simplicityDX Academy

The Cost of a B⁰unce

Revealing the Cost and Impact of a Social Referral Bounce

DOWNLOAD THE FULL REPORT

Today brands work hard to attract shoppers to their site. If they bounce the advertising and resource cost is instantly lost — leading to higher CAC.

$4.89
is the cost of a new customer bounce.

$5.24
is the cost of an existing customer bounce.

$5.11
is the average cost of a bounce, across all customers.

> Brands are literally leaving money on the table, as their customers step from social to the product detail page.
> In fact, for every 10,000 visitors, if 80% bounce, the lost revenue cost to the brand is $40,880.
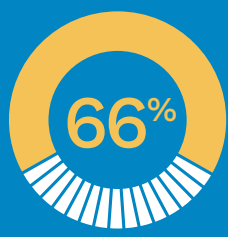
Ruth Peters, CMO SimplicityDX

So, what do consumers want from social media and the eCommerce store? Our research profiled 1000 randomly selected US shoppers to discover why shoppers bounce, the impact of a bounce and how to stop them bouncing.

Social Media Usage
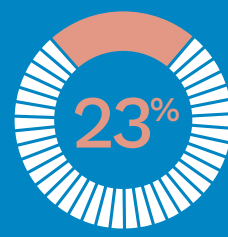### Social Media is the Key Discovery Channel for Shoppers

66%
66% of shoppers now use social at least once or twice a week when shopping.
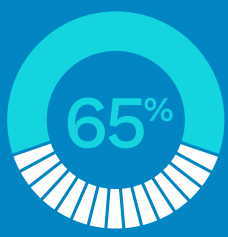
65%
65% of shoppers surveyed prefer to buy on the brand site.

15%
15% of shoppers only want to check out on the brand site.
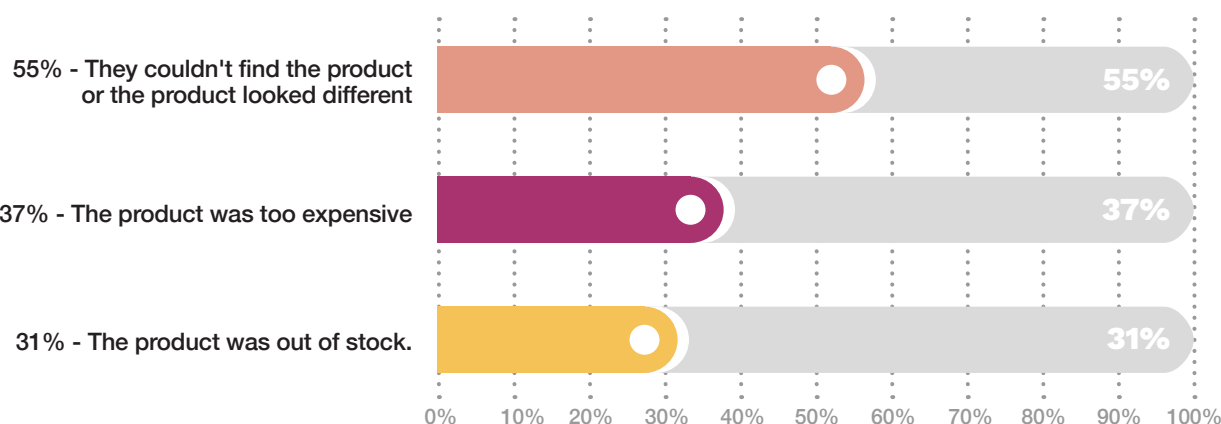
23%
23% say Instagram is their favoured social media channel for new product discovery.

How Often Do Shoppers Bounce and Why?
Lifting the Lid on the Key Reasons Shoppers Bounce

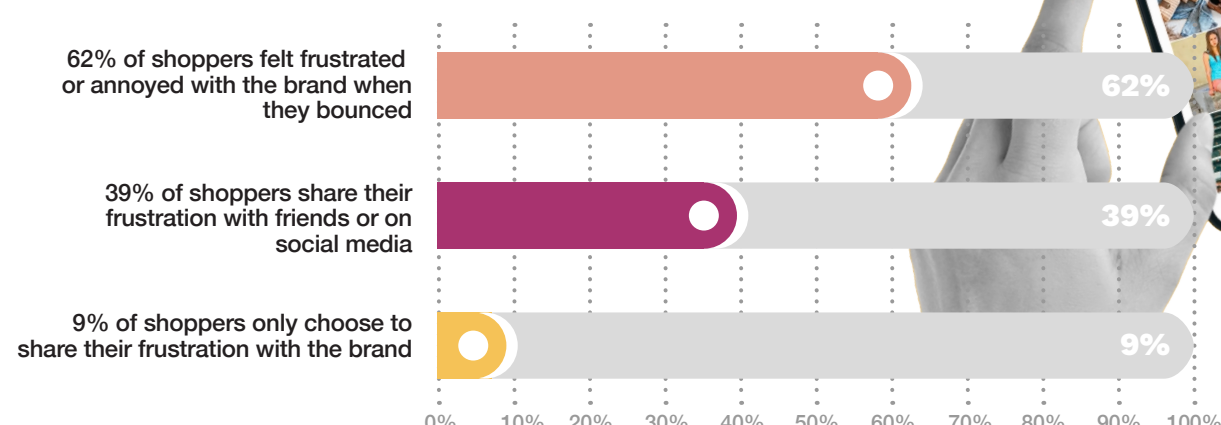76% of shoppers bounce 50% of the time or more from social media.
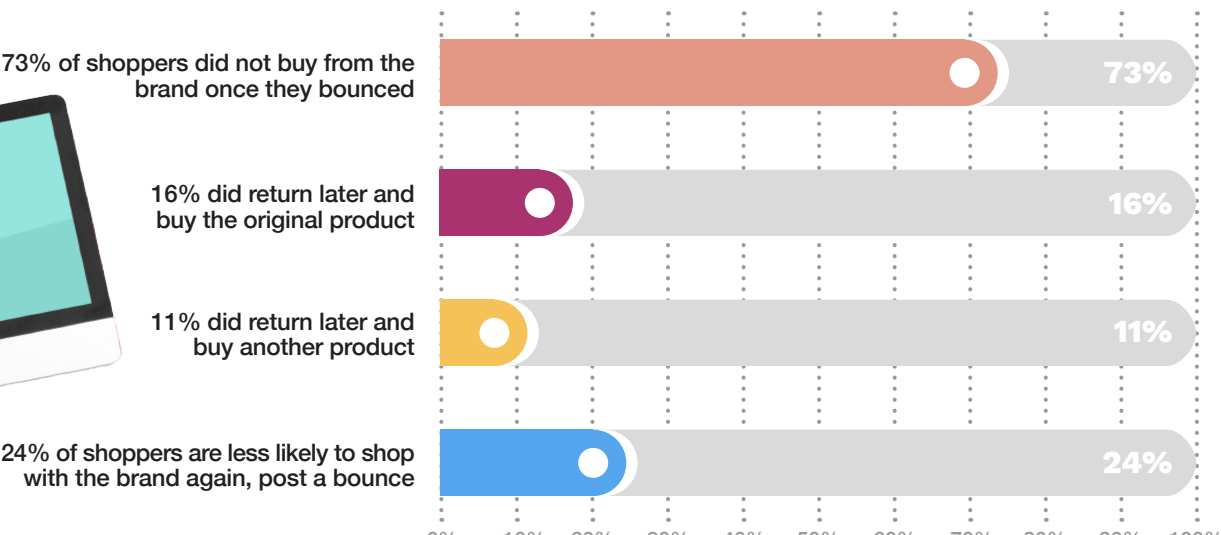
The top three reasons shoppers bounced:

55% - They couldn't find the product or the product looked different	55%
37% - The product was too expensive	37%
31% - The product was out of stock.	31%

Note - multiple answers allowed.

How do Shoppers feel and Do They Share Their Discontent?
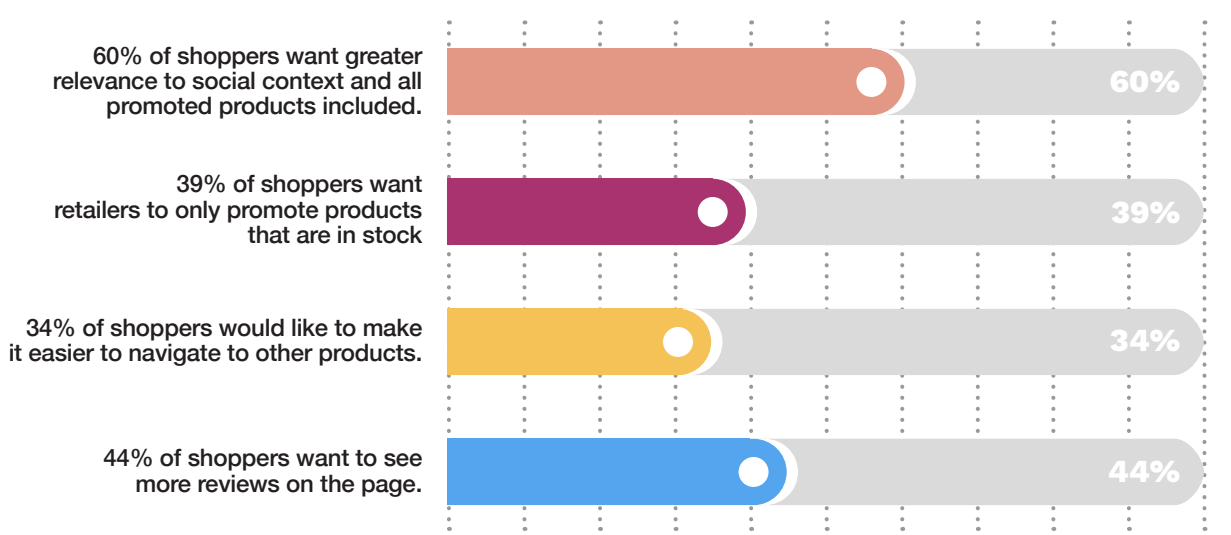### Revealing the ripple effect of poor digital experiences

62% of shoppers felt frustrated or annoyed with the brand when they bounced	62%
39% of shoppers share their frustration with friends or on social media	39%
9% of shoppers only choose to share their frustration with the brand	9%

What Happens Post a Bounce?
Are shoppers lost for good?

73% of shoppers did not buy from the brand once they bounced	73%
16% did return later and buy the original product	16%
11% did return later and buy another product	11%
24% of shoppers are less likely to shop with the brand again, post a bounce	24%

What Can Brands Do to Stop the Bounce?
Top tips from shoppers on how brands can stop them bouncing as they step from social media to the brand site landing experience.

60% of shoppers want greater relevance to social context and all promoted products included.	60%
39% of shoppers want retailers to only promote products that are in stock.	39%
34% of shoppers would like to make it easier to navigate to other products.	34%
44% of shoppers want to see more reviews on the page.	44%

Note - multiple answers allowed.

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Looking to learn more?
Read the full report **The Cost of Bounce** from SimplicityDX. Download your copy for free copy here today.

The **SimplicityDX Edge Shopping Platform** makes promotional content shoppable with the creation of storefronts.

Storefronts are powered by AI and can be created for social, email and any other edge channels. By blending promotions with ad campaigns, engagement hooks, and the checkout process, Storefronts reduce cross channels friction and decrease cost of acquisition.

For more information, visit **www.SimplicityDX.com** or connect on **LinkedIn**.

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