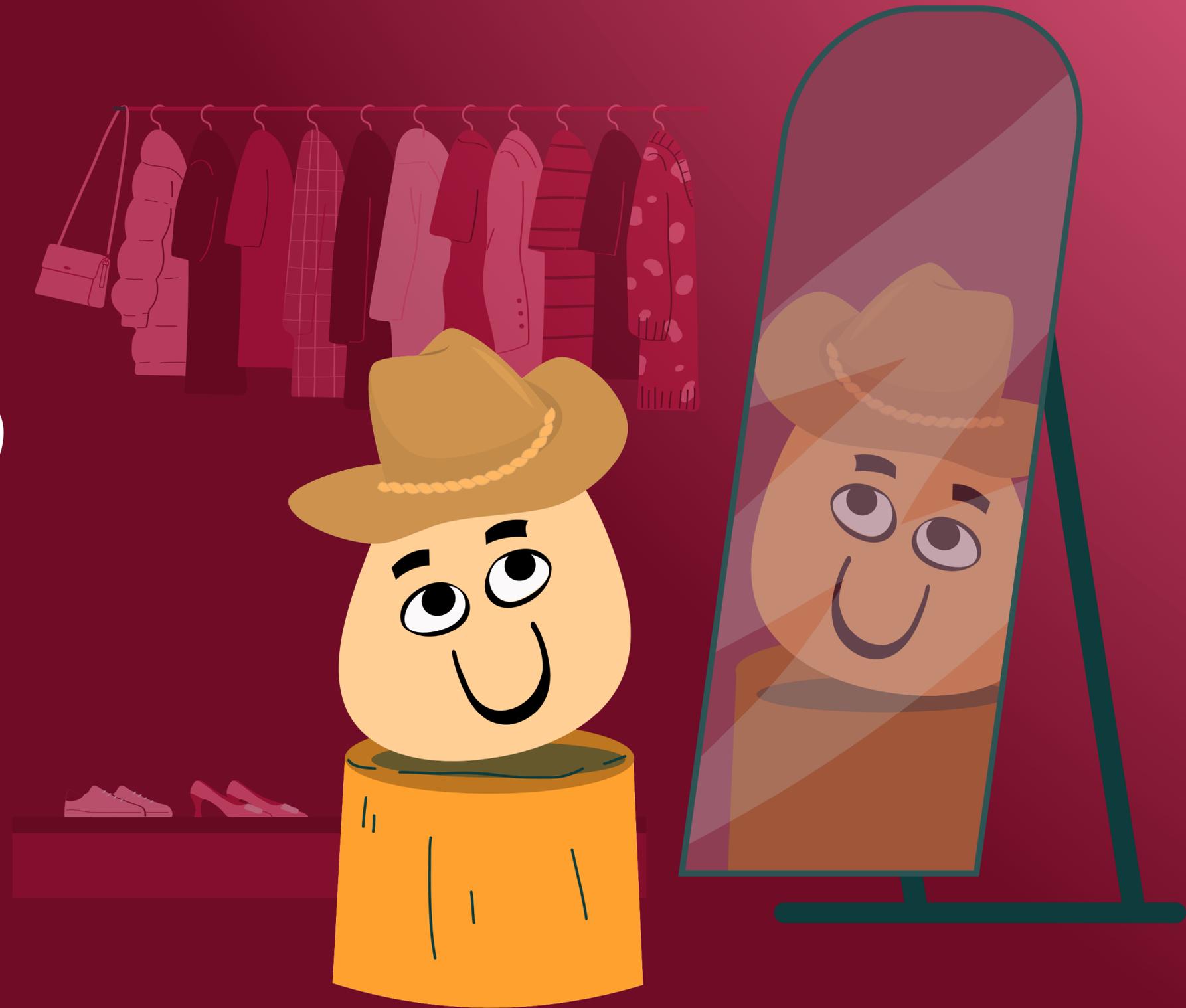


# Retail Insights 2025

What 14 billion sessions reveal about  
the digital experience in ecommerce.



# Retail top trends

**TL;DR:**

**Brands are earning attention but losing it at the moment of truth.**

Shoppers are more engaged than ever. Time on site is up, visits are longer, and mobile usage is surging. But instead of converting, users are getting stuck. The numbers point to rising friction at key decision points.

↑ **56%**

**Overall Rage Clicks**

Rage Clicks (overall): 53.1 per 1,000 sessions

↑ **41%**

**Exits after error**

Exits after error: 248 per 1,000 (up 41%)

↑ **64%**

**Mobile bounce rate**

Mobile bounce rate: 50.05% (up 64%)

↑ **803%**

**Mobile error clicks**

Mobile error clicks: 793 per 1,000 (up 803%)

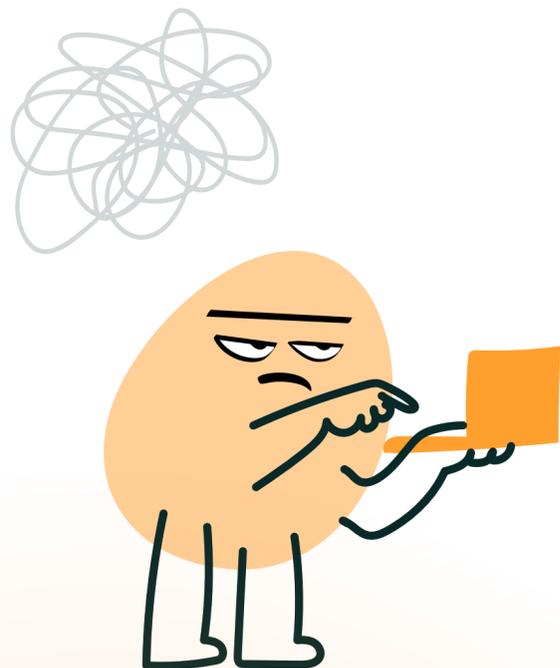
↑ **37%**

**Thrashed cursors**

Thrashed cursor (web): 6.96 per 1,000 (up 37%)

# Where retail journeys break down

Retail teams are pulling shoppers in. What happens next is the problem.



## Rage Clicks are rising

Users aren't just frustrated. They're actively battling broken or confusing interfaces.

## Error exits are up

These aren't casual drop-offs. They're moments when a customer was ready to convert but couldn't.

## Scroll depth is shrinking

Most users aren't seeing what's below the fold. If your most important content is buried, it's likely never seen.

## Mobile continues to fall short

Mobile use is increasing, but so are interaction failures. Most retailers aren't keeping up with how users actually navigate on smaller screens.

## MOBILE INSIGHTS

# Mobile sessions are 5x longer than last year, but...

More time doesn't mean more value. It means users are getting stuck. Error clicks have exploded. Bounce rates are up. And exits after error have more than tripled.

This looks like momentum but reflects mounting pressure in high-value moments. You've got the audience. Now earn the outcome. Until mobile converts cleanly, growth will stall no matter how high the traffic climbs.

## GAME PLAN



### Prioritize mobile QA

Broken buttons and misfires are killing high-intent sessions.

### Fix fast

Set alerts for error-related exits and rage clicks.

### Lead with clarity

Make sure your most valuable content and CTAs are visible immediately.

## WEB INSIGHTS

# Error clicks on desktop are down, but...

On paper, that's a win. But zoom in, and the cracks start to show. Rage clicks have nearly doubled. Cursor thrashing is on the rise. Scroll depth and active time are dropping.

Users aren't running into bugs. They're hesitating, circling, and giving up before they act.

Fewer bugs doesn't mean fewer problems. Confusion doesn't generate error logs. It shows up in hesitation, misclicks, and lost conversions.

## GAME PLAN

### Use behavioral signals

Use behavioral signals like rage clicks and thrashed cursors to uncover weak spots in your flows, especially in product pages and forms.

### Cut clutter above the fold

Help users understand what they're seeing and why it matters.

### Focus optimizations

Focus optimizations where scroll depth is low and exits are high. These are your silent drop-off points.

## RETAIL MATRIX

# Four stages of digital maturity

This matrix outlines four stages of digital maturity based on how teams use behavioral data, identify friction, and act on insights. Use it to assess where you are today and where to go next.

	Mindset	Signals you're here	Data use	Digital strategy
<b>REACTIVE</b>	Fix what breaks	Most problems are reported by customer or found in support queues. Teams debate where issues are from.	Metrics like bounce and conversion are reviewed, but behavioral patterns are missing or siloed	UX fixes are slow to implement and often guesswork. Teams operate independently with limited shared insights.
<b>Reactive → Aware:</b>		Adopt tools that show how users interact, not just what they click. Start tracking session duration, scroll depth, and exits after error.		
<b>AWARE</b>	Understanding what's happening	Teams use heatmaps or funnels and talk about drop-offs, but friction is still identified late	Click and scroll data is reviewed in isolated tools. It's hard to connect insights across functions.	Improvements are based on surface-level metrics. Optimization happens, but not with consistency or focus.
<b>Aware → Insightful:</b>		Layer in behavioral signals. Prioritize fixes based on rage clicks or drop-off triggers, not just conversion rates. Bring product, marketing, and CX together to review insights regularly.		
<b>INSIGHTFUL</b>	Act on what matters	Teams use signals like rage clicks and error exits to prioritize work. UX, product, and marketing rally around the same KPIs	Behavioral data is structured, trusted and available. Insights help teams reduce guesswork and align faster.	Fixes are prioritized by impact. Customer journeys improve through continuous, insight-led iterations.
<b>Insightful → Predictive:</b>		Integrate behavioral data into broader decision-making. Stream insights into experimentation tools, personalization engines, or AI models. Build repeatable systems for prioritization and impact analysis.		
<b>PREDICTIVE</b>	Prevent problems before they spread	Behavioral data flows into analytics and experimentation tools. Teams anticipate friction and build to avoid it.	Real time behavioral signals inform personalization, [performance, and strategy	UX and business goals are fully connected. The digital experience evolves in step with user behavior and expectations.

# Fullstory is built to help



Explore more:

- [Retail customer success stories](#) →
- [On-demand product tour](#) →
- [Interactive 2025 Benchmark Report](#) →



## Frustration signals

Frustration signals like rage clicks, dead clicks, and error exits show where shoppers struggle in key moments such as filters that fail, carts that stall, or buttons that don't respond.



## Mobile analytics

Mobile analytics surfaces broken tap targets, gesture issues, and laggy flows without relying on screen recordings or adding weight to your app.



## Fullstory Anywhere

Fullstory Anywhere streams clean behavioral data into platforms like BigQuery or Snowflake so teams can analyze shopper behavior alongside the rest of their ecommerce stack.



## StoryAI

StoryAI highlights behavioral patterns and session summaries automatically so teams can skip the guesswork and act faster.