

Think Fast

The Page Speed Report
Stats & Trends for Marketers

In a nutshell...



Unbounce surveyed 750 consumers and 395 marketers, and—while both groups already know slow page load times affect consumer behavior

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- When it comes to waiting for pages to load, **most consumers think they're more patient than they actually are.**
 - Nearly 70% of consumers admit that **page speed impacts their willingness to buy from an online retailer.**
 - Although they know it's important, **the majority of marketers aren't making page speed a priority.**
-

Page speed *should* concern marketers, but does it?

Over the past three years, the average web page has doubled in size¹ while connection speeds have remained stable. And so, the average time it takes for a page to load on mobile is now 15 seconds.² Given that more than half of visitors leave a page if they're forced to wait longer than 3 seconds,³ marketers need to get faster.

Like, *way* faster.

That was our hunch, anyway, but we wanted to investigate. At 2018's Call to Action Conference (<http://ctaconf.com>) (CTAConf) in Vancouver, we chatted with 188 attendees to look at the performance of their landing pages. During a brief session, they ran a page through Google's "Test My Site" (<https://testmysite.thinkwithgoogle.com/>) tool to see how fast it loaded. Despite the small sample size, the results startled us:



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Most marketers' landing pages don't hit acceptable speeds



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Based on this check-in, **85% of participants'** landing pages were slower than Google's recommendation of 5 seconds or less at a 3G connection.⁴ That's *not* good news.

Most marketers aren't hitting speeds that put them in Google's good books. Because they're too slow, they're likely paying more than they need to for their search ads—and disappearing completely from organic search results.



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Web pages don't have loading bars. So when the page is slow, the visitor doesn't know if the delay will be another 500 milliseconds or 15 seconds. Maybe it will never load. And the back button is right there.



Andy Crestodina

Orbit Media (<https://www.orbitmedia.com/>)

But we wanted to know more.

Our team wanted to know what both marketers and their customers think when it comes to load times and what obstacles marketers face when trying to speed up.

And so our follow-up surveys sought to answer these key questions:

- Do both groups believe page speed influences consumer behavior? If so, what's the nature of this influence?
- For marketers, how much of a priority is improving page speed? What are they doing (or planning on doing) to improve it?



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Here's what we discovered...

Consumers don't like slow pages.

We asked 750 everyday people about what happens when web pages are slow to load. Turns out they react in all sorts of ways that negatively affect your conversions.

When it comes to waiting, most consumers think they're more patient than they actually are.

Almost three-quarters of the shoppers we surveyed claim they'll wait 4 or more seconds before abandoning a page. But that's not what Google says: remember, actual user behavior shows most people bounce after 3 seconds.



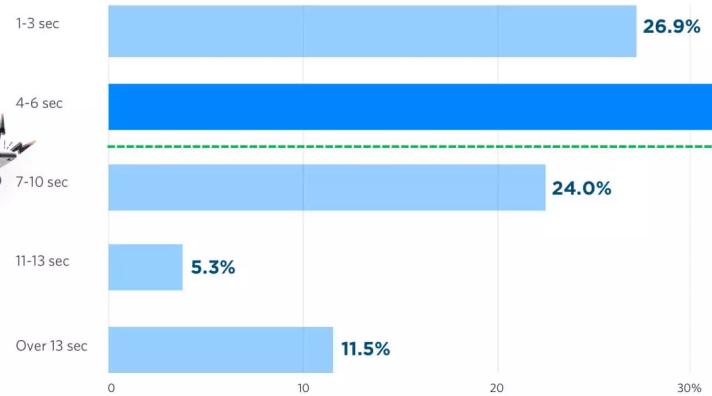
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599 respondents

Visitors won't wait long for a page to load

How long will you wait for a website to load on your phone?



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Android users are more patient than iOS users. Of those who will wait 1-3 seconds for a page to load, 64% were iOS users while only 36% were Android users. Of those who said they'd wait 11-13 seconds, only 36% were iOS users versus 61% Android users. (iOS accounts for 65% of cellphones⁵ in the U.S.)



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Nearly 70% of consumers admit that page speed influences their likeliness to buy.

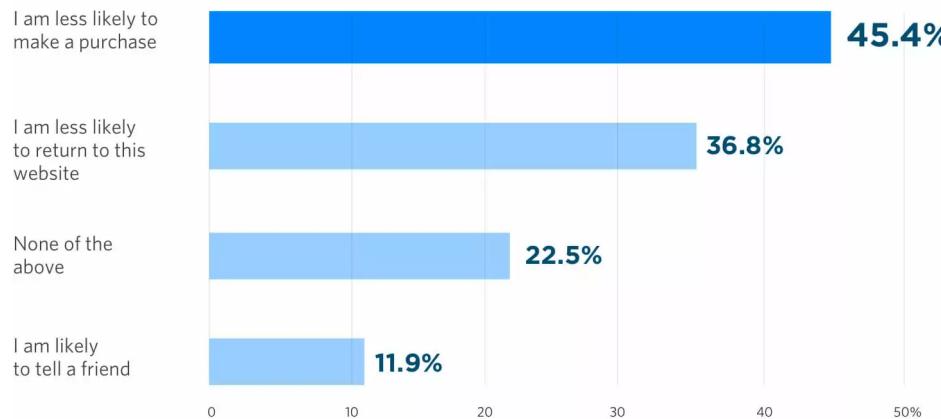
When it comes to browsing ecommerce sites, many people say they're less likely to make a purchase (or even less likely to return in the future) if loading time is slower than expected. If you want them to buy your product, you need to ensure your site loads as quickly as possible, especially on a mobile phone.



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Slow load times lead to fewer sales

Which actions do you take when an ecommerce site loads slower than expected?



525 respondents

(<https://twitter.com/intent/tweet?>

East Coasters are less likely to buy from slow sites compared to West Coasters. Of the consumers living in New York, 82% admit that speed influences their decision to make a purchase, while only 60% of Californians agree that it influences them.

Young women want more from ecommerce. Far more young women (18-24) say they'll close a tab and stop shopping than men of the same age. In this age bracket, 86% of women (compared to 14% of men) said they're less likely to buy when a page is slow.



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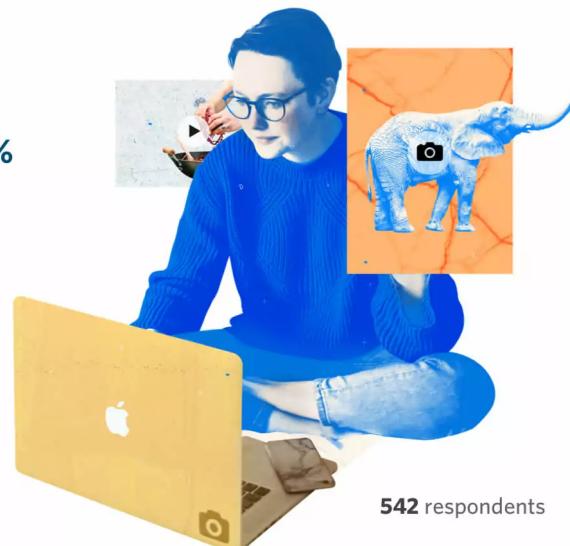
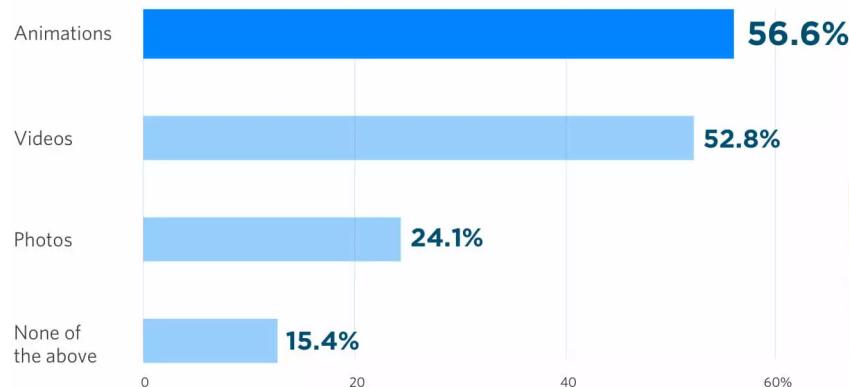
Half of all people say they'd be willing to give up animation and video for faster load times.

All those beautiful animations and videos that marketers love? Turns out a majority of your visitors don't see much value in these elements if it's going to slow them down. Heck, a quarter of respondents say they'd be willing to give up images as well! Think carefully before you include anything in your design that will slow your page down. If it doesn't serve a purpose, consider cutting it.



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What media would you be willing give up if it meant that a website would load faster?



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What happens when people get frustrated? Almost half of consumers say they'll try to refresh a page at least once when it takes 3 seconds to load. But 22% say they'll close the tab, and 14% say they'll visit a competitor's site. If you count on 1000 daily visitors, that's 360 potential customers gone. Yeesh.



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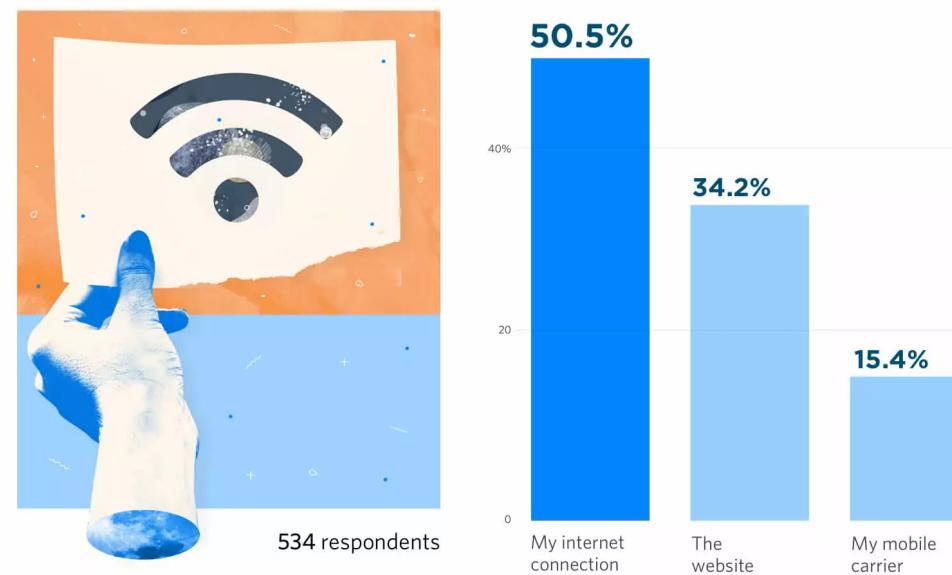
Most consumers blame their internet connection before they blame your site. (Phew!)

Right now, it's true that most people credit slowdown on factors outside of your control (like their internet provider). And hey, that's good.

But as more online brands improve performance, it's likely that sites that stay slow will start to shoulder more of the blame.

Consumers blame their internet connection

When a website fails to load, what do you usually think is the cause?



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Businesses should be careful about trying that patience as these are also platforms where people are eager and determined to get stuff done. Whether it's top-funnel activities like researching a purchase or deep-funnel activities like making one, consumers don't like to wait.



Peggy Anne Salz

MobileGroove (<http://mobilegroove.com/>)

Young folks have much shorter attention spans on their mobile than they do on desktop. It's no surprise that millennials crave instant gratification, especially when on their phones. 45% of 18-to-24-year-olds say they'll wait 4-6 seconds on their computers, but only 26% of this age group will wait that long on a cellphone.



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Takeaway: Speed matters to your prospects, so it should matter to you.

Our survey results show that the load time of a page can impact how a visitor will interact with it in significant ways. Ideally, a page should load in under 3 seconds, even on mobile, so creating a speedy visitor experience should be your priority. That's why Unbounce automatically optimizes our landing pages for fast delivery.

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not making it a priority.

49% of marketers say they plan to spend \$50,000 or more—sometimes *way* more—on their digital marketing. A majority also agree that improving load times is at least somewhat urgent.

But only a small percentage say it's the most critical thing of their to-do list, despite the clear impact on their prospects' willingness to make a purchase. In fact...

Only 3% of marketers say faster loads are their top priority.

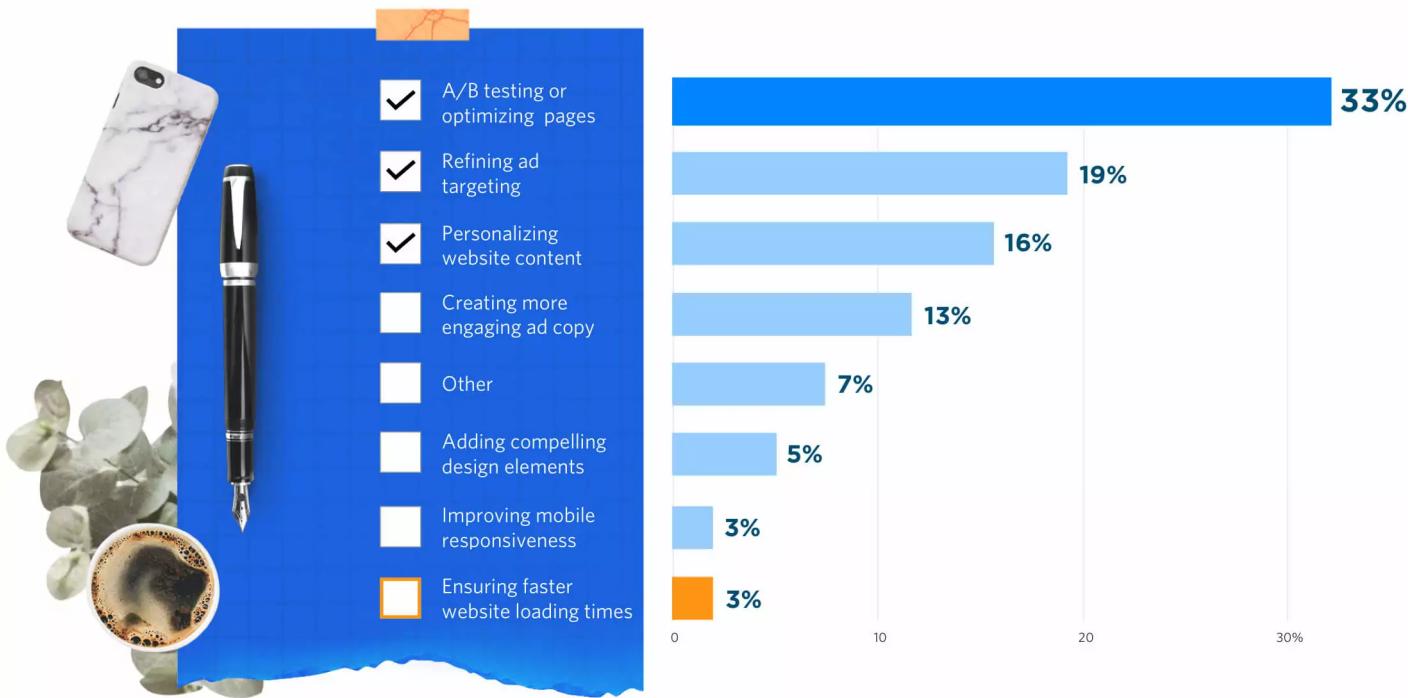
Most marketers consider A/B testing and optimizing for more conversions to be their most important tasks. (We think A/B testing (<https://unbounce.com/features/unlimited-ab-testing/>) is important too.) But here's what else they say they're prioritizing over faster loading time:



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Page speed sits at the bottom of the marketer's to-do list

Which best describes your priority for campaign performance in 2019?



Krista Seiden, Analytics Advocate for Google, confirms that digital marketers are neglecting page speed (and that it's a *major* problem): (<https://twitter.com/intent/tweet>)

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Page speed is one of the most overlooked and yet most

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Important factors ...

Ultimately, converting browsers to buyers. Ensuring that you're taking measures to increase page speed or reduce lag can be the difference between failure and success.



Krista Seiden
Analytics Advocate, Google

Page speed should be higher on your list. If you're planning on refining your ad targeting or your copy, but you still have slow pages, you're essentially refining your Google Ads while spending more than you should (because Google will penalize your slow-loading pages). Fewer people will see your landing pages.

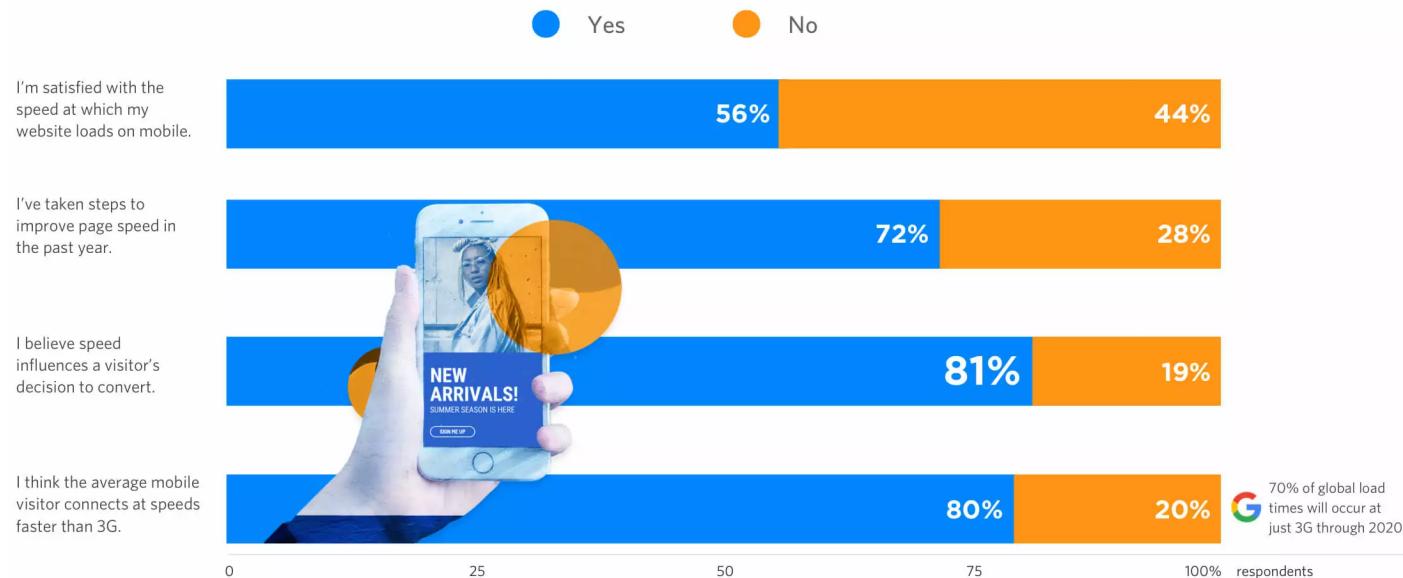


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taken some steps to improve it.

While improving load times isn't their number one priority, marketers are taking some steps—if only optimizing images—to deliver faster speeds. Only 56% say they're satisfied, though.

81% of marketers agree slow page speeds influence their conversions



(https://twitter.com/intent/tweet?)

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- **57%** say they've optimized images, video, or other media files.

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- **38%** minified or reduced their dependence on JavaScript and CSS.
- **22%** implemented Accelerated Mobile Pages (AMP) in some capacity.
- **14%** began using a Content Delivery Network (CDN).

It may be more surprising that 19% of marketers think load times do *not* have an influence on conversions. You might assume the average consumer is connecting at speeds faster than 3G, but that's frequently not the case. Google projects that 70% of global load times will occur at 3G speeds through 2020.⁶

Most marketers know what load times they should target, but are they getting there?



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Remember, though, that 85% of participants at CMC.com showed as loading pages in less than 5 seconds.

less!

Most marketers believe 2-3 seconds of load time is acceptable

What do you consider an
acceptable load time for a
mobile page?



Rand Fishkin, founder of Moz and SparkToro, says speed is a “crucial component for so much of what creates a great experience that converts visitors to buyers.” There are many reasons you’ll want to speed up:



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The likelihood someone will amplify your work, the reach of your pages to those with slower connections, the percent of visitors who won't hit that back button, and the odds that someone will feel elation versus frustration while using your site.

Rand Fishkin

SparkToro (<https://sparktoro.com/>)

More reasons to speed up. In this report, we explore how load times impact consumer behavior (and, yes, your conversion rates). But thanks to incentives from Google, getting faster pays off in other ways too. By improving performance, you can expect better Quality Scores in Google Ads and higher organic search rankings.



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Takeaway: We marketers know that getting faster is essential, but we've had other priorities.

And who could blame us? Delivering speedy pages can be complicated, and there are so many other tasks demanding our attention.

Here are some steps recommended by Google:

- **Conduct a speed audit.** Run your pages through Google's PageSpeed Insights or Unbounce's Landing Page Analyzer (<https://unbounce.com/landing-page-analyzer/>) to see how they stack up.
- **Ensure all your media (images, videos, etc.) is optimized for mobile.** Use smaller file types, like SVG, whenever possible.
- **Remove unnecessary plugins, add-ons, and scripts.** Think hard about what you need to include.
- **Use asynchronous loading** for analytics and ads services, so you're not dependent on their loading times.
- **Enable browser caching.** Reduce the chance your visitors will have to re-download a file they already have on their device.
- **Use a Content Delivery Network (CDN)** to send files from global servers that are closest to your visitors.



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Sound like a lot to worry about? Here at Unbounce, we've taken steps to make sure our landing pages hit Google's recommendations for speed. The best part? We serve up these fixes automatically, with no developer required, so you can focus on your campaigns. With the Auto Image Optimizer and support for Accelerated Mobile Pages (AMP), Unbounce gives you all the tools you need to create a speedier, more engaging visitor experience.

[LEARN ABOUT UNBOUNCE SPEED BOOST \(https://unbounce.com/features/page-speed/\)](https://unbounce.com/features/page-speed/)

What's next?

73% of marketers think that improving page speed is either somewhat urgent or very urgent.

That's a good thing because they're right. It's unlikely that consumers are going to grow more patient with your pages.

In the survey, respondents told us that slow speeds impact their decision to buy: many consumers are less likely to buy, and some will even abandon your site for your competitors. And though a majority told us they'd wait longer than 3 seconds, they're underestimating their own impatience. You shouldn't.



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images isn't cutting it.

For the savvy, this hesitance is an opportunity to get ahead of your competitors in the race.



Companies that can deliver lightning-fast user experiences will see a first-mover advantage—better Quality Scores, higher ad rank, and more leads and sales.

Ryan Engley
Unbounce (<http://www.unbounce.com>)

It's time to get faster, marketers.



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Stop wasting your ad budget on clicks that don't even see your content.

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About Unbounce

We're the leader in landing pages, popups, and sticky bars. Since 2009, we've been the conversion platform of choice for marketers. Because we know the impact that page speed can have on conversions, we're committed to helping our customers deliver the fastest loading times possible.

Methodology

Both surveys were fielded in October/November 2018.

The **consumer portion of this survey** was conducted by Google Surveys and adheres to their standard (and very rigorous) methodology. We targeted users in the general population of the United States using Google's publisher network and mobile app. According to Google, "First, we use stratified sampling to dynamically target respondents with the goal of matching the demographics of the target internet population.



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habits and experiences with slow loading times.

For the **marketer survey**, adequate sample size was calculated using Cochran's theorem.⁷ We gathered responses using a combination of email campaigns, social media channels, and paid advertising. We then screened for respondents in marketer roles. The survey asked 16 questions about their digital marketing as well as opinions about web performance and AMP.

Who participated?

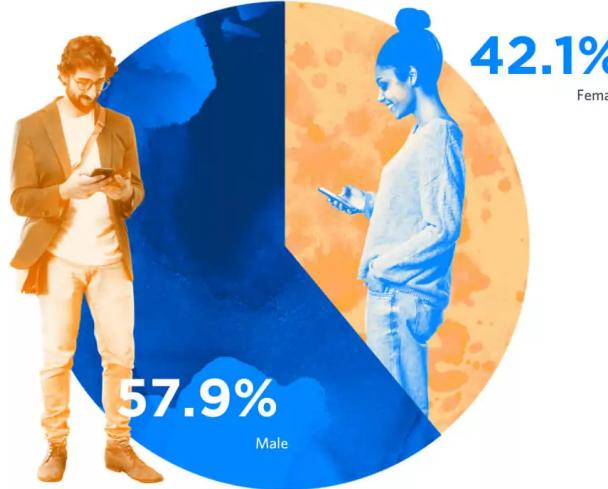
Consumers

We asked 750 everyday consumers a similar series of questions about their attitudes and experiences when it comes to web performance.

Here's who participated:



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65+

15.6%

35-44

16.1%

55-64

20.4%

25-34

16.9%

45-54

20.7%

18-24

10.4%

Marketers

We created this report by asking 395 marketers across dozens of industries about the importance of page speed to their online marketing campaigns. Here's a breakdown:



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Company Size

1-49 employees

60%

50-199 employees

21.3

200+ employees

18.7



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Colin Loughran
Content Creator

Ha Dinh
Data Analyst

Sarah Gooding
PR &
Communication
s Manager

Jennifer Pepper
Marketing
Manager,
Content
Creation

Cecilia Martinez
Interactive
Design Lead

Max Tims
Senior Strategy
Manager

Rachel Scott
Marketing
Manager,
Campaign
Strategy

Larissa Hildebrand
Product
Marketing
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