

18 reasons Analytics2insight can help your business

Given **15 minutes** to consume content, two-thirds of people would rather read something beautifully designed than something plain. (Source: [Adobe](#))

38% of people will stop engaging with a website if the content/layout is unattractive. (Source: [Adobe](#))

44% of website visitors will leave a company's website if there's no contact information or phone number. (Source: [KoMarketing](#))

47% of website visitors check out a company's products/services page before looking at any other sections of the site. (Source: [KoMarketing](#))

Once on a company's homepage, **86% of visitors** want to see information about that company's products/services. (Source: [KoMarketing](#))

Once on a company's homepage, **64% of visitors** want to see the company's contact information. (Source: [KoMarketing](#))

Once on a company's homepage, **52% of visitors** want to see "about us" information. (Source: [KoMarketing](#))

56% of customers either leave or go to a competitor because of website issue. (Source: [Superoffice](#))

89% of businesses are soon expected to compete mainly on customer experience, organizations that take customer experience seriously will stand out from the noise and win loyal customers over. ([Superoffice](#))

52% of customers are less likely to engage with the company because of bad mobile experience. (Source: [Superoffice](#))

90% of customer experience decision makers say that a good experience is critical to their success. (Source: [Forrester Research](#))

Repeat buyers spend **33% more** than new ones, and just 20% of existing customers account for 80% of a company's future profits. (Source: [Invespcro](#))

A typical user will form an opinion about a website in **50 milliseconds (0.05 seconds)**. Behaviour and Information Technology Journal.

75% of users admit to making judgements about a company's credibility based on their website's design. (Source: [Stanford Persuasive Technology Lab](#))

More than **40% of online transactions** are now done on mobile. (Source: [Think with Google](#))

For every second delay in mobile page load time, conversions can **fall by up to 20%**. (Source: [Think with Google](#))

73% of mobile internet users say that they've encountered a website that was too slow to load. (Source: [Kissmetrics](#))

52% of people say they're less likely to re-engage with a brand following a bad mobile experience. (Source: [WOW Local Marketing](#))