

2027 DIGITAL EXPERIENCE PLAYBOOK · RETAIL

What retail needs 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 action 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

Shoppers are changing faster than the metrics retailers have used to understand them. Here's what the behavioral data reveals about the digital shopping experience heading into 2027.

BASE-LEVEL DATA	BEHAVIORAL INSIGHTS
↓7% Error clicks ↓31% Post-error exits still 41% above average	Climbing fast Rage clicks still below the 226/1k field average ↑56% Session duration engagement lagged far behind 15.5 per 100k Suspicious activity up from 0.7
💡 If your 2027 plan is built on these signals, it's missing the story that matters.	💡 Rage clicks climbed sharply — still below the field average, but closing the gap fast — sessions ran 56% longer without engaging more, and suspicious activity rose to 15.5 per 100k.

Your dashboards had a banner year; shoppers didn't.

This is the data shaping most retail plans for 2027.
Here's what it's missing.

THE DECOUPLING

Teams fix what breaks, not what frustrates

Real breakage (errors) eased 7% while rage signals climbed sharply — still below the field average of 226 per 1,000 sessions, but closing the gap fast. Errors improved. Shopper frustration didn't follow.

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

Climbing
fast

Rage clicks
192/1k, up from 53, vs.
226/1k field avg

↓7%

Error clicks
299/1k (was 323)

ENGAGEMENT

Longer sessions, not deeper ones

Sessions ran 56% longer, while active time rose just 17%. More minutes in a shopping session don't necessarily mean greater intent—or a better shopping experience.

💡 **Measure depth, not duration.**

↑56%

Duration
to 21m 51s

90.7%

Engagement
passive

THE DEVICE GAP

Mobile got more stable, but shopping on mobile did not

Mobile errors fell 86%, while dead clicks rose 43%. The code may be working, but shoppers are still tapping where they expect something to happen. In commerce, that gap lives dangerously close to conversion.

💡 **Optimize for the tap that becomes a transaction.**

↓86%

Mobile errors
108/1k (was 793)

↑43%

Dead clicks
(603/1k, 1.5× web)

A NEW KIND OF NOISE

Your next shopper might be an agent

Automated traffic accounted for 57.5% of HTTP requests in 2025, according to Cloudflare. For Retail, that means AI agents can now research products, compare options, and act on a shopper's behalf — not every non-human visitor is unwanted traffic.

💡 **Design for shoppers, agents, and scrapers differently.**

15.5

Suspicious activity
per 100k, was 0.7 in 2024

↑198%

Thrashed cursor
now 20.7 (was 7.0) — a human
signal, not a bot one