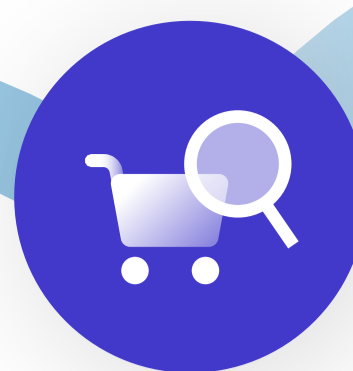


Buy, Browse, or Bounce?



Every eCommerce shopping session leads to an outcome. Site speed has a significant impact on that outcome – will your shoppers buy, browse or bounce?

YOTTAA

With data from over 200 retail brands and more than 20 billion page views, the Site Speed Standard is the authority on site performance benchmark data.

Why is site speed so important? Faster eCommerce sites provide a chance for brands to connect shoppers with their products while decreasing bounce rate and increasing conversion rate. The Site Speed Standard benchmarking data proves that page load time has a direct impact on conversion and bounce rate and reveals what happens to shopping sessions as the site speeds up.

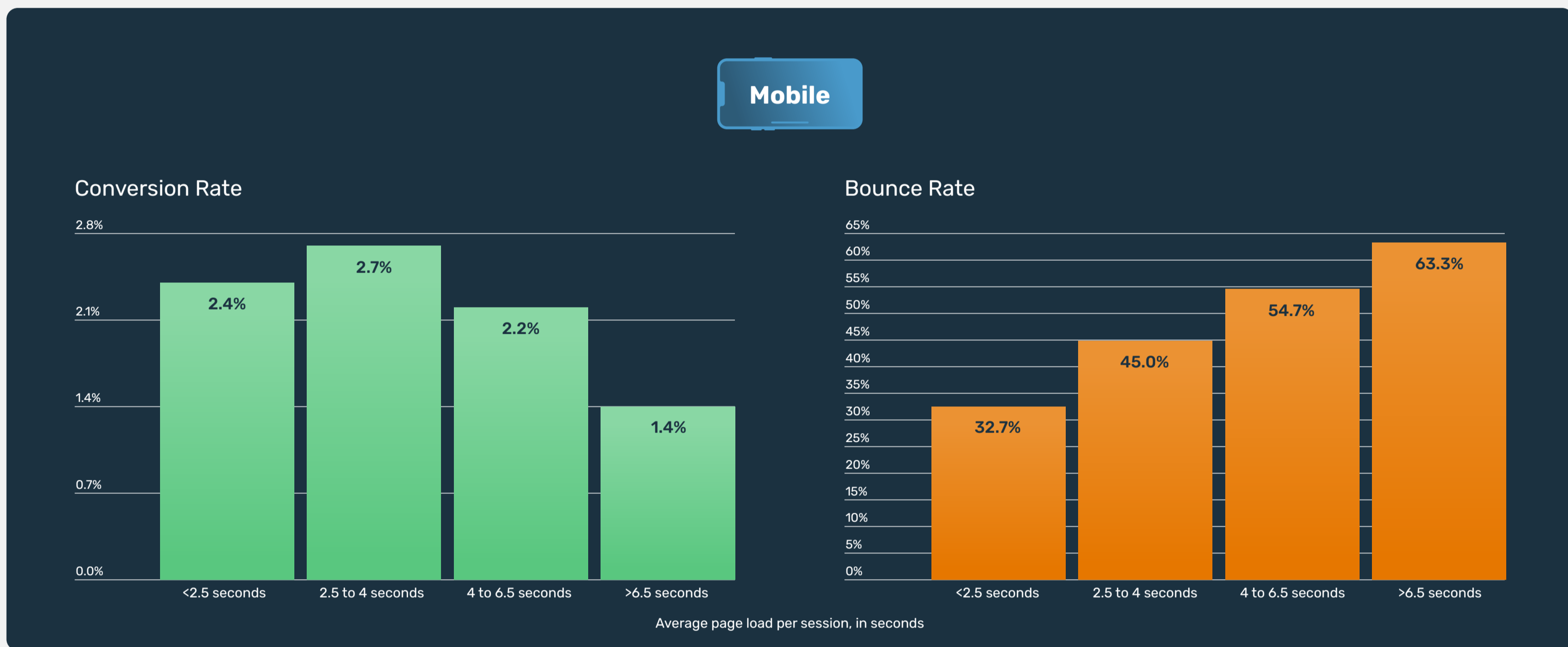
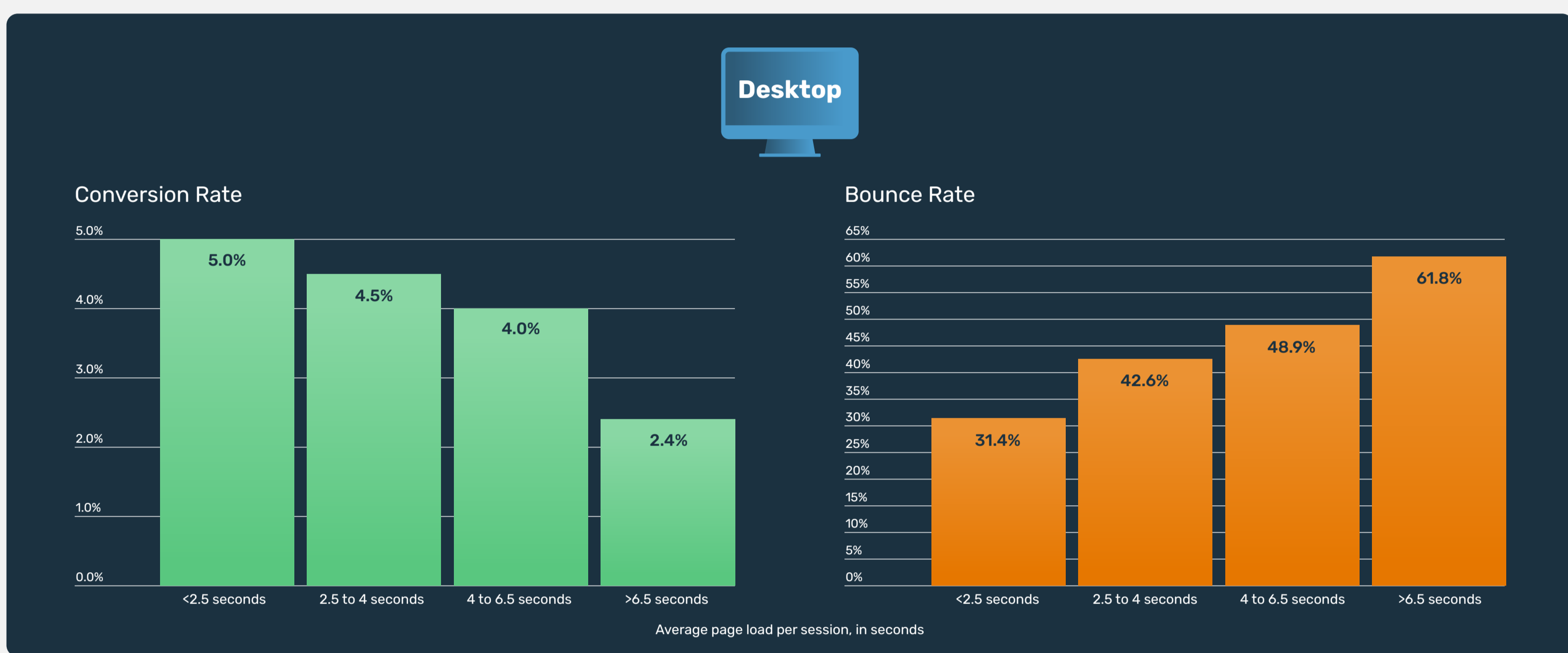
Shopping Session Performance

Different session outcomes have different performance metrics. Let's take a look at what those look like, as well as the parallel key findings from the Site Speed Standard.

Conversion Rate and Bounce Rate by Average Session Page Loads

As page load slows, conversion rate falls.

In the graphs below, you can see page load speed start to slow as the bars move to the right. The average page load time ends up being around 4 seconds. The faster load times are converting much better than the slower load times. You can see that the conversion rate of sites with speeds up to 2.5 seconds are double anything over 6.5 seconds. A similar trend is happening with bounce rate, which is halved with the fastest site speeds:

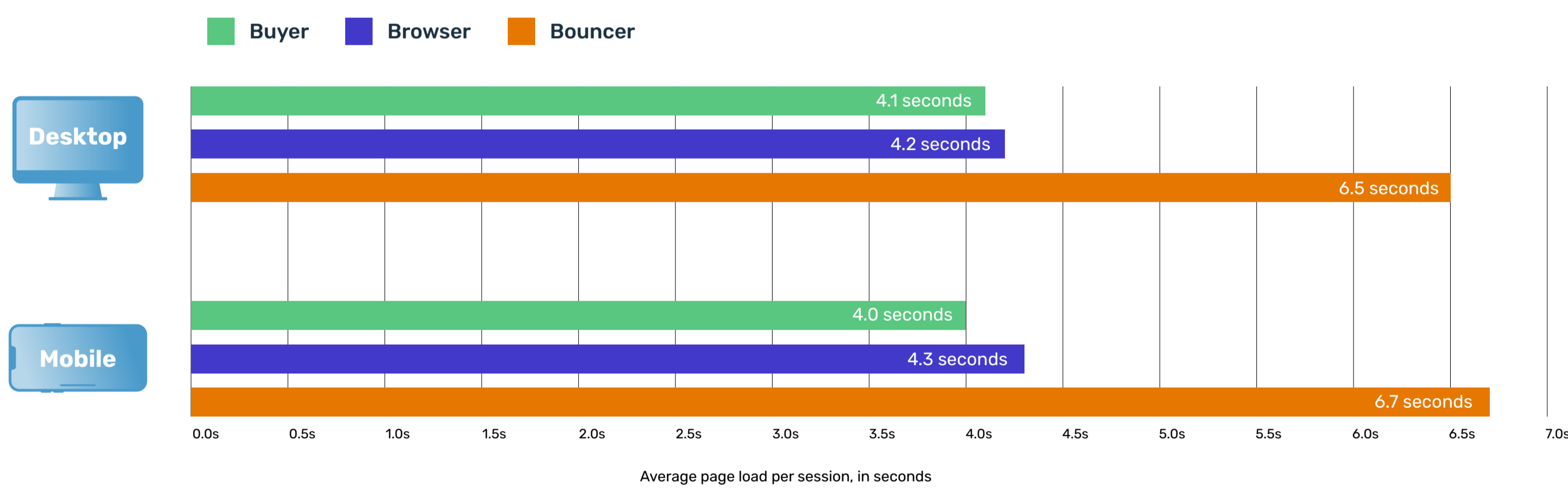


Average Page Load by Session Outcomes

It turns out, Buyers and Browsers love fast page loads. The graph below shows exactly what happens during a Buyer's visit, vs. a Browser's visit, vs. a Bouncer's visit.

The Buyers visits experience a better overall page load times across devices, but Browsers are not far behind. What is drastically different is the Bouncers. Bouncers jump up – the average page load time for a bounce visit is 6.5+ seconds. So, when we do see those 9 or 10 second visits, the likelihood that they bounce is extremely high.

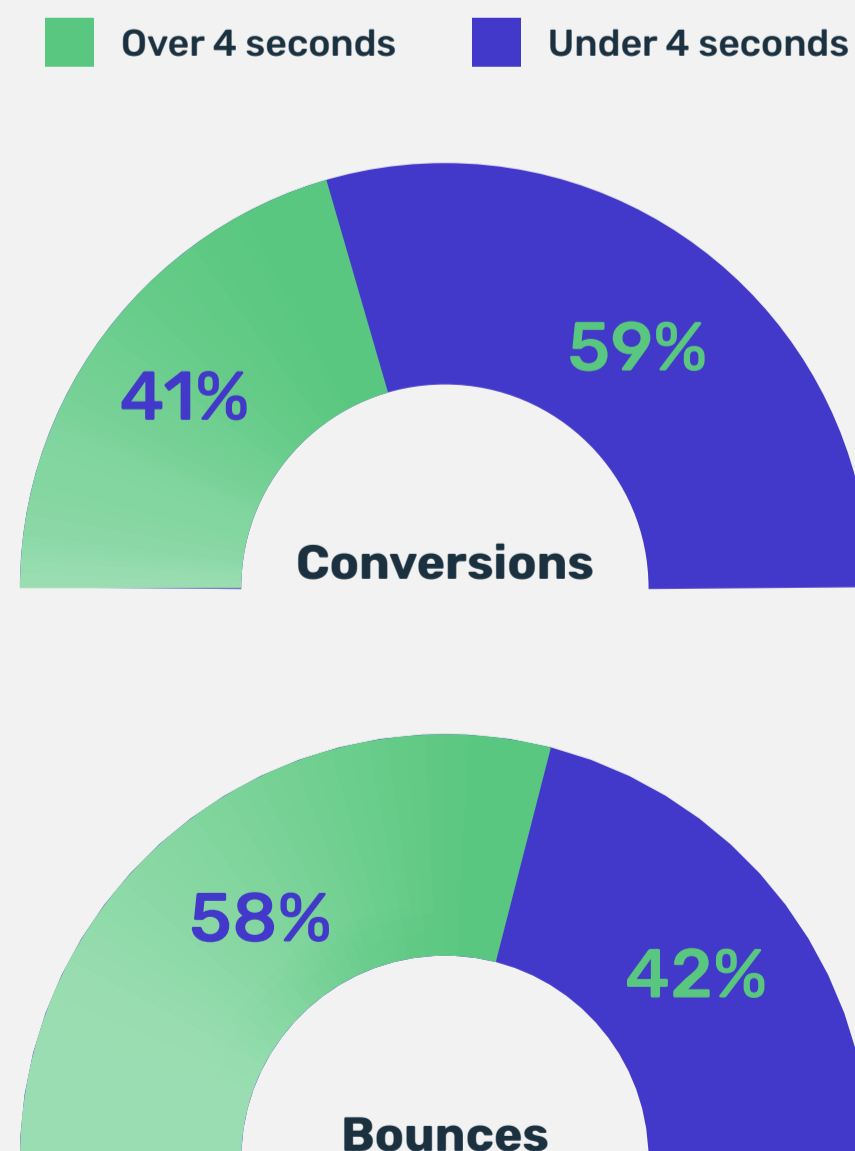
Overall, Buyer visits experience the fastest page loads, Browser visits are right behind them, and Bouncers are terribly slow. If your site reaches over 6.5 seconds, you are in serious trouble. You'll see in the next graphs that if your site is slower than 4 seconds, there are generally going to be issues.



Beat 4 Seconds

The Site Speed Standard found that when you beat 4 seconds for page load time, good things happen. This is when most of the conversion occur (59%). When sites trail 4 seconds, it delivers a near-identical 58% of bounces.

Brands should be shooting for closer to 3 seconds, as you don't want to be sitting on that 4 second margin between good and bad.



Taking Action on These Findings

With this benchmarking data available, eCommerce brands can now understand what to aim for and why when it comes to site speed, while making better decisions to grow your business, improve site performance, and lift conversions.

Get started by comparing your site speed to the benchmark with a Free Site Performance Snapshot Report.

[Learn More](#)

