

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**