

# Front-end performance

# Why

# Big, wide, stats

# UN Broadband Commission

**500MB of data**

**< 5% of monthly income**

**South Africa**

**500MB of data**

**1.5% of monthly income**

**South Africa (actually)**

**500MB of data**

**between 6% and 19%  
of monthly income**

# South Africans

**70% are on  
less than R6,000 / month**

**People limit usage by  
buying small amounts**

**Convert airtime to data**

**That means  
out of bundle rates**



# Little, narrow, stats

# Vodacom pre-paid

## **R9 for 15MB**

## **R0.60 per MB**

[httppararchive.org](http://pararchive.org)

**Average page size: 2.5MB**

**R1.5 per page**

**Cashier R5,000 / month**

**10 pages a day**

**9% of daily income**

# What

**wpostats.com**

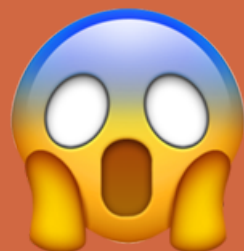
**(mostly)**

Site

**Stat**

Effect

# Yikes!





**Google DoubleClick stats**

**more than 3s to load**

**53% of visits abandoned**

# Amazon

**0.1s slower load time**

**1% decrease in revenue**

# Bing

## **1s delay**

## 2.8% drop in revenue

# Bing

## 2s delay

## 4.3% drop in revenue

# Etsy

**160kb more images  
on mobile**

**12% increase in  
bounce rate**

# Google

**0.5s slower load time**

**25% less searches**

# Google

**0.5s slower load time**

**25% less searches**

# Financial Times

**1s slower load time**

**4.9% drop in  
articles read**



# Financial Times

**3s slower load time**

**7.2% drop in  
articles read**

# Yay!



# Google DoubleClick stats

**Faster sites  
(5s load time vs 19s)**

**70% longer  
average session lengths**

**Netflix**

**Turned on gzip**

**43% decrease in  
bandwidth bill**

# Mozilla

**2.2s faster load time**

**15.4% increase in  
download conversions**

# Yahoo

**0.5s faster load time**

**9% traffic increase  
(multiplied!)**

# Walmart

**1s faster load time**

**2% increase in  
conversions (multiplied!)**

# Walmart

## 0.1s faster load time

## 1% increase in revenue (multiplied!)



# YouTube

**90% smaller page size**

**large increase in traffic in  
areas with poor  
connectivity**

# GQ

**80% faster load time**

**80% increase in traffic**

# Instagram

**30% smaller page size**

**increased impressions  
and interactions**