

2027 DIGITAL EXPERIENCE PLAYBOOK

What you need to know to plan for 2027

Each year, we take an aggregated look at trends in the behavioral data we capture to find meaningful trends that will help teams plan and act for today's digital experiences. This is a summary of this year's key insights.

18.7 billion sessions · 1.6 trillion behavioral signals

The signals you trust stopped meaning what you think

The dashboards most teams use to read their own experience reported surface level improvements, under the surface is a lot of behavioral friction.

BASE-LEVEL DATA

↓8% Error clicks

↓34% Post-error exits
fell harder

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

BEHAVIORAL INSIGHTS

↑77% Rage clicks

↑42% Session duration
engagement stayed flat

57.5% Non-human traffic
per Cloudflare, 2025

🔍 Frustration rose, sessions ran far longer without engaging more, and 57.5% of web traffic — per Cloudflare — was no longer human.

Your dashboards had a banner year, your users didn't

This is the data shaping most 2027 plans right now — here's what it's missing.

THE DECOUPLING

Teams fix what breaks, not what frustrates

Across all industries, real breakage (errors) eased 8% while rage signals climbed 77%. Technical health improved. User frustration moved in the opposite direction, in the same sessions.

🔔 **Fix frustration, not just failures.**

↑77%

Rage clicks
frustration — surging

↓8%

Error clicks
breakage — improving

ENGAGEMENT

Longer sessions, not deeper ones

Session duration rose 42%, but engagement didn't move with it. Whatever is creating those extra minutes, duration alone no longer tells you whether people are getting more value from the experience.

🔔 **Measure depth, not duration.**

↑42%

Duration
to 25m 41s

93%

Engagement
passive

THE DEVICE GAP

Mobile breaks less, but dead-ends more

Mobile friction increasingly isn't about whether the experience works. It's whether it works the way people expect. Dead clicks expose the gap between a functioning interface and an intuitive one.

🔔 **Redesign the tap, don't just monitor it.**

↓55%

Error Clicks

↑280%

Mobile Dead clicks
(1,799/1k, 3.8x web)

A NEW KIND OF NOISE

Over half of web traffic is no longer human

Automated traffic accounted for 57.5% of HTTP requests in 2025, compared with 42.5% from humans, according to Cloudflare. Not all of it is a threat: treat every non-human visitor as an attacker and you block revenue; treat none as one and the real bad actors hide in the noise.

🔔 **Separate bots from bad actors before you block either.**

61.4

Suspicious activity
per 100k, was 6.2 in 2024

↑69%

Thrashed cursor
now 23.8 (was 14)