



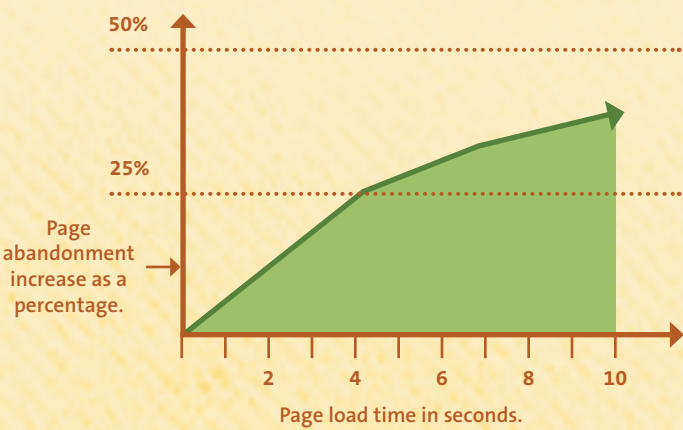
HOW Loading Time AFFECTS YOUR Bottom Line



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.

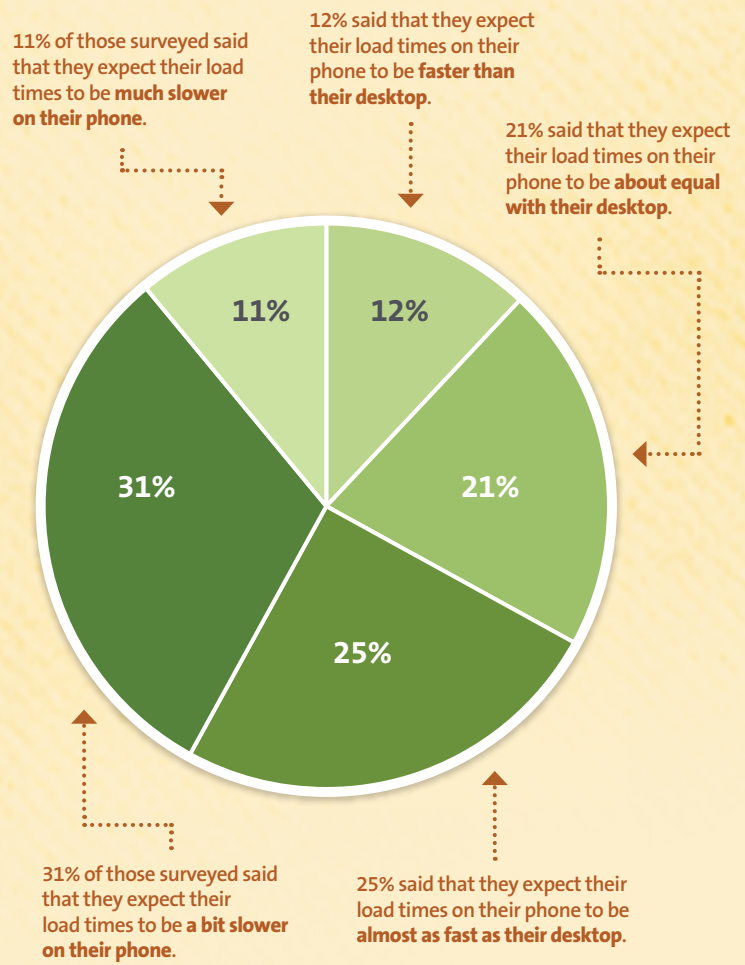


MOBILE VS. DESKTOP

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

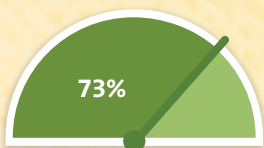
What follows is a graph of how users thought their mobile browsing experience compared to their desktop browsing experience.

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

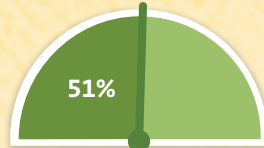


COMMON PROBLEMS WHEN ACCESSING A WEBSITE FROM A MOBILE PHONE

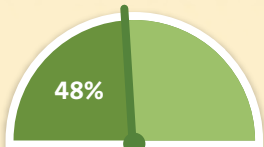
60% of mobile internet users say that they've encountered at least one problem while browsing within the last 12 months.



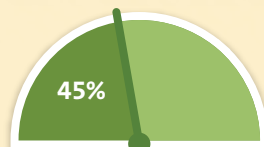
73% of mobile internet users say that they've encountered a website that was too slow to load.



51% say that they've encountered a website that crashed, froze, or received an error.



48% say that they've encountered a website that had formatting which made it difficult to read.



45% say that they've encountered a website that didn't function as expected.



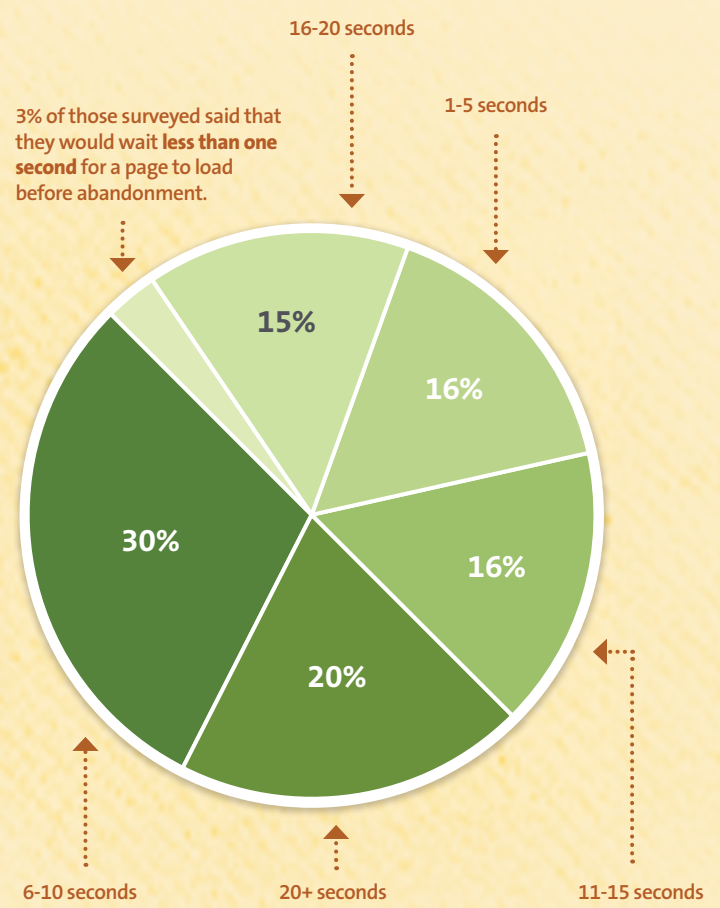
38% say that they've encountered a website that wasn't available.



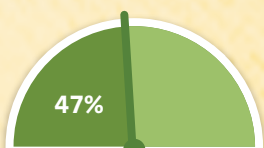
PATIENCE OF MOBILE WEB USERS

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.



HOW WEBSITE PERFORMANCE AFFECTS SHOPPING BEHAVIOR



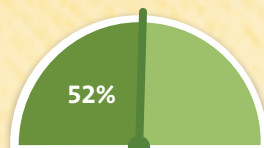
47% of consumers expect a web page to load in 2 seconds or less.



40% abandon a website that takes more than 3 seconds to load.



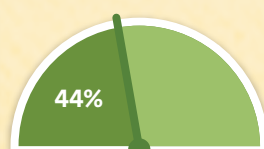
79% of shoppers who are dissatisfied with website performance are less likely to buy from the same site again.



52% of online shoppers state that quick page loading is important to their site loyalty.



A 1 second delay (or 3 seconds of waiting) decreases customer satisfaction by about 16%.



44% of online shoppers will tell their friends about a bad experience online.

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.**