




Performance

Metrics 

First Contentful Paint	0.4 s	Time to Interactive	0.4 s
Speed Index	1.6 s	Total Blocking Time	10 ms
Largest Contentful Paint	0.7 s	Cumulative Layout Shift	0.156

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)

View Original Trace



Opportunities — These suggestions can help your page load faster. They don't [directly affect](#) the Performance score.

Opportunity	Estimated Savings
Use video formats for animated content	0.44 s ^
Large GIFs are inefficient for delivering animated content. Consider using MPEG4/WebM videos for animations and PNG/WebP for static images instead of GIF to save network bytes. Learn more	
<input checked="" type="checkbox"/> Show 3rd-party resources (1)	
URL	Resource Size Potential Savings
...Top-strip/DueToTraf...(2).gif (ng.jumia.is)	2,384.5 KiB 2,026.8 KiB
Preconnect to required origins	0.38 s ^
Consider adding `preconnect` or `dns-prefetch` resource hints to establish early connections to important third-party origins. Learn more.	
URL	Potential Savings
https://gum.criteo.com	380 ms
https://dsum-sec.casalemedia.com	80 ms
https://www.google.com	80 ms

URL

https://www.google.com.ng

Potential Savings

80 ms

Remove unused JavaScript

0.32 s

Remove unused JavaScript to reduce bytes consumed by network activity. [Learn more.](#)

☒ Show 3rd-party resources (5)

URL	Transfer Size	Potential Savings
...config/113...?v=2.9.27&r=stable (connect.facebook.net)	251.6 KiB	188.4 KiB
/uxa/8543c6a90c45e.js (t.contentsquare.net)	128.4 KiB	56.4 KiB
/pagead/conversion_async.js (www.googleadservices.com)	110.1 KiB	44.9 KiB
...ld/ld.js (static.criteo.net)	95.6 KiB	23.7 KiB
/gtm.js?id=GTM-KS6DC65 (www.googletagmanager.com)	64.1 KiB	20.3 KiB

▲ Properly size images

Error!

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn more.](#)

▲ Defer offscreen images

Error!

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn more.](#)

▲ Efficiently encode images

Error!

Optimized images load faster and consume less cellular data. [Learn more.](#)

▲ Serve images in next-gen formats

Error!

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)

Diagnostics — More information about the performance of your application. These numbers don't [directly affect](#) the Performance score.

▲ Avoid `document.write()`

For users on slow connections, external scripts dynamically injected via `document.write()` can delay page load by tens of seconds. [Learn more.](#)

☒ Show 3rd-party resources (1)

URL	Location
/event?a=... (sslwidget.criteo.com)	line: 0

▲ Image elements have explicit `width` and `height` — Error!

2/8

Set an explicit width and height on image elements to reduce layout shifts and improve CLS. [Learn more](#)

▲ Serve static assets with an efficient cache policy — 20 resources found

A long cache lifetime can speed up repeat visits to your page. [Learn more](#).

☒ Show 3rd-party resources (20)

URL	Cache TTL	Transfer Size
/1/b76de0635f?a=... (bam-cell.nr-data.net)	None	1 KiB
/uxa/8543c6a90c45e.js (t.contentsquare.net)	15 m	128 KiB
...config/113...?v=2.9.27&r=stable (connect.facebook.net)	20 m	252 KiB
/en_US/fbevents.js (connect.facebook.net)	20 m	68 KiB
...ua/ec.js (www.google-analytics.com)	1 h	13 KiB
/nr-1184.min.js (js-agent.newrelic.com)	2 h	33 KiB
/analytics.js (www.google-analytics.com)	2 h	25 KiB
...Top-strip/DueToTraf...(2).gif (ng.jumia.is)	1 d	559 KiB
...W43/Electronic-Warehouse-Slider.jpg (ng.jumia.is)	1 d	479 KiB
...W40/11SLider-jumia-prime.jpg (ng.jumia.is)	1 d	392 KiB
...WK42/1013122B-....jpeg (ng.jumia.is)	1 d	225 KiB
...ld/ld.js (static.criteo.net)	1 d	96 KiB
...QuickLinks/jumia-food-new.png (ng.jumia.is)	1 d	4 KiB
...QuickLinks/lcon-red.png (ng.jumia.is)	1 d	3 KiB
...QuickLinks/JumiaGlobal.png (ng.jumia.is)	1 d	3 KiB
...QuickLinks/JumiaOne_2.png (ng.jumia.is)	1 d	2 KiB
...068175/1.jpg?9531 (ng.jumia.is)	28 d	164 KiB
...934945/1.jpg?8893 (ng.jumia.is)	28 d	92 KiB
...973734/1.jpg?4289 (ng.jumia.is)	28 d	81 KiB
...579095/1.jpg?1325 (ng.jumia.is)	28 d	41 KiB

Avoid enormous network payloads — Total size was 3,220 KiB

Large network payloads cost users real money and are highly correlated with long load times. [Learn more](#).

☒ Show 3rd-party resources (8)

URL	Transfer Size
...Top-strip/DueToTraf...(2).gif (ng.jumia.is)	558.8 KiB
...W43/Electronic-Warehouse-Slider.jpg (ng.jumia.is)	478.7 KiB

URL	Transfer Size
...W40/11SLider-jumia-prime.jpg (ng.jumia.is)	392.1 KiB
...config/113...?v=2.9.27&r=stable (connect.facebook.net)	251.6 KiB
...WK42/1013122B-....jpeg (ng.jumia.is)	225.1 KiB
...068175/1.jpg?9531 (ng.jumia.is)	163.9 KiB
...images/i-icons.db6c9a4d.svg (www.jumia.com.ng)	155.8 KiB
...images/i-global.ad9dff01.svg (www.jumia.com.ng)	145.1 KiB
/uxa/8543c6a90c45e.js (t.contentsquare.net)	128.4 KiB
/pagead/conversion_async.js (www.googleadservices.com)	110.1 KiB

Avoid an excessive DOM size — 1,025 elements



A large DOM will increase memory usage, cause longer [style calculations](#), and produce costly [layout reflows](#). [Learn more](#).

Statistic	Element	Value
Total DOM Elements		NaN
Maximum DOM Depth	<use xlink:href="https://www.jumia.com.ng/assets_he/images/i-icons.db6c9a4d.svg#perm-identi...">	12
Maximum Child Elements	<div id="sl-topblock" class="sldr_img_main -rad4 -oh -fsh0 -mhm" data-track-onsliderview="eecPromo">	36

Avoid chaining critical requests — 3 chains found



The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. [Learn more](#).

Maximum critical path latency: **510 ms**

Initial Navigation

https://www.jumia.com.ng

...css/main.94fed011.css (www.jumia.com.ng) - **190 ms, 13.84 KiB**

...js/common.fbf24fdb.js (www.jumia.com.ng) - **200 ms, 17.53 KiB**

...home/index.ab78f9ed.js (www.jumia.com.ng) - **200 ms, 2.94 KiB**

Keep request counts low and transfer sizes small — 51 requests • 3,220 KiB



To set budgets for the quantity and size of page resources, add a budget.json file. [Learn more](#).

Resource Type	Requests	Transfer Size
Total	51	3,219.6 KiB
Image	22	2,049.9 KiB

Resource Type	Requests	Transfer Size
Script	15	813 KiB
Other	8	315.6 KiB
Document	5	27.2 KiB
Stylesheet	1	13.8 KiB
Media	0	0 KiB
Font	0	0 KiB
Third-party	42	2,843.4 KiB

Avoid large layout shifts — 5 elements found

These DOM elements contribute most to the CLS of the page.

Element	CLS Contribution
	0.378
	0.03
	0.027
	0.022
	0.012

Avoid long main-thread tasks — 1 long task found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay. [Learn more](#)

☐ Show 3rd-party resources (0)

URL	Start Time	Duration
https://www.jumia.com.ng	354 ms	63 ms

Passed audits (19)

Eliminate render-blocking resources

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more](#).

Minify CSS

Minifying CSS files can reduce network payload sizes. [Learn more](#).

Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn more](#).

Remove unused CSS ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)

Enable text compression ^

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn more.](#)

Initial server response time was short — Root document took 280 ms ^

Keep the server response time for the main document short because all other requests depend on it. [Learn more.](#)

Avoid multiple page redirects ^

Redirects introduce additional delays before the page can be loaded. [Learn more.](#)

☐ Show 3rd-party resources (0)

URL

Time Spent

https://www.jumia.com.ng	0 ms
https://www.jumia.com.ng	0 ms
https://www.jumia.com.ng	0 ms

Preload key requests ^

Consider using `` to prioritize fetching resources that are currently requested later in page load. [Learn more.](#)

Use HTTP/2 ^

HTTP/2 offers many benefits over HTTP/1.1, including binary headers, multiplexing, and server push. [Learn more.](#)

Remove duplicate modules in JavaScript bundles ^

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

Avoid serving legacy JavaScript to modern browsers ^

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers. [Learn More](#)

User Timing marks and measures ^

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn more.](#)

JavaScript execution time — 0.1 s ^

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more.](#)

☒ Show 3rd-party resources (2)

URL	Total CPU Time	Script Evaluation	Script Parse
https://www.jumia.com.ng	377 ms	42 ms	5 ms
Unattributable	157 ms	4 ms	0 ms
...config/113...?v=2.9.27&r=stable (connect.facebook.net)	51 ms	36 ms	13 ms
/uxa/8543c6a90c45e.js (t.contentsquare.net)	51 ms	43 ms	5 ms

Minimizes main-thread work — 0.9 s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

Category	Time Spent
Script Evaluation	314 ms
Other	248 ms
Style & Layout	160 ms
Rendering	88 ms
Script Parsing & Compilation	57 ms
Parse HTML & CSS	33 ms
Garbage Collection	3 ms

All text remains visible during webfont loads

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more](#).

Minimize third-party usage — Third-party code blocked the main thread for 0 ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn more](#).

Third-Party	Transfer Size	Main-Thread Blocking Time
Facebook	320 KiB	0 ms
ContentSquare	129 KiB	0 ms
Google/DoubleClick Ads	113 KiB	0 ms
Criteo	97 KiB	0 ms
Google Tag Manager	64 KiB	0 ms
Google Analytics	38 KiB	0 ms
New Relic	33 KiB	0 ms

Third-Party	Transfer Size	Main-Thread Blocking Time
Index Exchange	3 KiB	0 ms
Other Google APIs/SDKs	1 KiB	0 ms
RTB House AdPilot	0 KiB	0 ms

Largest Contentful Paint element — 0 elements found



This is the largest contentful element painted within the viewport. [Learn More](#)

Uses passive listeners to improve scrolling performance



Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more.](#)

Avoid non-composited animations



Animations which are not composited can be janky and contribute to CLS. [Learn more](#)

Runtime Settings

URL	https://www.jumia.com.ng/
Fetch Time	Oct 19, 2020, 4:31 PM GMT+1
Device	Emulated Desktop
Network throttling	40 ms TCP RTT, 10,240 Kbps throughput (Simulated)
CPU throttling	1x slowdown (Simulated)
Channel	devtools
User agent (host)	Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/86.0.4240.75 Safari/537.36
User agent (network)	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_14_6) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/84.0.4143.7 Safari/537.36 Chrome-Lighthouse
CPU/Memory Power	686

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