OpsDog KPI Reports

Bounce Rate

Benchmarks, Definition & Measurement Details

SAMPLE CONTENT & DATA



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What is Bounce Rate?

The number of visitors who navigate away from a website after viewing only one page divided by the total number of visitors a website receives over the same period of time, as a percentage.

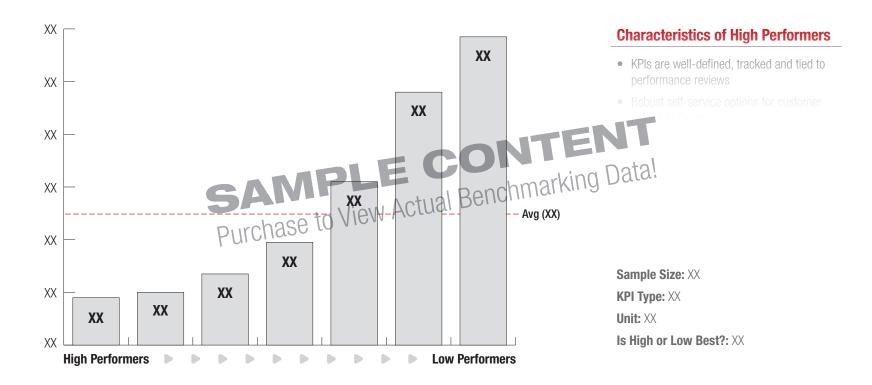


Bounce Rate Benchmarks & Characteristics of High Performers



Bounce Rate

(Number of Visitors Who Navigate Away from Website After Viewing One Page / Total Number of Visitors) * 100



How to read this chart: This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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