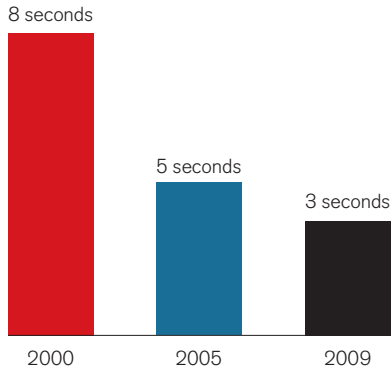


THE NEED FOR SPEED

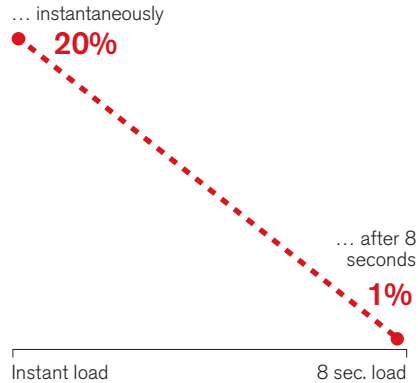
Even slight slowdowns online frustrate people and cost companies money.

How long a person will wait for page to load before navigating away

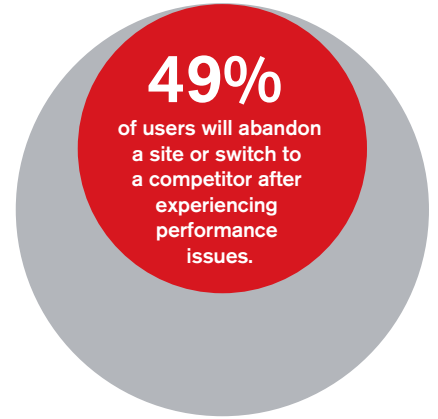


Source: Akamai

Percentage of users who look at a promotion if slide loads*...



Note: *For slide show taking up 23% of a page. Source: Jakob Nielsen, principal of the Nielsen Norman Group



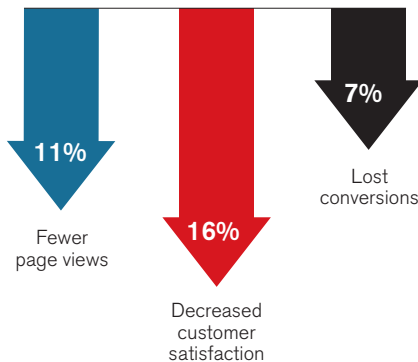
Source: Sean Power, cofounder of the consulting firm Watching Websites

Even a brief delay leads to a lower “conversion rate,” which means that a site’s visitors take fewer desired actions.

Slow sites get fewer conversions than ones that load in a second, and they have higher “bounce rates”—they lose more users.

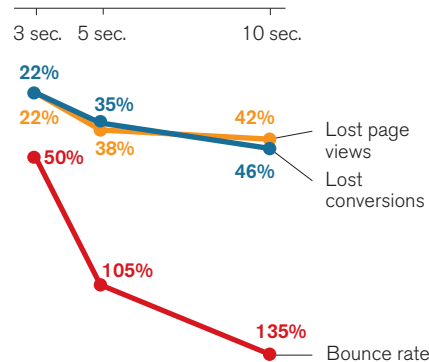
Speed will become an even more important factor for companies as people increasingly access the Web from mobile devices.

Consequences of a one-second delay



Source: Aberdeen Group

Consequences of longer site-load time



Source: Strangeloop

Users who ...



Source: Gomez