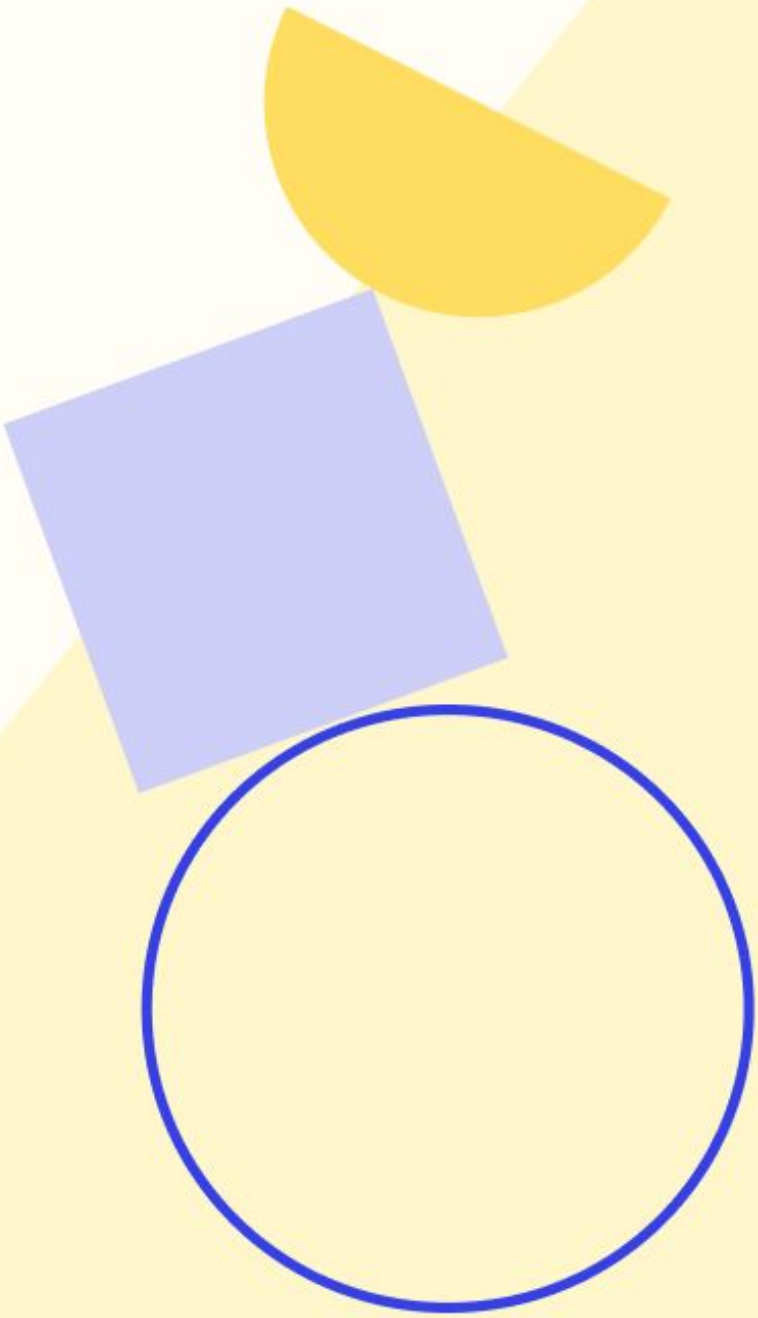
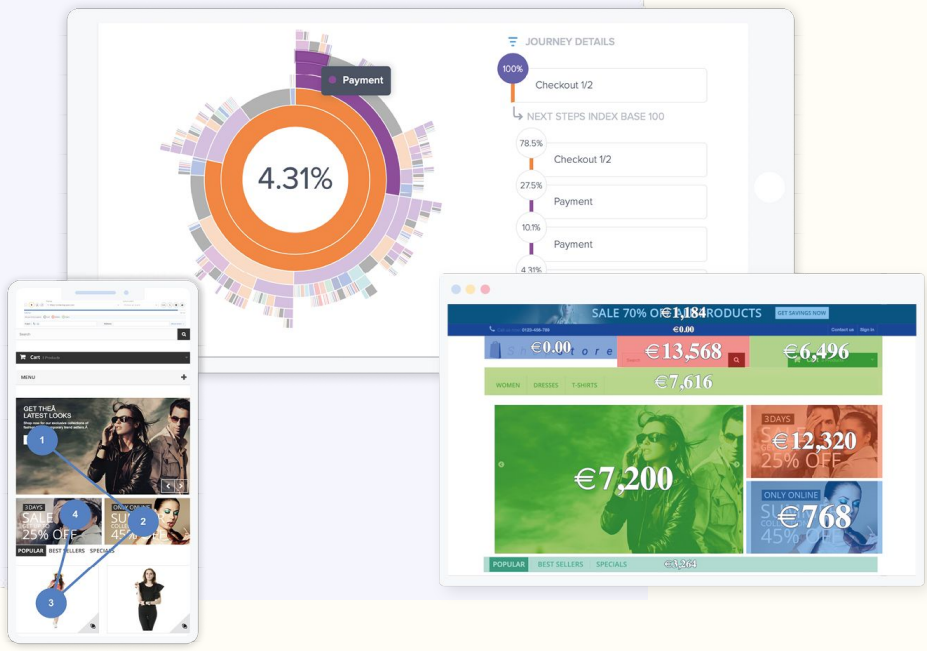
Contentsquare

Metrics Booklet

Definitions & Use Cases



About Contentsquare



Contentsquare is a digital insights platform that helps businesses understand how and why users are interacting with their app, mobile and websites. We compute billions of touch and mouse movements, and transform this knowledge into profitable actions that increase engagement, reduce operational costs and maximize conversion rates. We capture 100% of digital behavior without a tagging plan, and give brands actionable insights that increase conversions.

Using behavioral data, artificial intelligence and big data to provide automatic recommendations, Contentsquare empowers every member of the digital team to easily measure the impact of their actions, and make fast and productive data driven decisions to optimize the customer journey.

Table of Contents

NOTES

All metrics results are defined by the selected Analysis Context (segment, time period, device)

All formulas that take the average into account are referring to the mean average.

The sessions considered by the metrics are always defined by the Analysis Context.

Site Overview, Page Comparator and Zoning Analysis metrics are also available in Workspace and Alerts.

SITE OVERVIEW METRICS

Site Overview metrics provide you a global view of user's actions that occur within your website. Any data displayed is applied at a site level. (number of sessions, session time, bounce rate, etc.). You can then put this data into perspective by setting your Analysis Context to a specific period, device and segment.

Average Cart

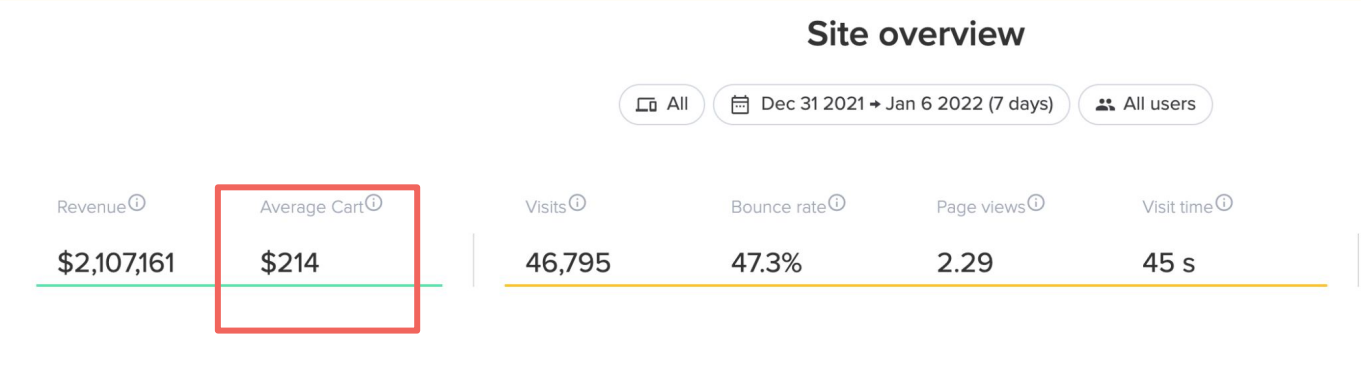
Definition

Average cart shows how much a shopper is spending on average in a single transaction.

Calculation

$$\frac{\text{Total revenue of all sessions}}{\text{Number of transactions from all sessions}}$$

Use case



The **Average cart** generated by **All users** for the last seven (7) days on my website is $214.00 US.

Bounce Rate (site level)

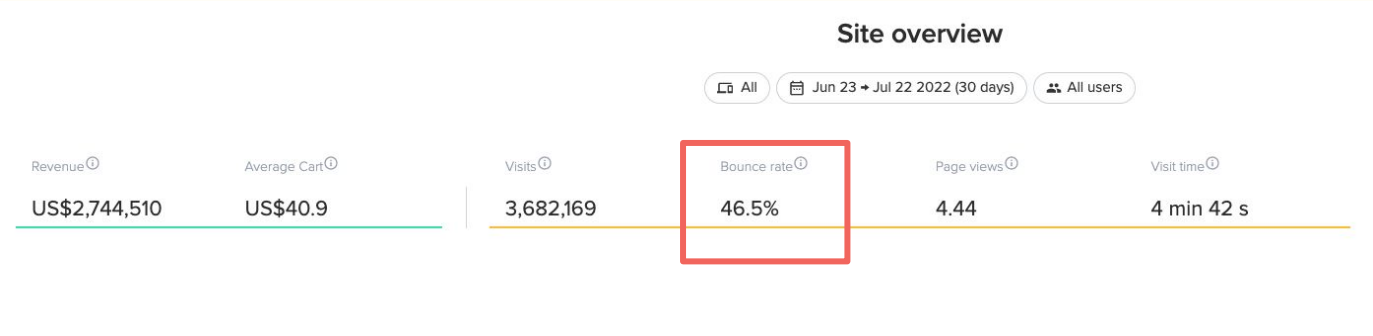
Definition

Ratio between the users who entered the site and left it without having seen a second page and all users.

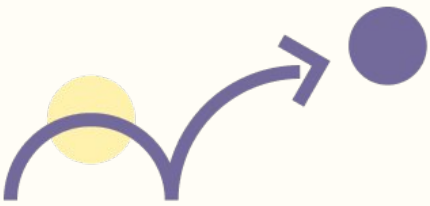
Calculation - %

$$\frac{\text{Number of session with one (1) page view}}{\text{Total number of sessions}}$$

Use case



On this website, 46.5% of users have left the site without seeing a second page.



Conversion Rate

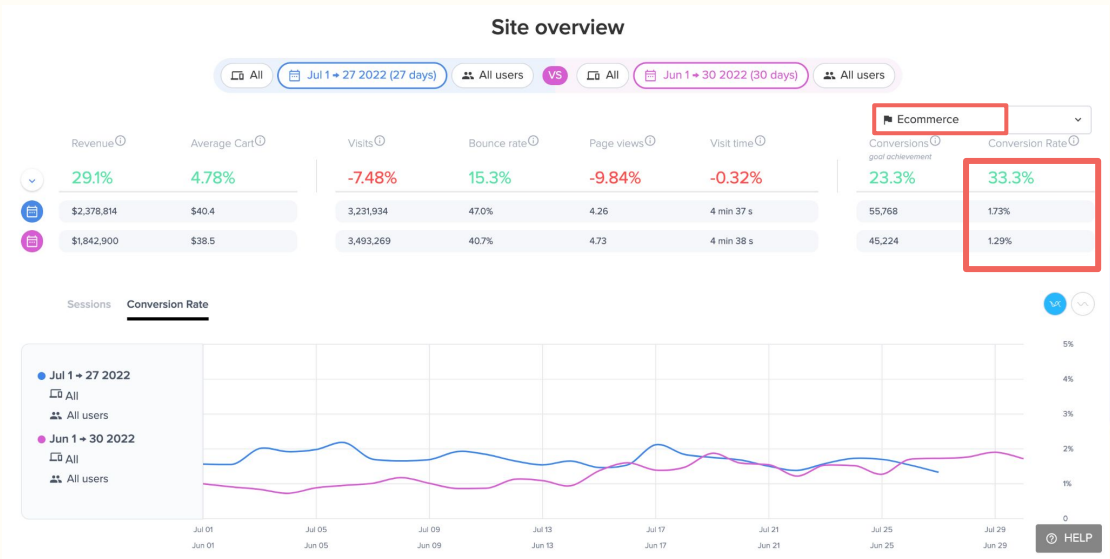
Definition

This metric calculates the percentage (%) of sessions during which users achieved a defined goal (e.g. making a transaction on an e-commerce website or performing a certain behavior on a page).

Calculation

$$\frac{\text{Number of Sessions during which the objective was achieved}}{\text{Total number of Sessions}}$$

Use case



The analyzed conversion goal is **Ecommerce**, which means we are looking at transactions.

Conversion rate is 33.3% higher in July (1.73%) compared to June (1.29%)

If your site is a non-ecommerce company, you can analyze any user behavior as a Conversion.

Conversions

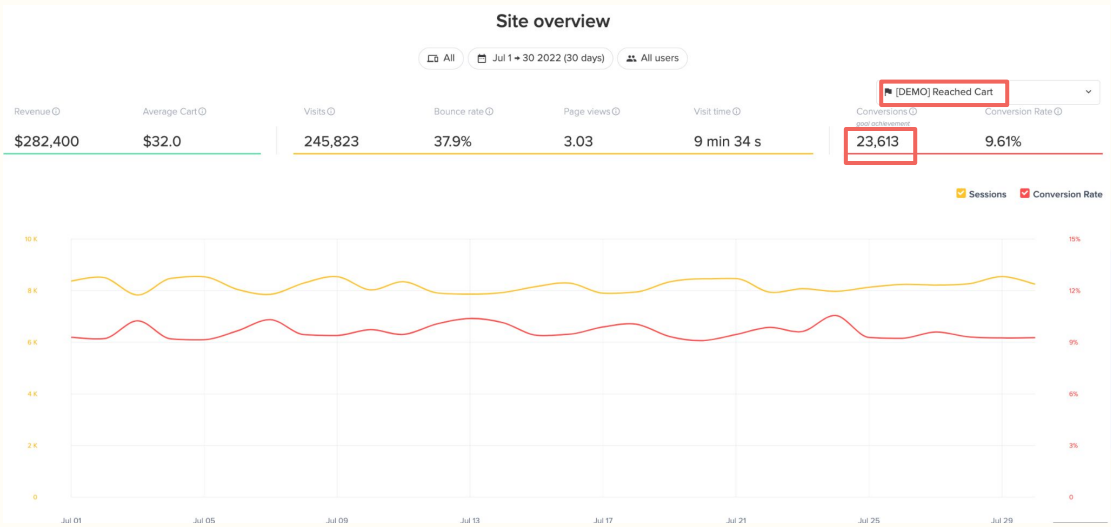
Definition

The total number of sessions during which the defined goal was achieved. The goal can be either transactional or behavioral.

Calculation -

Number of sessions with the conversion

Use case



Here, the defined goal is related to a behavior.
If users reach the cart, they convert.

23,613 conversions have occurred on this website for the period and population defined by the Analysis Context.

Revenue

Definition

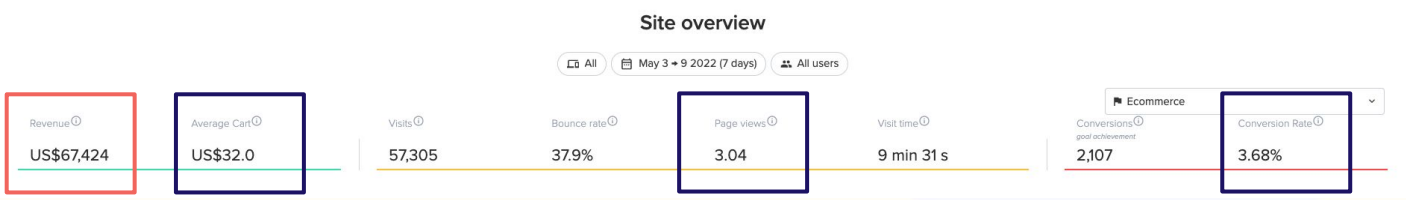
The Revenue metric calculates the total amount of revenue generated on your site for a set period. It equals the sum of all the transaction amounts (within the analysis context).

Calculation

Total purchase amount in the specific currency of all sessions.

Use case

Compare Revenue against views, average cart, and conversion rates to monitor the overall e-commerce generated by your e-commerce site.



On this website, you can see a global revenue of US$67,424.

Out of the 57,305 sessions on the site, 3.68% converted, i.e. made a purchase, with an average cart of US$32.00.

Sessions

Definition

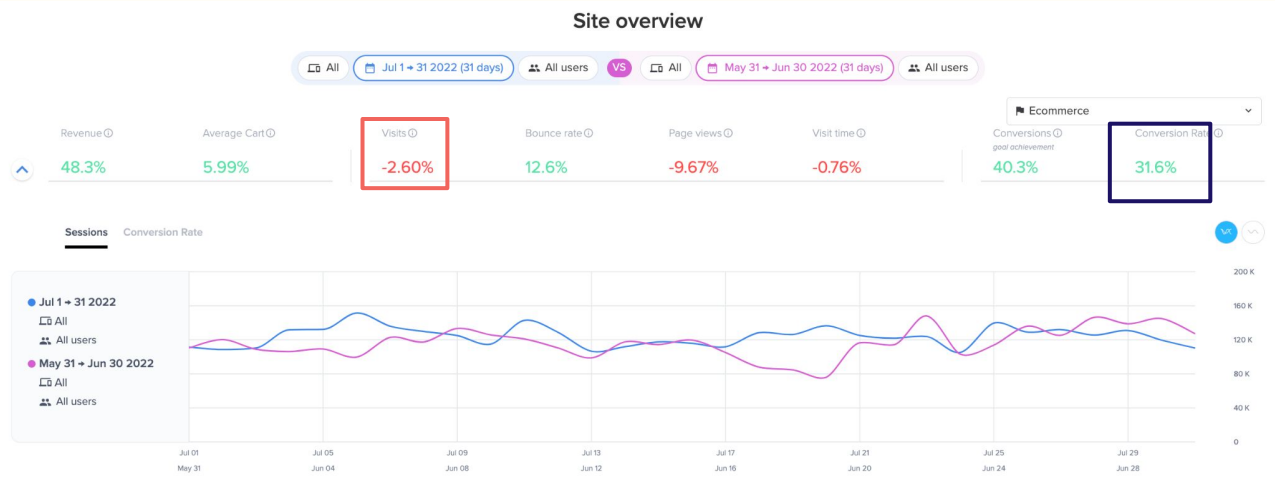
This metric gives you the number of sessions that happened on your site. Use it as a starting point to analyze if there are any external factors that could be impacting your site traffic.

Calculation

Number of unique sessions that happened within the selected Analysis context.

Use case

Compare your session numbers against your conversion rate to see if conversion holds up during variances in sessions.



Despite the sessions drop of 2.60%, the conversion rate holds up by 31.6% for the defined period.

A session is defined as uninterrupted navigation on the site. It starts from the moment a user enters your site, and ends after 30 minutes of inactivity.

Session Time

Definition

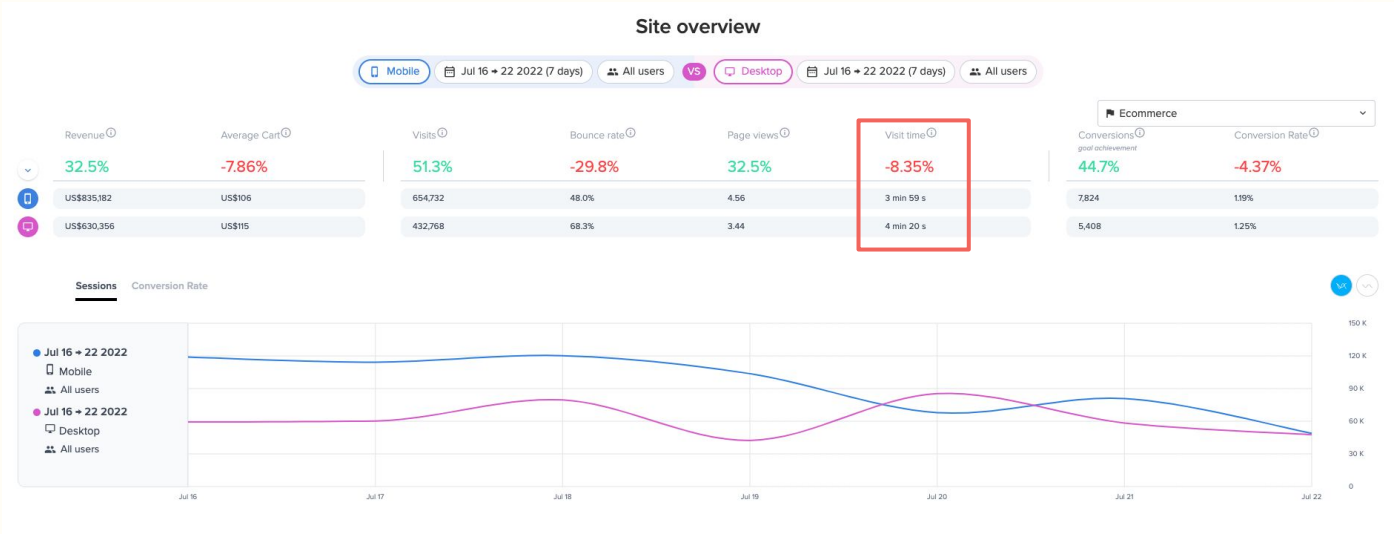
Session Time displays the average time spent from entry to the site to site exit for each session.

Calculation

$$\frac{\text{Total duration of all sessions}}{\text{Number of sessions on the site (for the defined period)}}$$

Use case

Compare how long users spend on mobile and desktop devices, and how the two may vary based on unique customer journeys.



Mobile users spend -8.53% less time on the site, compared to users on desktops.

Page Views

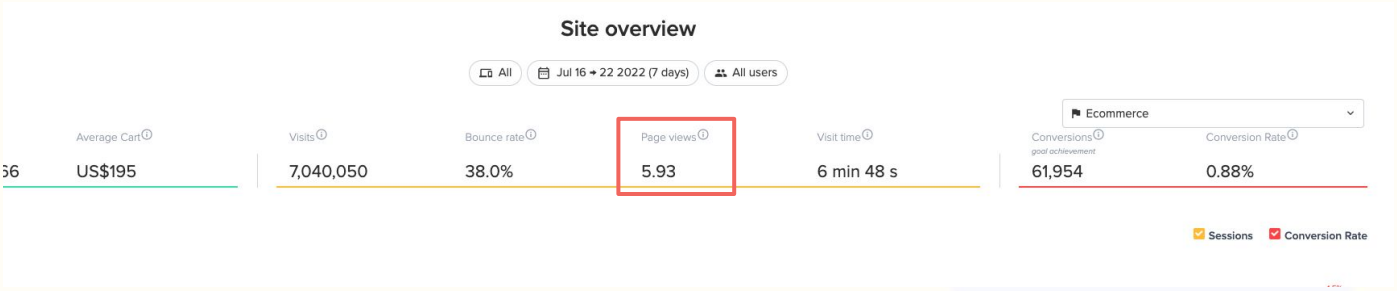
Definition

This metric displays the total number of times a page is viewed during a session, including repeat views from the same user.

Calculation

$$\frac{\text{Total number of pageviews}}{\text{Total number of sessions}}$$

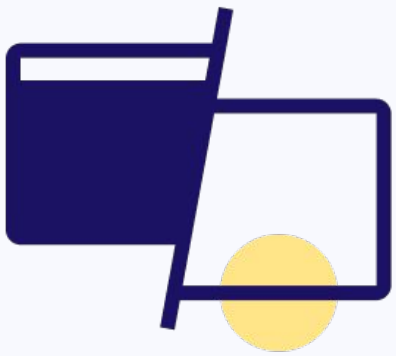
Use case



On this website, 5.93 pages has been viewed in average in the last 7 days

Refreshing a page counts as a pageview, irrespective of sessions.

PAGE COMPARATOR METRICS



Page Comparator metrics display data on common behaviors that occur at a page level. They give you insights on the contribution of a page to a goal reach, and help identify friction happening on a page. Pages can be compared in light of the different metrics to assess the performance of each page with one another.

Activity

Definition

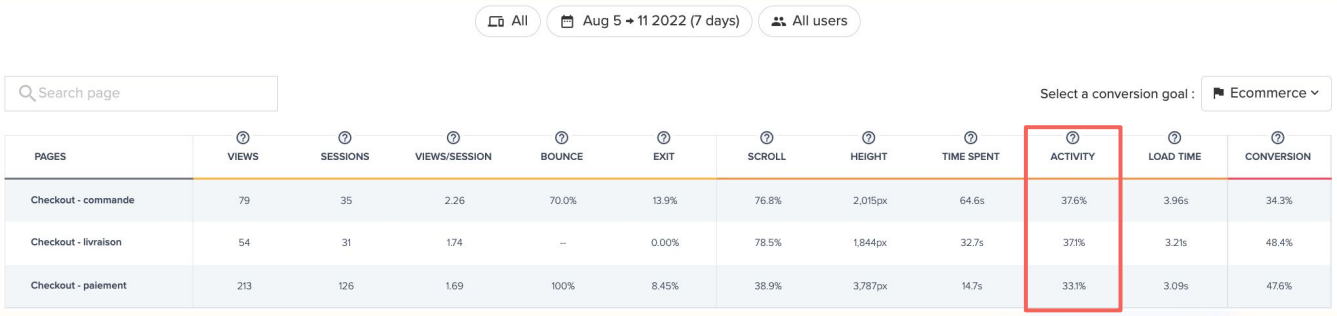
Ratio between the time a user spends interacting with the page (mouse mouvements, scrolling, writing in input fields, clicks, etc.), and the time spent on the page.

Calculation

$$\frac{\text{Time spent with interactions}}{\text{View duration time}}$$

Use case

A check-out funnel should have a high activity rate, particularly on the shipping or payment pages.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Checkout - commande	79	35	2.26	70.0%	13.9%	76.8%	2,015px	64.6s	37.6%	3.96s	34.3%
Checkout - livraison	54	31	1.74	--	0.00%	78.5%	1,844px	32.7s	37.1%	3.21s	48.4%
Checkout - paiement	213	126	1.69	100%	8.45%	38.9%	3,787px	14.7s	33.1%	3.09s	47.6%

Here, the checkout pages have a 36% average activity rate for the selected period and segment, which is a good average for checkout funnel.

*We collect and show activity metrics based on **100%** of traffic.*

Bounce Rate

Definition

This metric corresponds to the percentage of users who landed on the page and left the site without having seen a second page, that is, users who started their session and ended it on the same page.

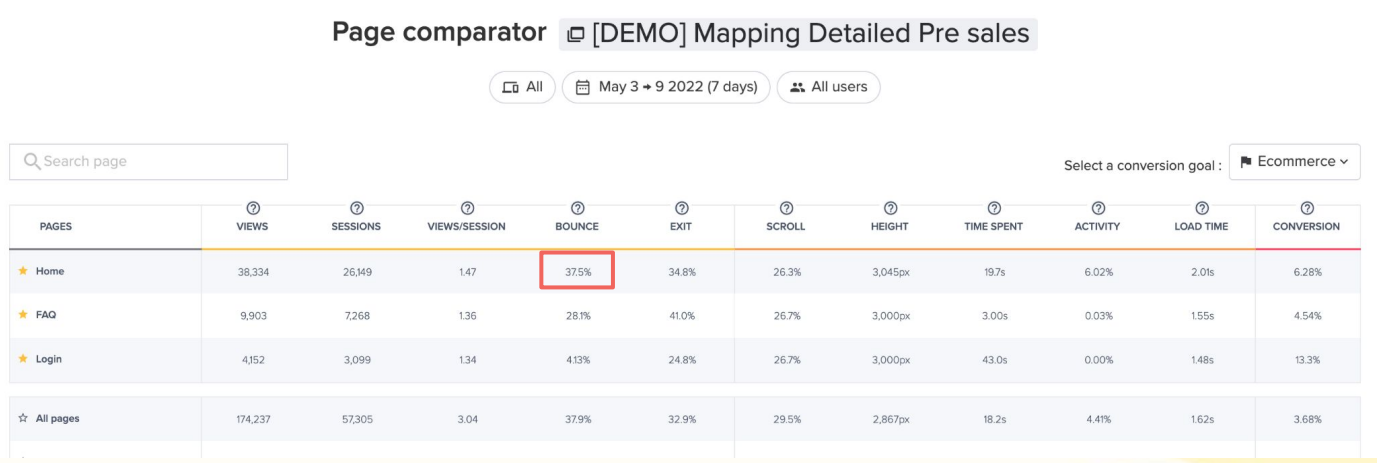
Calculation

$$\frac{\text{Number of users who landed on the selected page and left without viewing a second page}}{\text{Number of users who landed on the page}}$$

Use Case

Depending on the context of the page, a bounce can be a good bounce, or a bad bounce. Bouncing is considered as positive if:

- On a store locator page, users get the information they need, and bounce.
- On a content page, users spend a lot of time reading and interacting with the content.
- On a product details page, users view the details of the product or click on in-store availability, bounce and make a purchase at a different date.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Home	38,334	26,149	1.47	37.5%	34.8%	26.3%	3,045px	19.7s	6.02%	2.01s	6.28%
FAQ	9,903	7,268	1.36	28.1%	41.0%	26.7%	3,000px	3.00s	0.03%	1.55s	4.54%
Login	4,152	3,099	1.34	4.13%	24.8%	26.7%	3,000px	43.0s	0.00%	1.48s	13.3%
All pages	174,237	57,305	3.04	37.9%	32.9%	29.5%	2,867px	18.2s	4.41%	1.62s	3.68%

The 37.5% bounce rate on the homepage could indicate that these users are not interested in the content presented to them.

Conversion Rate

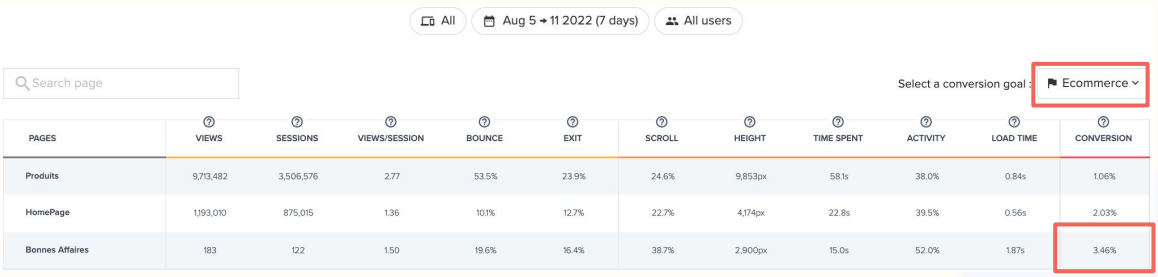
Definition

Conversion Rate shows the percentage of sessions during which users achieved a certain behavior, be it making a purchase / transaction on an e-commerce website or achieving a certain / defined behavior on a page.

Calculation

$$\frac{\text{Number of Sessions that converted on the page}}{\text{Number of Sessions that visited the page}}$$

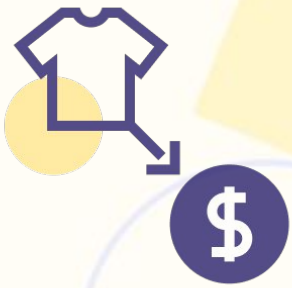
Use case



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Produits	9,713,482	3,506,576	2.77	53.5%	23.9%	24.6%	9,853px	58.1s	38.0%	0.84s	1.06%
HomePage	1,193,010	875,015	1.36	10.1%	12.7%	22.7%	4,174px	22.8s	39.5%	0.56s	2.03%
Bonnes Affaires	183	122	1.50	19.6%	16.4%	38.7%	2,900px	15.0s	52.0%	1.87s	3.46%

The defined conversion goal is e-commerce, which means we are looking at purchases and transactions.

This home goods & furnishings site shows a 3.46% conversion rate on the page 'Good deals' (bonnes affaires), which is a good average as the standard conversion rate for this industry is 2.8%*.



Sources: Contentsquare Digital Experience Benchmark 2022.

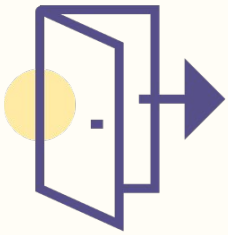
Exit

Definition

This metric displays the ratio between the number of users that ended their navigation on a page and the total number of pageviews.

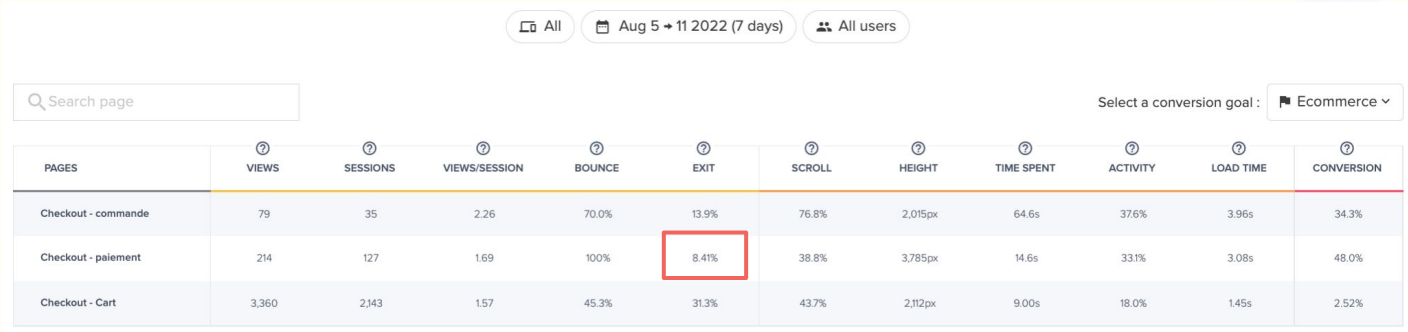
Calculation - %

$$\frac{\text{Number of views of the page which is the final page of the session}}{\text{Total number of views of the page}}$$



Use case

Exit rate helps you understand which page(s) people are exiting the most, and at which percentage, so you know which page(s)might need improvement. Check for instance which pages have an unusual exit rate, especially in a checkout.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Checkout - commande	79	35	2.26	70.0%	13.9%	76.8%	2,015px	64.6s	37.6%	3.96s	34.3%
Checkout - paiement	214	127	1.69	100%	8.41%	38.8%	3,785px	14.6s	33.1%	3.08s	48.0%
Checkout - Cart	3,360	2,143	1.57	45.3%	31.3%	43.7%	2,112px	9.00s	18.0%	1.45s	2.52%

The exit rate on the **Checkout cart** page is 31.3%. This could be a sign that something is wrong and needs investigating.

A high exit rate is not necessarily negative. For example, on 'Contact us' page, we can suppose users are exiting because they found the information they were looking for.

Load Time

Definition

Average time (in seconds) between the call of the page and when the user can start interacting with it.

Calculation

Load Time is calculated with timings provided by the browser itself, regardless of the Contentsquare tag load. We are collecting them on users' sessions (therefore providing a "real life" measurement) and then display an average. Values lower than 1 msec and higher than 60 000 msec are excluded.

Technical Calculation

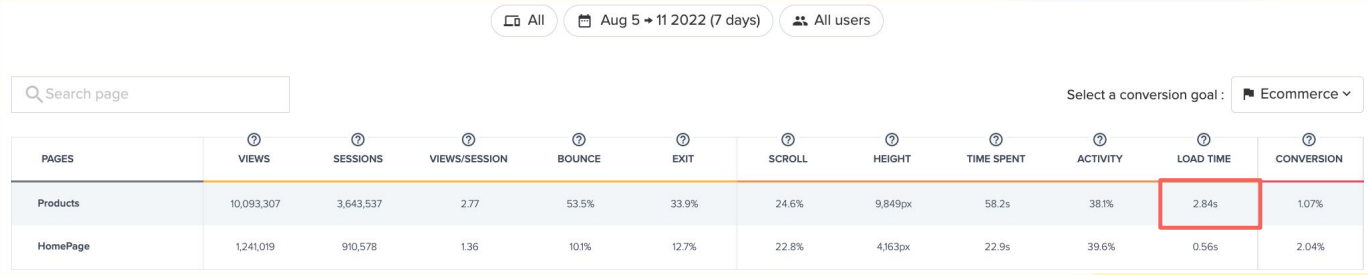
We are using the *window.performance* object provided by most browsers (https://developer.mozilla.org/en-US/docs/Web/API/Performance).

It is calculated with the following operation:

```
window.performance.timing.domInteractive -
    window.performance.timing.requestStar
```

Use case

One second delay on your website can have a huge impact on user frustration. Keep an eye on how your pages load time correlate with Exit and Conversion rates.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Products	10,093,307	3,643,537	2.77	53.5%	33.9%	24.6%	9,849px	58.2s	38.1%	2.84s	1.07%
HomePage	1,241,019	910,578	1.36	10.1%	12.7%	22.8%	4,163px	22.9s	39.6%	0.56s	2.04%

The product page load time of this home goods & furnishing website is 2.84s, which is above the 1.61s* average for this type of industry. This might have an impact on the exit and conversion rate. This page needs an eventual speed improvement.

**Source: Contentsquare Digital Experience Benchmark 2022.*

Page Height

Definition

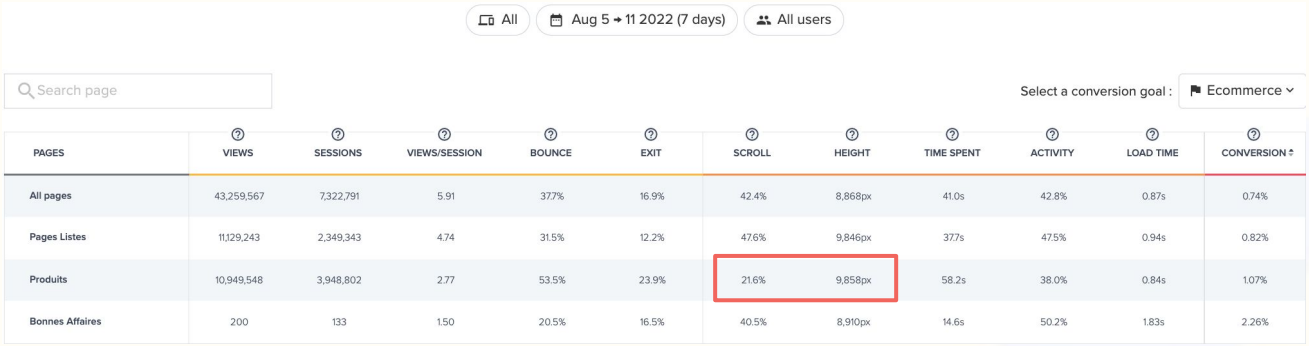
This metric shows the height of the page in pixels at its first load (an average for all the URLs included in the page).

Calculation

Page Height = Last pixel line at page load

Use case

The longer the page, the higher the number of pixels. Keep Page Height in mind when analyzing Scroll Rates.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
All pages	43,259,567	7,322,791	5.91	37.7%	16.9%	42.4%	8,868px	41.0s	42.8%	0.87s	0.74%
Pages Listes	11,129,243	2,349,343	4.74	31.5%	12.2%	47.6%	9,846px	37.7s	47.5%	0.94s	0.82%
Produits	10,949,548	3,948,802	2.77	53.5%	23.9%	21.6%	9,858px	58.2s	38.0%	0.84s	1.07%
Bonnes Affaires	200	133	1.50	20.5%	16.5%	40.5%	8,910px	14.6s	50.2%	1.83s	2.26%

The height of the product page is similar to the other pages. However it shows a shorter scroll rate in comparison of the other pages. This could suggest that it is not easy for users to understand that there is more content below the fold line.

For dynamic page heights, the page height updates each time the user scrolls to load additional content, which results in more accurate values.

Scroll Rate

Definition

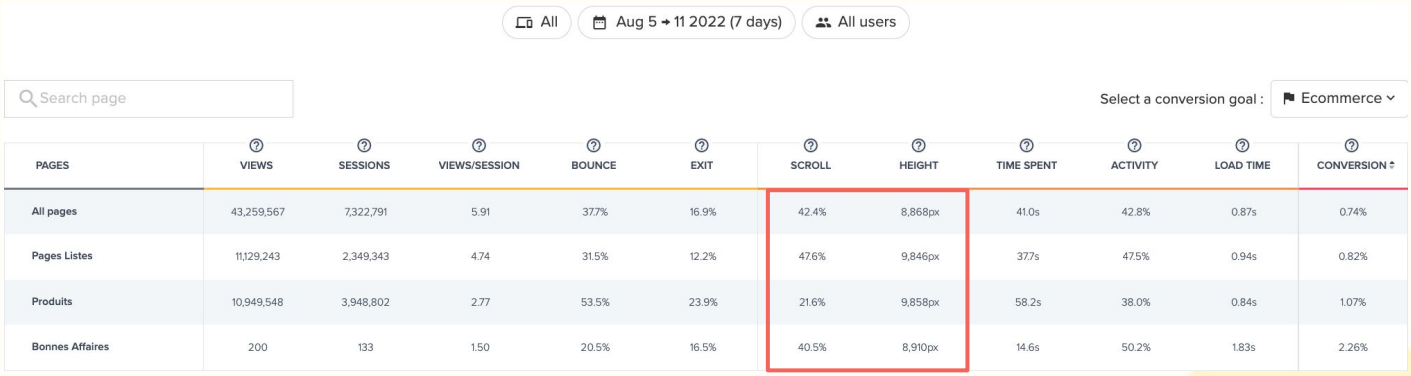
Proportion of the page displayed by users (ratio between the last line of pixels displayed on the screen and the height of the page).

Calculation

$$\frac{\text{Last line of pixels displayed}}{\text{Pixel height of the page}}$$

Use case

Scroll rate tells you how far down a page the average user gets and therefore how much content is viewed.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
All pages	43,259,567	7,322,791	5.91	37.7%	16.9%	42.4%	8,868px	41.0s	42.8%	0.87s	0.74%
Pages Listes	11,129,243	2,349,343	4.74	31.5%	12.2%	47.6%	9,846px	37.7s	47.5%	0.94s	0.82%
Produits	10,949,548	3,948,802	2.77	53.5%	23.9%	21.6%	9,858px	58.2s	38.0%	0.84s	1.07%
Bonnes Affaires	200	133	1.50	20.5%	16.5%	40.5%	8,910px	14.6s	50.2%	1.83s	2.26%

This home goods & furnishings website shows short scroll rates in comparison to the 50% average for this type of industry. The product page scroll rate is particularly low. This might indicate that some visual cues for scrolling are missing, or simply that your content isn't logically structured, adding value and meeting clients expectations.

Sessions

Definition

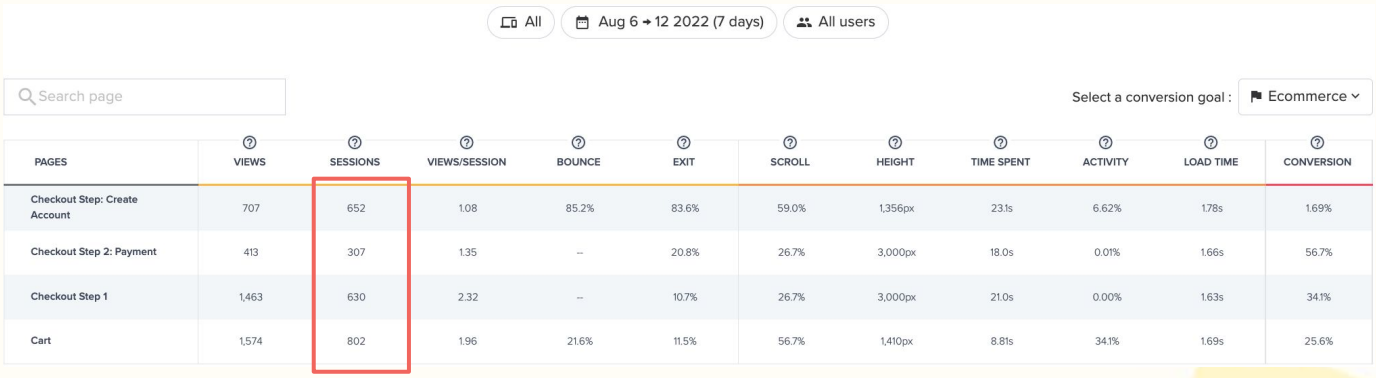
The number of unique users who saw the selected page at least once during their session.

Calculation

Number of sessions where the page has been seen at least once.

Use case

Use Sessions to see how many users dropped off during each step of a checkout funnel, and spot problematic pages that cause users to leave your site.



PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Checkout Step: Create Account	707	652	1.08	85.2%	83.6%	59.0%	1,356px	23.1s	6.62%	1.78s	1.69%
Checkout Step 2: Payment	413	307	1.35	--	20.8%	26.7%	3,000px	18.0s	0.01%	1.66s	56.7%
Checkout Step 1	1,463	630	2.32	--	10.7%	26.7%	3,000px	21.0s	0.00%	1.63s	34.1%
Cart	1,574	802	1.96	21.6%	11.5%	56.7%	1,410px	8.81s	34.1%	1.69s	25.6%

Between checkout step 1 and checkout step 2, we can see a drop of almost half sessions. That would be worth dive in to this page to see what external factors could be impacting your page traffic.

Time Spent

Definition

Average time spent on the page, from the first page view trigger to the last event sent.

Calculation

Time of last event sent - Time of first pageview sent

Use case

Time Spent represents how long users spend on a page, and it is good to think of in terms of content consumption vs. a PDP page, the latter of which users should not be on for as long as they would be on a blog post or the like.

All | Aug 5 → 11 2022 (7 days) | All users

Search page

Select a conversion goal : Ecommerce

PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Bonnes Affaires	200	133	1.50	20.5%	26.5%	38.5%	2,910px	12.6s	27.2%	1.83s	2.26%
Produits	10,949,550	3,948,802	2.77	53.5%	23.9%	24.6%	9,858px	68.2s	38.0%	0.84s	1.07%

On this grocery website, users spend on average 68.2s on the product page, which a very good average knowing that the average time spent for this type of industry is 47s*. However the good deals (bonnes affaires) page shows is very short time spent. This might be the sign that this page presents friction.

**Source: Contentsquare Digital Experience Benchmark 2022.*

Views

Definition

This metric shows the number of times the page was viewed during the selected period.

Calculation

Total number of pageviews of the selected page

Use case

This metric allows you to see which pages visitors are viewing the most and can help you evaluate how engaging your content is.

All | Aug 5 → 11 2022 (7 days) | All users

Search page

Select a conversion goal : Ecommerce

PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
Bonnes affaires	136,664	66,036	2.07	34.3%	12.5%	50.7%	11,967px	39.1s	52.7%	1.12s	2.47%
Services	397,005	192,651	2.06	59.3%	26.8%	63.6%	4,113px	89.9s	40.3%	0.73s	1.49%
Produits	79,276	60,815	1.30	5.87%	6.89%	40.0%	2,889px	16.4s	50.0%	0.55s	1.36%

The product page was seen 79.276 times during the selected period by all users.

Pageviews can give an indication on how popular and engaging the page is, but doesn't always indicate usability. Pageviews data should be combined with other data points.

Views / Session

Definition

Views per session corresponds to the number of times the page was viewed during a session. It allows you to see how many times the average user is seeing the same page during a single journey on your site.

Calculation

$$\frac{\text{Total number of pageviews of the page}}{\text{Number of sessions which visit the page}}$$

Refreshing the page counts as a view.

Use case

All | Aug 5 → 11 2022 (7 days) | All users

Search page

Select a conversion goal : Ecommerce

PAGES	VIEWS	SESSIONS	VIEWS/SESSION	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME	CONVERSION
All pages	43,259,629	7,322,791	5.91	37.7%	16.9%	42.4%	7,868px	41.0s	42.8%	0.87s	0.74%
Services	397,005	192,651	2.06	59.3%	26.8%	63.6%	4,113px	89.9s	40.3%	0.73s	1.49%
Produits	79,276	60,815	1.30	5.87%	6.89%	40.0%	2,889px	16.4s	50.0%	0.55s	1.36%
Bonnes affaires	136,664	66,036	2.07	34.3%	12.5%	50.7%	11,967px	39.1s	52.7%	1.12s	2.47%

The product page of this luxury industry was viewed in average 1.30 times during a session, for the selected period of time.

ZONING ANALYSIS
METRICS

Zoning Analysis metrics display in-page data on users' behaviors (click rate, revenue per click, hesitation time, etc). Get insights on how users interact with the different elements of your page.

Attractiveness Metrics

Identify where users are clicking on the page

Click Rate (pageview level)

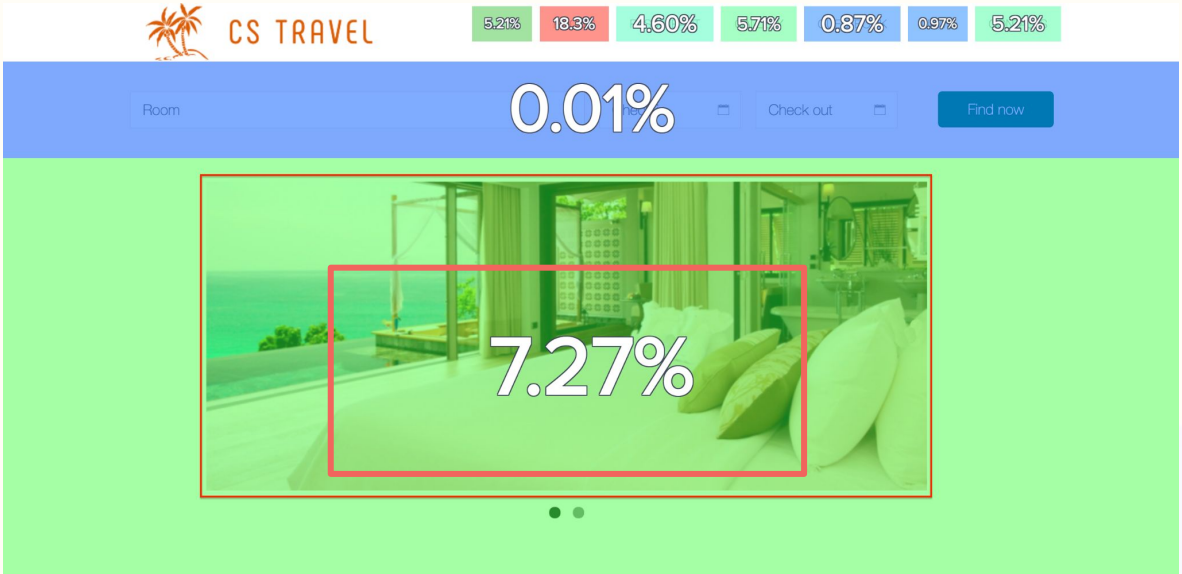
Definition

The percentage of pageviews with at least one click on the zone.

Calculation

$$\frac{\text{Number of pageviews where the zone was clicked}}{\text{Total number of pageviews}}$$

Use case



Out of all pageviews on the homepage, the homepage carousel is clicked during 7.27% of them.

Pageview level click rate shows what users clicked on when they were on a specific page. It only considers one specific page view.

Example: A user clicks on add to cart on a product page, continues to the cart, then returns to the product page and changes the color of the item

Result: The clicks on the product page (add to cart and color change) will be analyzed as two separate page views

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Click rate becomes Tap rate. However, there is no change in the metric calculation.

Click Rate (session level)

Definition

This metric shows the percentage of sessions with at least one click on the zone.

Session Level Click Rate uses sessions instead of pageviews. The Click rate, therefore, shows how many users clicked a particular zone during their entire session and not just during a specific pageview.

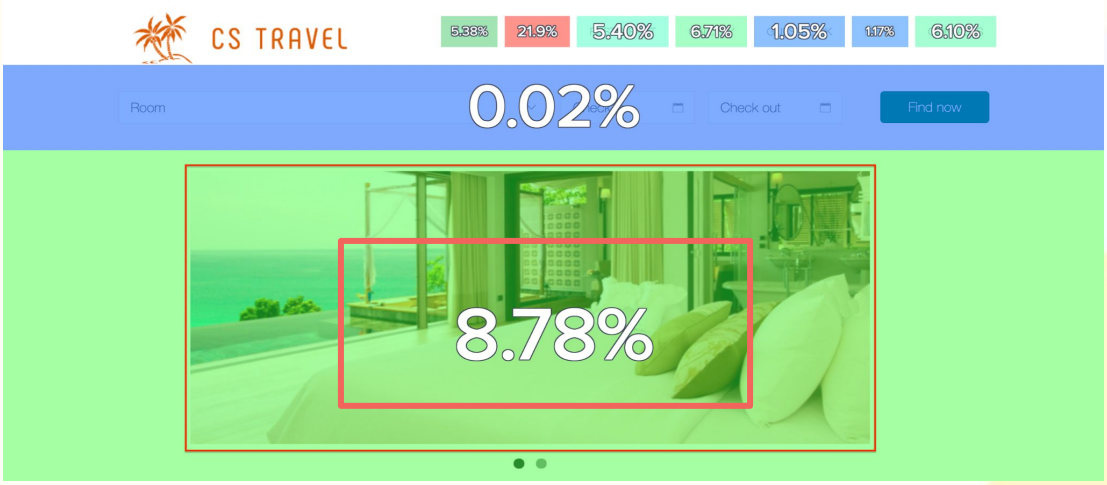
Calculation

$$\frac{\text{Number of sessions where the zone was clicked}}{\text{Total number of sessions}}$$

Use case

Example: A user clicks on add to cart on a product page, continues to the cart, then returns to the product page and changes the color of the item

Result: The clicks on the product page (add to cart and color change) will be analyzed as clicks occurring on the page in the same session



In the example above, we see that 8.78% of sessions where users visited the homepage include at least one click on the homepage carousel.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Click rate becomes Tap rate. However, there is no change in the metric calculation.

Number of Clicks

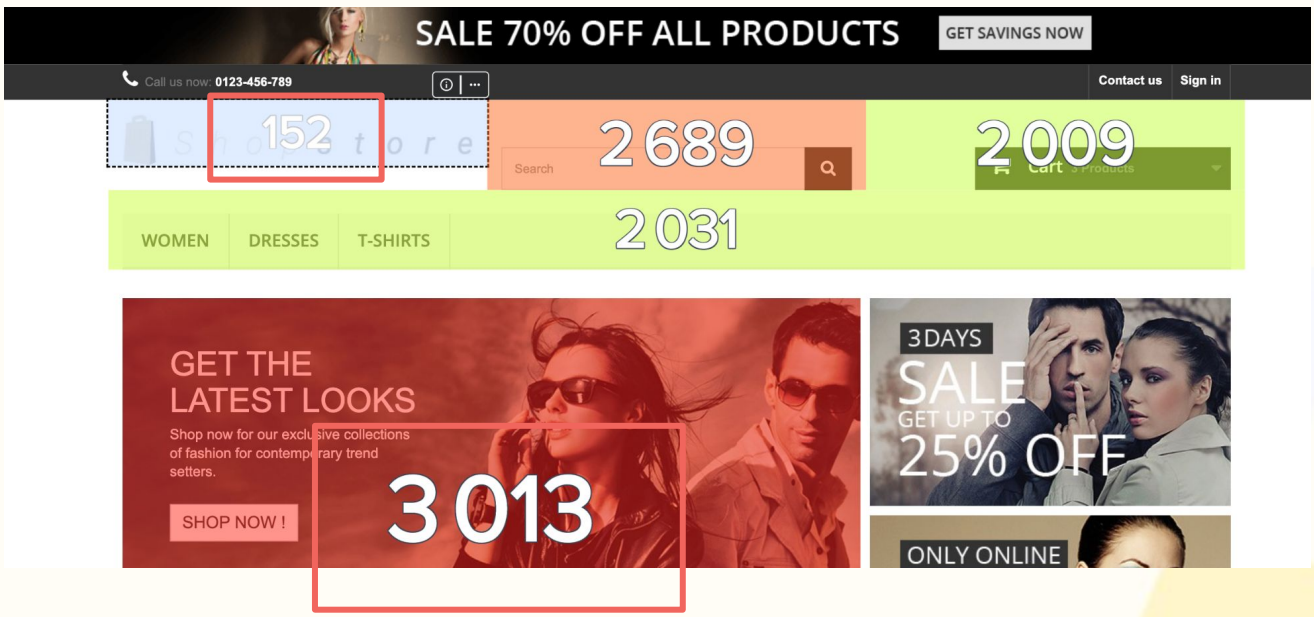
Definition

This metric displays the total number of clicks on the zone.

Calculation

Total number of clicks on a zone.

Use case



In this example, we can see that the “Latest looks” display got the most clicks (3,013 clicks) for the selected period. The company’s logo, on the other hand, only got 152 clicks during the same period.

When analyzing a mobile device on a web zoning, “click” metrics become “tap” metrics. In this case, Number of clicks becomes Number of taps. However, there is no change in the metric calculation.

Click Distribution

Definition

This metric allows you to identify the zones in which users clicked the most (the total sum of all percentage values placed on the zones equals 100%, so it is dependent on the total number of zones).

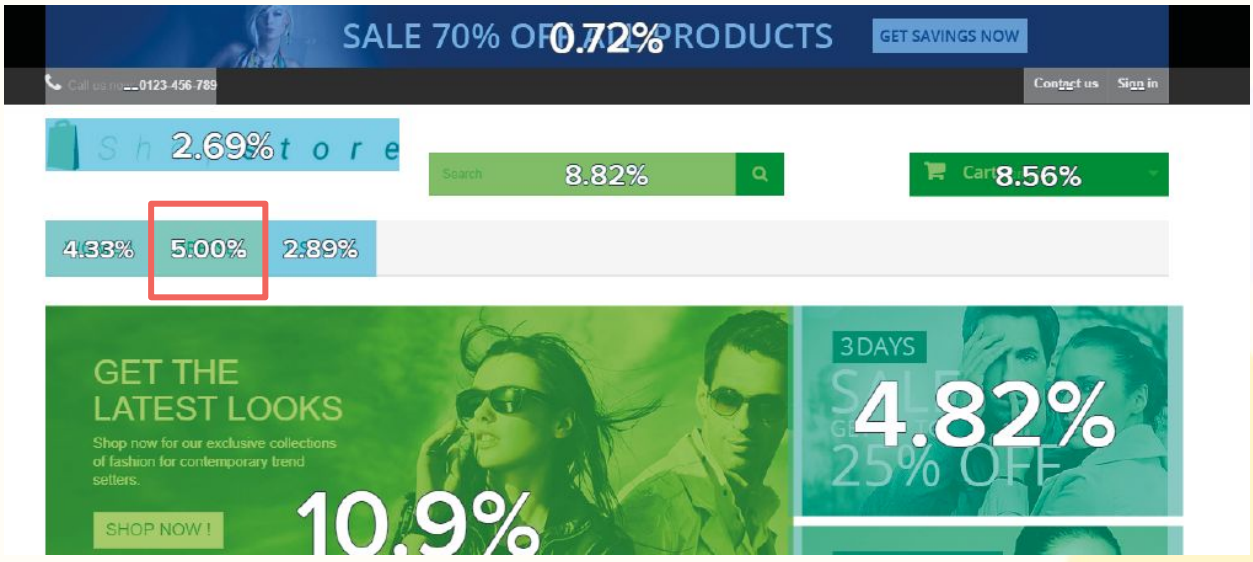
Calculation

$$\frac{\text{Number of clicks on the zone}}{\text{Sum of clicks on all created zones}}$$

Calculation is based on parent zones.

Use case

This metric allows you to determine zones which receive the highest and lowest share of clicks on the page. This is useful for merchandising to determine which zone is most clicked and can be helpful to organize the top navigation menu of a website.



Here you can see that more users are clicking on the second zone in the menu nav, which drives **5%** of all clicks on the page.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Click distribution becomes Tap distribution. However, there is no change in the metric calculation.

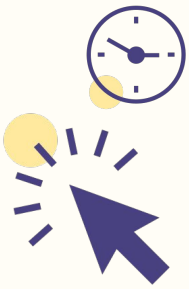
Time Before First Click

Definition

This metric identifies which elements users interact with first. This is useful to rank zones according to the amount of time (in seconds) spent before users engaged with the zone.

Calculation

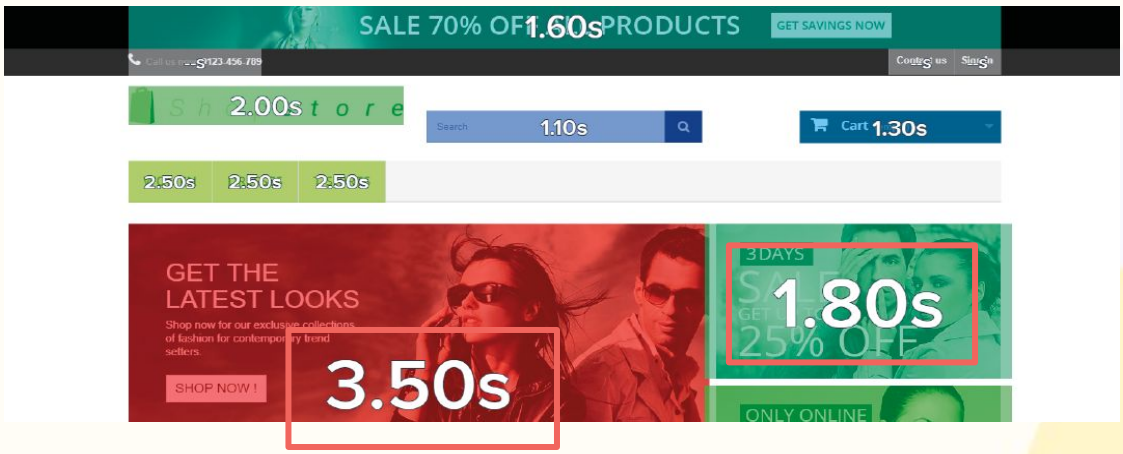
Average time from when the CS tag fires
and the first click on the zone,
for a pageview with at least one click on the zone



Use case

This metric also shows you which areas of the page are most immediately attractive to users and where people are clicking first.

If a user has a CTA in view the **Time Before the First Click** should be low, but if there is text on the screen, a longer **Time Before the First Click** makes sense.



The 'Latest Looks' section has the longest Time Before First Click, which can indicate the user's **lack of interest** in that particular promotion. You can see users click quickest on the image to the right (1.80s).

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Time before first click becomes Time before first tap. However, there is no change in the metric calculation.

Interaction Metrics

Shows how users interact with a zone.

Hover Rate

Definition

The percentage of page views where the zone was hovered at least once. This metric determines which zones are consumed the most.

Using this metric, you are able to rank zones and see if they are properly consulted (consider average of other zones + page length).

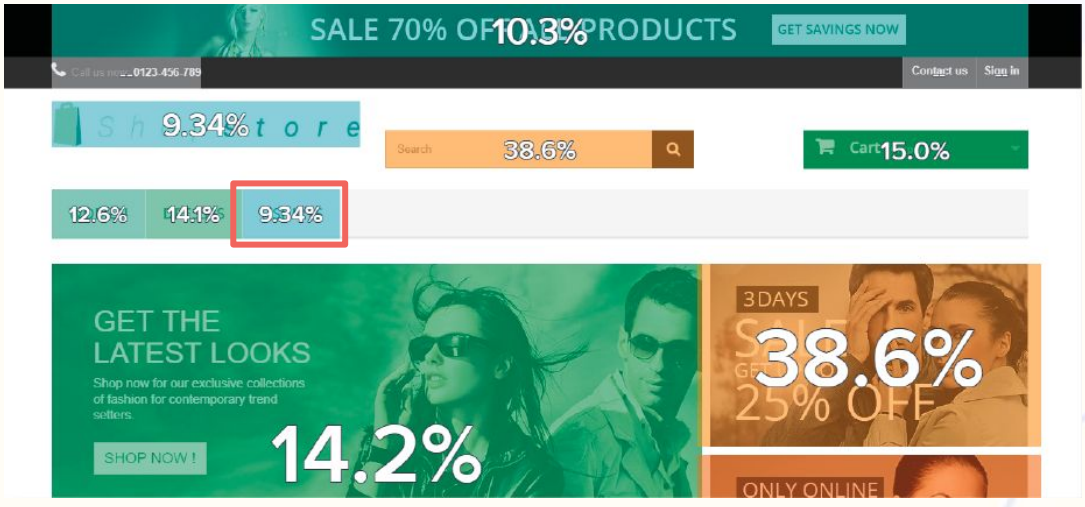
Calculation

$$\frac{\text{Number of views which are the last page of the session}}{\text{Number of views}}$$

Use case

Percentage of users who clicked after having hovered a zone. The metric translates how intuitive an element is, i.e. its capacity to define how it should be interacted with through its design. For example, a CTA's design should make it obvious that it should be clicked.

The metric is useful to establish if a zone has a good affordance in light of clickability. Consider the shape, color, wording and placement and all other details that hint at clickability (buttons, picture effects, etc.).



Here a low Hover Rate on the third menu item **(9.34%)** shows visitors are not giving this section much attention.

Engagement Rate

Definition

The percentage of users who clicked after having hovered a zone.

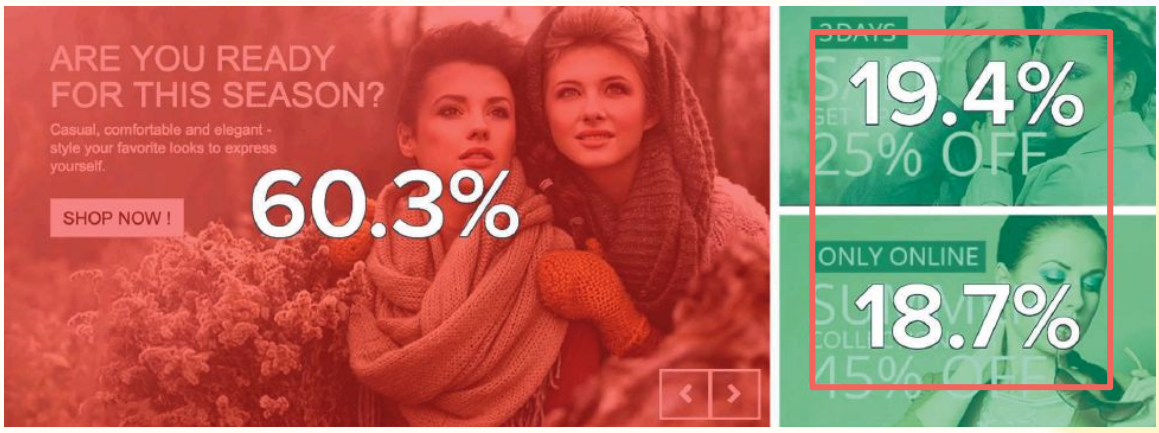
This metric translates how intuitive an element is, i.e. its capacity to define how it should be interacted with through its design. Consider the shape, color, wording and placement and all other details that hint at clickability (buttons, picture effects, etc.). For example, a CTA's design should make it obvious that it should be clicked.

Calculation

$$\frac{\text{Number of views with at least one hover } \textbf{and} \text{ at least one click on the zone}}{\text{Number of views with at least one hover on the zone}}$$

Use case

Does content with low **Exposure Rate** have a high **Engagement Rate**? For example, if elements on the homepage below the fold (line) have a high **Engagement Rate**, you could consider moving them up higher where the zone is more visible.



Here, the relatively low Engagement Rate on the two stacked promotions to the right indicate users may not be sure that these sections are clickable.

Hesitation Time

Definition

This metric calculates the average time users spend hesitating before deciding to click on a zone. It translates whether the content is understood quickly or if users hesitate before clicking.

Calculation

Hesitation Time = Average time elapsed between the last hover (mouse movement) and the first click on a zone.

Use case

Use Hesitation Time to analyze images that have text on them vs. images that are clickable but do not have text, to understand if they are being consumed properly.

A long Hesitation Time on a product visual can indicate that users don't understand how the visual works and the navigation system between pictures isn't intuitive.

Hesitation Time can be either good or bad, i.e. it can convey engagement or confusion. Here, the high hesitation on the main image could be due to users consuming the copy above the CTA.

Float Time

Definition

The average total time (in seconds) spent hovering over an element.

The **Float Time** can represent interest or confusion, it is important to consider the **type** of element in question. For example, a **Float Time** of over 3 seconds on a text image can be considered positive, while on a CTA this could be considered negative.

This metric is useful to see if users are digesting content or are just hovering their mouse over a zone.

Calculation

$$\frac{\text{Total time spent hovering over the zone}}{\text{Number of pageviews with at least one hover}}$$

Use case

This metric can be useful for non-clickable content because you would not use **Click Rate** on zones where users aren't encouraged to click. **Float Time** is an interesting metric in this case because a longer **Float Time** shows higher consumption.

With the highest Float Time of all products on the page **(2.91 seconds)**, the blouse is causing either confusion or interest. Find out for sure by looking at the Engagement Rate of this zone.

Click Recurrence

Definition

The average number of times an element was clicked when engaged with during a pageview. This metric measures engagement and frustration.

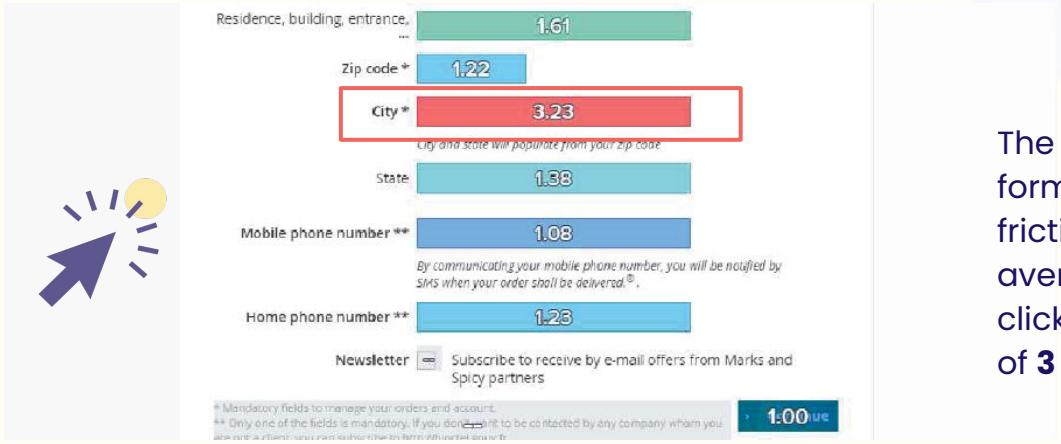
This metric helps us establish if an element is satisfying or frustrating. Context is key to analyzing this metric and to understanding whether a high Click Recurrence is positive or negative. For example, a high Click Recurrence on a carousel is positive, as it shows that users are engaging with the element.

Calculation

$$\frac{\text{Total number of clicks on the zone}}{\text{Total number of pageviews with at least one click on the zone}}$$

Use case

This metric can help you spot if users are trying to engage with elements that are not clickable. If users are repeatedly clicking on a banner that they expect to take them somewhere, and it doesn't, then it is a negative experience. High Click Recurrence would help you consider removing the banner or having it lead somewhere.



The City field on this form is clearly a friction point, with the average visitor clicking on it upward of **3 times**.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Click recurrence becomes Tap recurrence. However, there is no change in the metric calculation.

Attractiveness Rate

Definition

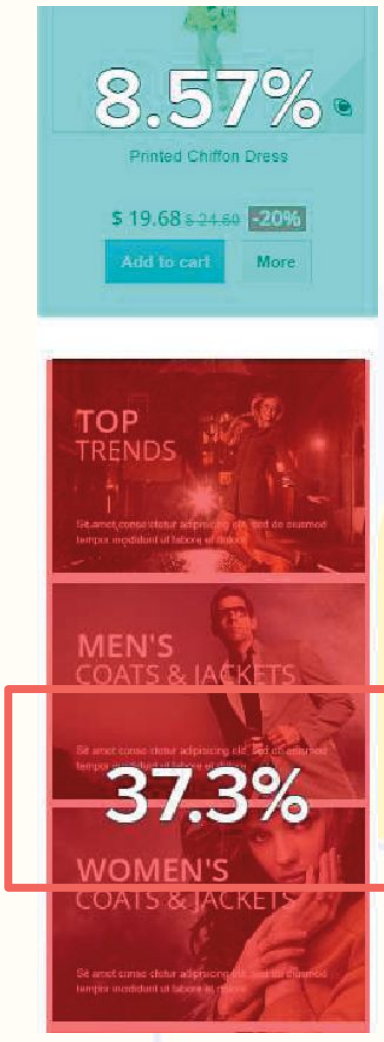
This metric translates the attractiveness of an element. Percentage of users who clicked the zone after they have been exposed to it.

Calculation

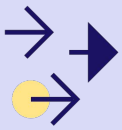
$$\frac{\text{Number of views with zone displayed } \textbf{and} \text{ at least one click}}{\text{Number of views with zone displayed}}$$

Use case

Sometimes, the gems are hidden beneath the fold – **37.3%** of users who scrolled down to the category images tapped on them, showing users who were exposed to this content were highly likely to engage with it.



Heatmap Metrics



Reveal how much content users have viewed and how long these elements were in view.

Exposure Rate

Definition

This metric allows you to identify how far down the page users are scrolling on average.

The **Exposure Rate** is taken into account when the middle pixel line of a zone is visible.

Calculation

$$\frac{\text{Number of pageviews that displayed the mid-height pixel line of the zone}}{\text{Number of pageviews}}$$

Use case

Exposure Rate shows that the second row of products is seen by **half as many users** as the first. Consolidating into a single row of 6 products could ensure your content is viewed by more visitors.

Exposure Time

Definition

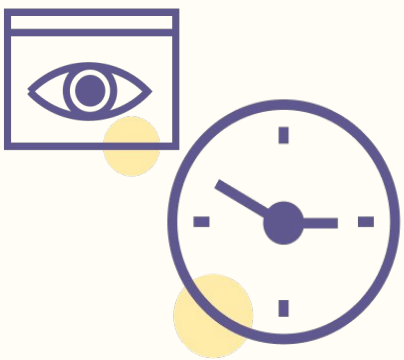
This metric displays the amount of time (in seconds) that a zone is visible on screen. It allows you to identify zones that were viewed the longest during a page view.

Calculation

The time (in seconds) the mid-height pixel line of the zone is visible when it is displayed.

Use case

Find the gems hidden under the fold! Here, users spent **11.1 seconds** below the fold, proving they are interested in this content.



Performance Metrics

Measure performance of zones according to business objectives. Help identify strengths and weaknesses of the page by identifying the role of every zone in the page.

Behavior | Conversion rate per click

Definition

This metric allows you to decide whether clicking on a zone impacts the behavior / conversion goal. The applies only to clickable zones.

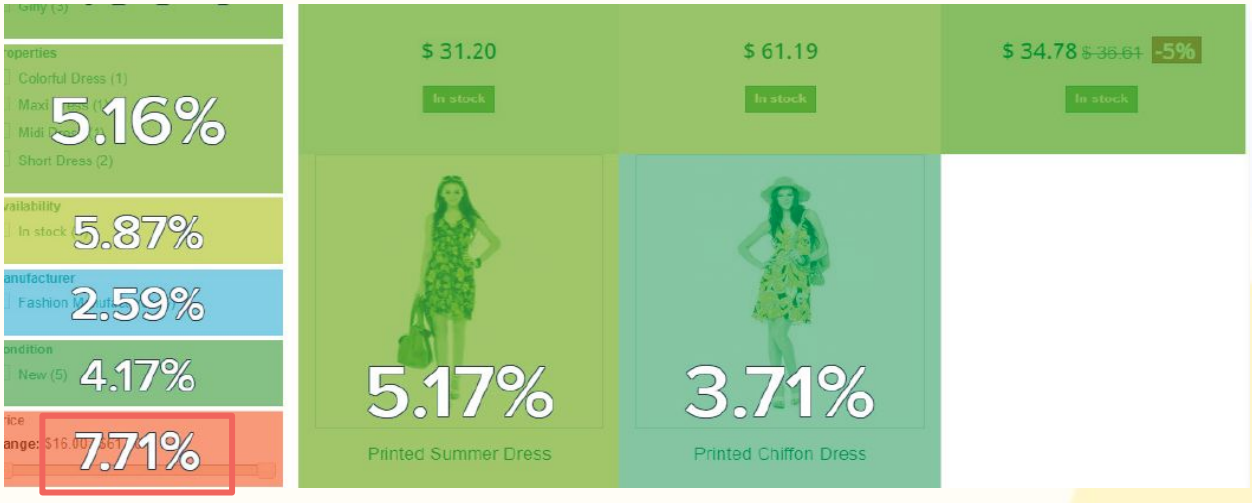
Calculation

$$\frac{\text{Number of users who click(ed) on the zone and accomplished the behavior}}{\text{Number of users who clicked on the zone}}$$

Use case

If you are analyzing a category page - what zones are helping customers achieve the goal of reaching a product page?

If you are analyzing a product page, what zones are helping customers achieve the goal of adding to their bag? Remember, this is based on the behavior you select.



The price filter has the highest Conversion Rate Per Click of all elements on the page (7.71%) — making this feature more prominent by bringing it higher up the page could result in more conversions.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Conversion rate per click becomes Conversion rate per tap. However, there is no change in the metric calculation.

Behavior | Conversion rate per hover

Definition

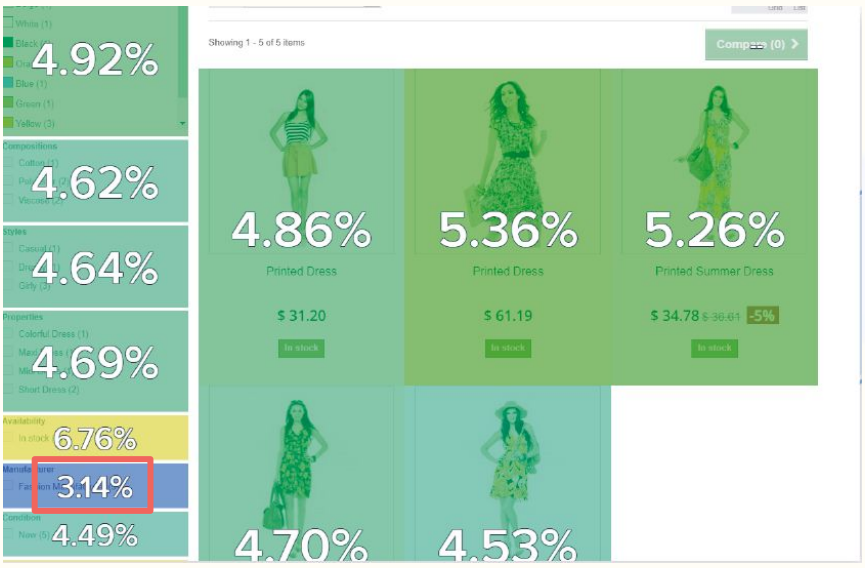
This metric allows you to decide whether hovering on a zone impacts the behavior / conversion goal.

Calculation

$$\frac{\text{Number of users who accomplished the behavior and hovered over the zone}}{\text{Number of users who hovered the zone}}$$

Use case

Does hovering over a product's details result in a high **Conversion Rate?**



With the lowest Conversion Rate per Hover on the page **(3.14%)**, the Manufacturer filter clearly has less impact on purchase than other filters.

ROI Metrics

These metrics are all tied to revenue and ecommerce conversions

Revenue

Definition

The total revenue generated by users who clicked on an element. This metric ranks elements based on their contribution to revenue.

Calculation

Revenue = Total purchase amount of all sessions that clicked on the zone.

Use case

When analyzing a PLP you can use this metric to see what zones are generating the most revenue.

With a total Revenue of **$24,192**, the blouse is the product leading to the most revenue on this page.

Revenue per Click

Definition

The average **Revenue Per Click** generated by users who clicked on an element. This metric ranks elements based on their contribution to revenue and shows you in terms of smaller, more digestible, financial values tied directly to a zone.

Calculation

$$\frac{\text{Total purchase amount of all sessions that clicked on the zone}}{\text{Total sessions where the zone was clicked}}$$

Use case

A zone with high **Total Revenue** may just be a case of a high number of users clicking. **Revenue Per Click** lets us see which zones are both attractive and have a high contribution to ROI.

Similar to **Purchase Conversion Rate Per Click,** with this metric you are able to think about ranking zones by exact revenue.

Here you can see that users who clicked on the first image were likely to spend more than users who clicked on any other section.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Revenue per click becomes Revenue per tap. However, there is no change in the metric calculation.

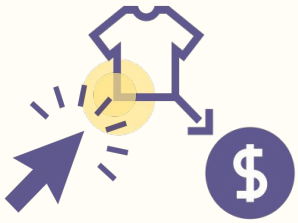
Purchase | Conversion Rate Per Click

Definition

This metric allows you to decide whether clicking on a zone impacts the purchase. It's important to note that this is only applied to clickable elements.

Calculation

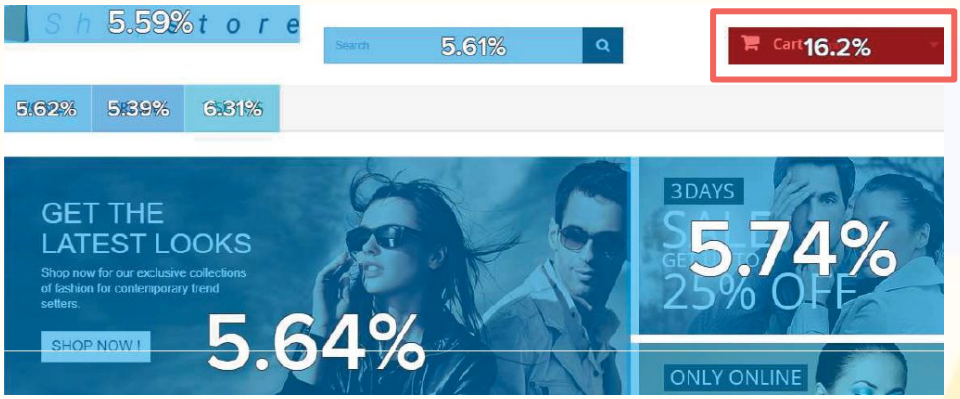
$$\frac{\text{Number of purchasers who clicked a zone}}{\text{Number of users who clicked a zone}}$$



Use case

It allows you to quickly see what zones on a page are contributing to conversions when they are clicked on.

This can be useful for organizing a page by identifying what clicked on zones result in a conversion.



Here you can see that users who click on the third element of the menu have a high purchase intent.

When analyzing a mobile device on a web zoning, "click" metrics become "tap" metrics. In this case, Conversion rate per click becomes Conversion rate per tap. However, there is no change in the metric calculation.

Purchase | Conversion Rate Per Hover

Definition

This metric allows you to decide whether hovering on a zone impacts the purchase.

Calculation

$$\frac{\text{Number of purchasers who hovered on a zone}}{\text{Number of users who hovered a zone}}$$

Use case

This metric is useful to analyze zones that are less frequently clicked on or do not have a lot of traffic, thus rendering the click rate statistically insignificant.

This metric shows a user's desire to interact with a zone. It can be applied to content, branding or information (text, photos, etc). A high **Hover Rate** can translate to interest in a zone.

Here you can see that users to this page are very price conscious (7% Conversion Rate Per Hover on the price filter).

WORKSPACE & ALERTS METRICS

All CS Digital metrics are available in **Workspace** and **AI Alerts**. You can monitor a metric or create an alert on three different levels.
In this section, discover a couple additional metrics that you can use in these features.

Percentage of Session (page level)

Definition

This metric shows the ratio between session on the page that belongs to the segment you set and the total number of sessions on the page.

Calculation

$$\frac{\text{Number of sessions to a page of a particular segment and device}}{\text{Number of sessions to the page across all segments and devices}}$$

Percentage of Session (site level)

Definition

This metric shows the ratio between session on the site that belongs to the segment you set and the total number of sessions on the page.

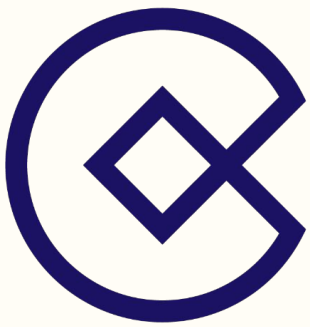
Calculation

$$\frac{\text{Number of sessions of a particular segment and device}}{\text{Number of sessions across all segments and devices}}$$

METRICS AVAILABILITY PER MODULE

	Site overview	Page Comparator	Zoning Analysis	Work-space	Alerts
Activity		X			
Attractiveness Rate			X		
Average Cart	X			X	X
Bounce Rate	X (site level)	X (page level)		X	X
Click Distribution			X		
Click Rate (pageview level)			X	X	X
Click Rate (session level)			X		
Click Recurrence			X	X	X
Conversion Rate	X (site level)	X (page level)		X	X
Conversion rate per click			X	X	X
Conversion rate per hover			X	X	X
Engagement Rate			X	X	X
Exit		X			
Exposure Rate			X		
Exposure Time			X		
Float Time			X	X	X
Height		X			

	Site overview	Page Comparator	Zoning Analysis	Work-space	Alerts
Hesitation Time			X	X	X
Hover Rate			X	X	X
Load Time		X			
Number of clicks			X	X	X
Number of conversions	X			X	X
Percentage of Session				X	X
Revenue	X (site level)		X (zone level)	X (any level)	X (any level)
Revenue per click			X	X	X
Scroll Rate		X			
(Number of) Sessions	X (site level)	X (page level)		X (any level)	X (any level)
Session Time	X			X	X
Time Before First Click			X	X	X
Time Spent		X		X	X
Views	X (site level)	X (page level)			
Views / Session		X		X	X



Contentsquare

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