

Moving from **Bounce Rate** to **Engagement Rate**

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Although many of us have come to rely on the metric "Bounce Rate", Google has removed this metric from the new version of Google Analytics and replaced with a more useful metric called "Engagement Rate".

Why Bounce Rate was Removed from Google Analytics

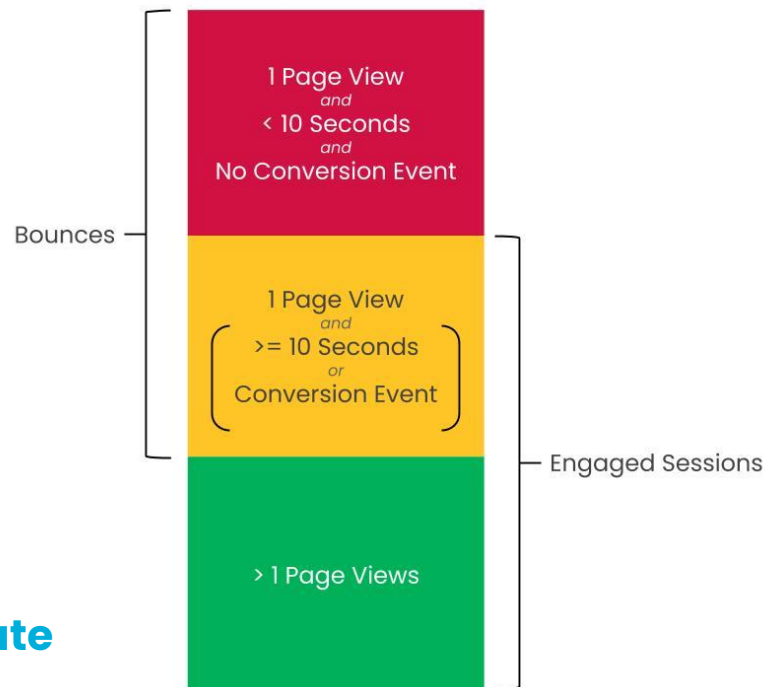
A "bounce" occurs when a user views one page on your site before exiting, and this was the primary metric that Analysts used for measuring user engagement in legacy versions of Google Analytics. Bounce Rate has a lot of critics, because it can only be applied to a specific type of website. App + Web properties are built to be flexible, and apply to mobile and single page apps in addition to websites. So a new metric is needed to measure user engagement in an App + Web property.

INTRODUCING:

Engagement Rate

For a session to qualify as Engaged, the user must be do at least one of the following during their session:

- Actively engaged with your website or app in the foreground for at least 10 seconds
- Fire a conversion event
- Fire 2 or more screen or page views



How to Interpret Engagement Rate

Your Engagement Rate will always be greater than the inverse of your Bounce Rate. This is because a session with at least 2 page views (not a bounce) qualifies as an engaged session, but so do other sessions that would otherwise be considered a bounce.

The difference between the Bounce Rate you previously reported on and the new Engagement rate is the number of users who fall into the yellow area above.

Learn more at: ken-williams.com

