

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

## 1 66% of retail traffic comes from mobile.

Mobile continued to dominate the retail industry, particularly in the luxury sector which had 76% of website visitors originating from a mobile device. This was closely followed by beauty (74%) and fashion (71%).

### What this means:

Buyers browsing for luxury goods, beauty, and fashion were around 3x more likely to use a mobile device vs desktop. This means that continued mobile optimization is critical within the retail industry.

## 2 67% of retail traffic comes from unpaid sources.

Earned (or unpaid) traffic was a huge driver of site visits this year, with 67% of web traffic on retail websites coming from earned sources.

### What this means:

The large majority of traffic to retail sites comes from organic (unpaid) traffic sources, indicating a high value in SEO investments versus demand generation for paid traffic sources. Site optimization for organic discovery is a long-term investment that can yield a high ROI for your retail brand.

## 3 Luxury had the highest percentage of paid traffic at 41%.

Out of all retail industries, luxury had the highest percentage of paid traffic (41%), compared to the all-retail average (33%).

### What this means:

With higher value items and competition from heritage brands, it appears the luxury industry is most happy to invest in paid marketing activity to steal traffic from the competition. Given the high percentage of paid traffic, luxury brands should spend time ensuring their paid acquisition customer journeys are seamless and frictionless to minimize wasted budget and increase conversions (and ROAS) through paid activity.

## 4 Retail visitors prefer to research on desktop.

The average time spent per session on mobile was just 2 minutes and 56 seconds, compared to 5 minutes and 56 seconds on desktop. It appears that retail visitors prefer to do more research when using a desktop device.

### What this means:

Consumer trends for web activity greatly differ between mobile and desktop – in this case demonstrating how session duration metrics and device usage can correlate with page engagement and conversions. The CX between mobile and desktop visits should be different to achieve optimal results for each audience, so consider building unique journeys that are tailored to meet the expectations of both the casual mobile browsing sessions and the analytical desktop sessions.

## 5 51% average scroll rate for retail visitors.

Luxury had the highest scroll rate (53%), followed by beauty (52%) and fashion (51%). The industry with the lowest scroll rate was consumer electronics (49%).

### What this means:

The data suggests that retail customers view just half the page on average, which means some of your digital efforts might be wasted. This also suggests an increased level of familiarity amongst consumers with 'above the fold' content, setting the expectation that anything worth discovering should be at the top of any page. Brands should consider creating simpler pages whenever possible and dynamically engaging pages when long-form content is necessary. Remember that page design is about delivering value and scroll rate is an indication metric of how well your brand accomplishes this goal.

## 6 48% average bounce rate across the retail industry, up from 46% in 2020.

Consumer electronics had the highest bounce rate (56%), followed by beauty (49%) and luxury (47%).

### What this means:

With almost one in two visitors bouncing, 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.

## 7 The probability of bounce increases by 32% when page load time goes from 1 to 3 seconds. (Google)

Retail brands don't have much time to meet or exceed visitor expectations! Visitors want results and they expect them to occur immediately, especially given our collective digital fatigue thanks to the pandemic.

### What this means:

Speed is one of the biggest factors for visitor experience perception. Customers often prioritize speed above all else in today's digital world, so this really could be a make or break for your business. At a minimum, retail brands should aim to nail all of their Core Web Vital scores.

## 8 Luxury tops the list for the longest time spent during conversion sessions.

Luxury visitors typically browse for 19 minutes and 36 seconds before completing their purchase, compared to the all-retail average of 17 minutes and 46 seconds.

### What this means:

Luxury brands having some of the longest times spent for conversion session metrics indicates how much time consumers are willing to spend shopping around for what they want (seeking aggregate 'value' over instantaneous 'need'). This suggests that high prices may be discouraging impulse buying, but there could also be friction or confusion on product pages that delays conversions. Analyzing session duration can help uncover the consumer behaviors that make (or break) purchasing decisions on a site.

## 9 26% increase in average retail conversion rate, going from 1.95% in 2020 to 2.5% in 2021.

It appears that the retail industry has been spending time optimizing its on-site experiences, as shown in a 26% increase in conversion rates from 2020 to 2021. Across all retail industries, beauty had the highest average conversion rate (3.9%) and luxury had the lowest (1.1%).

### What this means:

The data suggests that beauty brands are good at communicating their value proposition and offering a simple checkout process. On the other hand, with higher-priced items and a lower frequency of purchase, lower conversion rates for luxury are to be expected here. Though it does suggest that luxury brands need to focus their attention on clearly highlighting the benefits of their goods and services to entice customers to purchase.

## 10 49% of retail industry visitors are returning users.

49% of traffic was made up of returning retail users last year, meaning at least one in every two visitors on average was an existing customer. Home goods & furnishings had the highest percentage of returning users (55%) and luxury had the lowest (41%).

### What this means:

The percentage of returning users reaffirms the value of customer retention programs and a CX strategy that accounts for the differentiated needs of a customer visiting the site versus a new visitor. Ensure your demand strategy doesn't detract from the desired experience of your current customers.

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

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