



# ENGAGE YOUR SHOPPER

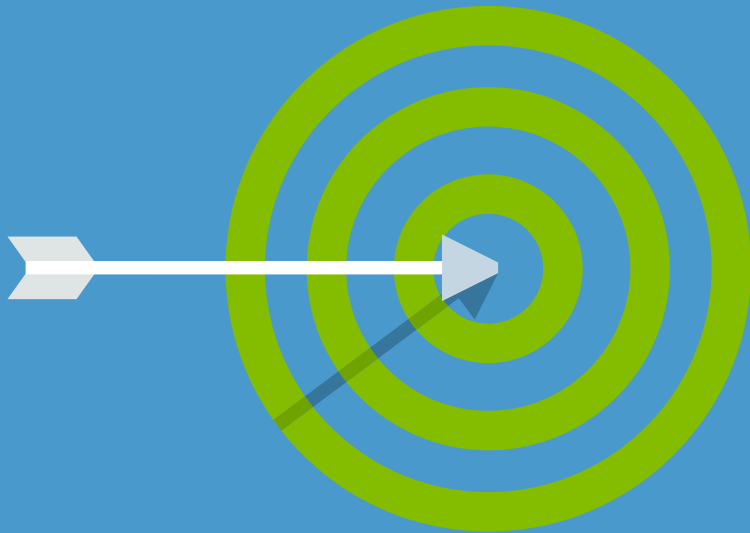
You have 3 seconds, then they are gone!

# WALMART AND AMAZON HAVE SAID...

Every second  
can cost you up to

# 7%

in CONVERSIONS!



The “sweet spot” for  
peak conversions is

# 2.4 SECONDS<sup>1</sup>

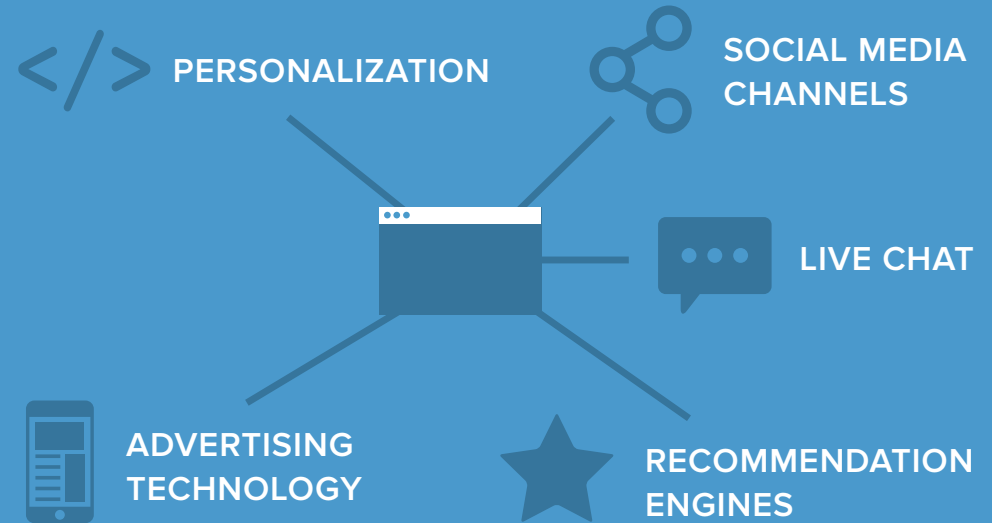
According to Mike Frazzini, Chief Technology Officer, eBags

“A mobile page shouldn’t take any longer than **3 seconds** to load and the metrics we’ve seen and use internally is that for every second past that 3 second expectation you **lose 20% in conversion.**”



# Third Parties are Revolutionizing eCommerce

Most eCommerce sites use up to 50 third party applications to provide richer experiences for their shoppers. These applications are essential in terms of building brand loyalty and engaging customers. Examples include:



The industry average is 27, how many do you have?



Third Parties = Slow Performance

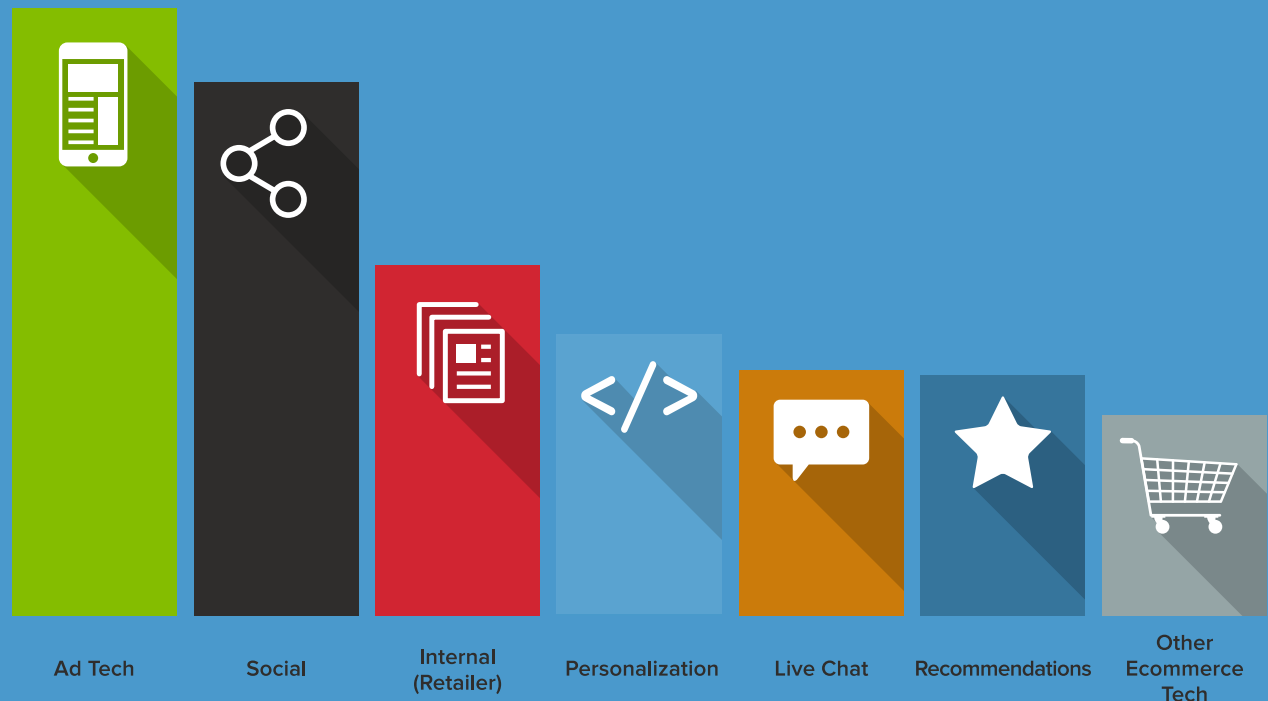
Today's sophisticated retail websites  
are heavy with an average of

**220 CALLS TO  
80 SERVERS**

for every page

# What is a 3rd Party eCommerce Application Violation?

Violations occur when applications take an extended time to load, are very large in size, fail to load, or block an entire page from loading completely. 3rd party violations significantly slow down eCommerce sites and impact shopper experience.



Do violations impact your site?



# Millennials



86% of millennials are annoyed by third-party content<sup>2</sup>



One out of five blame third parties (such as ads and pop-ups) for slowing down page loads<sup>2</sup>



Nearly half say that third parties that interfere with page rendering will make them leave a site<sup>2</sup>

<sup>2</sup> Soasta (<https://www.soasta.com/blog/millennials-holiday-shopping-web-performance/>)

# The Impact of Third Parties on eCommerce

Slow sites cost your shopper an average of:

**3.27** **!** **99.4**

additional seconds  
per page

shopper time seconds  
lost per session

Analysis of over 600 sites<sup>3</sup>

Loss of

**749K**

shopper hours per day per site!

The financial impact is huge -  
You are losing an average of

**10.2%**

conversion rate due to your slow site

<sup>3</sup> <http://www.yottaa.com/yottaa-releases-findings-performance-impact-third-party-e-commerce-applications/>



# What can Retailers/Brands do to Improve Front-end Performance?<sup>4</sup>



Reduce the number of requests required to fetch the resources for each page



Optimize client-side processing priorities and script execution efficiency



Reduce the size of the payload needed to fulfill each request



Manage third-party scripts



**Investing in an eCommerce Acceleration Platform** can provide you with full visibility on how third party eCommerce applications are impacting the performance of your site. More importantly, these platforms give you control to reduce third party violations, which will result in improved performance, conversion rates and shopper experience.

<sup>4</sup> Soasta (<https://www.soasta.com/solutions/front-end-optimization/>)