

AI Sparks

Cutting through the AI hype with one clear insight each week

When a “Bounce” Isn’t a Failure

Bounce rate was built for a human, click-driven world.
One visitor. One page. One judgment: did they stay or leave?

But in an agentic world, AI bots increasingly search, scan, summarize, and decide on behalf of shoppers. They may visit one page, extract what they need, and leave, only to recommend your brand elsewhere.

Was that a bounce?
Or was that mission accomplished?

In agentic commerce, a single-page visit can signal clarity, trust, and decision readiness - not abandonment. Traditional bounce rate starts to confuse efficiency with failure.

The real question isn’t how long someone stayed.
It’s whether your brand delivered enough signal to influence the decision.



Your spark for the week:
Are you measuring abandonment,
or decision sufficiency?

Prefer audio? Catch the full
spark in a quick breakdown.

COMING SOON

NetElixir is an AI-First digital marketing agency helping leading eCommerce brands unlock profitable growth through data, experimentation, and innovation.