success by consolidating unique journeys that are balanced to meet the expectations both of the casual mobile browsing audience and the analytical desktop sessions.

6% of visitors are returning users across the financial services industry.

Financial service websites saw the largest portion of their traffic come from returning users (6%), which is expected as one wouldn’t switch to a new bank or financial service if they were satisfied with their current provider.

60% of traffic in the financial services industry comes from unpaired sources.

Bounced-up traffic is an indicator of site performance. Traffic in the financial services category came from unpaired sources.

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