

# Bounce Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Bounce Rate

## Definition & Measurement Details



### 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.

### Why should this KPI be measured?

Bounce Rate helps to measure the effectiveness of the company's web design in terms of aesthetics, website organization and calls to action. A low value for this KPI may suggest that the company has a poorly

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of visitors who navigate away from the company's website after only viewing one page, and (2) the total number of visitors to the company's website over the

**ABRIDGED CONTENT**  
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# 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



#### Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

**SAMPLE CONTENT**  
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**Sample Size:** XX  
**KPI Type:** XX  
**Unit:** XX  
**Is High or Low Best?:** XX

**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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