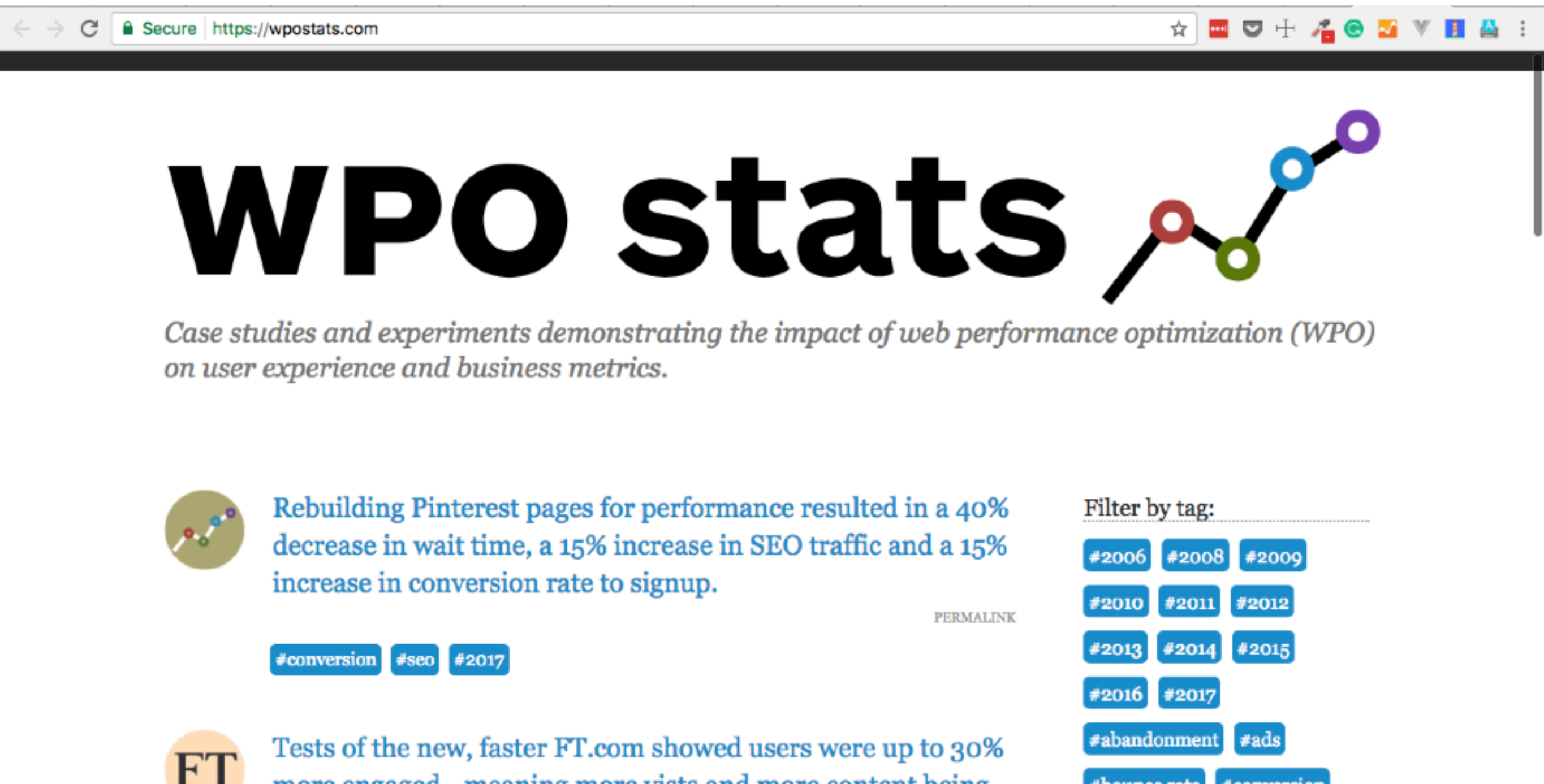



<https://wpostats.com/>


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



WPO stats


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



 Rebuilding Pinterest pages for performance resulted in a 40% decrease in wait time, a 15% increase in SEO traffic and a 15% increase in conversion rate to signup.

[#conversion](#) [#seo](#) [#2017](#)

[PERMALINK](#)

 Tests of the new, faster FT.com showed users were up to 30% more engaged, meaning more visits and more content being

Filter by tag:

- [#2006](#) [#2008](#) [#2009](#)
- [#2010](#) [#2011](#) [#2012](#)
- [#2013](#) [#2014](#) [#2015](#)
- [#2016](#) [#2017](#)
- [#abandonment](#) [#ads](#)
- [#bounce rate](#) [#conversion](#)



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.

[PERMALINK](#)



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

[PERMALINK](#)



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](#)