The Behavioral Data Index 2025

What 14 billion sessions reveal about digital behavior in 2025.

fullstory

AIRPORT

WELCOME TO
Insight Springs
EST. 2025

RESTAURANT

SHOP

CASINO

BANK

WELCOME TO

Insight Springs

... a place where data flows freely and insight lies around every corner.

AI has reinforced and multiplied what people expect when they're online. They want fast. They want effortless. They want it to work the first time.

But the more intuitive digital experiences become, the less patience users have when they don't.

One thing stood out in this year's data: frustration is rising. From dead clicks to error exits, signs of struggle are up across industries, even as overall engagement grows.

Our 2025 Benchmark Report reflects what we've observed across billions of sessions. It highlights common points of friction, shifting patterns in user behavior, and emerging trends shaping digital expectations. Use it to rate your experience, spot potential weak points, and focus your next round of improvements.

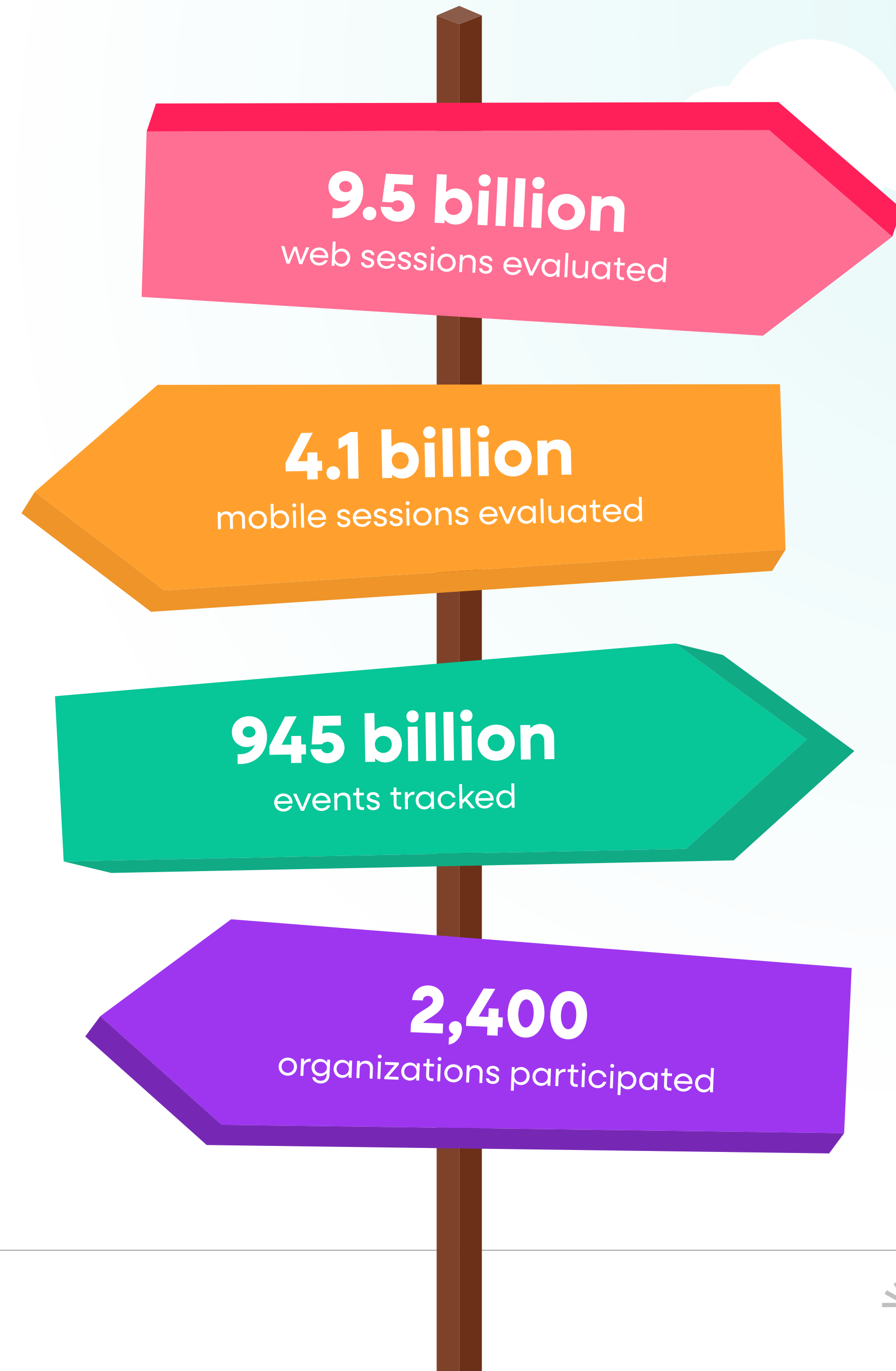**Because even small fixes can lead to big wins.**

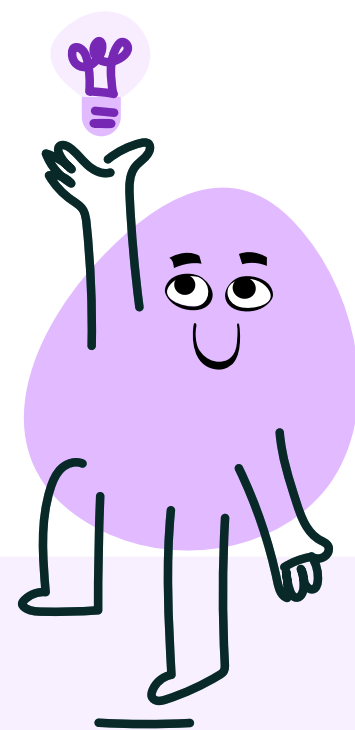fullstory

METHODOLOGY

Every action tells a story

The data in this report is based on anonymized behavioral signals from actual user sessions.

We analyzed activity across 9.5 billion web sessions, 4.1 billion mobile sessions, and 945 billion individual events.

Our dataset includes thousands of organizations across Ecommerce, Travel & Hospitality, Food & Beverage, Financial Services, Gambling, and more, spanning North America, the UK and Ireland, DACH, and Benelux.

9.5 billion
web sessions evaluated

4.1 billion
mobile sessions evaluated

945 billion
events tracked

2,400
organizations participated

fullstory

Meet the locals

INTEREST

Interest signals reveal how long customers linger, how actively they interact, and how far they scroll, letting you see just how compelling your experience really is.

- **Session duration:** How long customers stay.
- **Active time:** How long they actively engage.
- **Scroll depth:** How far they scroll down the page.

FRUSTRATION

Frustration moments show where journeys stumble. Mapping these signals pinpoints exactly where customers' journeys stall and their experience suffers.

- **Rage clicks:** Customers clicking on unresponsive elements.
- **Dead clicks:** Customers clicking on...nothing.
- **Error clicks:** Clicks that lead to an error.

ABANDONMENT

Abandonment signals reveal when journeys end early, showing exactly where customer interest fades and conversions slip away.

- **Bounce rate:** The % of customers who view one page and bounce.
- **Exits after error:** The number of customers who leave after an error occurs.

fullstory

The talk around town

The streets are buzzing with sessions—signals coming in from every corner about how users are behaving, where they're getting stuck, and what's catching teams off guard.

We followed the patterns and surfaced the three biggest takeaways.

**Let's see what everyone's talking about.**

fullstory
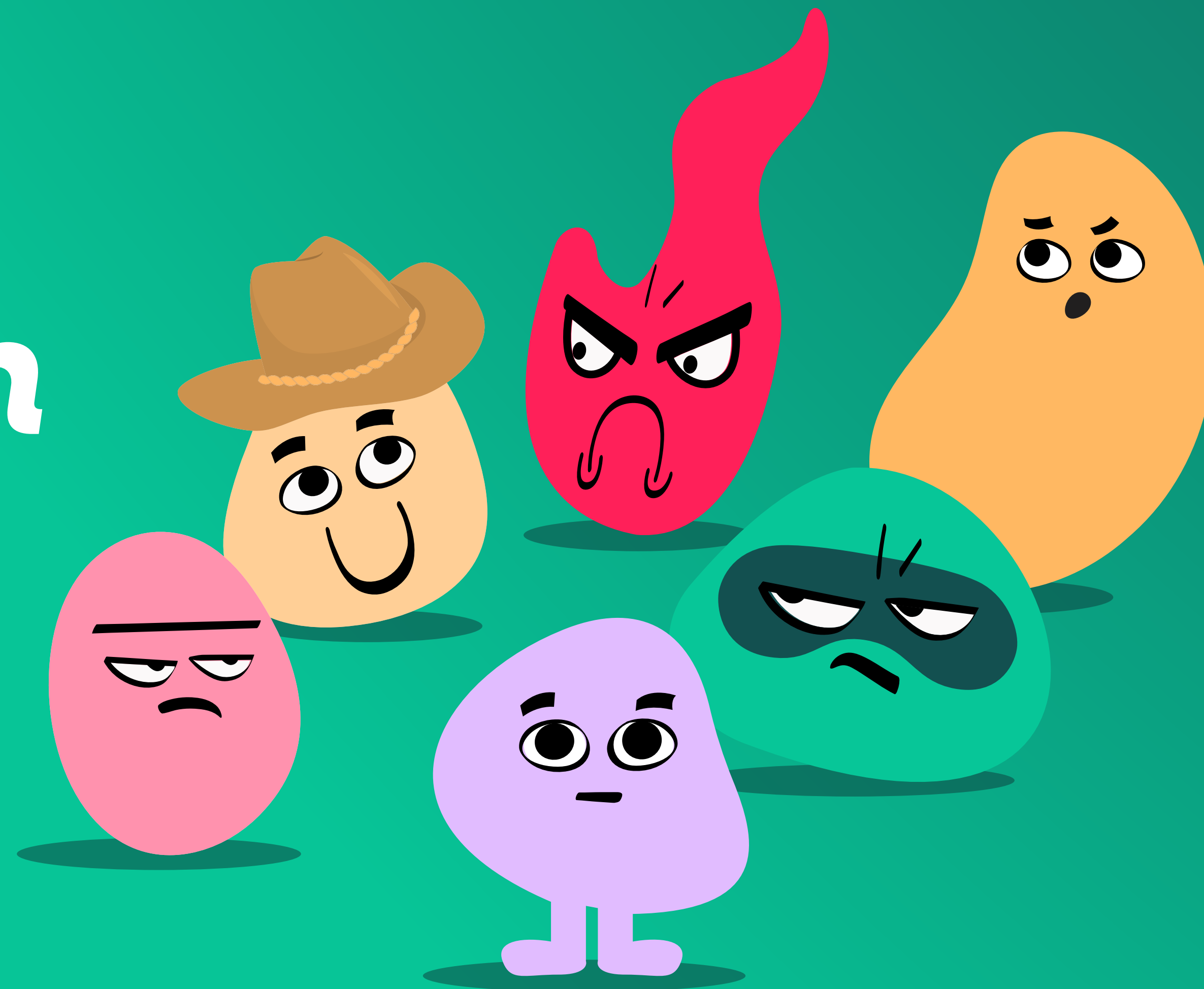
Reflect on what engages visitors

Scroll depth has slipped from 75% in 2024 to 67% in 2025, despite longer sessions.

2025	**67%**
2024	**75%**

This means users are spending more time on your site but not necessarily exploring deeper. Or in other words, if your hero section under-delivers, visitors won't stick around.

FAST FIXES: Lead with a short, clear value proposition, strong visuals, and an immediately visible CTA. Your above-the-fold content has to shine.

fullstory
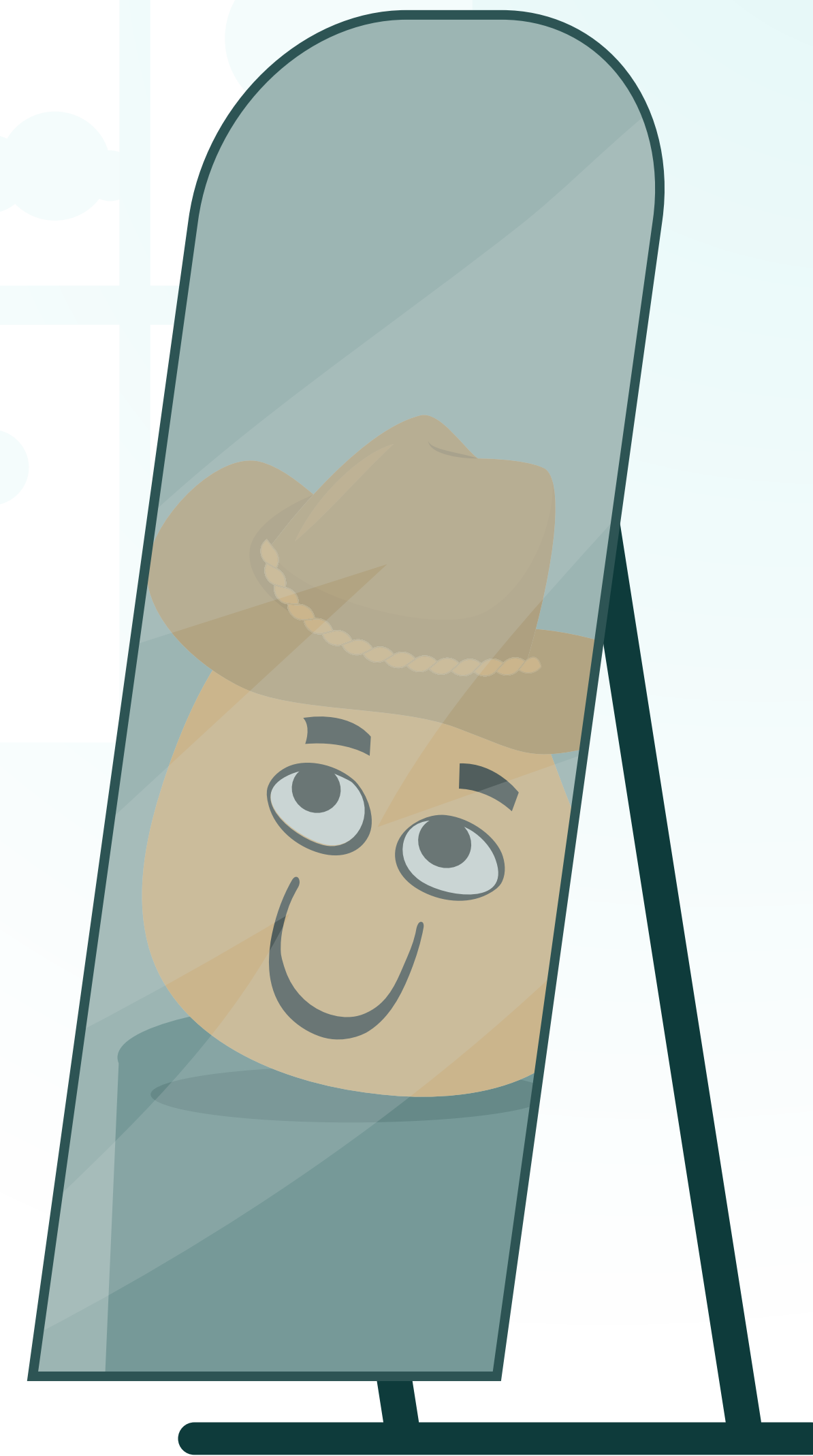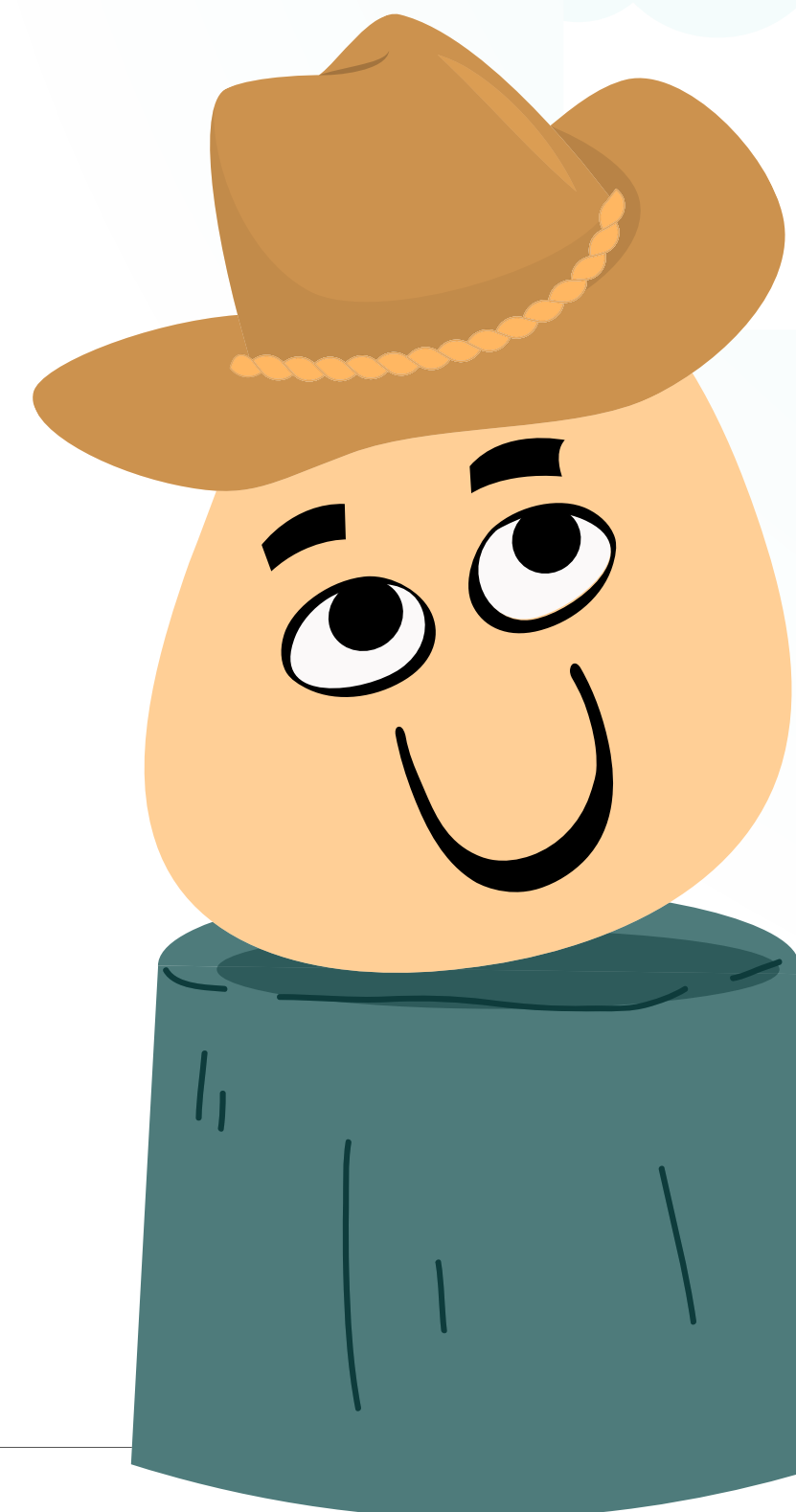
Mobile: More traffic, more trouble

Mobile session duration has skyrocketed—up 332%.

2025	**15m 51s**
2024	**3m 40s**

But with that surge came pain:

- Exits caused by error on mobile more than tripled, rising 254% (from 48 per 1,000 sessions in 2024 to 171 per 1,000 sessions in 2025).
- Bounce rate on mobile rose by 54% (from 31.18% in 2024 to 48.04% in 2025).
- Dead clicks remain sky-high, with users hitting a dead end almost every session (929 per 1,000 in 2025, compared with 926 in 2024).

FAST FIXES: Run more frequent tests on real phones, enlarge and space tap targets to avoid mis-taps, and audit every interactive element to be sure it responds right away. The goal is to reduce errors, bounces, and dead taps in one sweep.

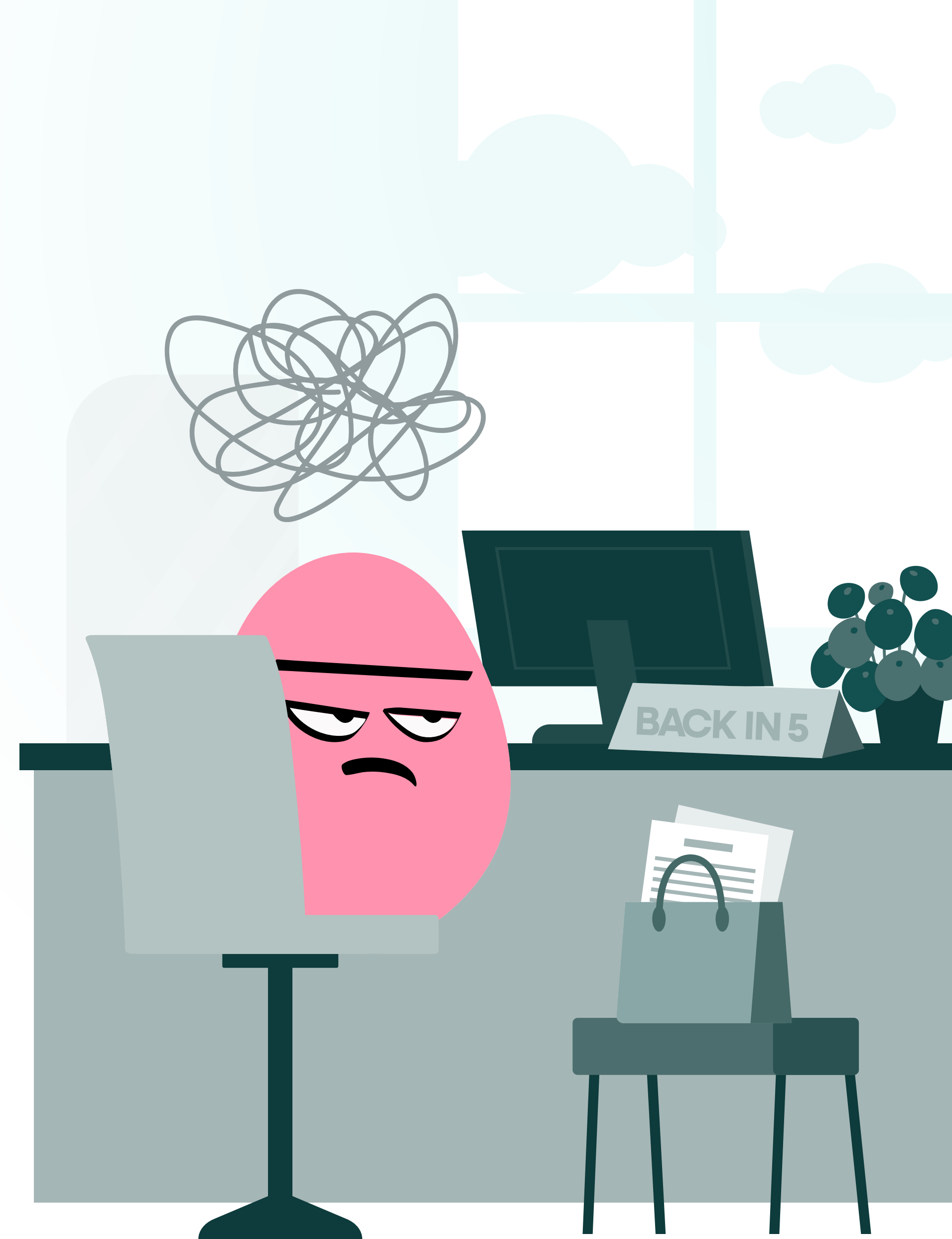fullstory

Frustration is rising

Frustration is clearly rising, with rage clicks on mobile increasing by 15.6% and overall exits after error climbing 29%.

2025	178 per 1,000 sessions
2024	154 per 1,000 sessions

2025	182 per 1,000 sessions
2024	142 per 1,000 sessions

Today's growth is as much about removing friction as it is about adding delight. In what we call the Frustration Economy, a brand's ability to address frustration is becoming one of the strongest indicators of future success.

FAST FIX: Set alerts for rage-click and error-exit spikes, replay those sessions to find the root cause, prioritize the highest-impact elements, and patch them. Track frustration signals closely as a KPI for success.

fullstory

Sector stack-up

Insights by industry

Business & Consumer Services

Gambling, Sports, & Entertainment

Software

Travel & Hospitality

Food & Beverage

Finance

Retail

Insight Springs: The Behavioral Data Index 2025
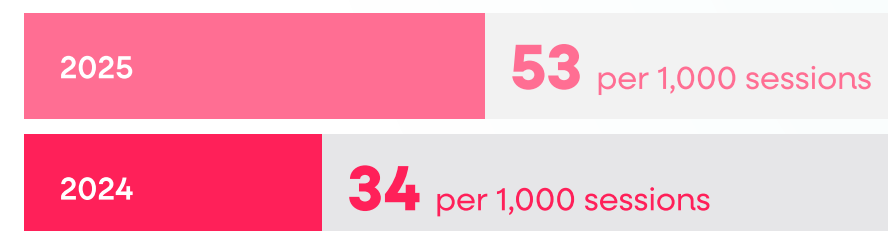
fullstory

Retail

TL;DR:

Today's shoppers are showing up with intent, especially on mobile, where session durations have jumped 6x. But with longer visits come higher stakes. Friction points like broken filters and glitchy carts are turning eager buyers into bounce stats.

Rage clicks (Overall)

2025	**53** per 1,000 sessions
2024	**34** per 1,000 sessions

↑**56%** Change YoY

Rage clicks reflect raw user frustration and highlight where retailers can win back revenue. The jump here signals that more shoppers are getting annoyed during their journeys, possibly due to broken elements, delays, or unclear UI. Small tweaks like making buttons more responsive or reducing steps in the checkout flow can have an outsized impact on customer satisfaction.

Exit after error (Overall)

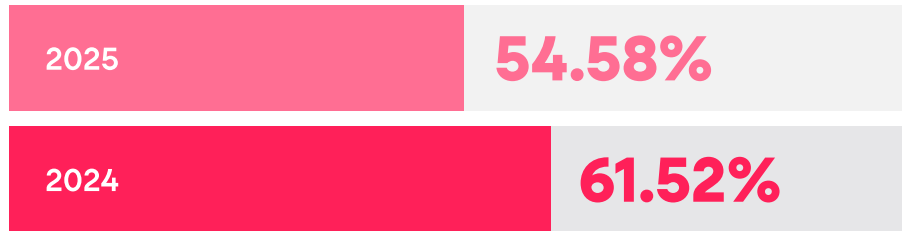|	
2025	**248** per 1,000 sessions
2024	**177** per 1,000 sessions

↑**40%** Change YoY

One glitch = one lost customer to the Frustration Economy. More shoppers are abandoning their sessions entirely after encountering a problem, making UX failures a noteworthy threat to revenue in an industry where journey completion is paramount.

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Dead clicks (Overall)

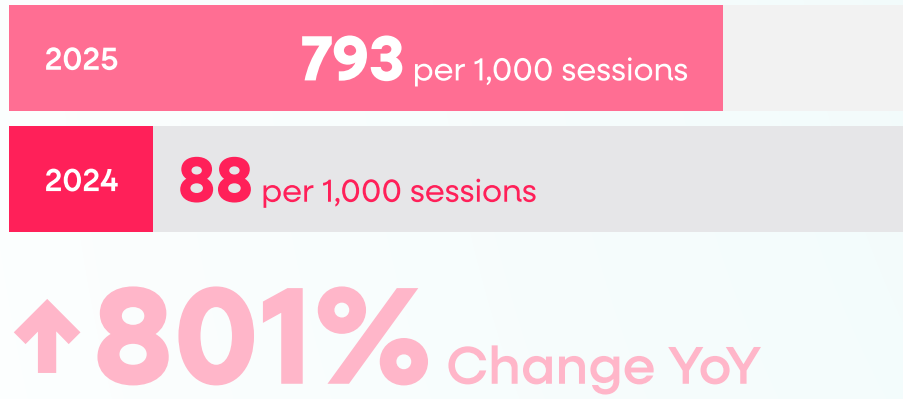|		
2025	**187** per 1,000 sessions	
2024	**214** per 1,000 sessions	
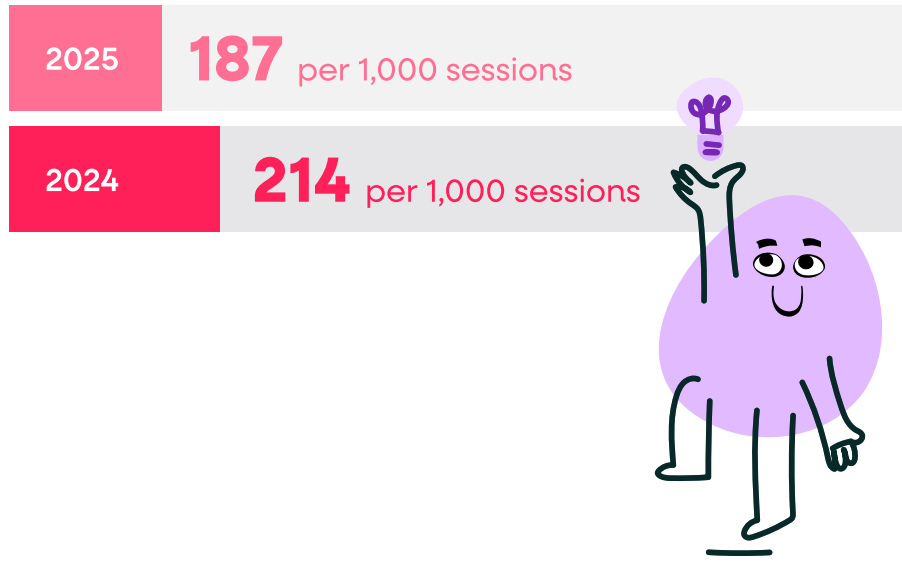
Desktop improvements drove overall progress, but mobile interactions continue to suffer from unresponsive elements. Mobile dead clicks increased from 406 to 421 per 1,000 sessions, suggesting that even as retailers optimize elsewhere, key mobile pain points remain unresolved. However, every dead click is a missed opportunity to engage.

Error clicks (Overall)

2025	**793** per 1,000 sessions
2024	**88** per 1,000 sessions

↑**801%** Change YoY

As mobile journeys grow more complex, they're also becoming more fragile. Users are hitting errors in nearly every session. A failed promo code, a non-functioning "Buy Now" button, or a blank product image can derail the user journey and cause friction at precisely the moment when a customer is ready to convert.

Scroll depth (Overall)

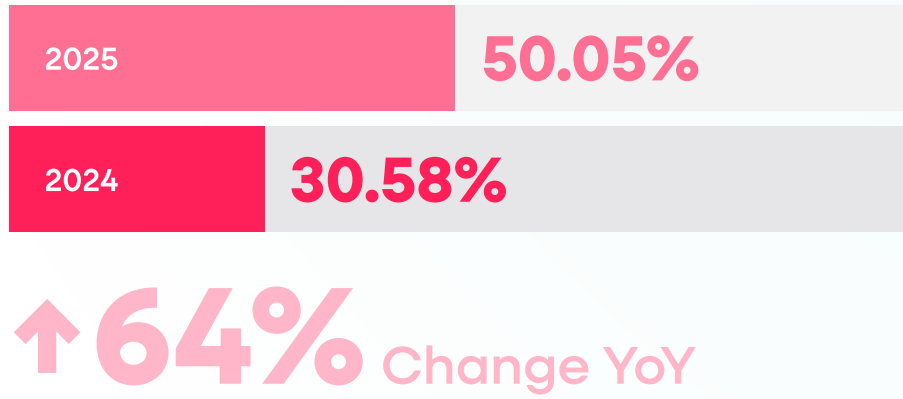|	
2025	**54.58%**
2024	**61.52%**

Scroll depth across retail sites continues to fall below the cross-industry average, indicating that shoppers are rarely making it past the top portion of the page. Whether due to slow load times, uninspiring content, or a mismatch between user need and layout, key products, promotions, and messaging are being missed, and that's costing you.

Bounce rate (Mobile)

2025	**50.05%**
2024	**30.58%**

↑**64%** Change YoY

Half of all mobile visitors are leaving after just one page. High bounce rates on mobile suggest a growing gap between what users expect and what they actually encounter. Whether it's slow load times, cluttered layouts, irrelevant content, or confusing navigation, users are disengaging before they've even begun to explore.
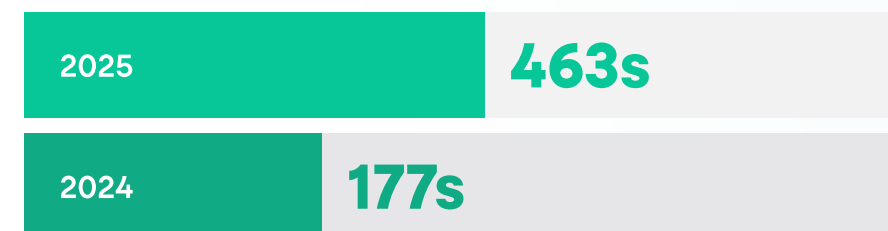
Brands putting trends into motion:

Moo → | Riachuelo → | Gap →

fullstory

Finance

TL;DR:
In finance, trust is everything, and trust breaks fast when digital experiences falter. Rage clicks are rising. Errors are driving exits. And while session duration is up, scroll depth is sliding.

BANK

Session duration (Mobile)

|	
2025	**463s**
2024	**177s**

↑**161%** Change YoY

Finance users are hanging around far longer on mobile, nearly triple the session time from last year. This jump signals stronger intent and deeper engagement, likely driven by new features or tools. It also reflects growing consumer confidence, especially as more people manage their money exclusively online—a golden opportunity to build loyalty, upsell services, and reinforce trust.

Scroll depth (Overall)

|	
2025	**65.95%**
2024	**75.87%**
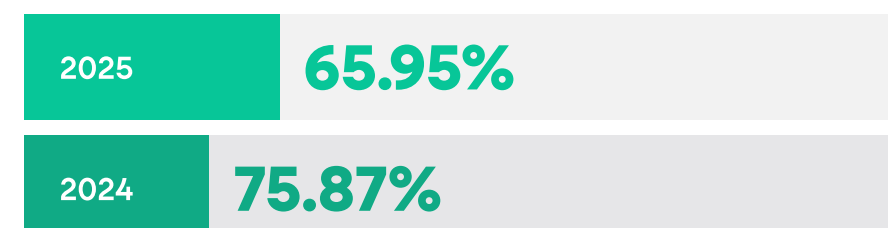
↓**13%** Change YoY

Scroll depth is dropping, a sign that critical content, such as rates, tools, or contact options, is buried too far down the page to be effective. Or, it may reflect a growing demographic of task-oriented users—those logging in to check a balance, transfer funds, or download a statement—who are ignoring anything that isn't immediately relevant.
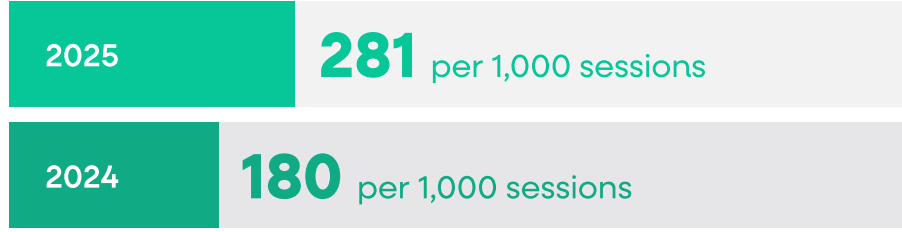
fullstory

Rage clicks (Web)

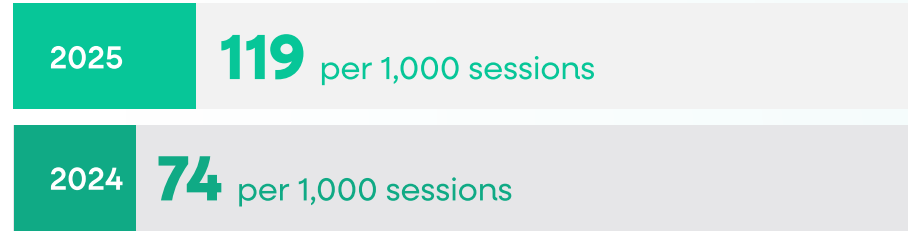|		
2025	**155**	per 1,000 sessions
2024	**94**	per 1,000 sessions
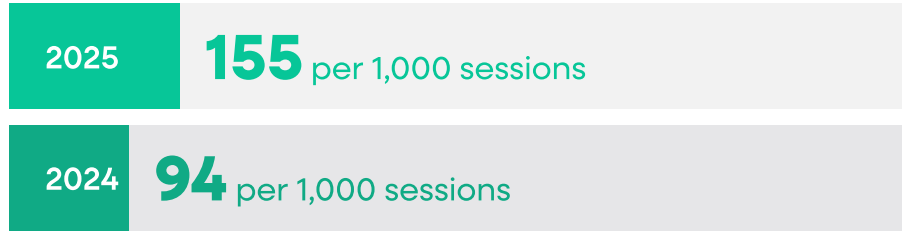
↑**65%** Change YoY

Frustration is up sharply on desktop. While platforms are evolving, usability isn't always keeping up. Users may be encountering unresponsive buttons, unintuitive navigation paths, or inconsistencies across browsers and screen sizes, especially as new features are layered onto legacy infrastructure.

Exit after error (Overall)

2025	**119**	per 1,000 sessions
2024	**74**	per 1,000 sessions

↑**61%** Change YoY

More users are leaving their sessions entirely after hitting a problem, a red flag in a sector where trust and reliability are hugely important. Even minor technical issues, like a failed login, broken link, or glitchy form, can erode user confidence. For institutions managing sensitive financial data and high-stakes financial interactions, these breakdowns often occur in critical flows (such as loan applications) where smooth performance is essential.

Error clicks (Overall)

2025	**281**	per 1,000 sessions
2024	**180**	per 1,000 sessions

On desktop, error clicks increased from 223 to 322. On mobile, newly tracked error clicks registered at 159. As new features and tools are added to web platforms, they may introduce bugs, broken links, or unexpected interactions that disrupt the user journey. These figures underscore the growing complexity of digital finance platforms and highlight how performance issues can be identified, quantified, and prioritized for resolution.
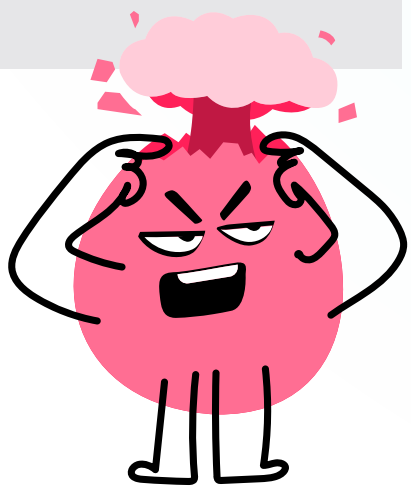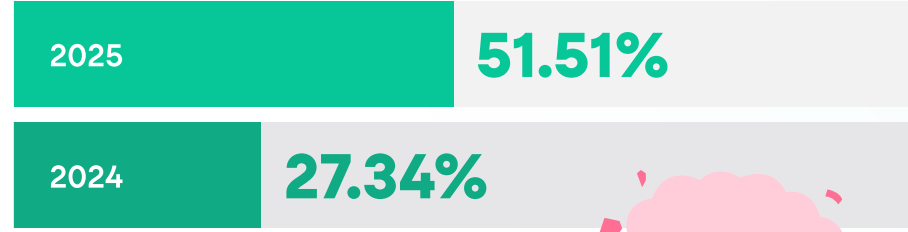
Bounce rate (Mobile)

2025	**51.51%**
2024	**27.34%**

On mobile, bounce rate jumped, with half of users abandoning the experience immediately. This points to a growing disconnect between what users hope to find on a finance platform and what they actually get. Whether it's slow load times, cluttered interfaces, unclear next steps, or irrelevant content, a poor first impression can mean the loss of a potential long-term customer.

Brands putting trends into motion:

Jacaranda → **Finicity →**

fullstory

Food & Beverage

TL;DR:
While both channels now see longer sessions, mobile experiences seem to have improved dramatically. Web tells a different story: rage clicks and dead clicks are soaring.

Session duration (Mobile)

2025	**1,576s**
2024	**615s**

↑156% Change YoY

Mobile has seen a massive engagement boost, pointing to stronger loyalty, better interfaces, or increased app usage. This uptick could also reflect the success of loyalty programs, personalized offers, or features like one-tap reordering and location-based promotions, all of which help drive repeat visits and keep users active.

Scroll depth (Overall)

2025	**46.20%**
2024	**65.02%**
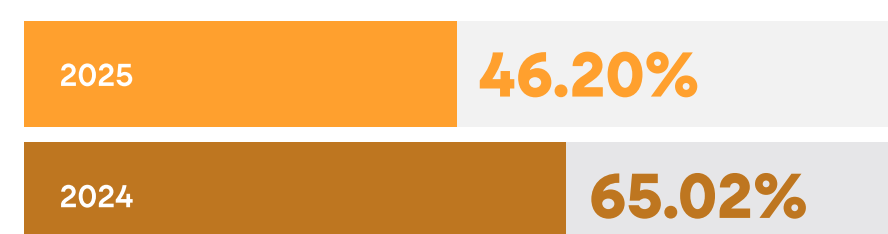
↓29% Change YoY

Scroll depth dropped, suggesting users are either finding what they need faster or giving up earlier. Either way, it's a signal that top-of-page UX needs to work harder to capture attention. In a fast-moving industry where convenience is key, the first screen must deliver immediate value, whether that's a prominent order button, clear pricing, or a well-placed promo deal.

fullstory

Rage clicks (Web)

2025	**410** per 1,000 sessions
2024	**53** per 1,000 sessions
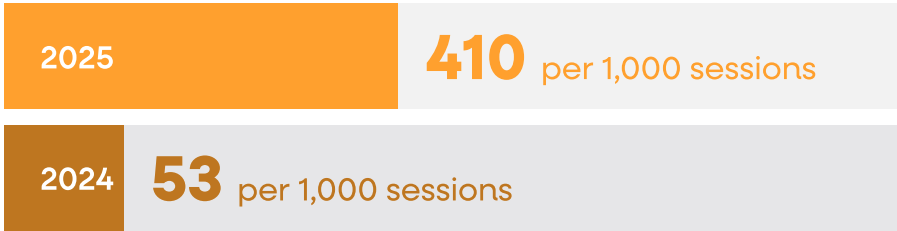
↑**673%** Change YoY

A spike in web rage clicks paints a picture: something broke. Users are visibly frustrated, likely hitting buggy menus, misfiring forms, or unresponsive checkout flows. In contrast, mobile rage clicks fell from 174 to 14, indicating smoother and more stable mobile sessions. While mobile is a dominant channel here, speed, simplicity, and satisfaction on desktop still matter, and poor web experience could be turning potential customers into abandoned orders.

Dead clicks (Overall)

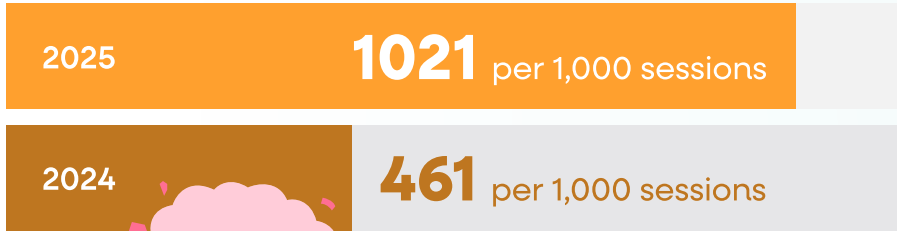|	
2025	**687** per 1,000 sessions
2024	**238** per 1,000 sessions
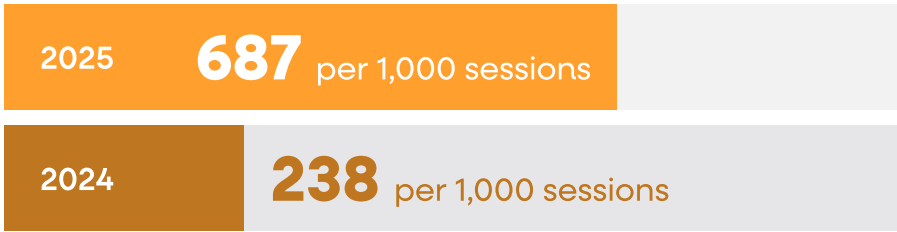
↑**187%** Change YoY

Dead clicks on desktop have nearly tripled, contributing to an overall rise from 424 to 1113 and pointing to navigation confusion or design misfires. If users don't know what's clickable, they won't make it to the order confirmation screen. Meanwhile, mobile dead clicks dropped from 822 to 215, signaling progress in mobile interaction design.

Error clicks (Overall)

|	
2025	**1021** per 1,000 sessions
2024	**461** per 1,000 sessions

Error clicks more than doubled, with mobile as the main driver, indicating a major increase in broken interactions across the experience. Non-functional buttons, crashed payment pages, or links that fail to respond—these errors disrupt the fast, frictionless experiences that food and beverage customers expect, especially on mobile where users are often placing time-sensitive orders or making decisions on the go.

Exits after error (Mobile)

2025	**224** per 1,000 sessions
2024	**183** per 1,000 sessions

Error-related exits have increased. Users are not just irritated, they're leaving because something failed. Such moments represent a collapse in the user journey in an industry where there's little tolerance for error, especially on mobile. When something doesn't work, users leave, often for a competitor that can deliver a smoother experience.

Bounce rate (Mobile)

2025	**52.86%**
2024	**46.41%**
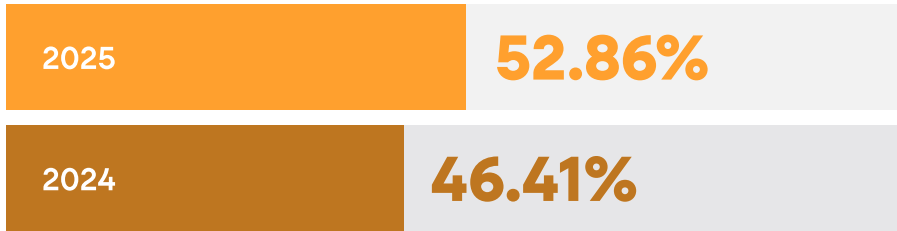
More than half of mobile visitors are leaving after just one screen, indicating that users aren't immediately finding what they're looking for, whether it's a menu, location selector, delivery options, or a clear path to order. Mobile users in particular tend to be goal-oriented and time-sensitive, often looking to place an order quickly while on the go.

Brands putting trends into motion:

Pizza Hut →   Chipotle →

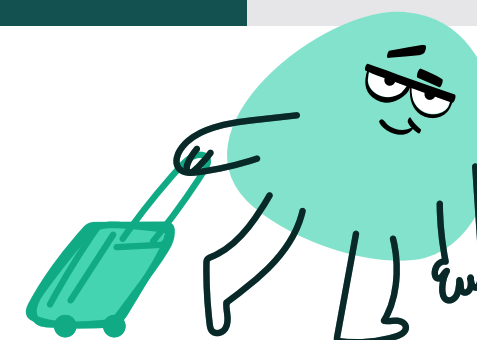fullstory

Travel & Hospitality

TL;DR:
Error clicks and rage clicks are up on mobile, while desktop frustrations are trending down. It seems mobile journeys are hitting turbulence mid-flight, while web flows are quietly improving.

AIRPORT

Active time on site (Mobile)

Year	Time
2025	63s
2024	74s

↓**15%**
Change YoY

Despite longer sessions, users are less active. This mismatch suggests distraction, friction, or long waits between actions—all potential signals of confusing navigation, unresponsive design, or broken UI elements. It's behavior that suggests users are spending more time stuck or circling, and not successfully booking or exploring.

fullstory

Scroll depth (Overall)

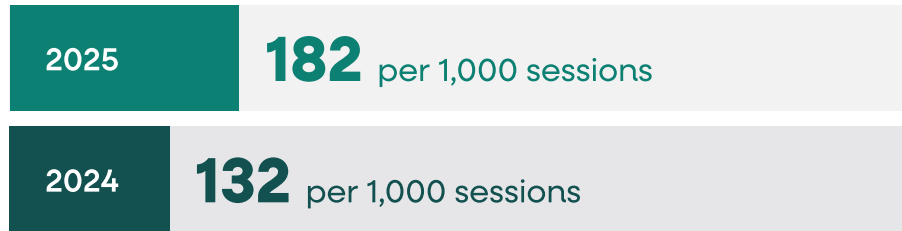|	
2025	**48.31%**
2024	**71.34%**

↓ **32%** Change YoY

Scroll depth dropped, indicating that users aren't exploring beyond the first few sections. On the one hand, it might reflect faster decision-making, with customers finding what they need sooner. But more likely, it points to a failure to capture attention or deliver compelling content in the crucial early moments of a session. In a sector where inspiration plays an important role in decision-making, this reluctance to scroll could mean that users are losing interest before they've had a chance to discover offers, itineraries, or other content further down the page.
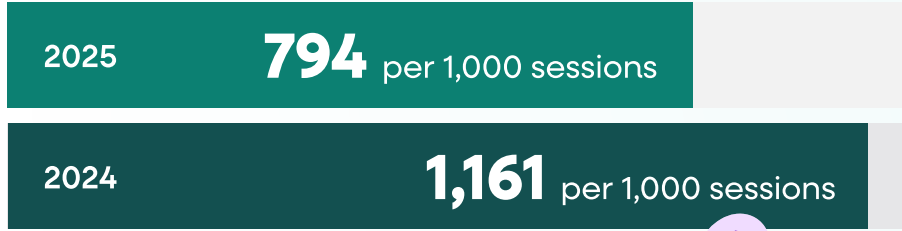
Dead clicks (Mobile)

2025	**794** per 1,000 sessions
2024	**1,161** per 1,000 sessions

↓ **32%** Change YoY

A positive drop with users hitting fewer dead ends on mobile. This suggests navigation may have improved, but still remains a problem area, given the volume remains high. Users may still be tapping on non-clickable elements, mistaking decorative text or images for buttons, or struggling to locate key actions like booking, filtering, or contact options.

Rage clicks (Mobile)

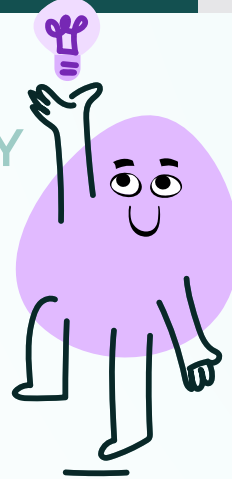|	
2025	**182** per 1,000 sessions
2024	**132** per 1,000 sessions

↑ **38%** Change YoY

Frustration is building on mobile. Travel and hospitality sites often rely on interactive components like calendars, date selectors, dropdown menus, and fare or room filters. If these elements are slow to load, glitchy, or unintuitive, they become instant flashpoints for user irritation, directly impacting conversion and, in turn, revenue.

Exit after error (Overall)

2025	**210** per 1,000 sessions
2024	**182** per 1,000 sessions

Error-related exits increased, meaning more users are leaving the site because something didn't work—not because they were done. A single error can derail a booking, send users to a competitor, or even lead to reputational damage. Importantly, these exits are avoidable. Unlike users who bounce by choice, those exiting after an error were trying to complete an action but were blocked by the site itself.

fullstory

Error clicks (Overall)

2025	**325** per 1,000 sessions
2024	**284** per 1,000 sessions

Error trends diverged between desktop and mobile. Desktop saw a drop in error clicks, reflecting stronger performance and fewer technical issues. Meanwhile, mobile error clicks rose. This uptick could be due to a variety of factors: inconsistent device optimization, overloaded scripts, unresponsive design elements, or complex user flows that don't translate well to smaller screens. With more users relying on mobile to research and book travel, these growing error rates pose a threat.

Bounce rate (Mobile)

2025	**29.11%**
2024	**32.25%**

Fewer mobile users are abandoning the site immediately. This drop in bounce rates suggests that more users are finding value or relevance within the first few seconds of landing on a page, giving brands a longer window to engage and convert. That's an encouraging shift that could reflect more compelling above-the-fold content, faster load times, clearer calls-to-action, or better alignment between ad copy and landing pages.

Rage clicks (Overall)

2025	**134** per 1,000 sessions
2024	**85** per 1,000 sessions

↑**38%** Change YoY

Rage clicks increased across both desktop and mobile. On desktop, they more than doubled from 44 to 104, pointing to potential usability issues. Mobile also saw a rise, from 132 to 182, suggesting growing—but less severe—friction on smaller screens. Usability issues might include unresponsive tap targets, overlapping elements, or frustrating booking interfaces like calendars and dropdowns, highlighting growing pressure points in the user journey.
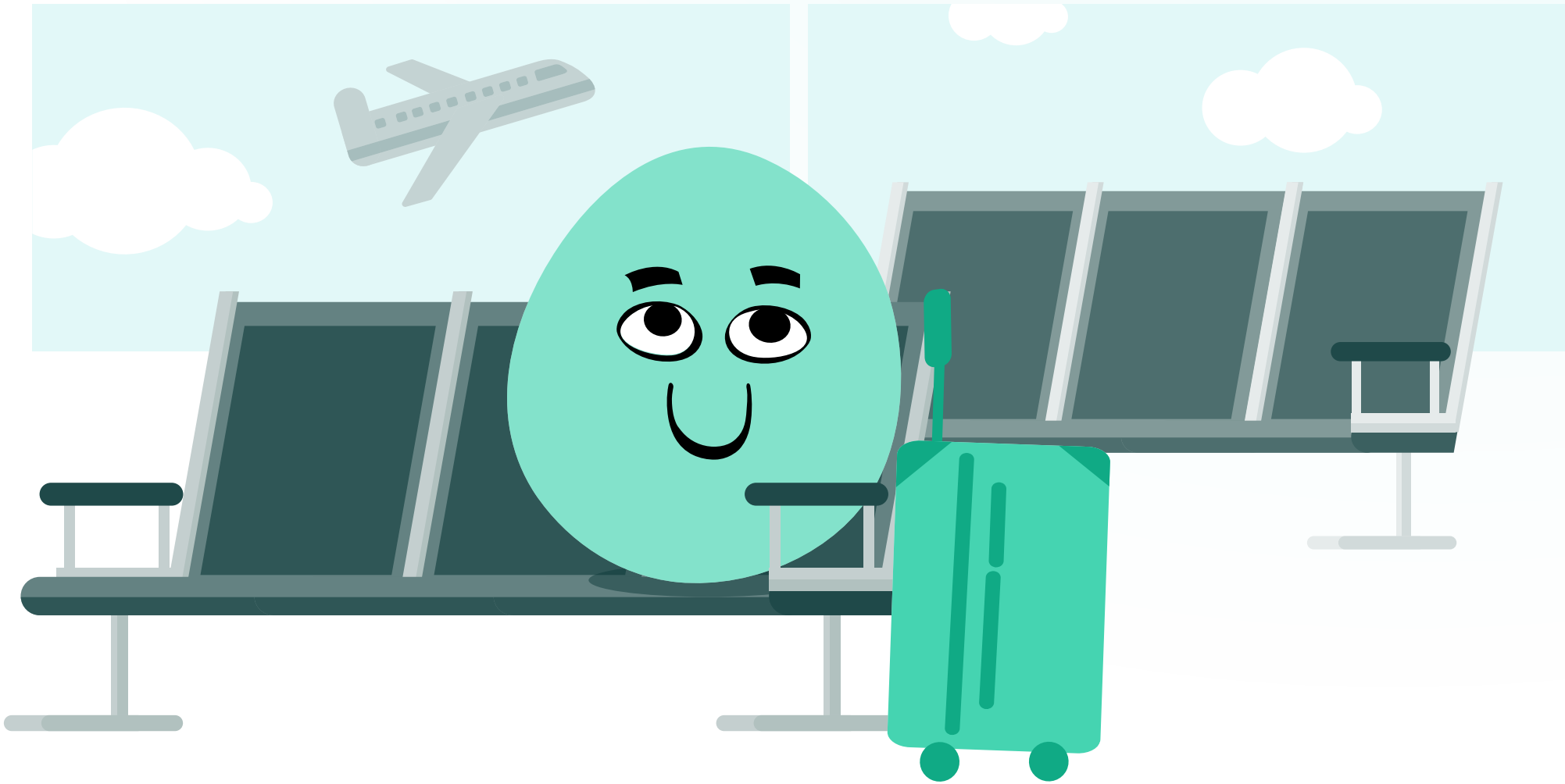
Brands putting trends into motion:

Jet Blue →   **GOL Airlines →**

fullstory

Software

TL;DR:
Software users are among the most committed, spending marathon sessions and scrolling deeper than in any other sector. Web sessions are stable, but mobile is packed with friction.

TECH

Session duration (Mobile)

2025	**2,354s**
2024	**2,345s**

↑**0.4%** Change YoY

Mobile session time remains massive at nearly 40 minutes per visit. Users aren't just browsing casually; they're deeply invested in completing tasks, configuring tools, or evaluating features. What's clear is that when it comes to software, mobile is core to the customer experience.
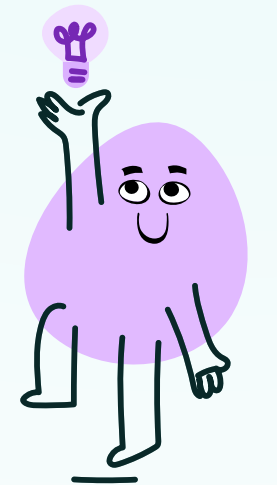
Scroll depth (Overall)

2025	**75.86%**
2024	**84.56%**

↓**10%** Change YoY

Users still scroll deeper than in most industries, but the drop suggests fatigue or UX challenges. This decline could point to content that's too dense or technical, poor visual hierarchy that makes information harder to digest, or an overload of features competing for attention. In long-form product pages or documentation-heavy environments, even your most committed users can start to disengage if the journey feels overwhelming or confusing.

fullstory

Rage clicks (Web)

2025	**143**	per 1,000 sessions
2024	**320**	per 1,000 sessions
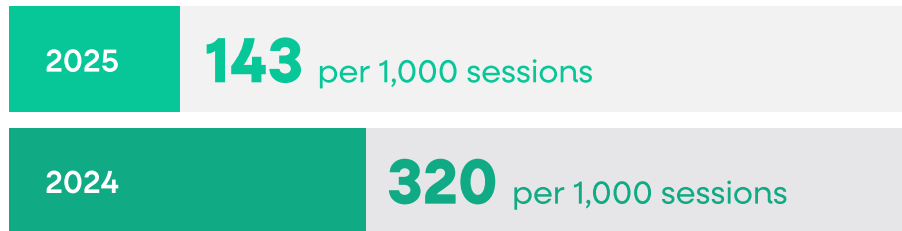
↓**55%** Change YoY

Rage clicks fell by more than half on desktop, suggesting that users are encountering fewer moments of confusion or frustration, and that interactive elements are behaving more predictably. Whether it's the result of better onboarding, improved navigation, or more responsive UI components, the data tells a positive story.

Dead clicks (Overall)

2025	**4,462**	per 1,000 sessions
2024	**3,097**	per 1,000 sessions
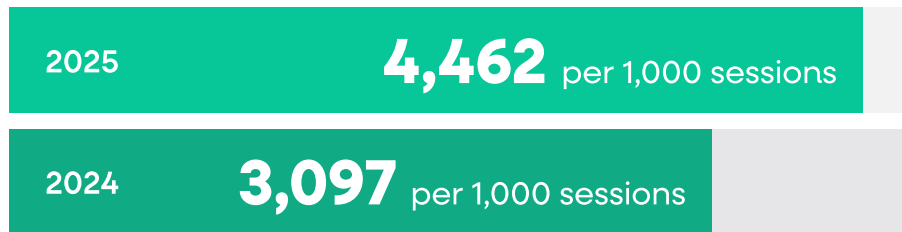
↑**44%** Change YoY

This stat is a warning siren. Dead clicks on mobile are the highest across all sectors by far. Users are repeatedly tapping on elements that appear interactive but do absolutely nothing, indicating a disconnect between visual cues and functionality, for example, icons that look tappable but aren't, expandable menus that don't respond, or interface elements that are too small or too close together.

Brands putting trends into motion:
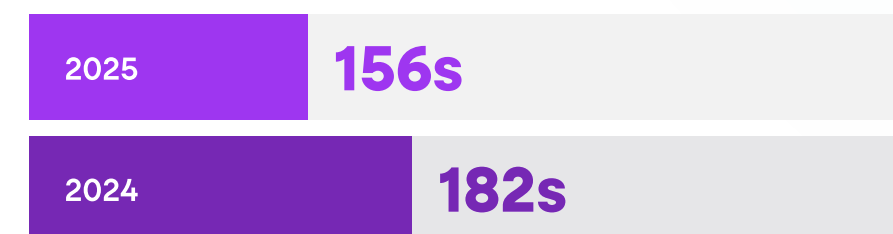
Service Titan →   Sendoso →

fullstory

Gambling & Entertainment

TL;DR:

Session lengths held steady, but mobile friction skyrocketed. With high-stakes actions like placing bets, any moment of confusion or delay can send users packing. Mobile rage and dead clicks are through the roof, and bounce rates have nearly doubled.

Active time on site (Mobile)

2025	**156s**
2024	**182s**

↓**14%** Change YoY

Mobile users are spending less time actively engaging, hinting at a drop in satisfaction or increased time spent waiting on slow-loading or broken interfaces. Unlike passive browsing, platforms in these sectors rely on real-time interaction, and any delay can create a disruptive ripple effect.
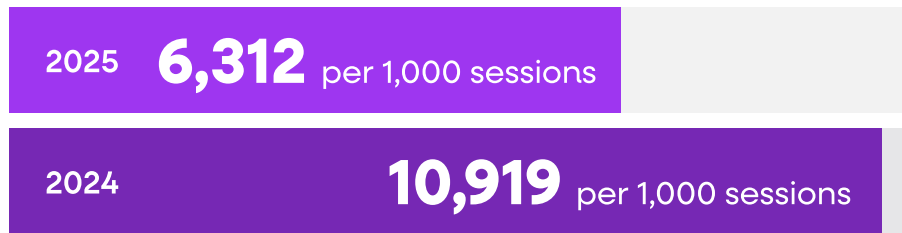
fullstory

Rage clicks (Mobile)

2025	**1,365**	per 1,000 sessions
2024	**984**	per 1,000 sessions
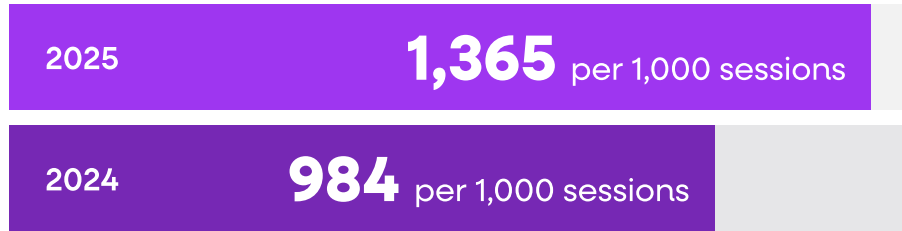
↑**39%** Change YoY

An aggressive spike. These high numbers suggest that essential interactions like tapping "place bet" or "play video" are unreliable. On desktop, it's a more positive story. Rage clicks dropped from 278 to 176, suggesting the experience has become smoother and more stable.

Exit after error (Overall)

2025	**205**	per 1,000 sessions
2024	**183**	per 1,000 sessions

↑**12%** Change YoY

In the world of gambling, sports, and entertainment, users are often acting on impulse or reacting to live events in real time. A delay of even a few seconds, or a single error click during a critical moment such as placing a last-minute bet or streaming a live match, can be the difference between success and abandonment.

Dead clicks (Mobile)

2025	**6,312**	per 1,000 sessions
2024	**10,919**	per 1,000 sessions

↓**42%** Change YoY

On mobile, dead clicks reached 6312 per 1,000 sessions in 2025—a persistently high number that points to widespread issues with unresponsive or misleading tap targets. These issues create risky friction in moments that demand immediacy. High dead click volume also implies design inconsistencies, such as clickable items that aren't clearly marked, or static elements that mimic the look and feel of interactive buttons.
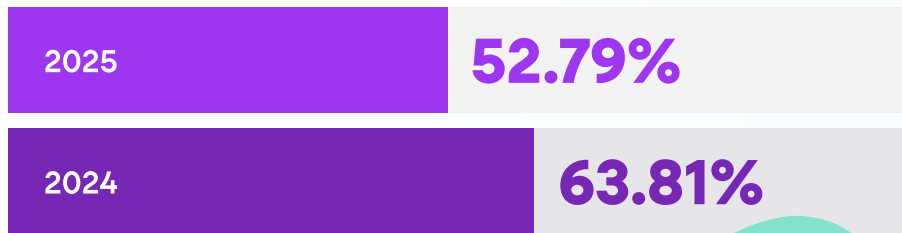
Scroll depth (Overall)

2025	**52.79%**
2024	**63.81%**

Users are seeing less of each page and may be missing key elements as a result. If users aren't scrolling, they may never discover the betting odds, exclusive offers, or live event links that drive engagement and revenue. This could be a symptom of poor content hierarchy, weak initial messaging, or simply too much noise above the fold. Alternatively, it may reflect growing user impatience, amplified in this industry.
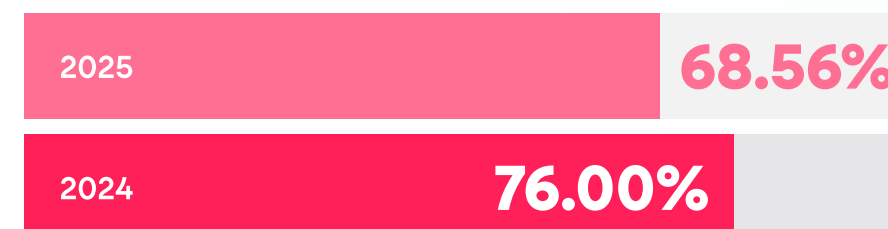
Brands putting trends into motion:

Game Lounge →   **Casumo →**

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Business & Consumer Services

Scroll depth (Overall)

|	
2025	68.56%
2024	76.00%

↓10% Change YoY

Engagement is flattening slightly. In business and consumer services, where case studies, pricing information, or contact forms often sit further down the page, this reduced exploration means many users may never reach key conversion points. Poor content hierarchy, cluttered layouts, or a lack of compelling visual cues may all contribute to early disengagement, putting more pressure on the top of the page to communicate value quickly and clearly.

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Session duration (Mobile)

2025	516s
2024	130s
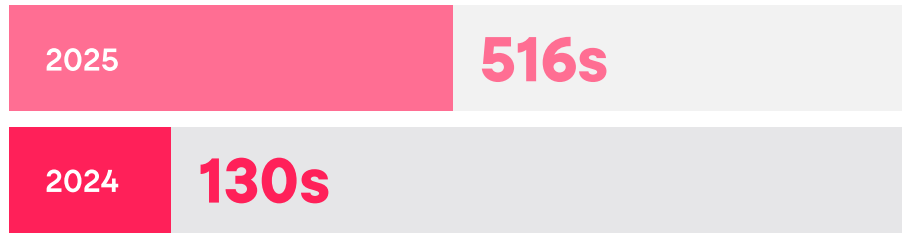
A jump in time spent on mobile signals deeper engagement or more complex journeys. This suggests that users are either becoming significantly more engaged or navigating more complex, multi-step journeys. Either way, this is a win, but only if the experience keeps pace with user intent.

Dead clicks (Mobile)

2025	2,685 per 1,000 sessions
2024	377 per 1,000 sessions

↑**612%** Change YoY

A huge increase. Dead clicks on mobile suggest users are tapping all over, trying to make something happen. The rise could be due to poor mobile optimization, or hidden or misaligned tap targets. It may also point to touch fatigue caused by dense layouts or improperly scaled components. It's a clear sign of confusion as users are trying to engage, but the interface is either misleading or unresponsive. Auditing interactivity and invisible tap targets should be a top priority.

Rage clicks (Mobile)

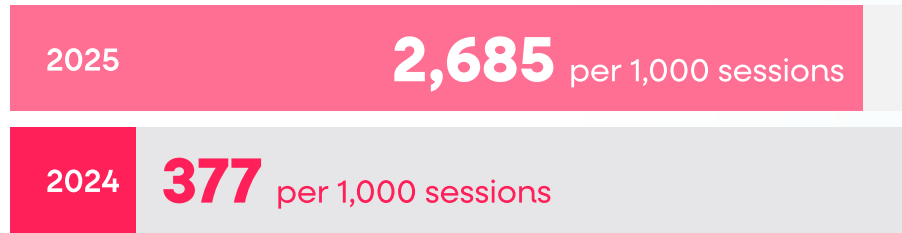|	
2025	733 per 1,000 sessions
2024	317 per 1,000 sessions

↑**131%** Change YoY

More than double the rage clicks on mobile? That's a red flag. A user struggling to schedule an appointment, request a quote, or complete a simple form may choose to abandon the process entirely, taking their business elsewhere. This spike may also indicate recent updates or design changes that haven't been fully optimized for mobile, emphasizing the importance of rigorous QA and usability testing across all device types.

Brands putting trends into motion:

Vivid Seats → 　 Wahi →

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LISTEN BEFORE YOU REACT:

6 strategies to outmaneuver rising frustration

From over a billion clicks, taps, and scrolls, one thing's glaringly obvious: users are hitting snags. More errors. More drop-offs. More "ugh, forget it" moments. The frustration economy is real, and it's undermining your growth.

But here's the really important point: people still care. They're sticking around longer, diving deeper, and showing up with clear buying signals.

So what's a savvy digital team to do? **Design for experiences that listen before they react.**

Here are six quick-fire tips to get you started

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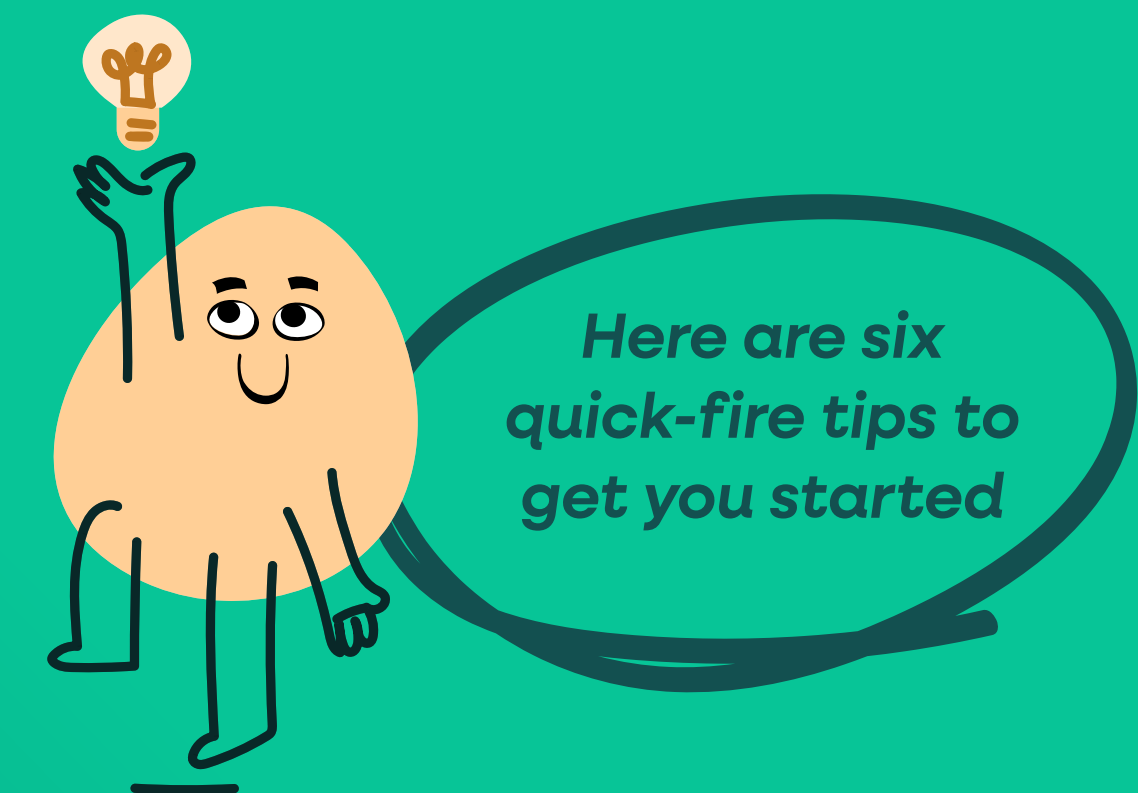
6 strategies to outmaneuver the Frustration Economy

1. MOBILE-FIRST OPTIMIZATION

Your users are on mobile, and their patience is thin. Test relentlessly. Prioritize performance. Design for small screens from the start.

2. CLEAR, PREDICTABLE NAVIGATION

Dead clicks don't just happen; they're encouraged. Reduce complexity, clarify paths, and help users understand exactly what happens when they click.

3. PERSONALIZATION THAT WORKS

Users expect relevance. Use behavioral signals to tailor journeys in real time, not just based on demographics, but based on intent.

4. INTUITIVE DESIGN

Fewer steps. Fewer distractions. Fewer surprises. Build flows that feel effortless, especially for first-time visitors.

5. PROACTIVE DEBUGGING

Don't wait for support tickets. Let behavioral data surface friction as it happens, so your teams can fix issues before they scale.

6. ROBUST DIGITAL GOVERNANCE

As experimentation ramps up, so should guardrails. Build systems that allow teams to move fast and stay in control.

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Why behavioral intelligence matters

Businesses can run all the audience surveys they want, but when it comes to the truth, real-world actions win out every time.

Behavioral data tells the real story—like when users rage-click your nav bar into oblivion or silently ghost your checkout page. Those moments are insight gold. Because buried in those digital tantrums are the insights that show you exactly where your brand is dropping the ball.

Tapping into behavioral data means unlocking the raw, unfiltered emotions behind every tap and scroll: joy, frustration, confusion, curiosity. It's like a cheat code for understanding what your customers actually care about.

The only question is: are you really putting that intel to work?
Fullstory makes it easy. We help the world's best brands collect, clean, and share insights that drive real business results.

It's time to stop guessing and start growing.

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