



BBC has seen that they lose an additional 10% of users for every additional second it takes for their site to load

[PERMALINK](#)



AliExpress reduced load time by 36% and saw a 10.5% increase in orders and a 27% increase in conversion for new customers.

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GQ cut load time by 80% and saw an 80% increase in traffic. Median time spent on the site also increased by 32%.

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Google's DoubleClick found that publishers whose mobile sites load in 5 seconds earn up to 2x more mobile ad revenue than sites loading in 19 seconds.

[PERMALINK](#)

**Before we start, lets
measure first**