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

httparchive.org

Average page size: 2.5MB

R1.5 per page

Cashier R5,000 / month

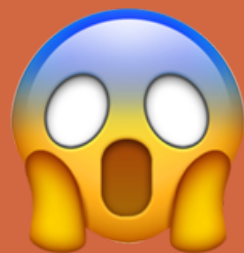## 10 pages a day

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

AliExpress

36% faster load time

10.5% increase in orders