Revealing the Cost and Impact of a Social Referral Bounce

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. 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.

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.

Social Media Usage

Social Media is the Key Discovery Channel for Shoppers

How Often Do Shoppers Bounce and Why?

Lifting the Lid on the Key Reasons Shoppers Bounce

66% of shoppers now use social at least once or twice a week when shopping.

65% of shoppers surveyed prefer to buy on the brand site.

15% of shoppers only want to check out on the brand site.

23% say Instagram is their favoured social media channel for new product discovery.

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

37% - The product was too expensive

31% - The product was out of stock.

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

39% of shoppers share their frustration with friends or on social media

9% of shoppers only choose to share their frustration with the brand

What Happens Post a Bounce?

Are shoppers lost for good?

73% of shoppers did not buy from the brand once they bounced

16% did return later and buy the original product

11% did return later and buy another product

24% of shoppers are less likely to shop with the brand, post a bounce

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.

39% of shoppers want retailers to only promote products that are in stock

34% of shoppers would like to make it easier to navigate to other products.

44% of shoppers want to see more reviews on the page.

Looking to learn more?

Read the full report from SimplicityDX. Download your copy for free here today.

The SimplicityDX Edge Shopping Platform makes product promotions 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-channel friction and decrease cost of acquisition.

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

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$4.89 is the cost of an existing customer bounce.

$5.24 is the cost of an exiting customer bounce.

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

Note - multiple answers allowed.