



eCOMMERCE ANALYSIS





The Site Speed Standard on the eCommerce Speed Hub: **How Site Speed Impacts Your Bottom Line**

Analytics to help online retailers make better decisions,
grow their brands, improve site performance, and lift conversions.

Can Just 1 Second of Site Speed Make a Difference to Your Bottom Line? *YES!*

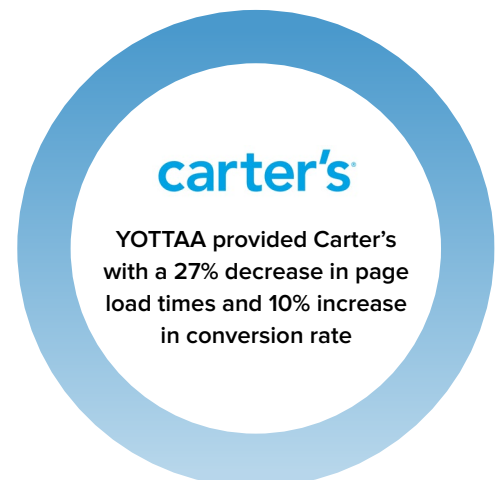
All new data proves that speed wins when it comes to increasing conversions on eCommerce sites.

Brands no longer need to make assumptions about how quickly their sites must load to avoid shoppers bouncing from their site to a competitor's. The recently launched benchmark — [The Site Speed Standard](#) — definitively proves that site speed impacts conversion rate. In fact, the data shows that just one second can be the difference between customers buying and bouncing. When brands reduce page load times by just one second, this is what happens:

	Conversion Rate	Bounce Rate	Page Views
 Mobile	5.7% Lift	12.2% Reduction	+.38 Pages
 Desktop	3.3% Lift	12.2% Reduction	+.52 Pages

Site speed is critical for online retailers, and YOTTAA acceleration solutions can help. YOTTAA optimizes over 1,500 eCommerce sites to improve page load performance, resulting in higher conversions and more engaging shopper experiences. Leading brands like [Carter's](#) and J. Crew rely on YOTTAA for faster page load times and a healthier bottom line.

Read on to learn more about [Site Speed Standard data](#) which includes detailed information on shopping session performance, the buyer journey, and page performance.





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**?

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 rates. [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.

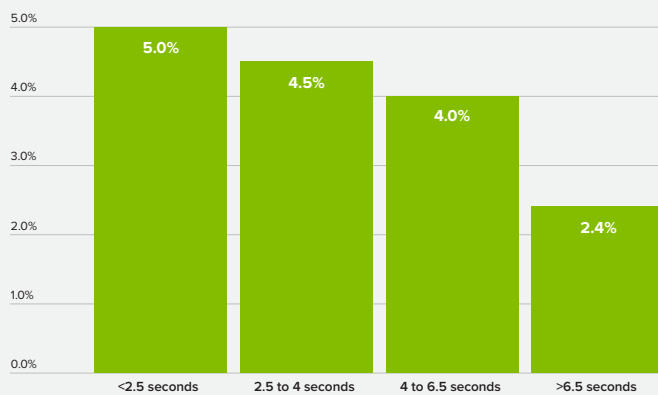
Conversion Rate and Bounce Rate by Average Session Page Loads

As page load slows, conversion rate falls.

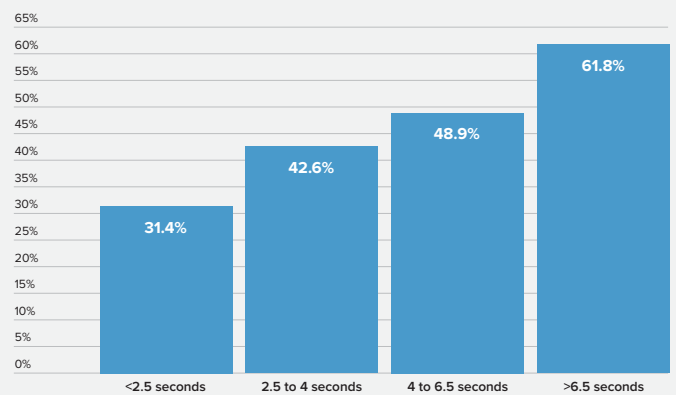
In the graphs below, you can see page load speed start to slow as the bars move to the right. The average page load time ends up being around 4 seconds. The faster load times are converting much better than the slower load times. You can see that the conversion rate of sites with speeds up to 2.5 seconds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



Conversion Rate



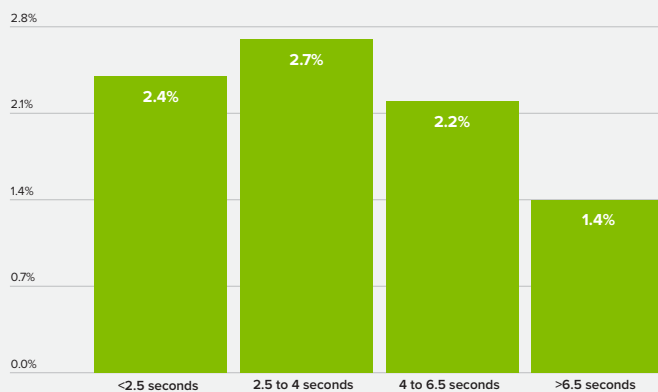
Bounce Rate



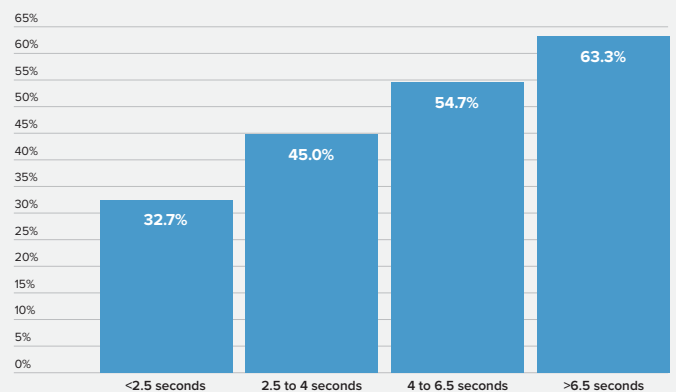
Average page load per session, in seconds



Conversion Rate



Bounce Rate



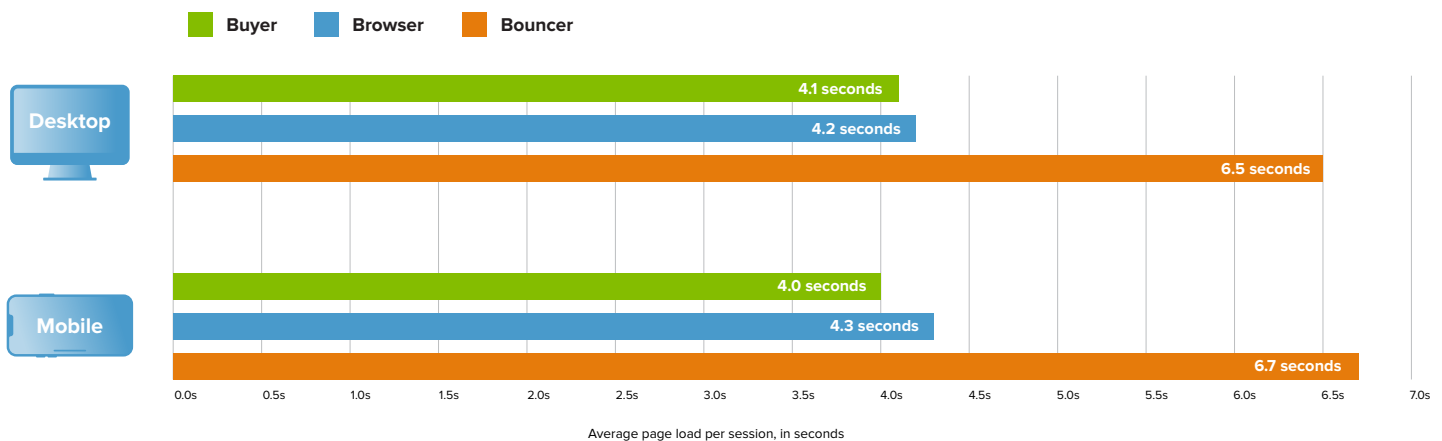
Average page load per session, in seconds

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.

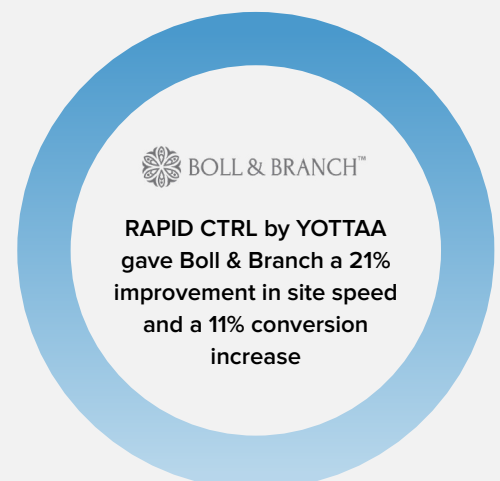
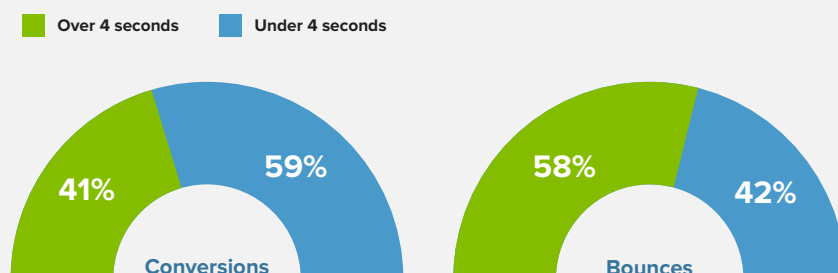
Overall, Buyer visits experience the fastest page loads, Browser visits are right behind them, and Bouncers are terribly slow. If your site reaches over 6.5 seconds, you are in serious trouble. You'll see in the next graphs that if your site is slower than 4 seconds, there are generally going to be issues.



Beat 4 Seconds

Brands should be shooting for closer to 3 second page loads so they're not sitting on that 4 second margin between good and bad. However, because all eCommerce sites use numerous 3rd party technologies, that can seem like an impossibly difficult target. Although 3rd parties help ensure a great online experience for shoppers, they account for 75% of page load time. Fortunately, RAPID CTRL by YOTTAA can help brands beat the 4 second mark and increase conversion rates. RAPID CTRL gives full visibility into the performance of all 3rd parties on your site, and YOTTAA's Application Sequencing technology significantly speeds up the loading of all 3rd parties.

Brands like Boden and Boll and Branch use RAPID CTRL to experience significant increases in site performance and conversion rates.





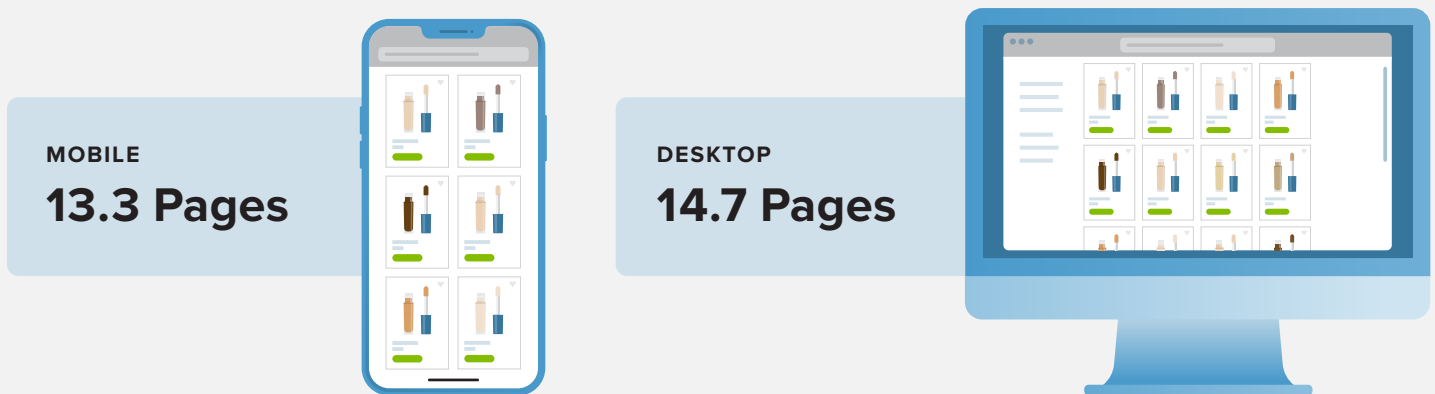
Anatomy of a Buyer's Journey

Speed on Product Detail and Category pages holds the key to conversions

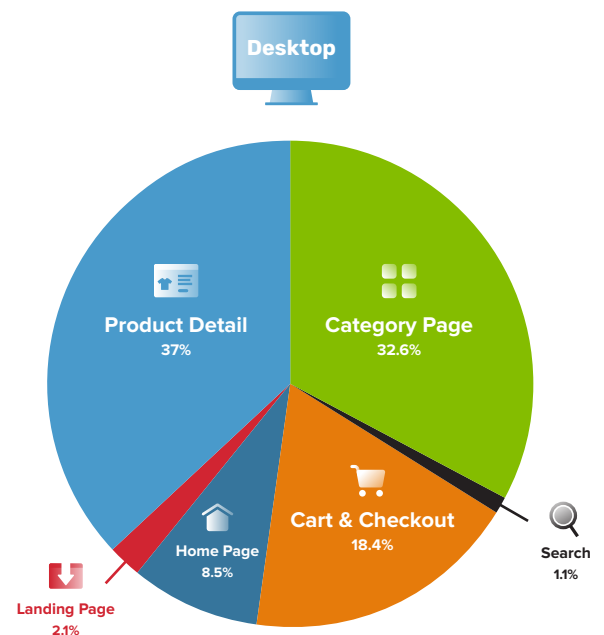
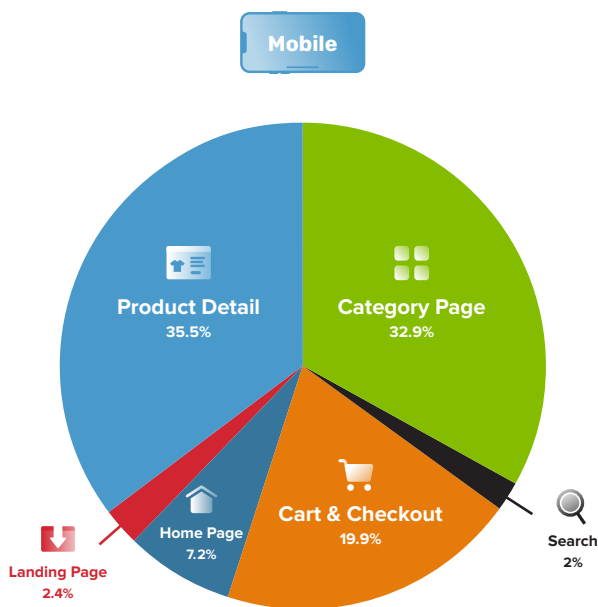
Groundbreaking benchmark data from the [Site Speed Standard](#) shows that page load time has a direct impact on the outcome of an eCommerce shopping session. When pages load quickly shoppers buy, but slow load times deliver bounces. Let's take a look at a typical buyer journey to find out where shoppers spend most of their time on eCommerce sites and see which pages need to be the fastest to yield conversions and avoid bounces.

The Buyer's Journey

A typical buyer's journey spans 13 pages on a mobile device and approaches 15 pages on desktop.



But the key to turning a shopping session into a buyer's journey happens in between the home and checkout pages. The speed and performance of specific pages on an eCommerce site can predict the outcome of a shopping session. The graphs below show which site pages account for most viewed in the buyer's journey for both mobile and desktop:



It's evident that across platforms the typical buyer's journey is heavily concentrated on product detail (PDPs) and category pages, with two-thirds of all page views happening there alone. When brands optimize these pages, they are capturing the majority of their opportunity to connect their product line with the shopper, making it far more likely that the shopper will buy and not bounce.

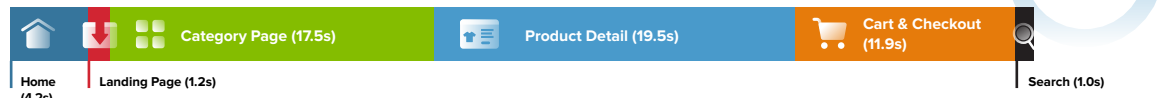
Optimization Delivers a 21% Faster Journey

When all pages viewed during the buyer's journey are stacked together from beginning to end, we can see that page optimization provides a time savings of 15 seconds, translating to a 21% faster buyer's journey.

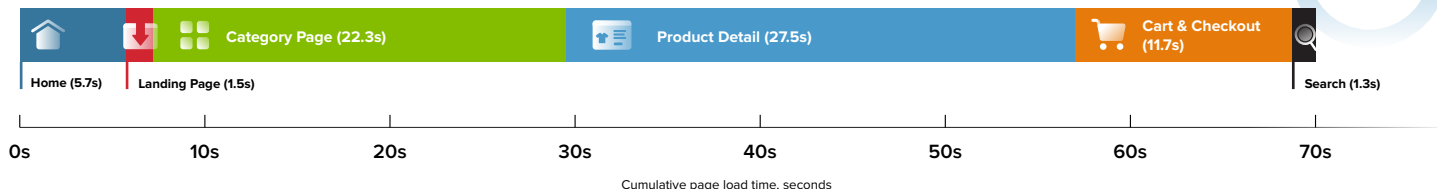


Mobile

Optimized



Non-Optimized

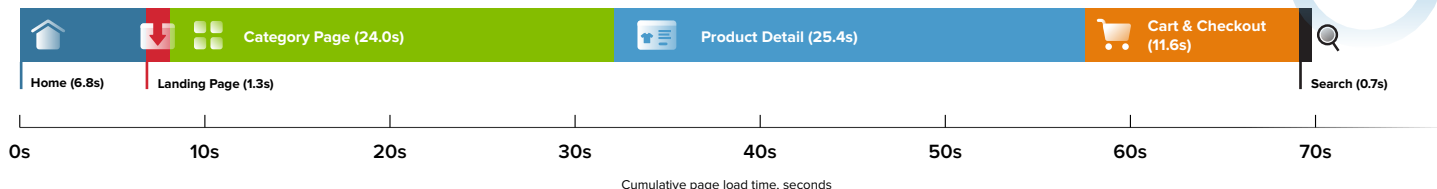


Desktop

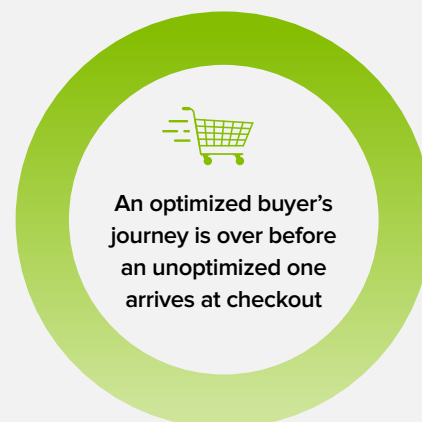
Optimized



Non-Optimized



This 15 seconds reduces the likelihood of bouncing, but more importantly, the time savings gives brands an opportunity to show more of their product line to their customers. The time saved on optimized product detail and category pages earns brands 4 additional page views. In other words, an optimized buyer journey is over before an unoptimized one arrives at checkout.





Page Performance vs. Buyer Experience

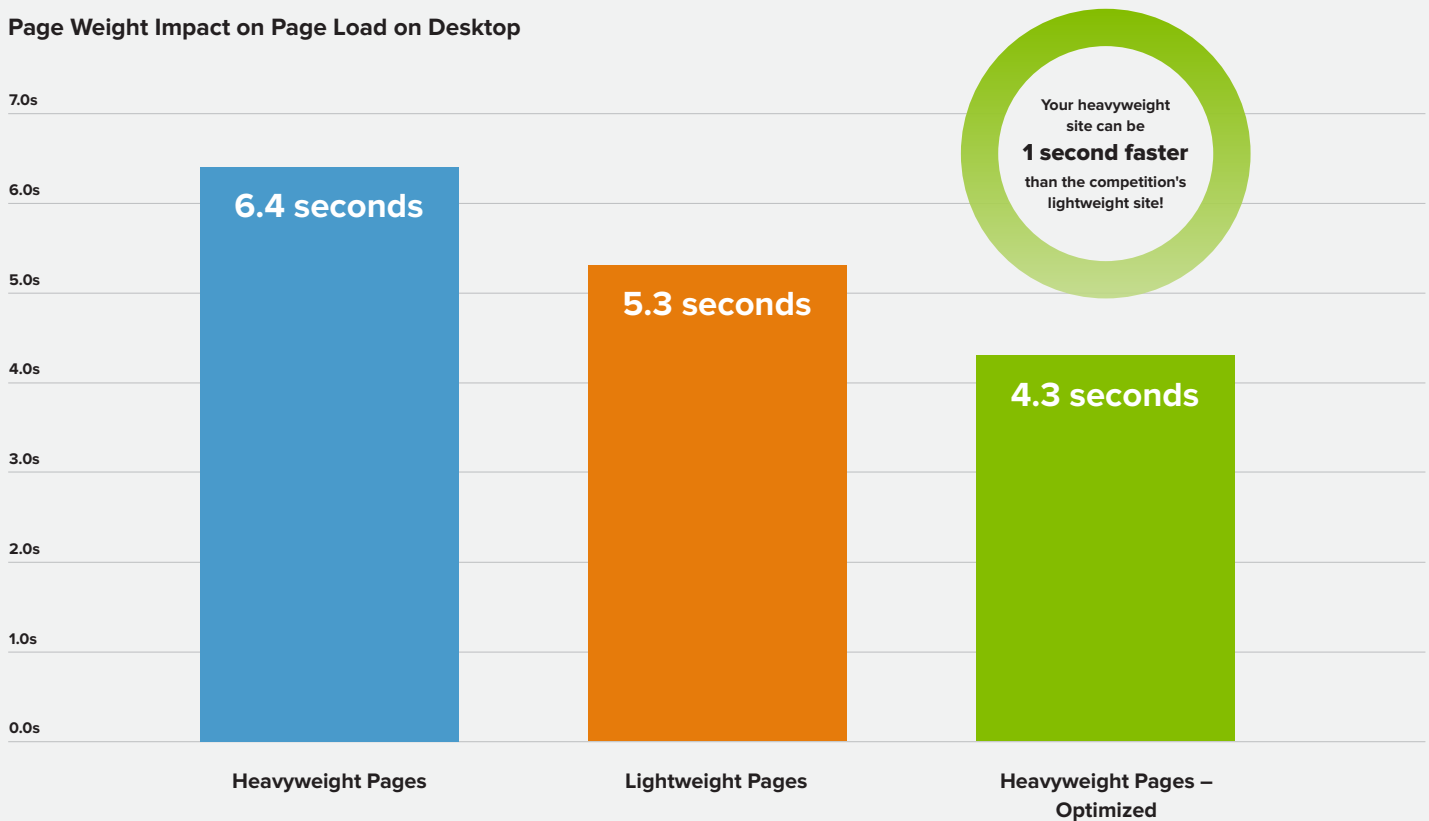
Optimization to the Rescue – Brands Don't Need to Sacrifice High Resource Sites in Exchange for Speed.

eCommerce brands work hard to curate a great online retail environment for shoppers. Beautiful images, crisp graphics, and helpful 3rd parties work together to create a positive buyer experience. But rich, or high resource sites take more time to load, and slow page load is an experience and conversion killer. Fortunately, all new benchmark data from the [Site Speed Standard](#) proves that optimization allows high resource sites and fast load times to co-exist.

Heavyweight Strength, Lightweight Speed

High resource sites with video, high resolution graphics, and online chat make for a great shopping experience, but they're slow. Optimization is a game changer for these heavyweights. The graphic below illustrates how much of a difference it makes.

Page Weight Impact on Page Load on Desktop



When high resource, or heavyweight sites, are optimized, they perform a full second better than their lightweight counterparts. Optimization allows brands and their buyers to have engaging, feature-rich sites without sacrificing speed.

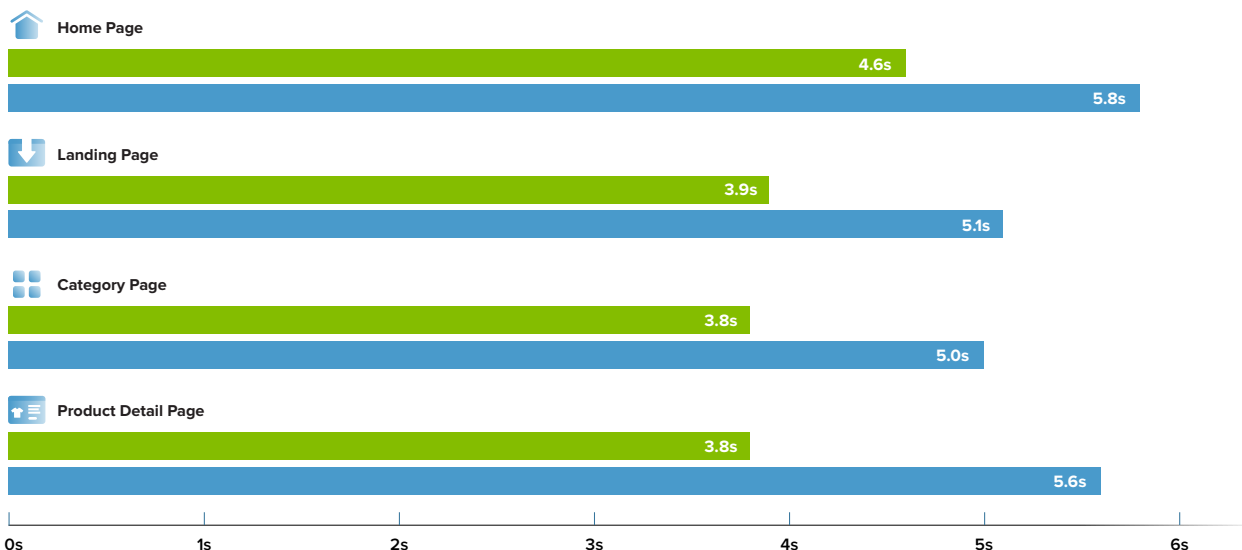
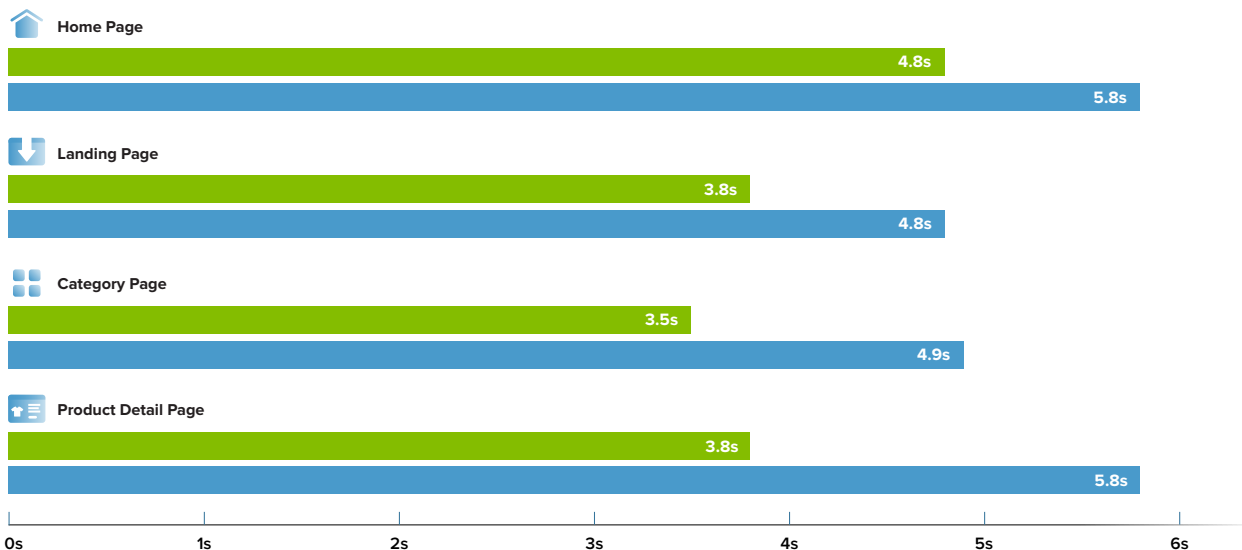
Digitally native brands like e.l.f. Cosmetics rely on engaging, sophisticated websites with high resolution graphics and multiple 3rd parties to sell their products. Site speed optimization is vital to make sure that pages load as quickly as possible. e.l.f. uses YOTTA's eCommerce Acceleration Platform to increase site performance and yield higher conversion rates.



Optimizing Pays Dividends throughout the Entire Buyer Journey

The journey includes home, landing, category, and product description pages (PDPs), but the most trafficked pages on an eCommerce site are actually the PDPs. These pages account for 70% of page views. When PDPs are optimized, they load 34% faster. This means a full 2 seconds of savings on desktop and 1.8 seconds on mobile.

Optimized Unoptimized



Why is this important? The Site Speed Standard benchmark data proves that reducing page load time by just 1 second results in a 3 – 5% conversion lift, and the time savings on optimized PDPs is twice that. There's no denying that optimization is vital for eCommerce retailers.



YOTTAA

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. Make sure your site is performing as well as it needs to. Join the over 150 leading eCommerce brands who trust YOTTAA to improve their site performance and increase conversion rates. Get started by measuring and monitoring your site performance with a Free Site Performance Snapshot Report.

[Learn More](#)