

wpostats.com

Site

Cause

Effect

Amazon

100ms load time increase

1% decrease in revenue

Bing

One second delay

2.8% drop in revenue

Bing

Two second delay

4.3% drop in revenue

Etsy

**160kb more images
on mobile**

**12% increase in
bounce rate**

Mozilla

2.2s load time decrease

**download conversions
increase by 15.4%**

Google

**500ms increase in
load time**

25% less searches

Yahoo

400ms faster load time

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

Netflix

turned in GZip

**43% decrease in
bandwidth bill**

Walmart

1 second faster load time

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

Walmart

100ms faster load time

**1% increase in revenue
(multiplied!)**

YouTube

90% lighter page

large increase in traffic in areas with poor connectivity

GQ

cut load time by 80%

80% increase in traffic

Instagram

**decreased response size
by more than 30%**

**increased impressions
and interactions**

Financial Times

**one second delay to
page view**

**4.9% drop in articles
users read**

Financial Times

**three second delay to
page view**

7.2% drop

**Publishers
(Google DoubleClick)**

load in 5 seconds

**2 x more
mobile ad revenue**

**Publishers
(Google DoubleClick)**

Faster sites (5s vs 19s)

**70% longer
average session lengths**