Online retailers today face enormous challenges in delivering the fast, reliable, 24x7 omnichannel experience across multiple devices that shoppers demand: 53% of mobile site visitors will leave a page that takes longer than three seconds to load.¹

Understanding the impact of page load speed on metrics like conversions and engagement is a critical component in staying competitive in the age of Amazon. To that end, we gathered data from 10+ billion online retail user experiences, then analyzed performance metrics from three different perspectives: IT, business, and user experience.² The findings were eye-opening.

Key findings

1. While almost half (47%) of all consumers shop via their phones, only 1 in 5 complete transactions on mobile.

   - **ALL VISITS**
     - Desktop: 10.43%
     - Mobile: 42.15%
     - Tablet: 47.42%
   - **ALL VISITS THAT ENDED IN CONVERSION**
     - Desktop: 9.67%
     - Mobile: 21.8%
     - Tablet: 68.46%

2. Optimal load times for peak conversions ranged from 1.8 to 2.7 seconds across device types.

   - **Conversion rate (%)**
     - Desktop: 1.8 sec.
     - Mobile: 2.7 sec.
     - Tablet: 1.9 sec.

A few of the questions we asked...

- What is the “magic number” for page load time that yields the highest conversion rate?
- What is the impact of 1 second of performance improvement (or slowdown) on conversion rate/bounce rate/session length?
- How are high-performance pages different — in terms of size, complexity, and resources — from pages that perform poorly?

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¹ Google Data, Global, n=3,700 aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, March 2016.
² Using data gathered from leading retail sites (comprised of SOASTA customers who have opted into sharing their data) via mPulse, our industry-leading real user monitoring and analytics solution.
Just a 100-millisecond delay in load time can hurt conversion rates by up to 7%. A 2-second delay can decrease conversion rates by up to 37%. These impacts were felt even on tablets and phones.

Mobile visitors are more likely to bounce than desktop and tablet visitors.

Optimal load times for lowest bounce rates ranged from 700ms to 1.2s across all device types. The closeness of this range suggest that user expectations are similar despite the type of device they are using.

A 2-second delay in load time can hurt bounce rates by up to 103%.

Staying competitive in the age of Amazon

The complexities of online retail and the sophistication of digital marketing are evolving rapidly. Only the brands that shift their current approaches can survive. Digital performance has never mattered more than it does now, creating an urgent need for solutions that deliver digital performance intelligence you can take immediate action on.

Get more findings in the full report: soasta.com/Spring17SORP