WPO stats

Case studies and experiments demonstrating the impact of web performance optimization (WPO) on user experience and business metrics.

Vodafone improved their LCP by 31%, resulting in an 8% increase in sales, a 15% increase in their lead to visit rate, and an 11% increase in their cart to visit rate.

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#sales #2021

Yahoo! Japan News reduced CLS by .2, decreasing the number of URLS with poor performance in search console by 98%. As a result, they saw a 15.1% increase in page views per session, 13.3% longer session durations and a 1.72 percentage point decrease in bounce rate.

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#page views #sessions #bounce rate #session duration #2021

Yelp reduced First Contentful Paint (75th percentile) by 45% and Yelp Page Complete (75th percentile) by 25% and saw a 15% improvement in their conversion rate.

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#user timing #conversion #2021

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