

2027 DIGITAL EXPERIENCE PLAYBOOK · FINANCE

What finance needs to know to plan for 2027

Digital financial experiences are getting harder to read from traditional signals alone. Here's what the behavioral data reveals about customer experience heading into 2027.

18.7 billion sessions · 1.6 trillion behavioral signals

Your breakage went up, but your frustration signals went down

Error clicks rose 17% while rage clicks fell 10%. Read either number on its own, and you will build the wrong plan.

BASE-LEVEL DATA

↑17%

Error clicks

↑1%

Post-error exits
in line with average

🔍

If your 2027 plan is built on these signals, it's missing the story that matters.

BEHAVIORAL INSIGHTS

↓10%

Rage clicks

↑45%

Session duration
engagement lagged far behind

10.1 per 100k

Suspicious activity
up from 1.4

🔍

Rage clicks fell 10%, one of the only verticals where rage clicks dropped at all, while sessions ran 45% longer without engaging more, and suspicious activity rose to 10.1 per 100k.

Your dashboards caught the breakage but missed the shift

This is the data shaping most finance plans for 2027. Here’s what it’s missing.

THE INVERSION

Breakage rose while frustration fell.

Error clicks rose 17% while rage clicks fell 10%—one of the few verticals where rage clicks declined at all. One experience signal got worse while another got better. Neither tells the whole story alone.

↓10%

Rage clicks
133/1k (was 149)

↑17%

Error clicks
330/1k (was 281)

💡 **Fix the breakage before it becomes frustration.**

ENGAGEMENT

More time doesn't mean more trust

Sessions ran 45% longer, while active time rose just 18%. More time inside a financial experience isn't inherently positive—especially when the added time isn't matched by deeper engagement.

↑45%

Duration
to 22m 25s

93.3%

Engagement
passive

💡 **Measure successful progress, not time spent.**

THE DEVICE GAP

Mobile stability improved, while expectations remained the same

Mobile friction is not a code problem. It is design, usability, and strategy. Mobile errors fell 31% while mobile dead clicks held flat. Dead clicks cluster where customers expect a control to be; and on touch, a mistimed tap or a highlight gesture registers the same as rage.

↓31%

Mobile errors
111/1k (was 159)

↑1%

Dead clicks
(709/1k, 1.7x web)

💡 **Redesign the tap, don’t just monitor it.**

A NEW KIND OF NOISE

Not every bot is a bad actor

Automated traffic accounted for 57.5% of HTTP requests in 2025, according to Cloudflare. For Finance & Insurance, the challenge isn’t identifying automation — it’s telling malicious activity apart from agents acting legitimately on a customer’s behalf.

10.1

Suspicious activity
per 100k, was 1.4 in 2024

↑62%

Thrashed cursor
now 23.2 (was 14.4) — a human signal, not a bot one

💡 **Know who's acting—and on whose behalf.**