



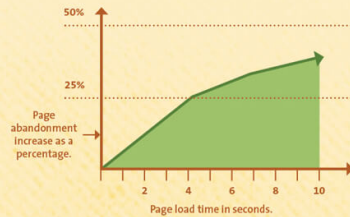
HOW Loading Time AFFECTS YOUR Bottom Line



EVERY SECOND COUNTS

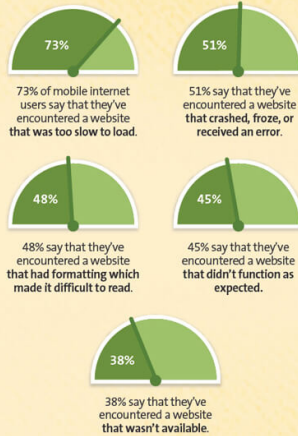
Loading time is a major contributing factor to page abandonment. The average user has no patience for a page that takes too long to load, and justifiably so.

Observation: slower page response time results in an increase in page abandonment, as demonstrated in the following chart.

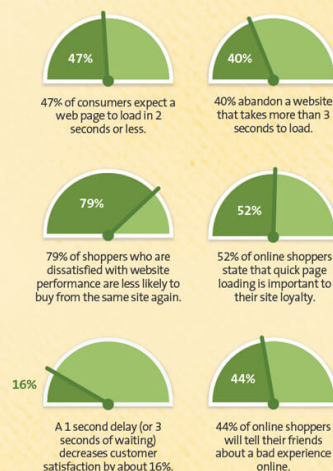


COMMON PROBLEMS WHEN ACCESSING A WEBSITE FROM A MOBILE PHONE

60% of mobile internet users say that they've encountered at least one problem while browsing within the last 12 months.



HOW WEBSITE PERFORMANCE AFFECTS SHOPPING BEHAVIOR

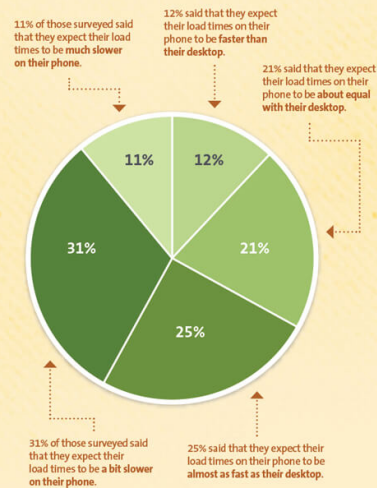


MOBILE VS. DESKTOP

Mobile internet users expect a web-browsing experience on their phone that's comparable to what they get on their desktop or laptop.

What follows is a graph of how users thought their mobile browsing experience compared to their desktop browsing experience.

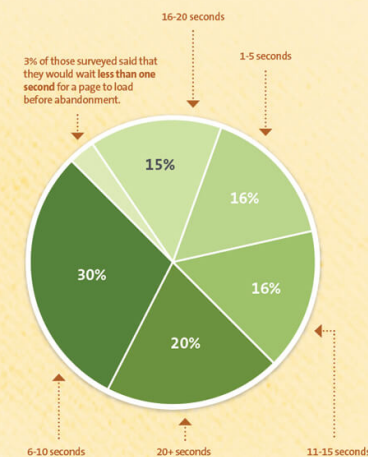
Observation: Most participants in the survey thought that their phone had slower load times than their desktop.



PATIENCE OF MOBILE WEB USERS

How long are users willing to wait for a site to load before they abandon the page? The following graph seeks to answer this question.

Observation: Most participants in the survey would wait 6-10 seconds before they abandon pages.



A 1 SECOND DELAY IN PAGE RESPONSE CAN RESULT IN A 7% REDUCTION IN CONVERSIONS.

If an e-commerce site is making \$100,000 per day, a 1 second page delay could potentially cost you \$2.5 million in lost sales every year.