

Behavioral Insights 24

THE BEHAVIORAL DATA INDEX



Intro



In recent years, C-suite executives faced a tenfold increase in decision-making complexity. Reliable insights, often from customer feedback, are vital for confident decision-making.

Customers' true feelings may remain unspoken. However, behavioral data from product and service interactions provides deep insights. It helps reveal security risks, guides product development, and shapes business strategies.

The Fullstory Behavioral Index helps C-level executives grasp and benchmark this data. By analyzing diverse organizational and regional data, this report empowers businesses to use their behavioral data for smarter decisions and growth.

Executive Summary



- 1 Understanding your customer means dispensing with a lot of white noise. **The average time spent on a web page is almost ten times that of the average 'active' time.** Behavioral analytics allow brands to see what they might otherwise miss, and use that knowledge to revolutionize the customer experience.
- 2 Time is of the essence when it comes to impressing customers. **With 44% of customers 'bouncing' from a website after viewing just one page,** brands need to make a good first impression, and fast.
- 3 With such a small window of customer interest, website errors cost big. **31% of website visits involve a click that leads to an error, and 14% of customers will abandon a purchase after an error occurs.** Optimizing and troubleshooting your website is fundamental to tackling this.
- 4 **Behaviors can vary hugely based on sector.** A consumer can present their frustrations, preferences, and intentions in an entirely different way based on what they're looking to buy, and the process involved.
- 5 Consumers don't care about your website like you do. **44% of visits involve a 'dead click',** suggesting a lack of understanding as to how the website works, while **the average user will scroll through just 76% of a page.** The website has to serve the customer experience – not the other way around.

Data, tell me a story...

NORTH AMERICA & EUROPE*

2,700
Organizations

11.2B
Web Sessions

2.7B
Mobile Sessions

777B
Events

Methodology

The 2023 data presented here is a snapshot of aggregated and anonymized information from January to December 2023. The data focuses specifically on NAM, UK&I, DACH, and Benelux regions. It also focuses on the specific industries of Retail, Travel & Hospitality, Food & Beverage, Finance, and Sports, Gambling & Entertainment.

*This data represents a sample of sessions and events from Fullstory's data set

A behavioral benchmark

Pressure points for your business

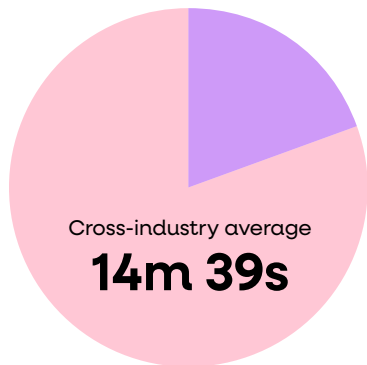


When developing behavioral insights into your business, it's essential to understand the key indicators that tell you the most about your customers, your products, and your brand. We often compare these key metrics to 'pressure points' on the human body.

Just as a small number of pressure points are connected to every system in your body, the following key metrics can be linked to hundreds of different business functions and customer sentiment signals. When the right combination of pressure points is addressed, a variety of aches, pains, and unseen tensions can be overcome. The same is true for your business.

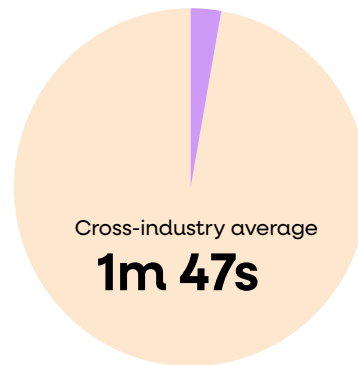
Interest

How interested are your customers? What does their behavior tell you about their level of attention, their commitment, and their wider interest in your brand? The following interest metrics are essential to answering these questions:



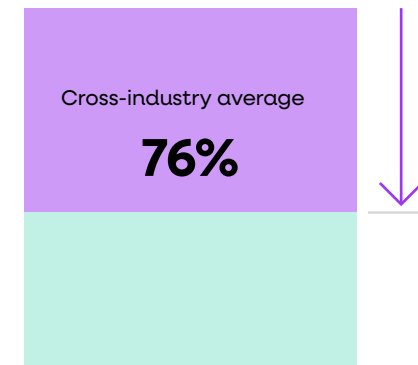
Session duration

The average time a user spends on websites. This is the simplest view of the time a prospect will devote to your website.



Active time on site

The average time a user spends actively using your site. This provides even more insightful detail, showing not just that a page is open, but is being actively used.



Scroll depth

How far down a page a user scrolls, expressed as a percentage. It's a great indicator of a user's level of interest, how invested they are, and how much of your content they're actually taking in.

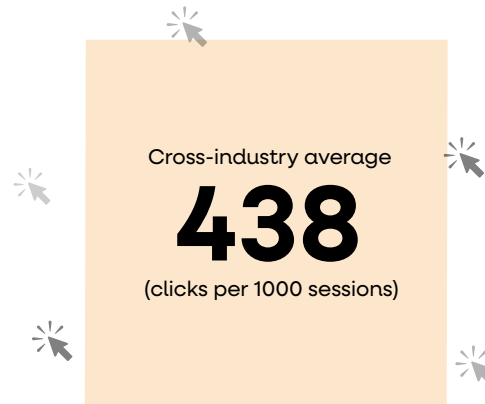
Frustration

Now you know your engaged customers, let's talk about the other end of the spectrum — those leaving with a sour taste in their mouths. Frustration signals are an essential part of understanding where your business can do better:



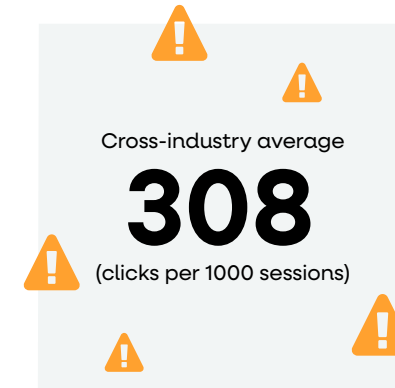
Rage clicks

Rapidly and repeatedly clicking in the same spot out of pure annoyance. Rage clicks are one of the most powerful insights into the mind of an unhappy customer.



Dead clicks

Clicking on random parts of a page that aren't clickable. Dead clicks can indicate boredom, but also confusion about what is and isn't an interactive element on a site.

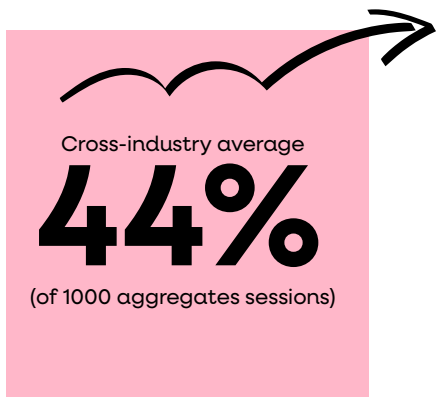


Error clicks

Clicks that lead to an error. These might be errors that only pop up under the hood of the website — or they might be so catastrophic that they crash the browser entirely. Either way, they're an obstacle between your customer and their stated objective.

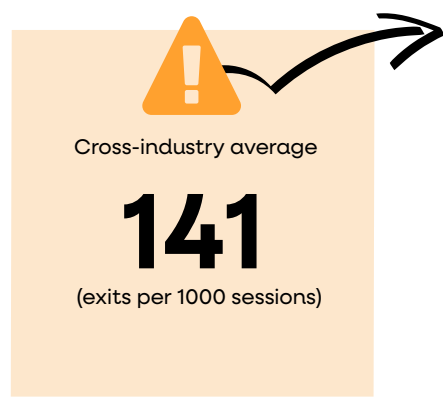
Abandon

Lastly, a behavioral signal feared by businesses all around the world — the abandon. From ditching shopping carts to customers actively seeking out a competitor, abandons represent missed opportunities, lost revenue, and damaged customer loyalty:



Bounce rates

The percentage of customers who abandon a site after only viewing one page. Bounce rates are a staple of marketing analytics and an essential metric for tracking engagement.



Exits caused by error

The number of customers who have abandoned after an error occurred. Exits after error give a clear indication of users who have left specifically because of poor on-site experiences.

Sector Stack up



Find out how your industry compares

We compared key indicators across five industries. By comparing the above cross-industry averages with sector-specific figures — and your own data — we set out to provide an accurate indication of how your organization is performing against these essential metrics.



Finance

The financial sector must balance high security expectations with carefully curated and intuitive customer experiences.

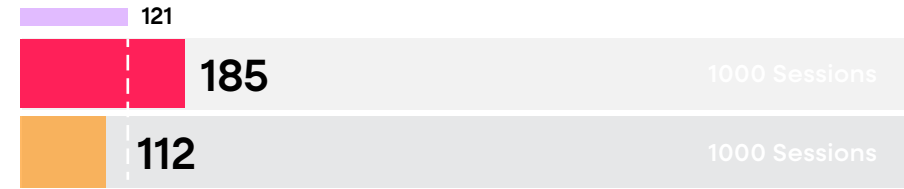
Consumer expectations are changing, and with experience-driven apps like Monzo entering the market, financial institutions can no longer be the slow-moving monoliths they once were.

Informed regulation

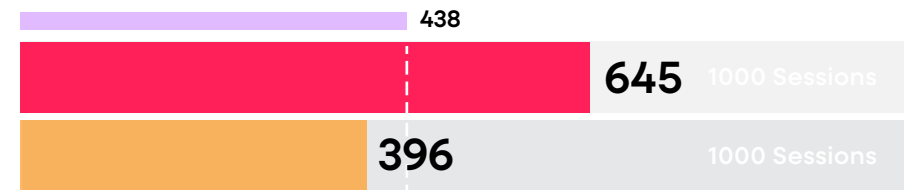
Behavioral insights are proving essential to meeting financial regulations around the world. Take the UK for example. Here, Consumer Duty rules insist on a high level of customer support and clear communications. By using behavioral insights to understand areas of frustration, businesses can address problems immediately and avoid hefty fines.

Frustration signals (clicks per 1000 sessions)

Rage clicks



Dead clicks

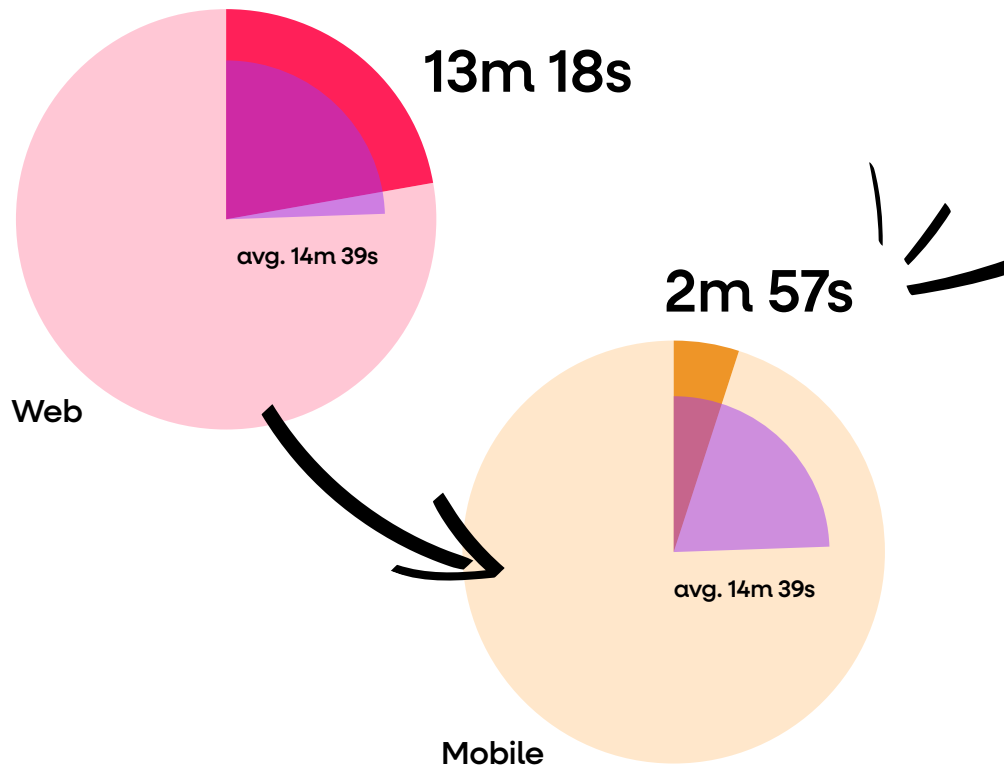


Mobile Web + Mobile Averages

Positive experiences

Despite an outdated reputation of financial services lagging behind the times, in reality, Fullstory identified fewer frustration signals than many other sectors. **Rage clicks** and **dead clicks** are both below the cross-industry average, while error clicks were negligible in this sector. Clearly, the financial sector has been working on its digital experiences.

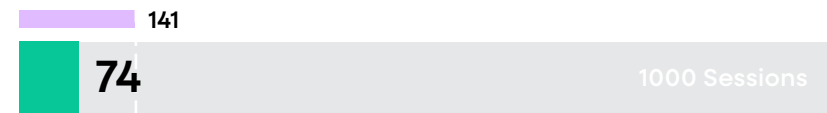
Mobile sessions duration



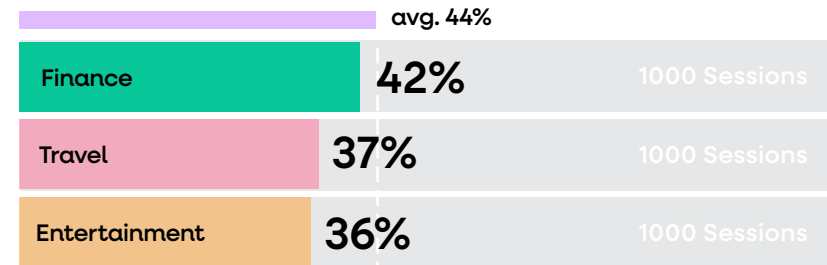
Mobile money

But while many financial sector brands have invested heavily in their online platforms, mobile continues to struggle. Both rage clicks and **dead clicks** jump dramatically on mobile devices, with consumers being regularly left confused and annoyed by mobile experiences. **Session duration** also drops on mobile from 13m 18s to just 2m 57s! That leaves little time to impress.

Exit after error (exists per 1000 sessions)

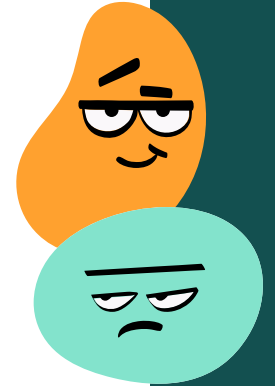


Bounce rates (% per 1000 sessions)



Staying put

Despite bad experiences on mobile, financial customers seldom quit, with only 7.4% **exiting after an error** -some of the stickiest customers in our benchmark. **Bounce rates** stand low at 42%, trailing only entertainment (36%) and travel sites (37%). However, don't grow complacent; they need to access their financial services. Retention doesn't guarantee satisfaction.

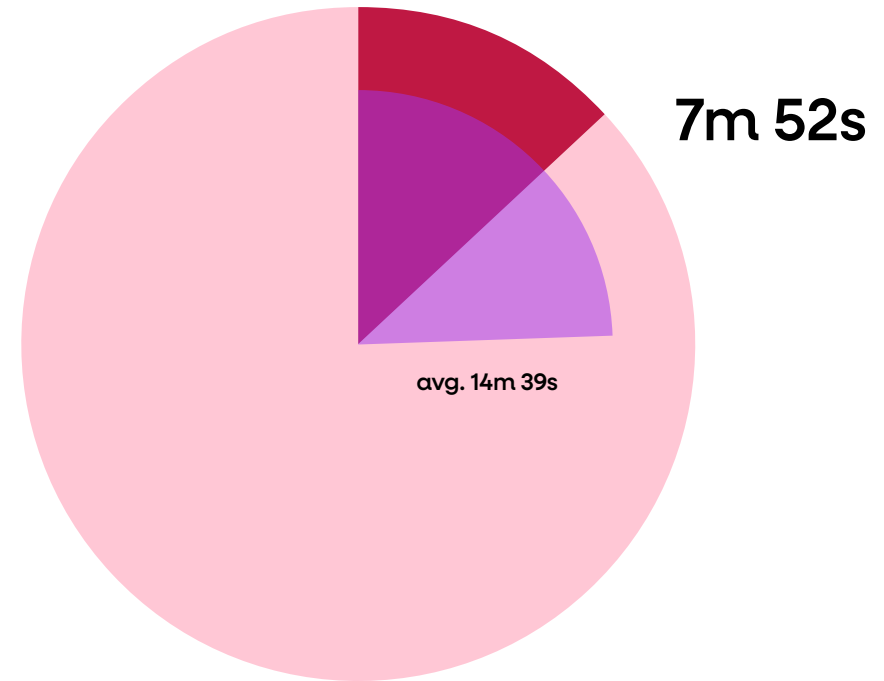




Food & beverage

The food and beverage sector is fast-paced and highly competitive, with customer satisfaction as crucial as the quality of the products offered. Unlike other industries that can afford longer engagement times, this sector demands speed and efficiency — both in service delivery and in navigating online platforms.

Session duration



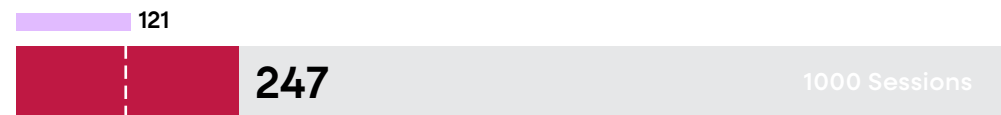
Fast food, fast decisions

In the food & beverage industry, customers seek quick solutions: log on, order, and eat.

The average session lasts just 7 minutes and 58 seconds, highlighting the industry's speed, especially on mobile where it drops to 3 minutes and 8 seconds. This efficiency underlines a strong consumer desire for swift service.

Frustration Signals (clicks per 1000 sessions)

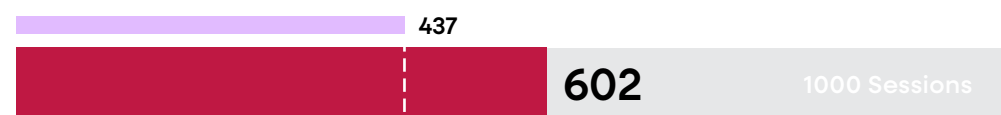
Rage clicks



Error clicks



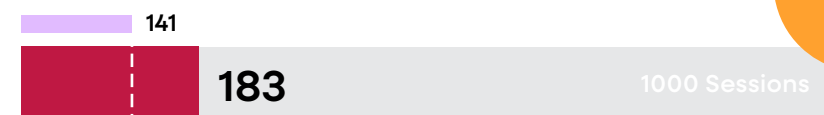
Dead clicks



Frustrated foodies

Despite the industry's efficiency, it suffers from higher-than-average frustration signals. All three metrics — **rage**, **error**, and **dead clicks** — are higher than the cross-industry averages. As with so many other industries these are even higher on mobile. These indicators not only highlight areas needing improvement but also present a unique opportunity for newcomers to make a significant impact by offering streamlined experiences.

Exits after error (per 1000 sessions)

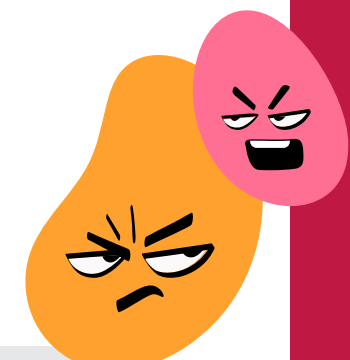


Bounce rate



A quick exit

The food and beverage sector has the highest likelihood of customers **exiting due to errors**, with 21.2% of customers exiting sessions, starkly higher than the industry average of 14.2%. Additionally, the sector faces a **bounce rate** of 50%, the second highest of any industry. That means that half of potential customers leave without engaging further, a potentially huge loss for any business.

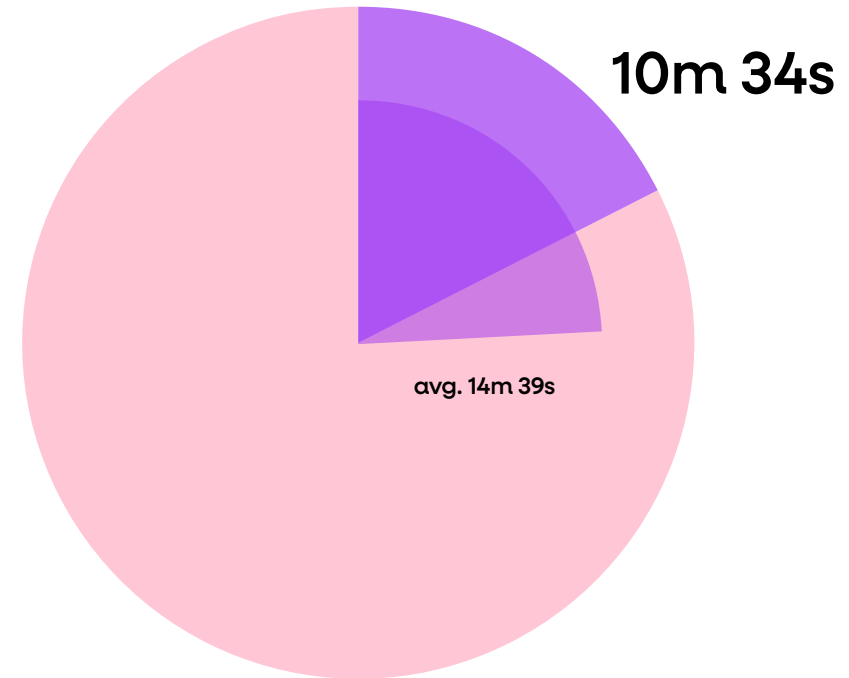




Retail

The online retail industry is worth over \$5.8 trillion. But with over 26 million retailers competing for a slice of the pie, it's essential that online experiences meet consumer expectations.

Session duration

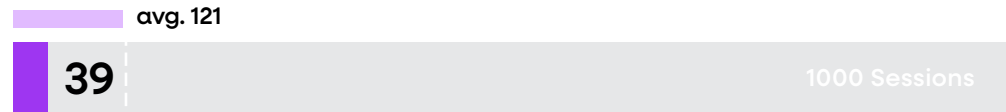


A fleeting relationship

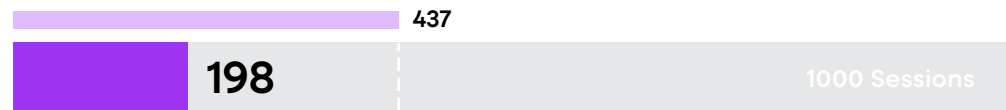
When it comes to retail, digital consumers are spending less time per session than in most other industries — 10m 34s compared to an average of 14m 39s. While those four minutes might not sound like much, they make all the difference. Retail browsers know where they're going, they get there quickly, and most won't even scroll down an entire page — with a scroll depth 14% lower than cross-industry averages.

Frustration Signals (clicks per 1000 sessions)

Rage clicks



Dead clicks

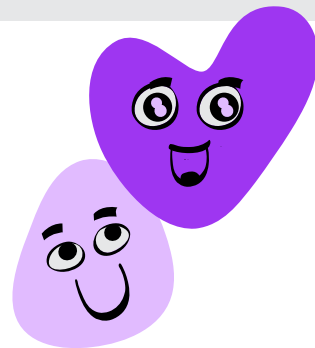


Error clicks

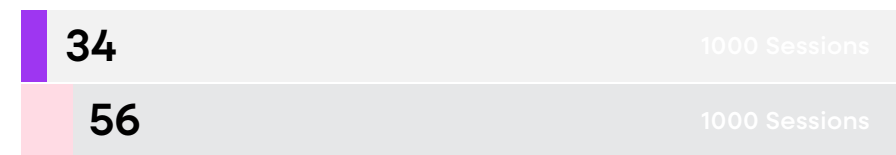


Happy shoppers

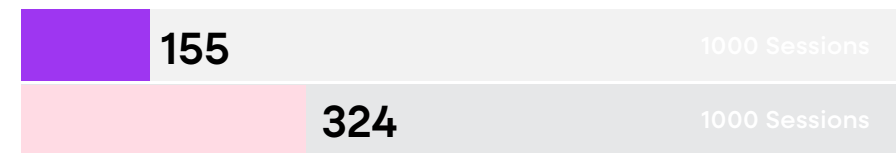
Despite having less time to impress, the retail sector is doing well to minimize points of frustration. Retail apps and sites have the lowest numbers of rage clicks and dead clicks of any industry in our benchmark — far below the industry average. This is great news for shoppers, who typically glide through sites without error or issue. But there's one area that isn't proving so enjoyable... mobile.



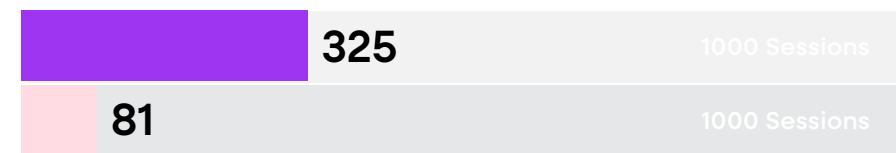
Rage clicks



Dead clicks



Error clicks



Mobile matters

Despite cell phones accounting for 60% of all online shopping last year, building a great mobile experience continues to prove challenging for retailers.

Due to the nature of mobile browsing — and fast checkout options like Apple Pay — mobile sessions are typically much shorter than those on a laptop or desktop device (3m 19s for mobile compared to 13m 10s for web) giving even less time to make a good impression.

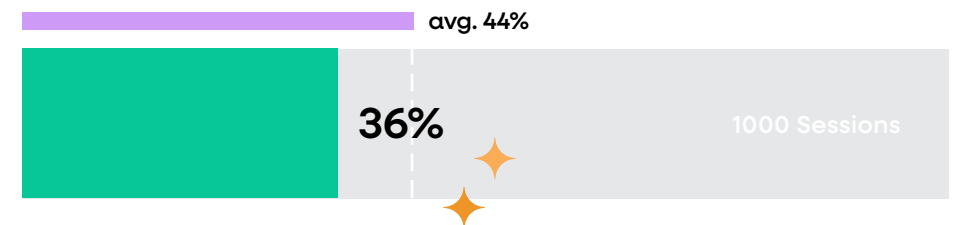
Within those sessions, frustration signals jump dramatically, with rage clicks rising from 34 to 56, and dead clicks almost doubling from 155 to 324. Despite this, mobile users are less likely to leave after an error occurs.



Sports, entertainment & gambling

Navigating the complex world of sports, entertainment, and online gambling presents unique challenges and opportunities. With an audience constantly seeking excitement and engagement, these platforms must deliver high-quality experiences while managing the thin line between thrill and frustration.

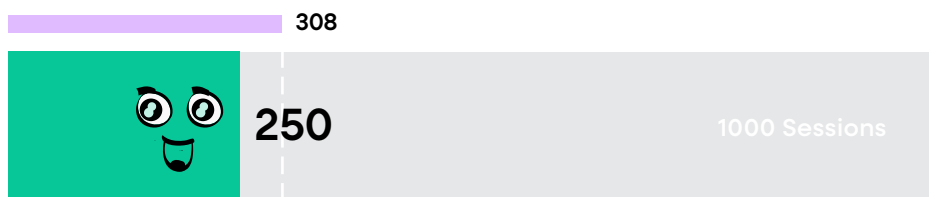
Bounce rates (% per 1000 sessions)



Engagement over everything

In an industry that thrives on user engagement, the statistics reveal a mixed bag of experiences. Despite the sector's low bounce rates (36%) — the lowest of any industry and a testament to its engaging content — users encounter significant frustrations. The data shows that rage clicks in this sector are three times the cross-industry average, highlighting high levels of user frustration. Dead clicks are also notably higher, pointing to potential navigational issues or unresponsive elements on platforms.

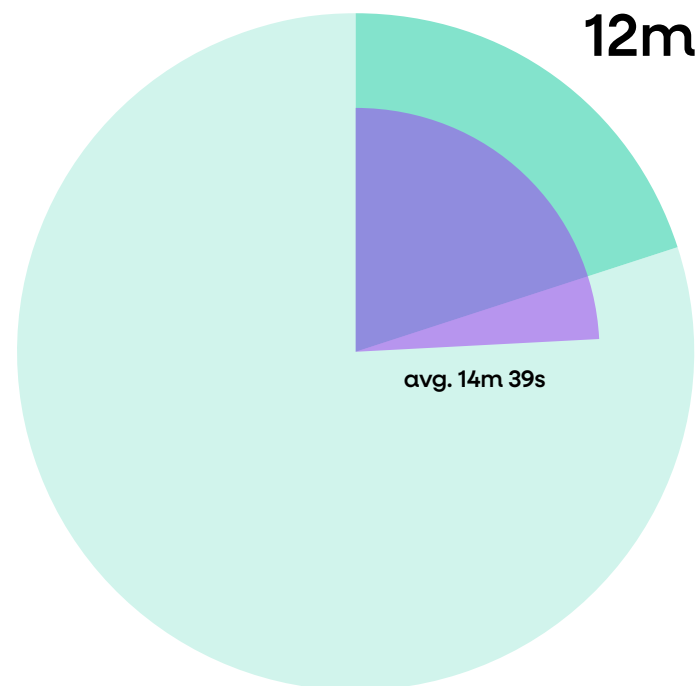
Error clicks (clicks per 1000 sessions)



Technical triumphs

Amidst this frustration, technical errors appear to be well-managed within this sector. Error clicks stand at 250 per 1000 sessions, below the cross-industry average of 308. This indicates that while users might be struggling with the interface or experience, the platforms themselves are relatively stable and free from technical faults. It's a silver lining that suggests the sector's potential to significantly improve user satisfaction by addressing the root causes of rage and dead clicks.

Session duration



Meeting expectations

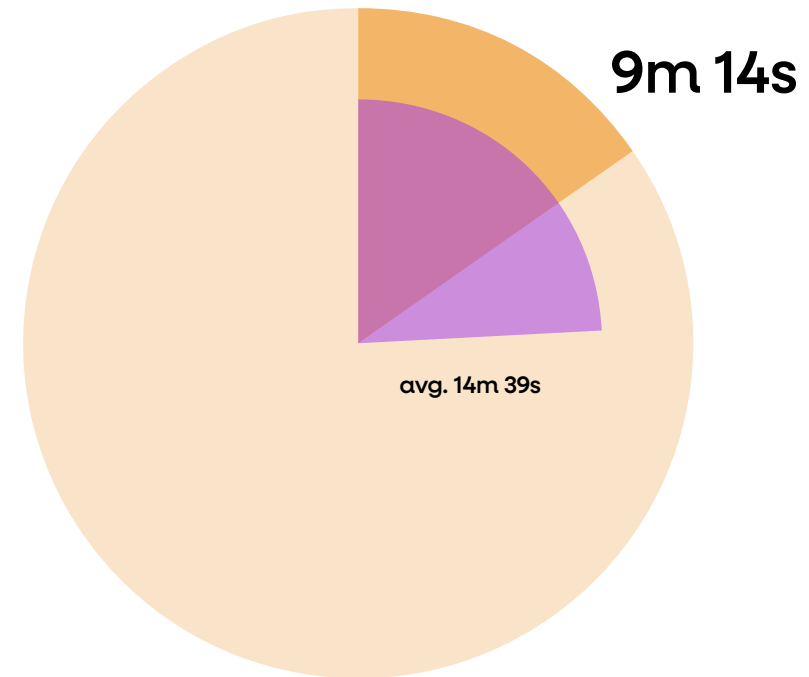
Despite these frustrations, the low bounce rate indicates a strong user interest and a willingness to engage with content, presenting an opportunity for platforms to refine their experiences. The average session duration of 12 minutes — lower than the cross-industry average — suggests that users are still willing to invest time on these platforms, provided they find the content or the betting opportunities engaging enough.



Travel & hospitality

The travel sector is a journey of its own, blending the excitement of exploration with the complexities of digital navigation. But when online experiences can make or break a customer's decision to book, executives must have the right data available to inform their design, engineering, and product choices.

Session duration



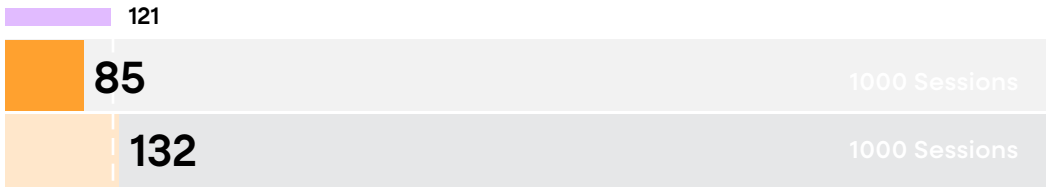
Flying through

Travel customers aren't hanging around, with an average session duration of just 9m 14s — compared to a cross-industry average of 14m 39s. That makes travel sites one of the shortest journeys that customers will take, just behind the Food & Beverage industry.

This time spent falls even further on mobile platforms to a mere 3m 41s, giving brands very little time to make an impression. According to the data, scroll depth also falls short at 71%, compared to a 76% cross-industry average. Customers are spending little time on travel sites, and when they do, they aren't willing to explore. In short, travel brands need to grab their attention quickly and early on.

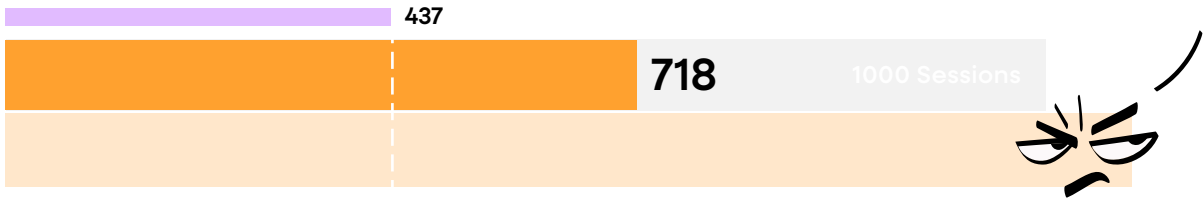
Frustration Signals (clicks per 1000 sessions)

Rage clicks

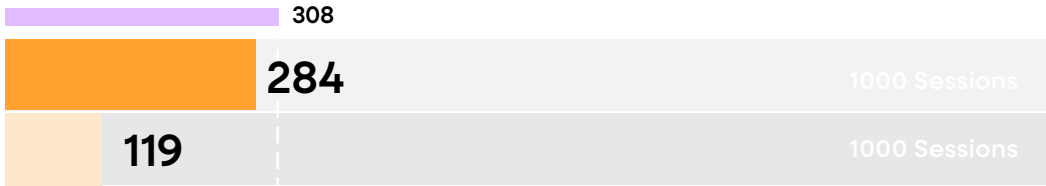


Dead clicks

(Yes! that's a lot of dead clicks!)



Error clicks



Travel Mobile + Web Average
Travel Mobile

Dead-end destinations

While **rage** and **error clicks** are less frequent than other industries, the travel sector faces a significant challenge with '**dead clicks**' — clicks that lead nowhere — 64% above the cross-industry standard. This indicates a higher level of user frustration, with potential impacts on customer satisfaction and conversion rates.

Mobile experiences further frustrate, with 1182 dead clicks per 1000 sessions — **that means at least one dead click every single visit!** The result is a digital landscape where potential travelers are more likely to abandon their journeys due to errors, with 18.2% of customers ending their sessions prematurely, far beyond the cross-industry average of 14.2%.



From analysis to action

Behavioral data goes beyond even what your audience can tell you; as the old adage goes, “actions speak louder than words.” The sentiment signals that consumers broadcast are an incredibly powerful means of understanding your weak points as a brand, whether that’s rage clicks due to a frustrating website, or site abandonments providing unique insight into lost revenue.

Investing in behavioral data equips your organization with an unprecedented understanding of what makes your audience laugh, cry, and everything in between. What you do with that understanding is up to you.

Is your business harnessing the full power of behavioral data?

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