



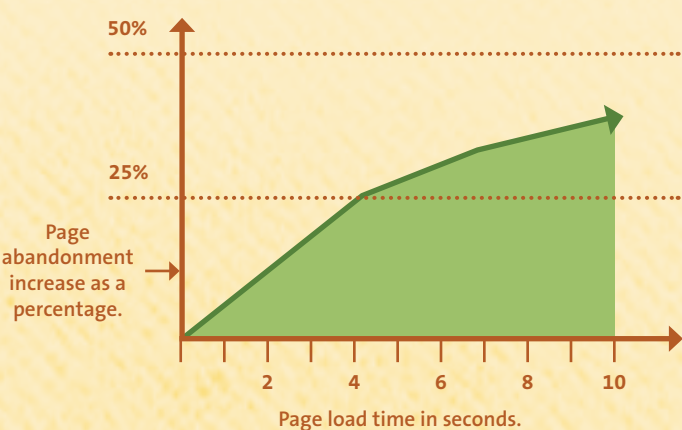
# HOW Loading Time AFFECTS YOUR Bottom Line



## 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.

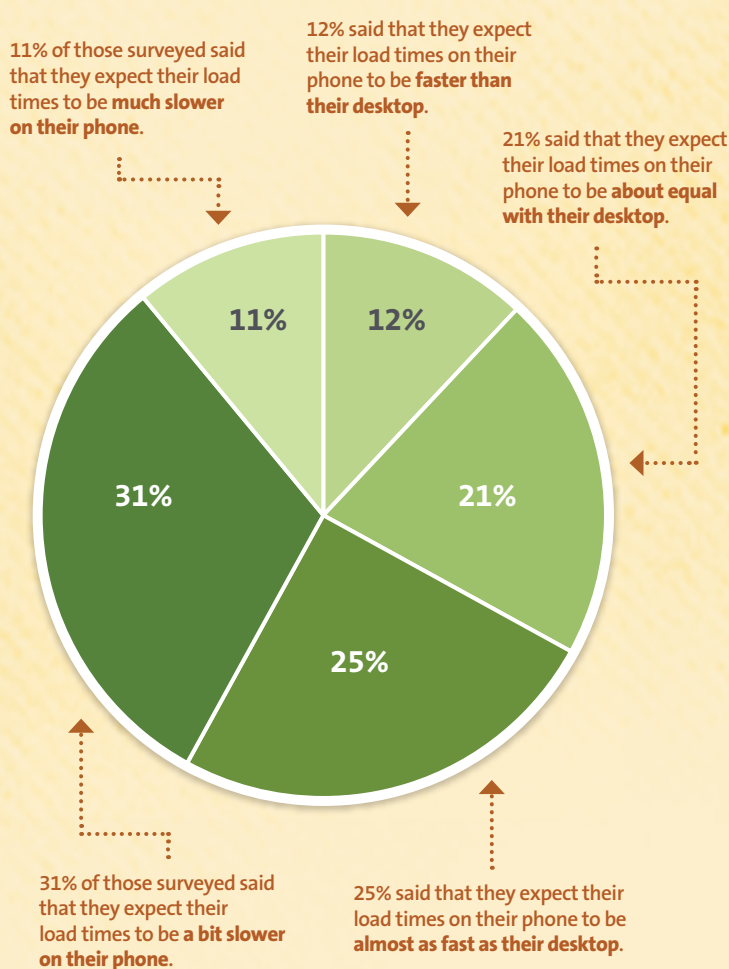


## MOBILE VS. DESKTOP

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

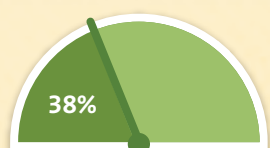
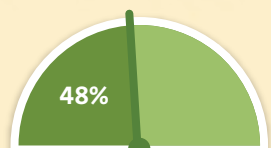
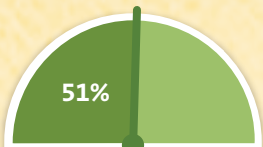
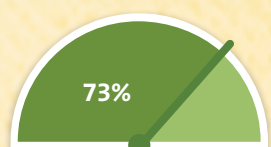
What follows is a graph of how users thought their mobile browsing experience compared to their desktop browsing experience.

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

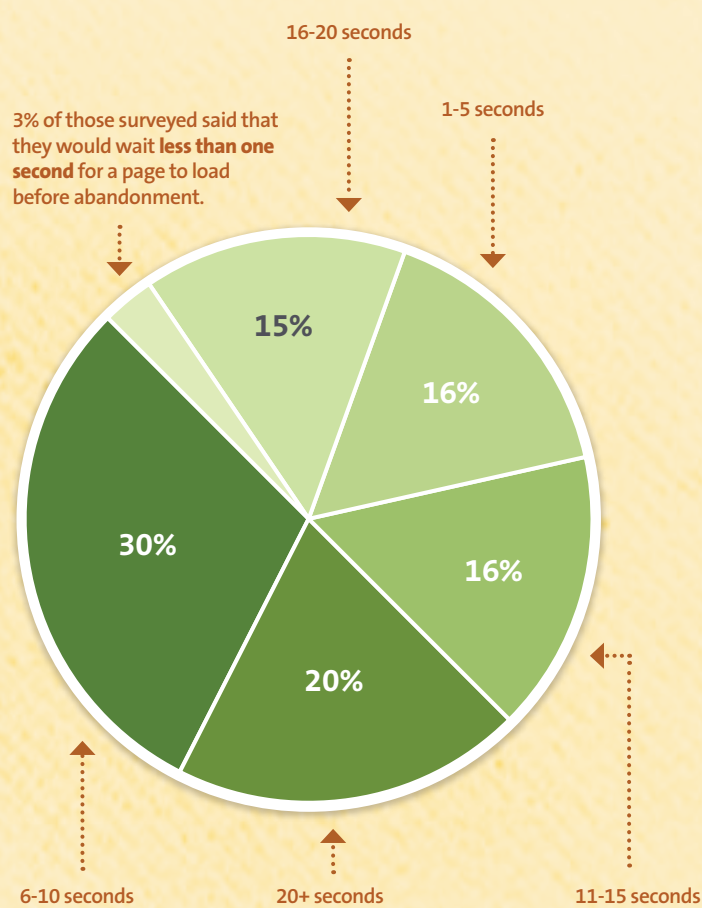
60% of mobile internet users say that they've encountered at least one problem while browsing within the last 12 months.



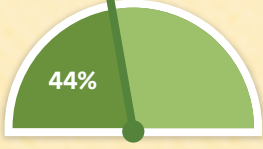
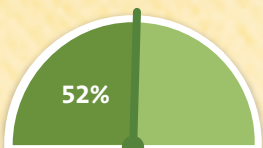
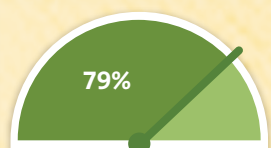
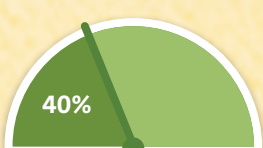
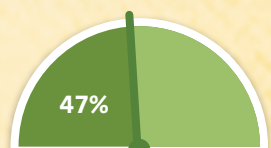
## PATIENCE OF MOBILE WEB USERS

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



**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.**