

Front-end performance

Why

A big, wide, stat

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**

A little, narrow, stat

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

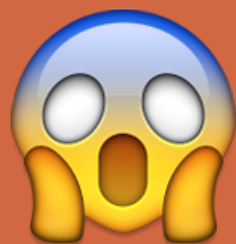
(mostly)

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**