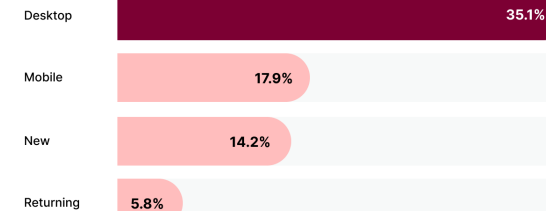
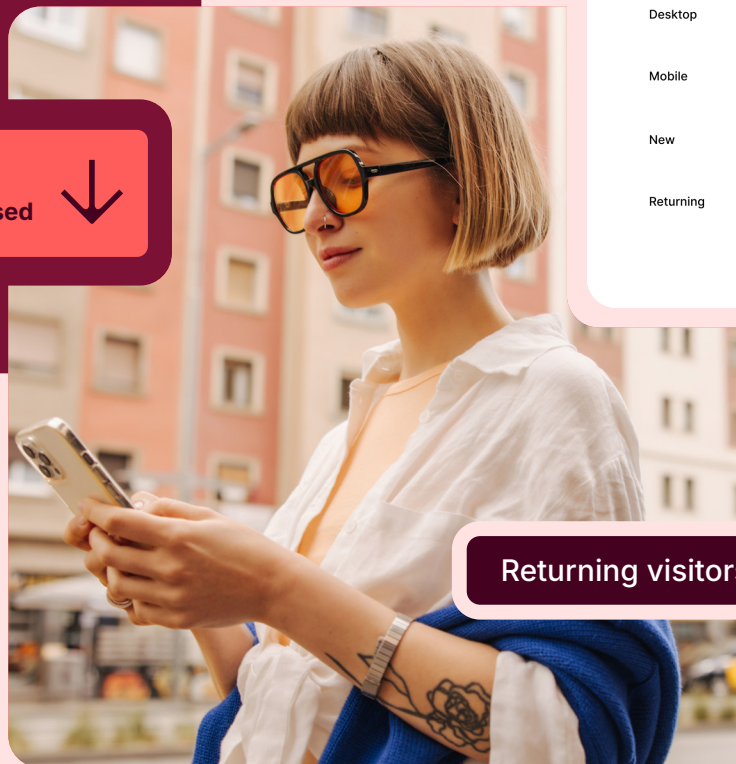


Insights Report

2025 Digital Experience Benchmarks

Traffic
decreased



Returning visitors: **+1.9%**

CONTENT
SQUARE

Behind the insights: sourcing the global benchmark data

The 2025 CSQ Benchmark Insights report is based on anonymized data that Contentsquare has gathered from thousands of businesses around the world. The result is a comprehensive dataset covering 9 different industries.

Our dataset
includes:

90
billion sessions

389
billion page views

6,000
websites across the globe



Want to see how
your industry stacks
up at a glance?

Check out our interactive
[Benchmark Data Explorer ↗](#)
for more key metrics.

Thanks to this, our 2025 insights go deeper than ever. We cover the entire journey, from initial acquisition to long-term retention.

Using fresh data from businesses who have been using Contentsquare, we share current digital benchmarks. We also highlight year-on-year trends and offer recommendations to help you drive results.

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Change ripples through digital

Over the last 3 decades, new technology has brought one transformative change after another to the online world. Social media's rise. Mobile's dominance. And more recently, AI's arrival.

But many big changes also happen under the surface. So this year, we took an in-depth look into the entire customer experience to find out what else is shaking things up.

The results were surprising. Instead of finding a single source of major change, we discovered a series of smaller shifts that are reshaping the customer experience.

This is digital's version of 'the butterfly effect,' where minor shifts cascade to make a much grander impact.

These shifts begin at the top of the digital experience. We've observed falling traffic, a changing channel mix, and increasing ad spend. All these have **sent the cost of a visit soaring, again.**

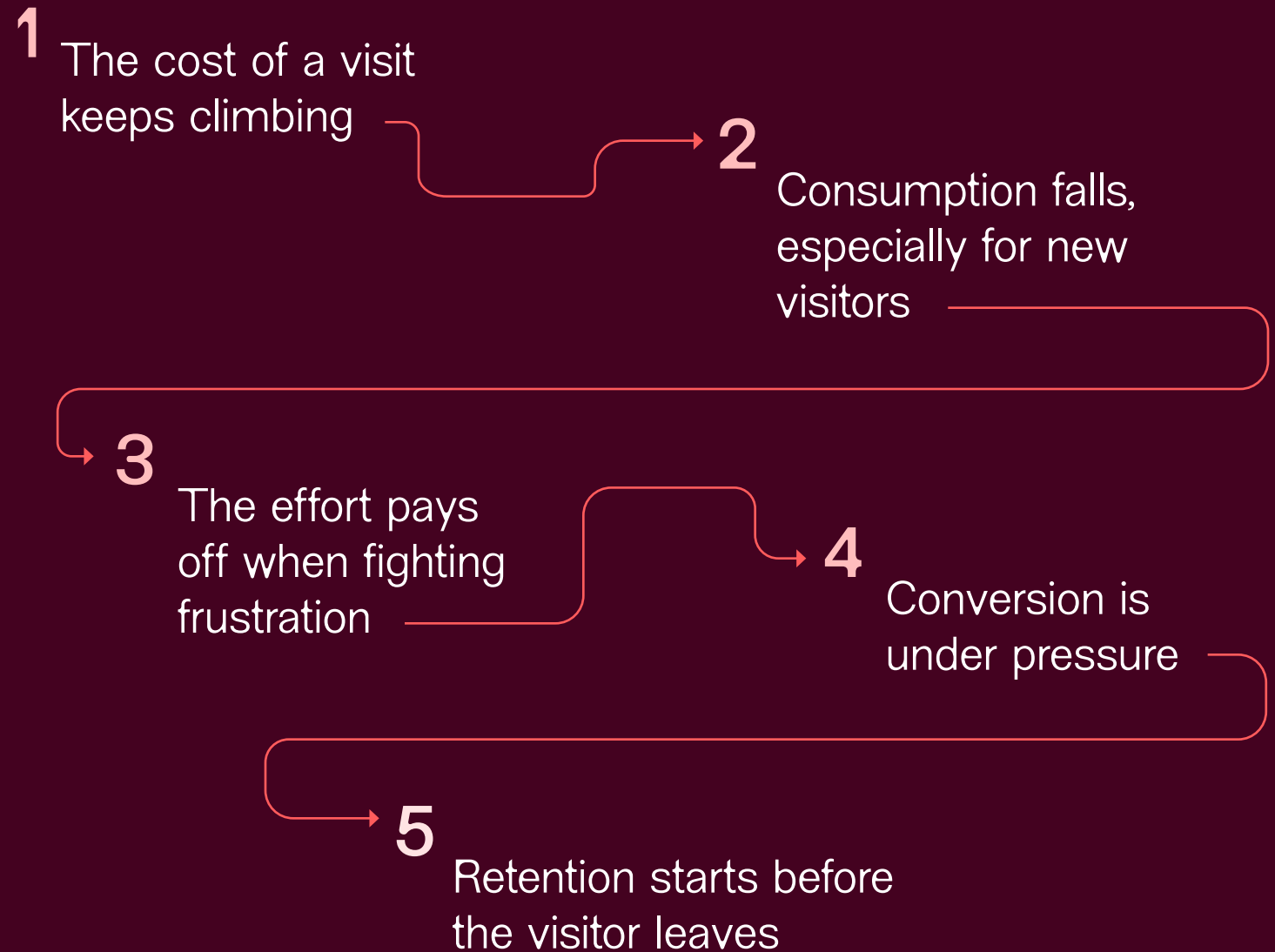
Top-performing digital teams have overcome these shifts by focusing on the customer experience. In particular, 'digitally disciplined' teams are actively monitoring and fixing issues and errors. We found that these teams removed 4x more frustration from the experience.

What's more, the data showed that shielding visitors from frustration pays off. Sites that excelled at removing rage clicks earned higher retention rates and deepened customer journeys.

In this year's Digital Experience Benchmark, we look at data from 6,000 websites who are using Contentsquare. We step through the journey from acquisition through retention, tracing the shifts that create the 'digital butterfly effect'. And finally, we show you how to navigate these shifts and create a better experience.

Digital Experience Insights

Over the next chapters, you'll get a full breakdown of the following insights we've uncovered:



1. The cost of a visit keeps climbing



No paid, no gain: unpaid traffic plummets

A steep decline in owned and organic traffic has changed the way organizations are reaching customers. Together, direct, email, organic social, and SEO traffic declined -5.7%. Paid traffic attracted +0.4 traffic.

Across all industries, paid marketing brought in 39% of all traffic (up from 37% last year). And 45% of new visitors (up from 42%).

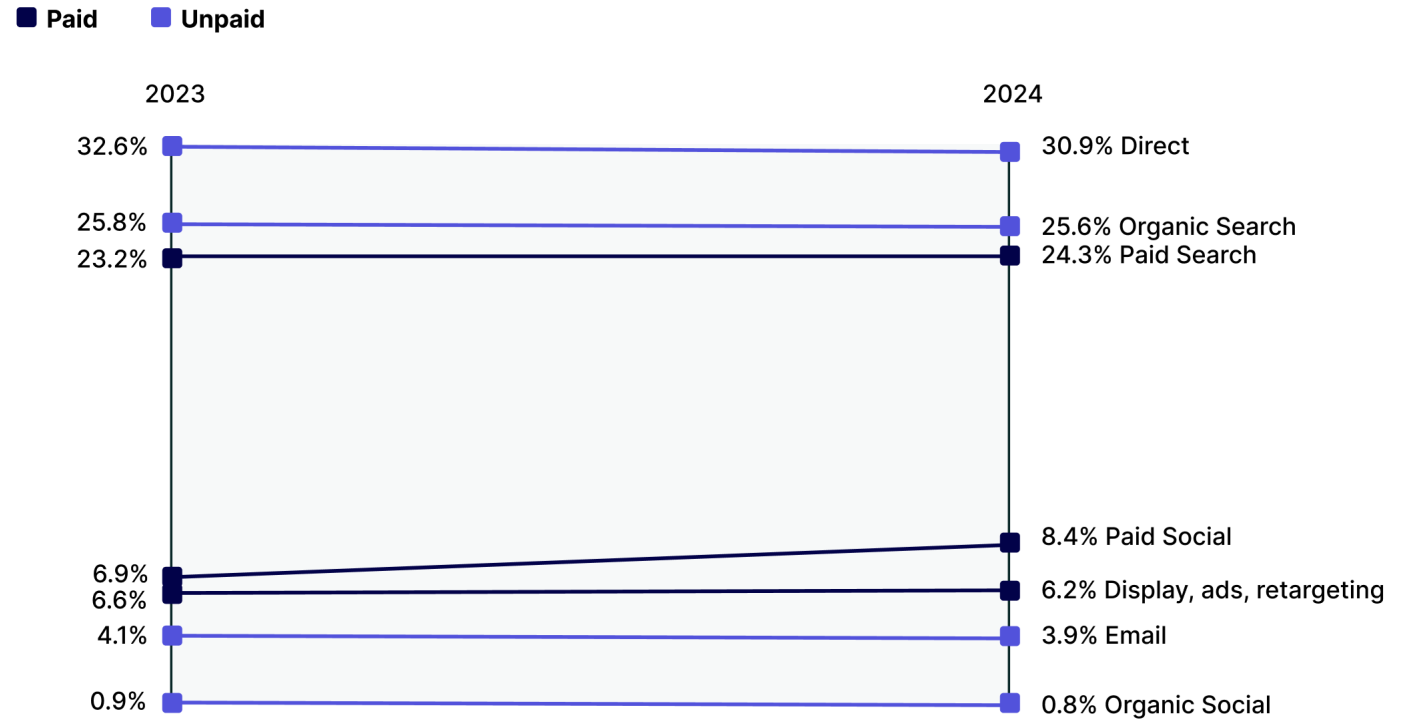
And this new traffic mix has had a big impact on costs. According to eMarketer¹, organizations spent +13.2% more on digital ads globally in 2024. They primarily poured budget into the leading paid sources: Google, Meta, and TikTok.

Putting it all together: with less traffic, increased dependence on paid channels, and growing investment in these sources, the cost of a visit has surged +9%.

At a time when organizations are scrutinizing every expense, paid traffic is ramping up costs.

¹ eMarketer, [Worldwide Digital Ad Spending Forecast 2024](#)

Paid sources are taking an increasing share of traffic



Cost of visit

$$\begin{array}{l} \text{Less organic traffic} \\ (-5.7\%) \end{array} + \begin{array}{l} \text{More paid traffic} \\ (+0.4\%) \end{array} \times \begin{array}{l} \text{Increased ad spend} \\ (+13.2\%) \end{array} = +9\% \text{ cost of a visit.}$$

→ Insight to action

Traffic tends to be 'top of' everything: top of mind, top of the funnel, and top of your budget. But changing the way you bring in traffic affects the entire journey for your customers.

Here's how to get the most from your traffic investments:

Take a full-journey view: determine how visitors from each traffic source progress—and leave—once they land on your site. A thorough understanding of common user paths ↗ will help you know what is working (and not working) for your visitors.

De-risk your approach to traffic: AI is making the future of once-reliable channels uncertain, as people turn to tools like Chat GPT instead of search engines. Paid channels can make up for the lost traffic, but they cost more.

Now is a great time to diversify your approach to traffic. Emerging channels like industry media networks (retail, travel, financial services) and new app advertising networks are worth looking at. These channels could help you access new audiences and reduce your visit costs.

Keeping an eye on...

Paid social's surge

The remarkable +12% spike for paid social media represents a shake-up in how organizations are approaching traffic. At a time when double-digit gains are nearly unheard of, social media is having a major impact on the customer journey.

We analyzed websites that started relying on paid social traffic more over the past year. Their metrics revealed trends going in the wrong direction at each stage of the customer journey:

Higher bounce rates, +9.2%

Fewer page views, -8.7%

Lower conversions, -10.6%

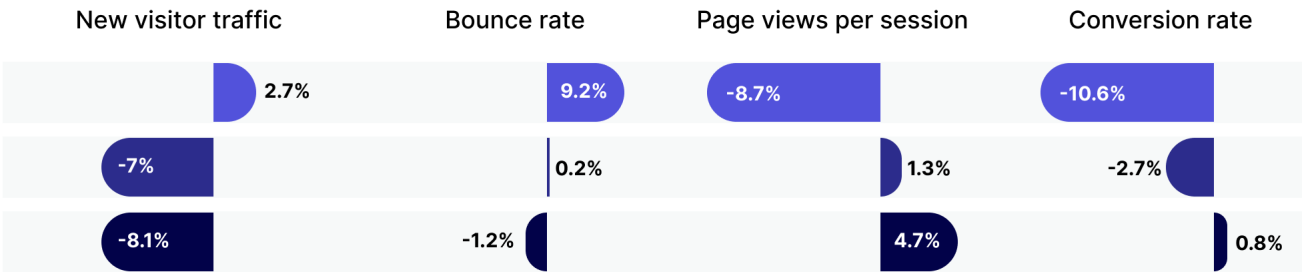
Businesses are using paid social to make up for the traffic they've lost from other sources, like owned and organic. These changes in traffic will put pressure on your site's performance metrics.

Digital teams need to adjust to these changes by looking deeper than just channel performance. Measuring the performance of visitor segments and unique types of visitors will help you learn more and find ways to get better results from your budget.

Paid social is delivering more traffic, but less of what you need most

Year-on-year change in digital KPIs by amount of social traffic change

- High paid social growth (+21%)
- Average paid social growth (+10%)
- Paid social declines (-9%)



Data reflects activity of retail websites, Q3 2024/Q3 2023

2. Consumption falls, especially for new visitors

Consumption

↓ -6.5%
year-on-year

Consumption measures the change in session depth, time on site, and scroll rate.

PDP landings

↑ +3%

Product detail pages (PDP) are the most popular landing page.

Return visitors

↑ +19%

Return visitors view more pages than new visitors

Over the past year, page views for new visitors fell -1.8%, while returning visitors viewed +0.5% more.

Keeping visitors' attention is getting harder, particularly for certain audience segments

More digital platforms are now competing for attention—including social media, gaming, apps, and marketplaces. So it's not surprising that customers might spend less time in some places. Even social platforms have seen a -3.4%² drop in time spent.

Regardless, it would be unwise to ignore the -6.5% decrease in consumption. It reveals two challenges that could hurt your customer experience.

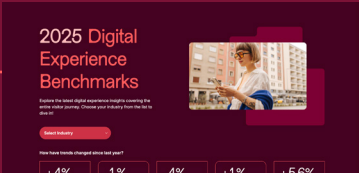
Consumption measures how much a visitor consumes during a visit—session depth (i.e. number of pages visited), time on site, and scroll rate. This year, consumption fell by -6.5% across the on-site experience.

Time on site was the most significant contributor, as visitors spent:

-4.6% less time with you.

Scroll rates shallowed by

-1.7%



2025 Digital Experience Benchmarks

Find the consumption benchmarks for your industry in our [Benchmark Data Explorer](#) ↗

The screenshot shows a web interface for the '2025 Digital Experience Benchmarks Benchmark Data Explorer'. It features a search bar, a list of industries, and a table of benchmarks. The table has columns for 'Metric', 'Value', and 'Change'. The 'Change' column shows values like +4%, -1%, -4%, +1%, and +56%.

Consumption challenge: new v. returning visitors

Our analysis reveals the growing divide between how new and returning visitors consume content. This consumption gap is stark—returning visitors consumed nearly a full page more and spent an extra minute compared to new visitors.

This gap is growing, too. While returning visitors viewed more pages this year, new visitors viewed fewer.

For all the emphasis on ‘knowing your customer,’ it’s worth remembering that ‘your new customer doesn’t know you.’ It’s more important than ever to create experiences that are relevant for each stage of the buying journey. Brands that meet people—especially new visitors—at the stage of awareness that they are in will likely build stronger connections with them.

Consumption challenge: the page problem

Another shift impacting consumption is a change in where visitors land. More visits began on product detail pages (PDPs). The +3% increase came mainly at the expense of product listing or category pages, which captured -10% fewer first-page landings.

The Engagement gap widens

	New visitor	Returning visitor
Page views (YoY change)	4.1 pages (-1.8%)	4.9 pages (+0.5%)
Time on site (YoY change)	2.7 mins (-3.0%)	3.7 mins (-6.4%)

Landing a visitor on a PDP is a gamble. Guess right, and you’ve won the ‘convert or not’ moment. But get it wrong and watch them bounce.

Across all page types, PDPs have the highest bounce rate—by far. They contribute twice as many bounce visits as product listing pages and 4 times as many as the home page.

Brands need to move away from guessing where to direct visitors to, and instead turn to the data.

The product detail page (PDP) is one of the most important pages. Here’s how to make your PDPs the best they can be ↗

²[eMarketer, The Global Media Intelligence Report 2024](#)

→ Insight to action

Consumption challenges stand in the way of you delivering a positive experience. Here's how to overcome those challenges and deepen your engagement with customers:

Know your content: consumption reflects how well your content connects with customers. Knowing how attractive your content is and finding the ideal layout for it is vital. Optimizing your content with heatmaps ↗ and zone-based analysis can make the difference between a deep journey or an early exit, especially for new customers.

Deliver relevant experiences: the customer's digital experience increasingly begins on social media, through search, or even with ads. Your role is to connect that offsite experience with your own on-site content. For example, when you're using paid traffic, remove the guesswork. Instead, test personalized and segmented landing page content using marketing source and campaign data.

Is your content connecting with visitors? With experience analytics, you will ↗

Keeping an eye on... Mobile apps

Apps are still an excellent way to engage with your customers, especially the most loyal ones. Repeat visitors drove 96% of all app visits.

Mobile app engagement even outpaces mobile web performance for returning visitors. In short, app visitors give you more of their time. The data showed they spend 3.1 minutes per visit, compared with 2.5 minutes on mobile web.

Apps offer a direct way to stay connected and engage your top customers. And with [Product Analytics](#), you can track multi-session journeys, pinpoint friction, and optimize experiences.

All engagement metrics for apps were also positive compared with the same period a year ago:

Metric	2023	2024
Bounce Rate	15.2%	12.4%
Page views	14.2	15.3
Time Spent	2.5 minutes	3.1 minutes
Conversion rate	4.7%	5.3%

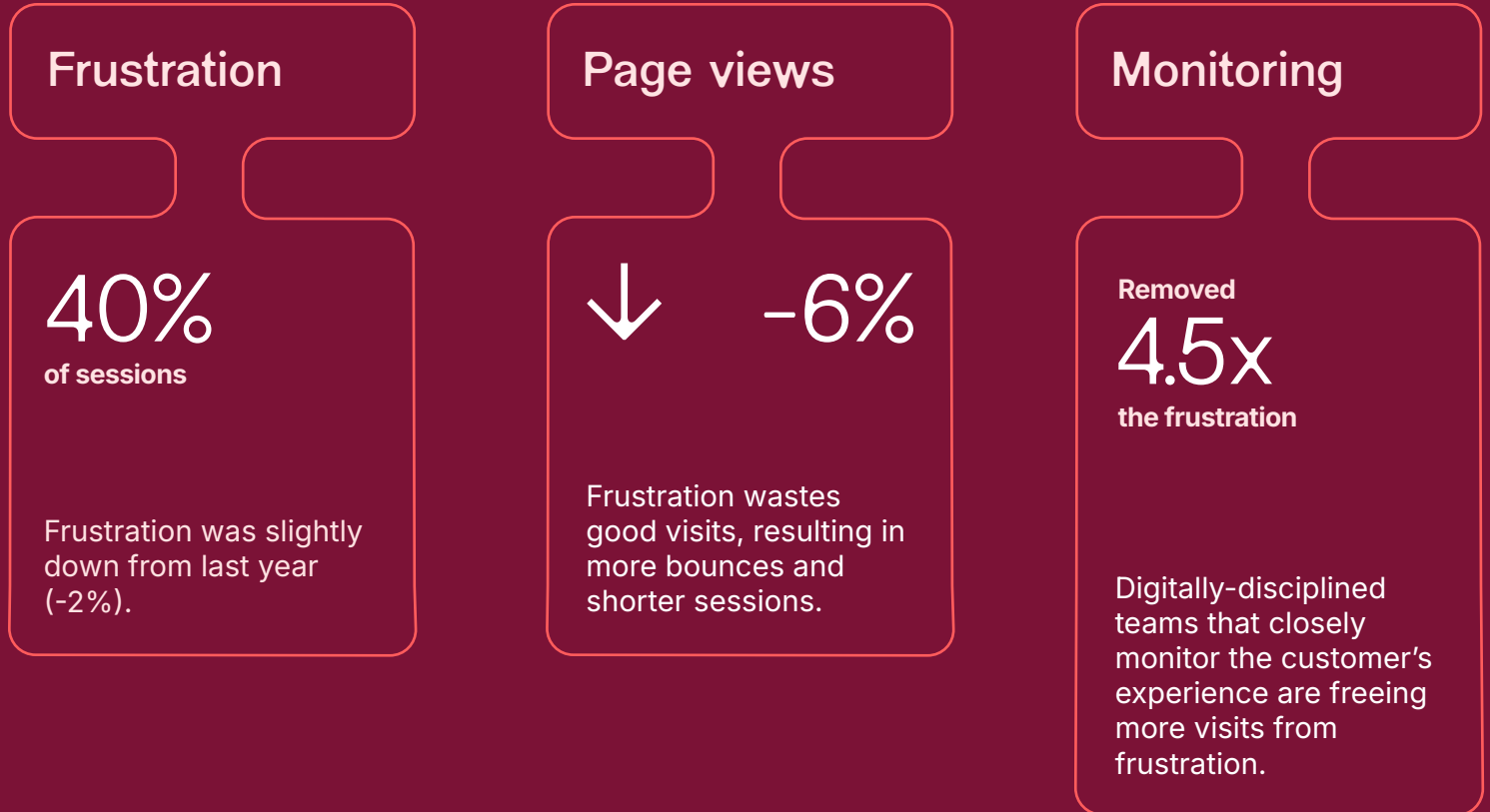
Metrics reflect app activity from Q3 2024 and Q3 2023.

“

You need the same visibility you have on your web performance as for your mobile apps. Contentsquare offers this and more for making it super easy to build your mobile data set, supporting usage, user experience, error and crash metrics. We provide visibility into those to make sure you understand the complete user journey, even if that user journey goes across different devices and channels

Rachel Obstler
SVP of Product at Contentsquare

3. The effort pays off when fighting frustration



What do we mean by 'frustration'?

We gauge frustration by using Contentsquare to detect friction indicators, including:

- **Javascript error rate.** The Javascript code produced an error during the user's journey
- **Slow page load.** The page took longer than 3 seconds to load
- **Rage click.** The user clicked a page element at least 3 times in less than 2 seconds
- **Multiple button clicks.** The user clicked a button at least 3 times
- **Multiple field clicks.** The user clicked a field at least 3 times
- **Multiple use target.** The user clicked an element at least 3 times
- **Low page activity.** The visitor didn't click or tap anywhere on the page

Making the effort to remove frustration impacts whether visitors stay engaged

Earning and keeping your customer’s attention is hard enough already. But when your customers experience frustration, it gets even tougher.

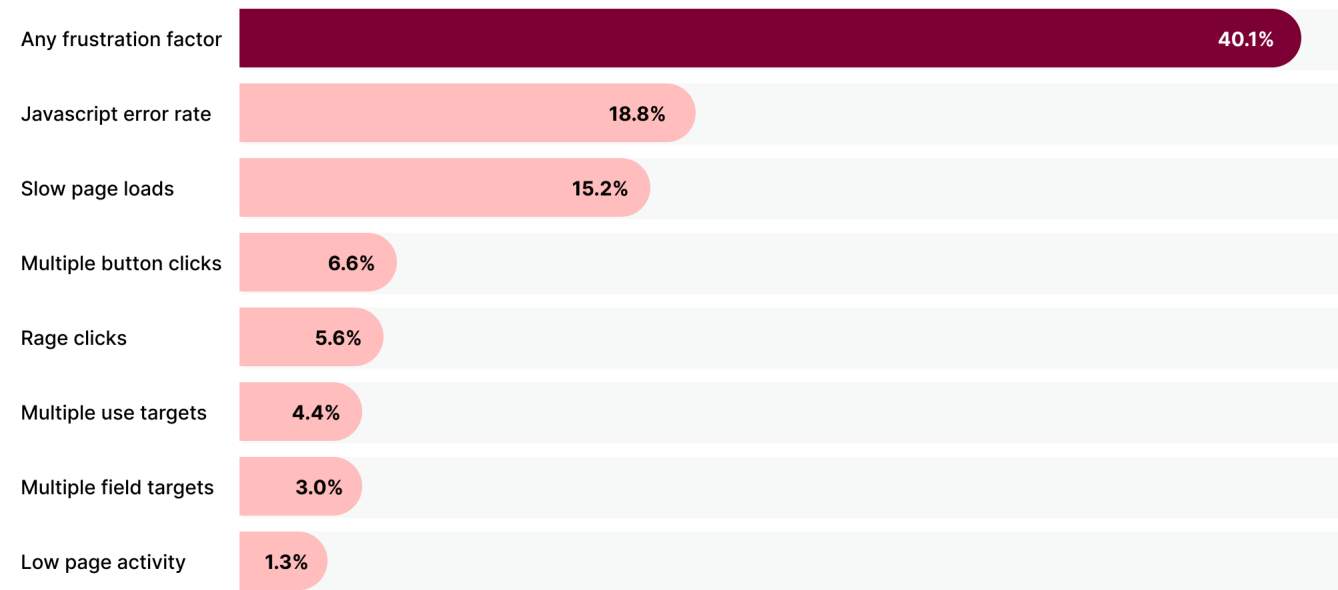
Customers experience frustration in more than 1 in 3 visits. And frustration appears in many forms. For instance, ‘beneath the surface’ issues—like slow page loads or JavaScript errors—quietly disrupt visits. More noticeable friction, such as broken links, can bother visitors too.

And all of this frustration takes its toll on the visitor. Our analysis shows that poor performance on Google’s experience measures, combined with the impact of rage clicks, reduces session depth* by -6%.

*Session depth means the number of pages viewed.

Stay ahead of issues with Experience Monitoring [↗](#)

Visits experiencing frustration by factor



While rapid digital innovation brings constant challenges, frustration doesn't have to fester.

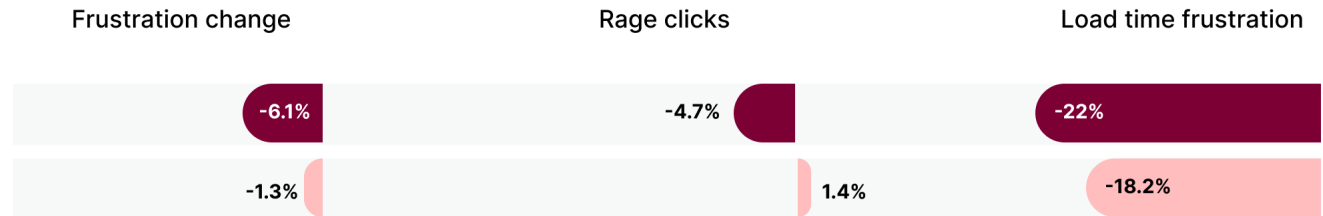
The digital teams that regularly use experience monitoring tools to identify and address frustration are successfully reducing it.


These 'digitally disciplined' teams removed 4.5x the amount of frustration compared to those monitoring less frequently. They reduced load time frustration by -22% and rage clicks by nearly -5%.

Digitally disciplined teams are fighting frustration

Change in frustration, year-on-year

- Digitally disciplined
- Other digital teams





What is digitally disciplined?

We identified a group of brands that most frequently and consistently used Contentsquare's [Experience Monitoring](#) ↗

→ Insight to action

The best digital teams are building experience monitoring into their culture. Here are a few ways to make sure you are winning the fight against frustration:

Stay alert: frustration can emerge due to errors in site updates, third-party changes, and even traffic spikes. Real-time alerts allow you to address issues right away, and better manage frustration.

Step into your visitor's shoes: there's no substitute for seeing the issues visitors face first-hand. Use [Session Replay ↗](#) to understand what customers experienced during crucial moments, uncover hidden pain points, and validate hypotheses.

Keeping an eye on... The impact of frustration

Unfortunately, frustration lingers throughout the journey. At each step, it can disrupt the visitor's experience, leading them to leave prematurely.

To quantify the impact of frustration on session depth, we identified three key milestones in the journey. Each has a specific frustration point that can shorten a visit.

1. Slow-loading pages

Measured by: Largest Contentful Paint (LCP) performance
LCP assesses the speed of a site's page load. The average bounce rate for 'poor' LCP sites is 53%, higher than the 49% earned by sites with a 'good' rating. Waiting really is the frustrating part.

Total impact: -1.5% fewer page views

2. Poor responsiveness

Measured by: Interaction to Next Paint (INP) performance
Sessions are fragile and can be fleeting. And, as we see with INP, even a slight delay in response time can drive a visitor elsewhere. Poor INP sites see shallower session depths.

Total impact: -2.1% fewer page views

3. Poor general user experience

Measured by: rage clicks per page

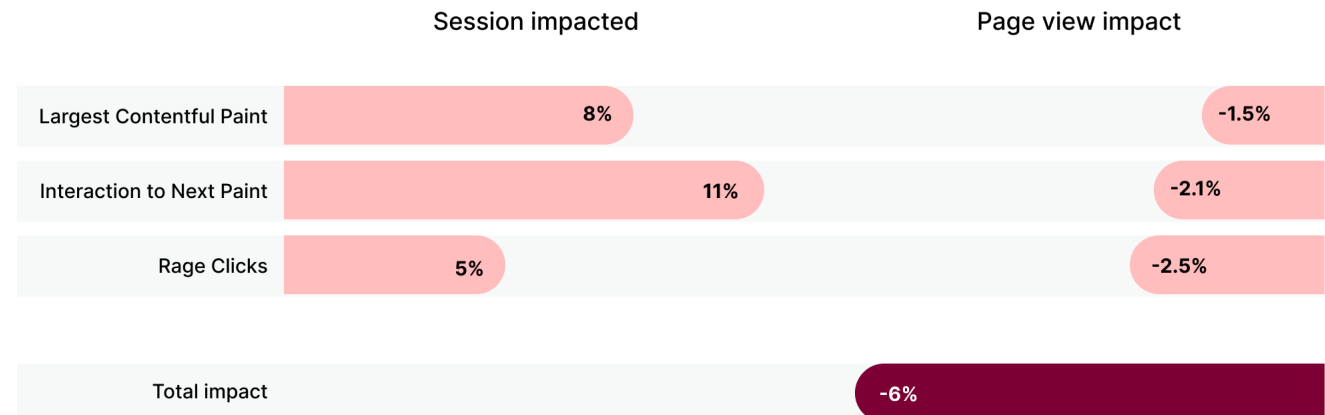
A rage click is a clear sign of frustration and confusion in the user experience. And, visits with the highest 'rage rates' end sooner.

Total impact: -2.5% fewer page views

The combined impact of these frustrators is significant. Frustration cuts session depth by -6%, which is the same as reducing session depth by ¼ of a page view.

Don't let poor performance cut visits short. By tracking and optimizing your page performance and responding to rage clicks, you can keep visitors browsing and help convert more visitors.

The impact of frustration adds up across the journey



4. Conversion is under pressure

Conversion rate

↓ -6.1%

Conversion rates fell across digital...

New customer

↓ -7.4%

New customer conversion

...and converting those all-important **new** visitors proved even more challenging.

Paid vs. unpaid

1.83%

Paid conversion rate

2.66%

Unpaid conversion rate

The more traffic came from paid channels, the more conversion rates fell.

Can you reverse the decline in conversions?

Whether new or returning visitors, paid or unpaid traffic, conversion rates are down for nearly every segment.

And with traffic also declining, the pressure is on you to turn the conversion trend around.

There are many paths to optimize conversion rates, but we found one in particular that stood out.

Websites that made the most progress deepening the journey—meaning that people visited more pages—increased conversion rates by 5.4%.

Conversely, websites with lower session depth saw conversion rates fall—by 13.1%. The top performers are showing the way: offering an engaging experience can help you ramp up conversions.

[Find the conversion benchmarks for your industry in our Benchmark Data Explorer ↗](#)

Under pressure: conversion declines

Conversion rate	2023	2024	Change
All traffic	2.63%	2.47%	-6.1%
New visitors	2.03%	1.88%	-7.4%
Returning visitors	3.25%	3.05%	-6.4%
Paid social	0.59%	0.52%	-11.9%

Every page view brings you closer to conversion

The new mandate for digital teams is to curate an experience that encourages deeper journeys. But how?

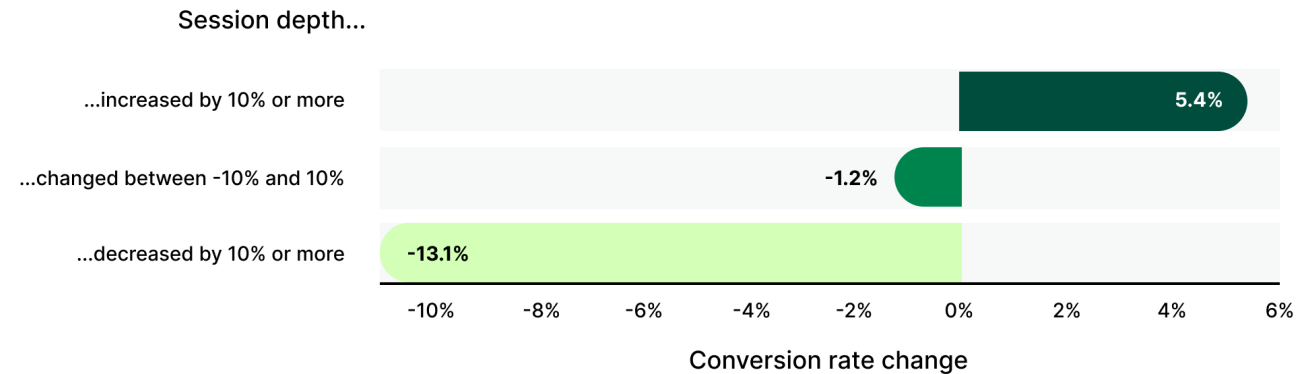
Get to know what's happening on site:

- What content drives the next click or tap?
- Where are your visitors getting stuck?
- Which visitor paths are successful?

The secret is getting inside the experience. See what your visitors are doing. The right site and customer insights show you how to transform your customer experience.

Every page view brings you closer to conversion

Year-on-year changes in session depth and conversion rates



Only websites with conversion events are included, Q3 2024 / Q3 2023

→ Insight to action

Conversion is not a single moment, but the culmination of a series of connected events. Here are two areas to focus on in your conversion optimization practices:

Identify high-intent visitors: when seeking hot leads to re-engage, digital teams often look for visitors who abandoned their visit. Better, though, is using intent signals to identify and reach high-intent visitors while they're still on-site. These intent signals can include the use of search or high time spent per page.

Remove the impactful obstacles: moments of friction can interrupt a promising visit and reduce conversions. Prioritize fixing the most impactful frustrations to get the best possible results from your resources. [See how ↗](#)

Keeping an eye on...

Causes of conversion changes

Changes in conversion rates rarely happen in isolation. They're shaped by all the ripples across the journey.

This year, the changing sources of traffic and deteriorating engagement rates made a difference. Their combined effect was a noticeable reduction in conversions.

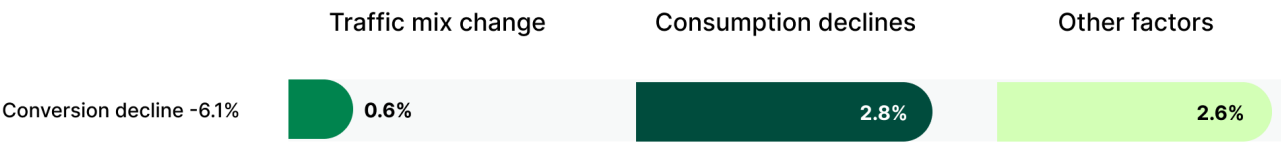
First, traffic moved away from higher-converting unpaid sources and towards lower-converting paid sources. The change in traffic mix contributed to the -6.1% decline in conversions.

Second, falling content consumption affected conversion rates. We analyzed the rate of change of session depth and conversion. The data showed that as page views fall, so too does conversion.

Together, these factors help explain about 1/2 of the decline in conversions. This leaves a massive opportunity to find conversion gains that are well within your reach.

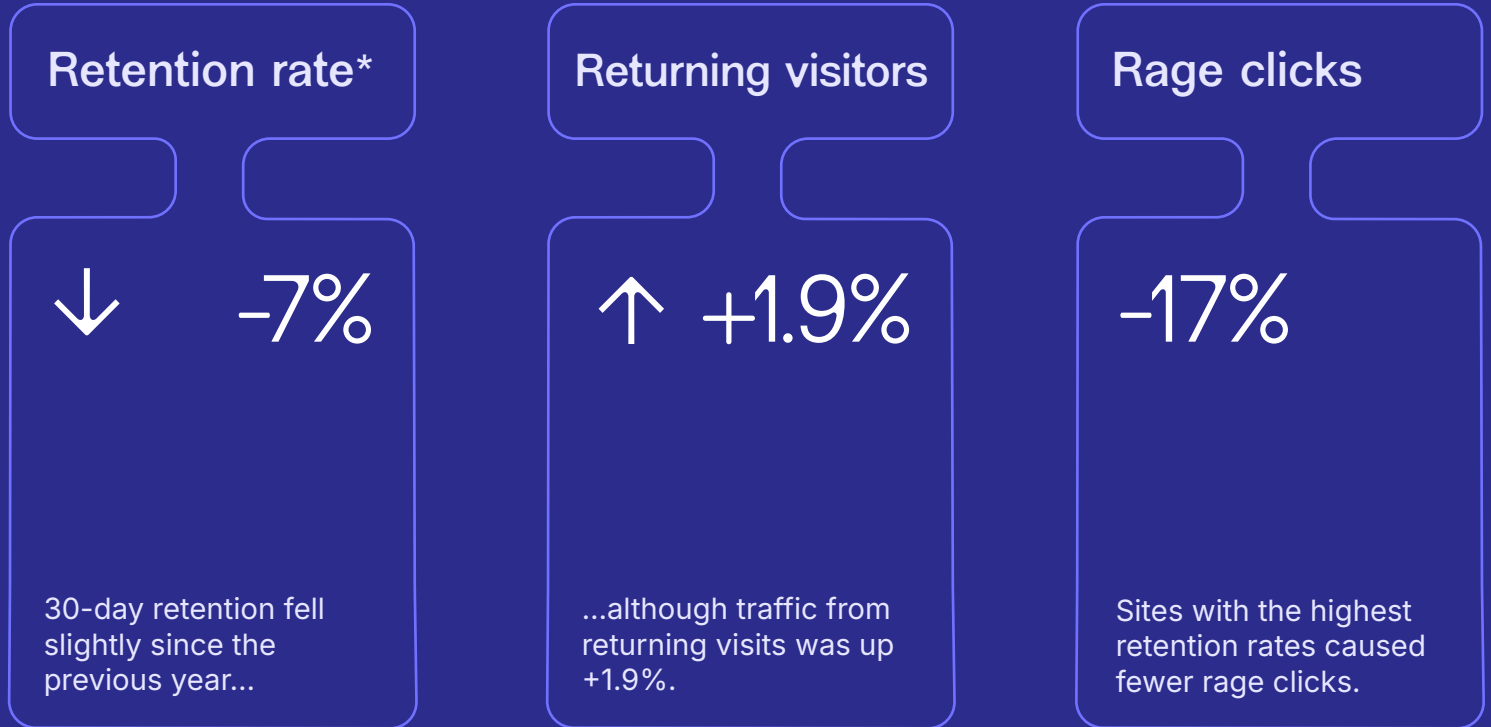
Conversion's decline is far more than a changing traffic mix

Factors contributing to the decline in conversion rates



The data may not be exact due to rounding.

5. Retention starts before the visitor leaves, not after



*Percentage of visitors who visited during a 30-day period and visited again in the 30 days following that period.

Less (rage) is more

For a long time, businesses have focused more on acquisition than retention. But soaring acquisition costs have helped put retention in the spotlight.

Although returning visits increased +1.9%, brands turned to paid traffic to bring visitors back. Returning visits from paid traffic grew +5.6% year-on-year.

Simply paying more to re-engage visitors isn't sustainable. There needs to be a better way to boost retention. Thankfully, our analysis reveals that retention isn't just about what happens after the visit. It's also about how much frustration the user experiences during their visit.

Sites with the highest retention rates had -17% fewer rage clicks per page. Those same high-retention sites earned +18% more page views per visit.

Finding and solving the moments that cause customer frustration can help extend visits—and keep your customers coming back.

[Find the retention benchmarks for your industry in our Benchmark Data Explorer ↗](#)

Digital's returning traffic focus is brought to you by paid sources

Year-on-year change in traffic



+18%

High-retention sites earn +18% page views per visit

-17%

thanks in part to -17% fewer rage clicks per page view

→ Insight to action

So much of retention success depends on what happens during, not after, the initial visit. Here are some ways that you can create better experiences for people.

Get to know your visitors: understanding a visitor's experiences goes beyond analyzing their journey path and consumption. Use Voice of Customer tools like exit intent surveys and NPS surveys to ask visitors about their experiences. Apply AI to Voice of Customer responses to spot trends—and issues—earlier.

See the visitor, not just the visit: your visitors are making multiple visits, often with multiple devices. Connecting these visits allows you to recognize the visitor and guide them along their journey. You can then create more relevant and personalized experiences, which increases the likelihood of return trips.

Get to know your visitor by listening to their voice ↗

Keeping an eye on... Net Promoter Score®

NPS® is a way to measure feedback from customers. It's renowned in business for delivering a clear and simple view of customer satisfaction. We took a closer look at sites with the highest NPS ratings to see what we could learn about their approach to content.

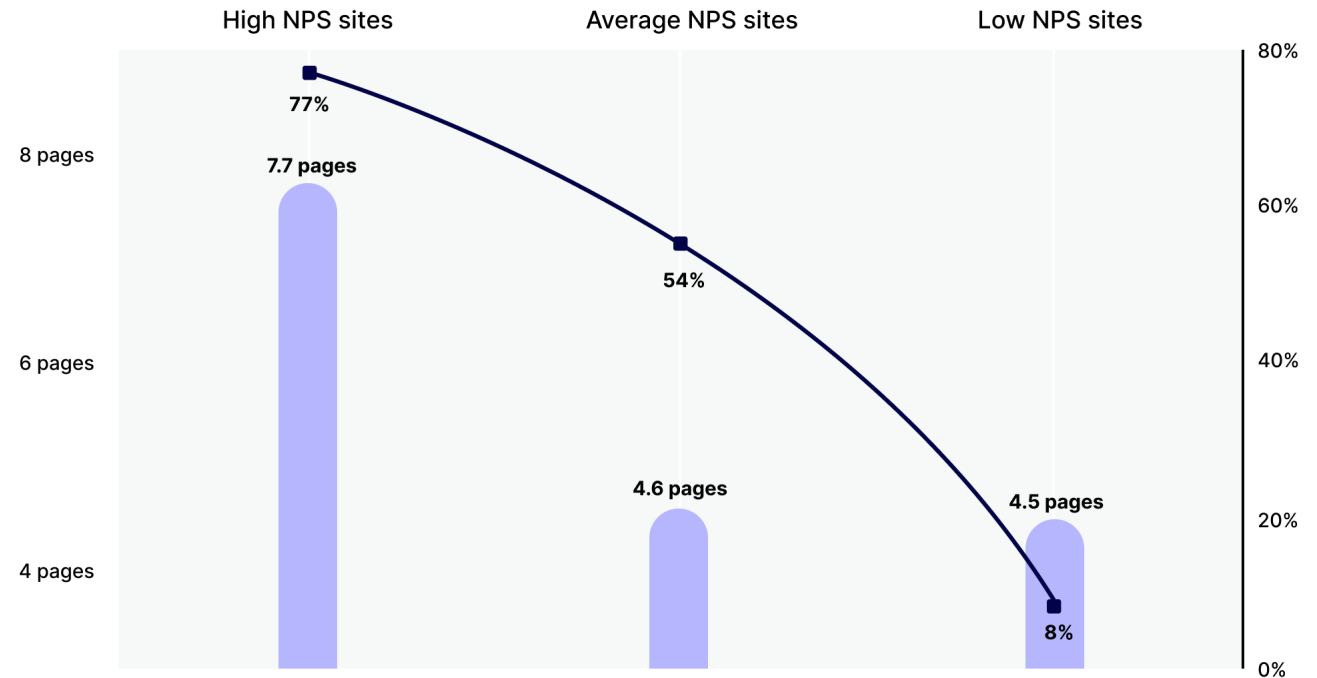
The top-scoring sites earned an average NPS of 77%. Customers on these sites viewed 3 more pages than the lowest-scoring sites. And it's clear that these extra pages make all the difference. Deeper journeys lead to more conversions, higher retention, and more satisfied customers.

Your content is your connection to your customers. To strengthen that connection, you need to know what content is performing, for which customers, and where in the journey.

[Read about how Cotton:On is improving the impact of visual content ↗](#)

Promoters go deeper

Session depth and Net Promoter Scores ® by NPS groups



How to use these digital experience shifts to your advantage in 2025

The data in our analyses show that shifts are happening across the customer journey. They include higher visit costs, declining consumption, and lower conversion rates.

This is increasing the pressure on digital teams. And to succeed, you need to make the most of every customer moment. Getting the digital experience right in 2025 is more important than ever.

The best-performing digital teams are doing exactly that. They are digitally disciplined—using experience analytics to remove frustration from the customer journey.

They see the entire journey and connect with the customer across visits and devices. And they know what content leads visitors to keep moving forward.

Having this customer-first approach pays off, as our analysis showed. Top-performing digital teams create better experiences that convert and retain more.

But optimizing the experience isn't a passive pursuit. The leading digital teams create a customer-first culture driven by reliable insights. But gathering and analyzing the right data takes time and energy.

The good news? Help is here. With artificial intelligence, teams spend less time searching for answers and more time improving customer experiences.

In summary, focusing on the quality of the digital experience will help you overcome the challenging shifts in digital. Use the high-quality data at your fingertips to identify the most important potential changes—and then take action.

“

The cost per visit is rising, and top-performing digital teams are responding by removing frustration and optimizing every moment of the customer journey. By combining best-in-class analytics with AI, they're transforming the experience—spending less time searching for answers and more time building stronger customer connections that convert and retain.

Jonathan Cherki
Founder and CEO, Contentsquare

What actions can you take to deliver outstanding digital experiences in 2025?

The cost of a visit keeps climbing.

To make the most of every visit:

Get a full view of the customer's journey and use [Journey Analysis](#) to understand common user paths.

De-risk your traffic strategy by testing emerging channels.

Consumption declined, especially for new visitors.

To increase consumption:

Know your content with zone-based analysis and [heatmaps](#).

Deliver relevant experiences by personalizing content for different segments.

The effort pays off when fighting frustration.

To remove friction from the experience:

Stay on top of issues with real-time alerts that identify friction.

Get into the experience with [Session Replay](#).

Conversion is under pressure.

To boost conversion:

Identify high-intent visitors through User Segmentation and by analyzing your users' loyalty.

Remove the impactful obstacles with [Error Analysis](#).

Retention starts before the visitor leaves.

To bring more visitors back:

Collect customer feedback through Voice of Customer tools.

Use [Product Analytics](#) to look beyond individual visits and see how visitor journeys play out across multiple visits.

About Contentsquare

Contentsquare is the all-in-one experience intelligence platform designed to be easily used by anyone that cares about digital journeys. With our flexible and scalable platform, you quickly get a deep understanding of your customers' whole online journey.

Our AI-powered insights provide those “ah ha” moments you need to deliver the right experiences. You get to work faster and smarter with the confidence to know what to do next to improve your digital experiences.

Leading brands use Contentsquare to grow their business, deliver more customer delight and move with greater agility in a constantly changing world. Our insights are used to optimize the experience on over 1.3 million websites worldwide. For more information, visit: www.contentsquare.com ↗

About the data

The Digital Experience Benchmark is a set of insights into how different industries perform in key areas of the customer journey. We put together these insights by looking at data from businesses that were using Contentsquare.

This edition of the Digital Experience Benchmark analyzed more than:

- 90 billion sessions
- 389 billion page views
- 6,000 websites across the globe

To create the benchmarks, we looked at activity from the most recent period, Q4 2024. We compared this data with activity on the same websites from Q4 2023. Each website included in our analysis operated throughout the entire analysis period, from October 2023 through December 2024.

For conversion benchmarks, we only looked at sites that were tracking conversion events.

We were careful to ensure anonymity and use statistical methods that would result in credible and reliable information. This included meeting best practices around analysis set size, diversity, and consistency.

Please note:

The Digital Experience Benchmark doesn't directly indicate how Contentsquare performs, or what its financial metrics are. The results we shared in this report only represent the past performance of companies who were using Contentsquare. They're not a guarantee for how your site will perform with Contentsquare.