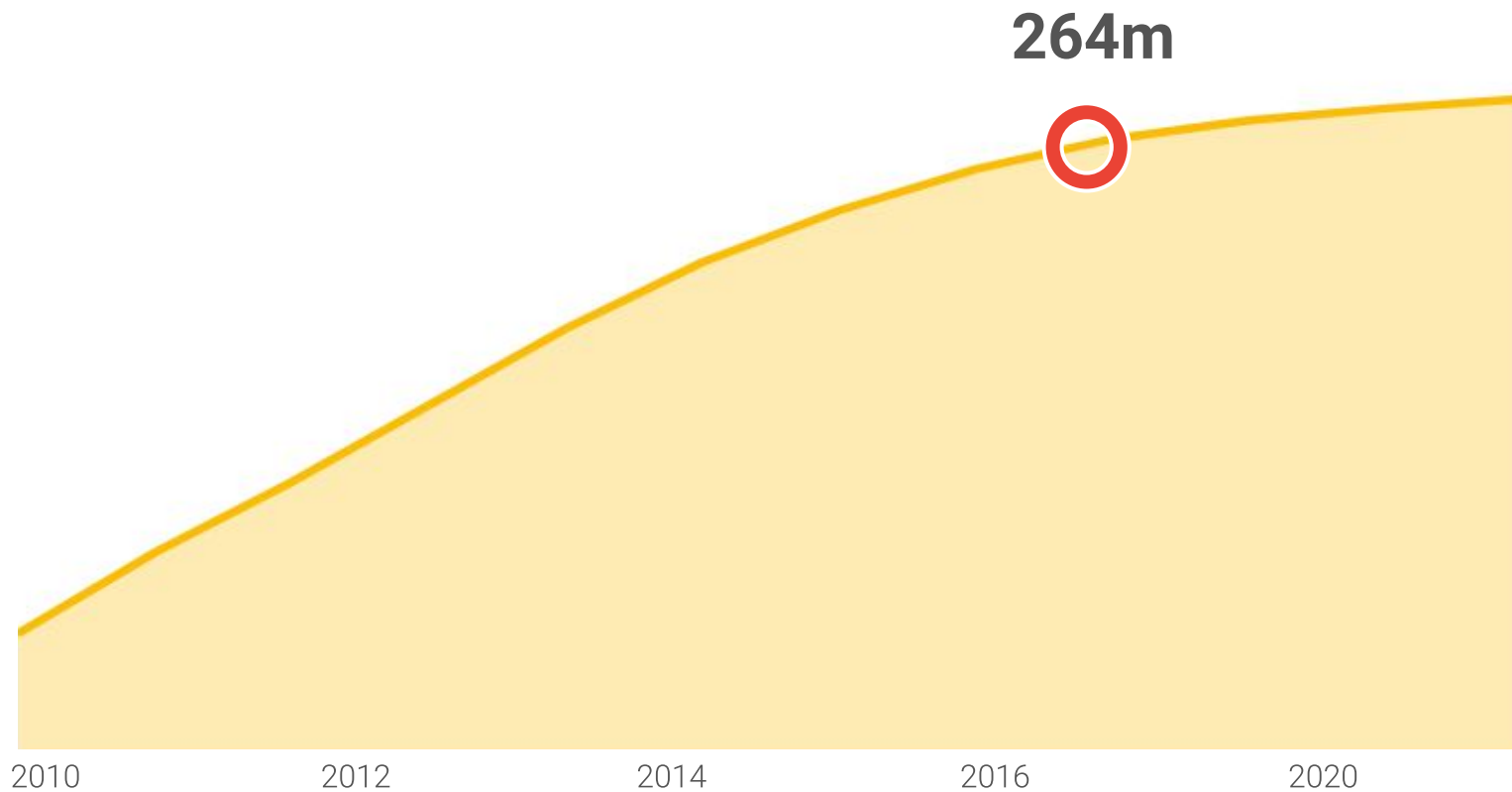




Every second counts

Rainer Borchert | Industry Leader Retail

Dominik Wöber | Head of Performance Sales, Central Europe



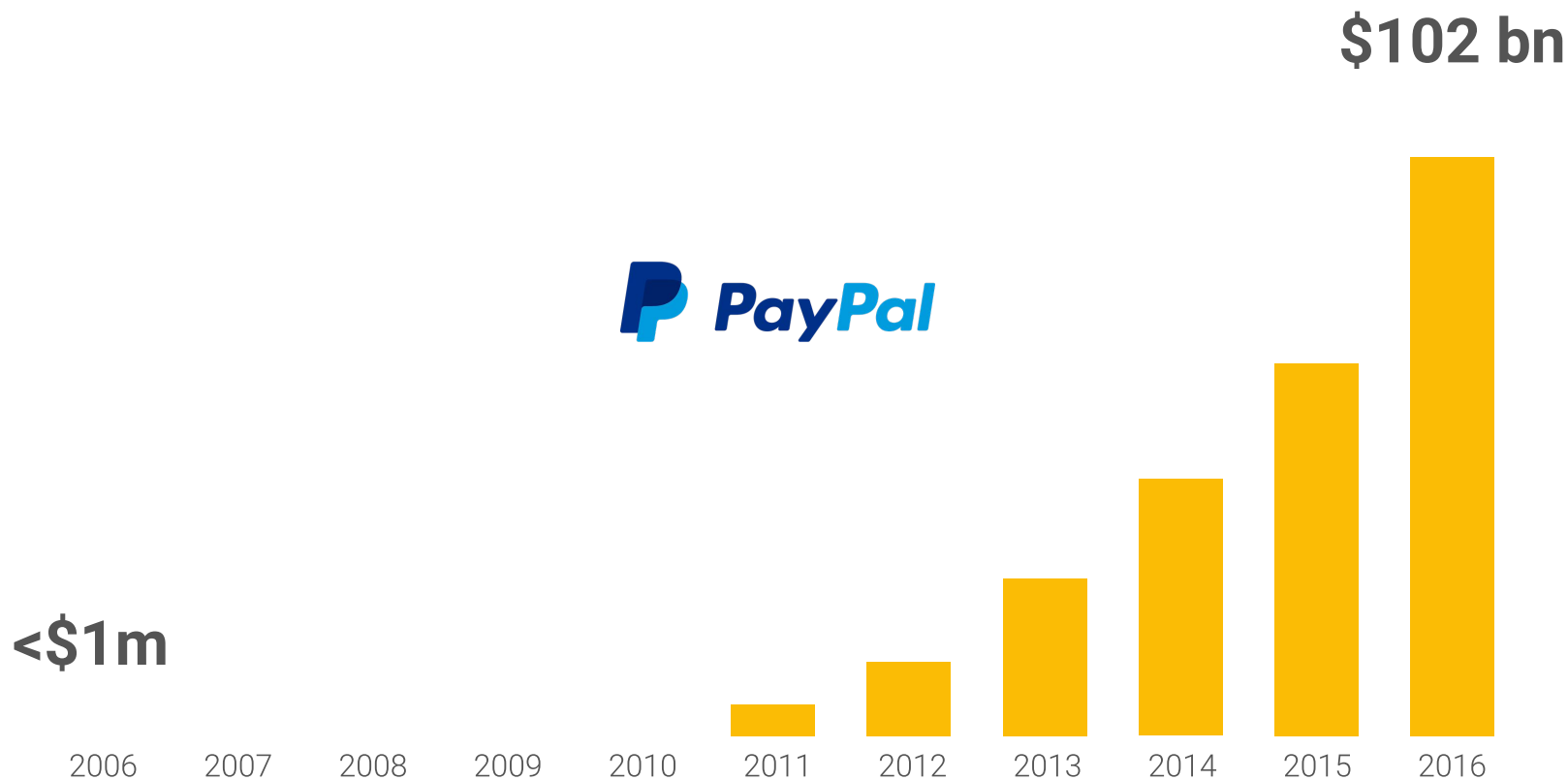
Smartphone User Western Europe (million)

User **Experience**



= Your **Performance**

– User **Expectation**

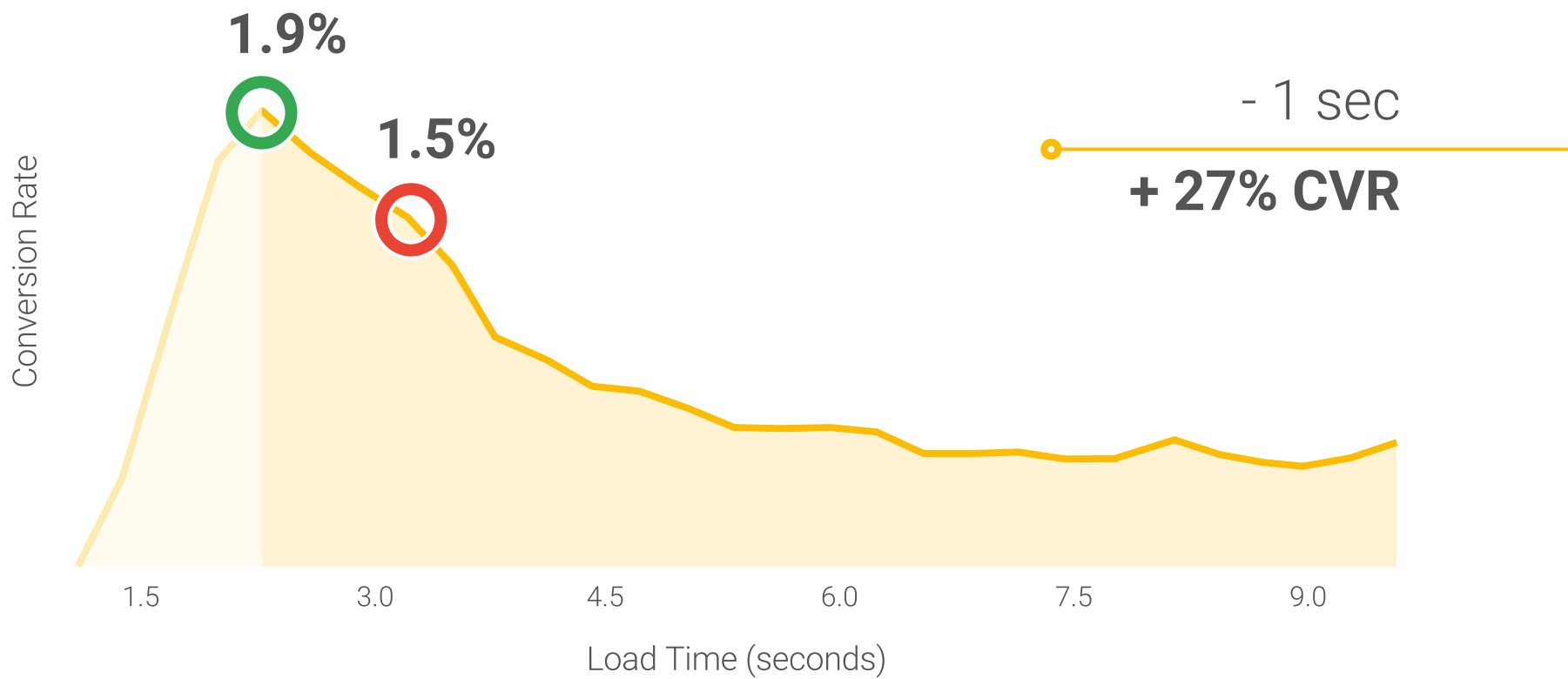


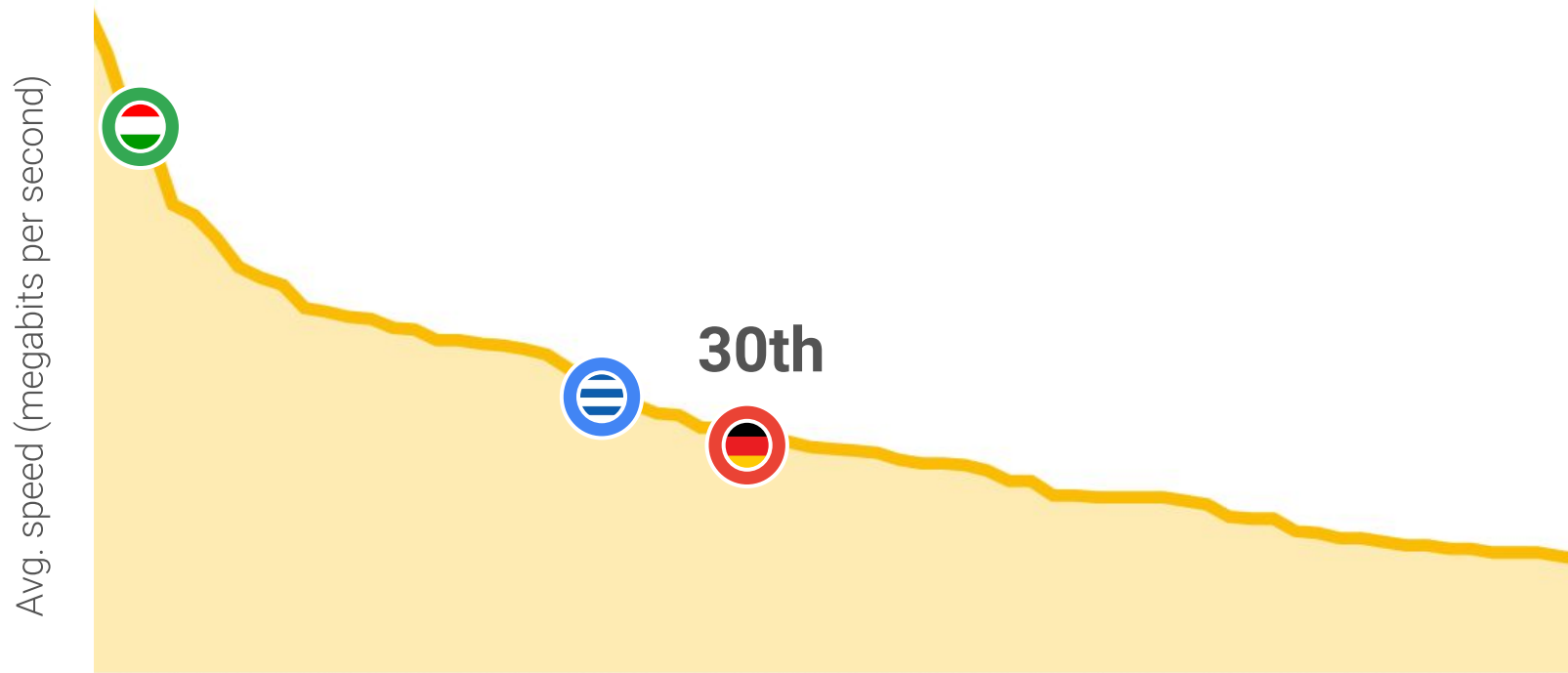
Annual Mobile Payments Volume

53%

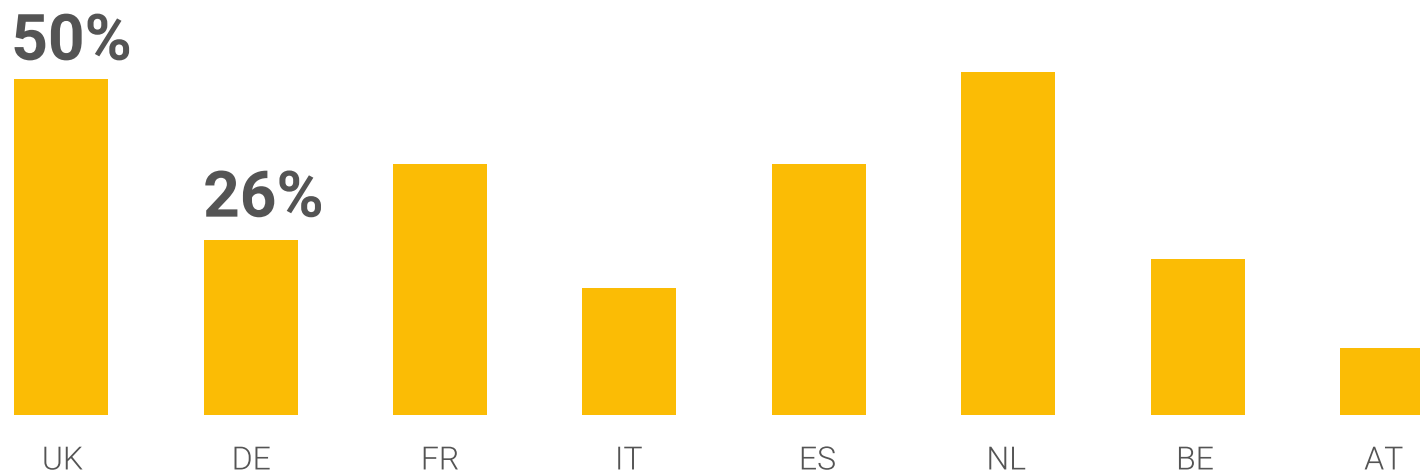


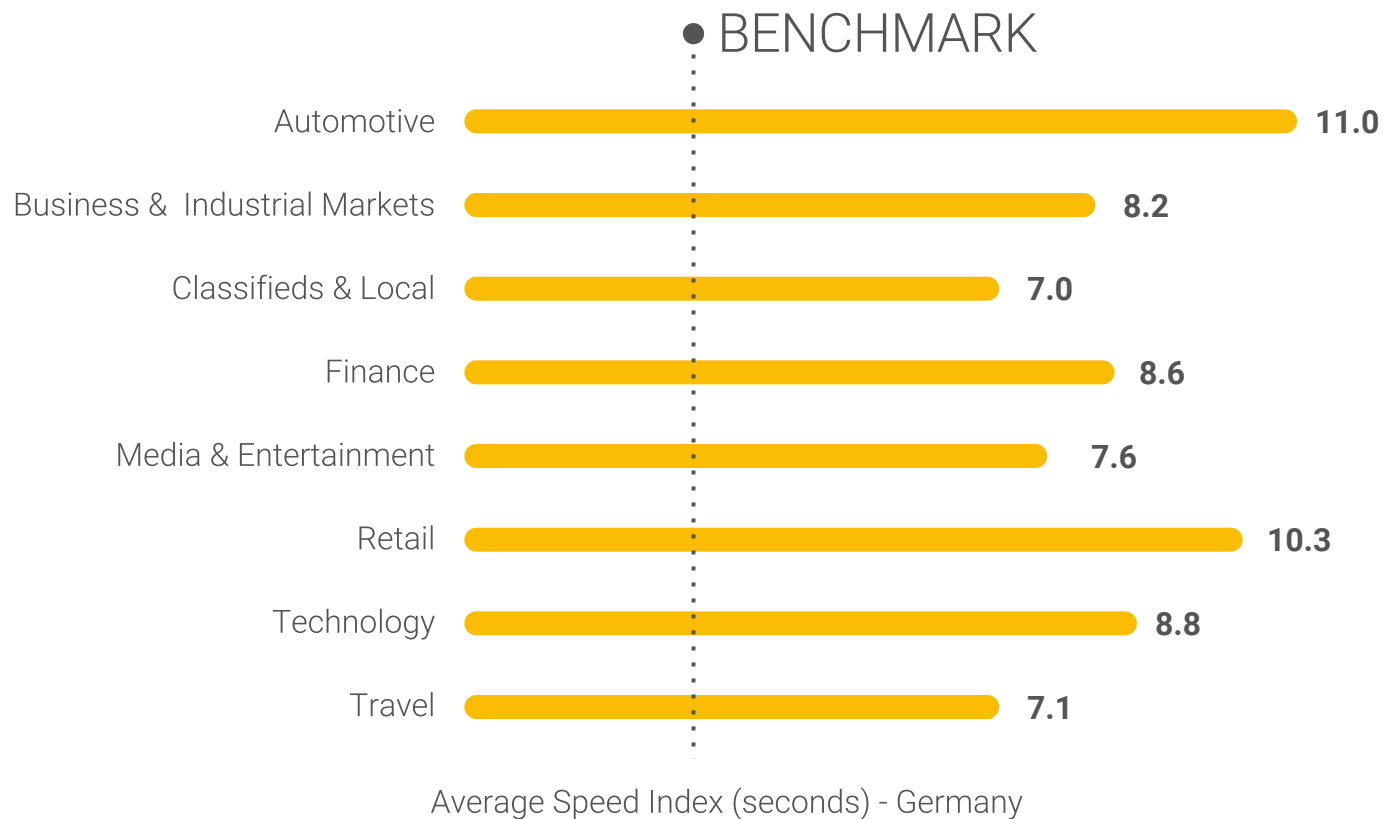
of users break off a website visit if the site
takes longer than **3 seconds** to load





4G take-up





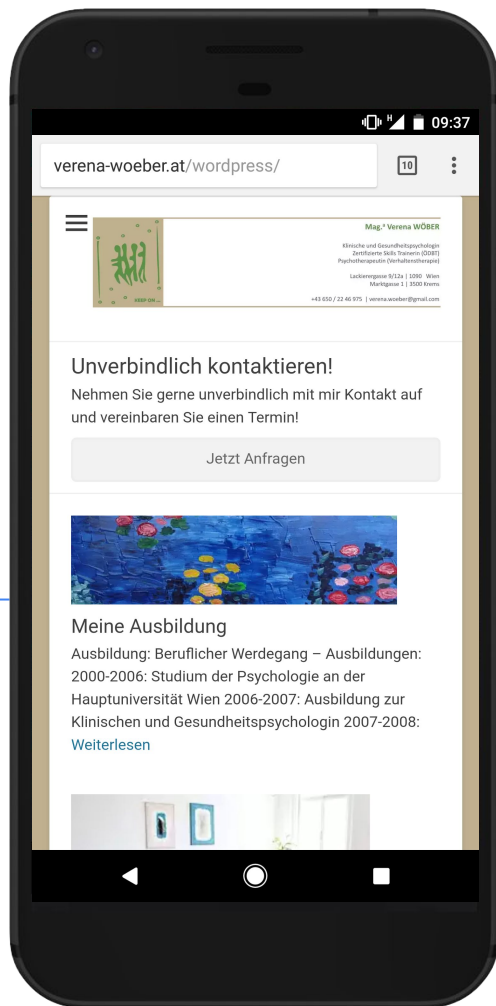


How?



8 seconds

for visual content to be completed

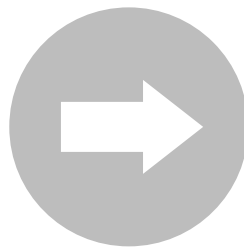




Weight



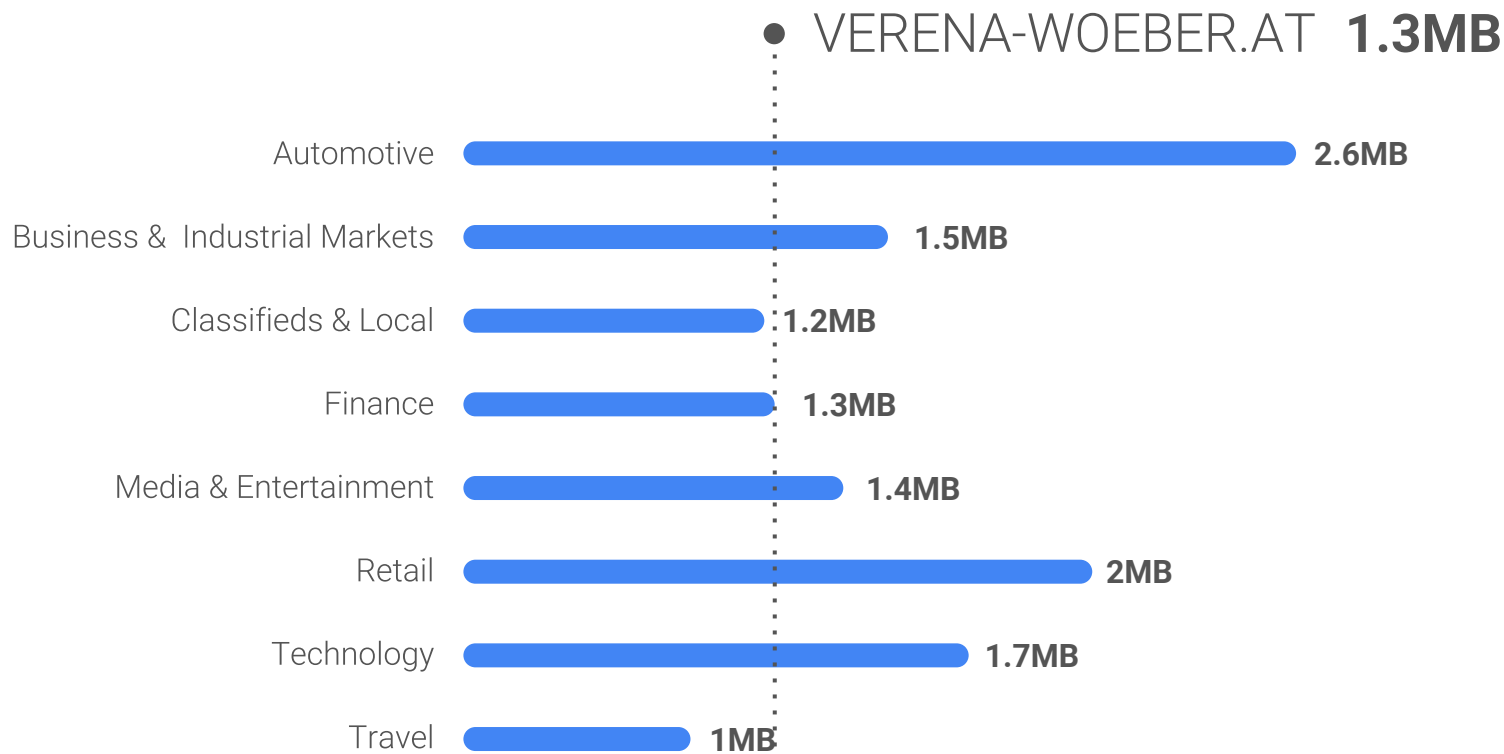
Rendering



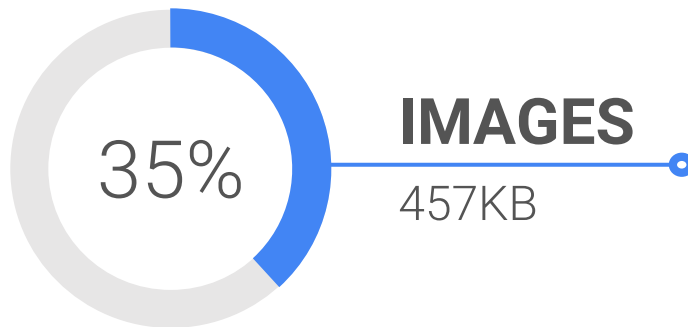
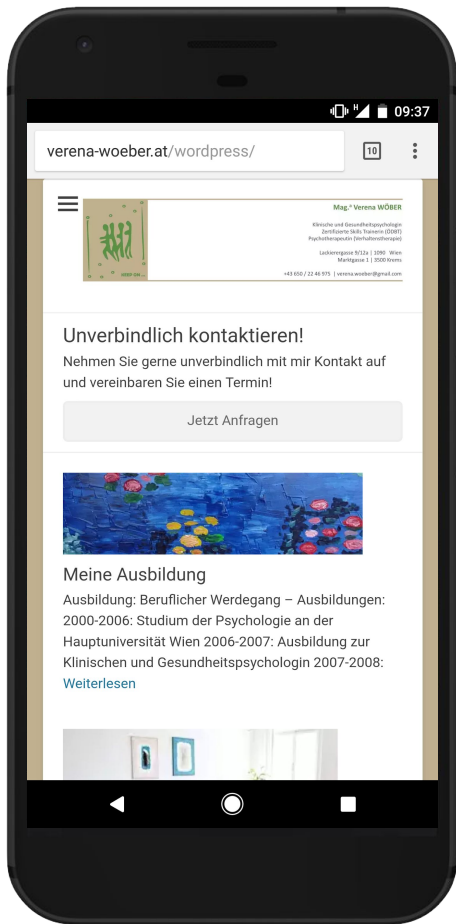
Redirects

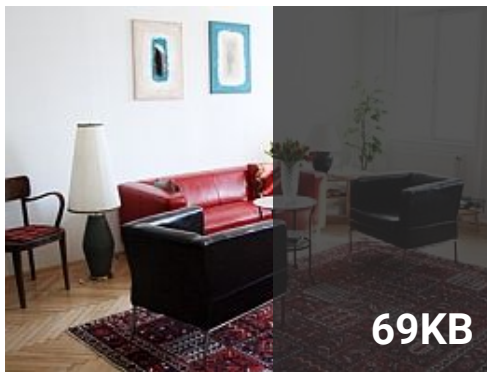
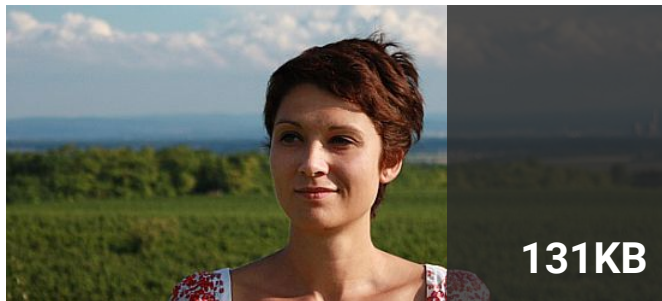


Average Page Weight Bytes (seconds) - Germany



Average Page Weight Bytes (seconds) - Germany





IMAGES

457KB | 2.5 sec



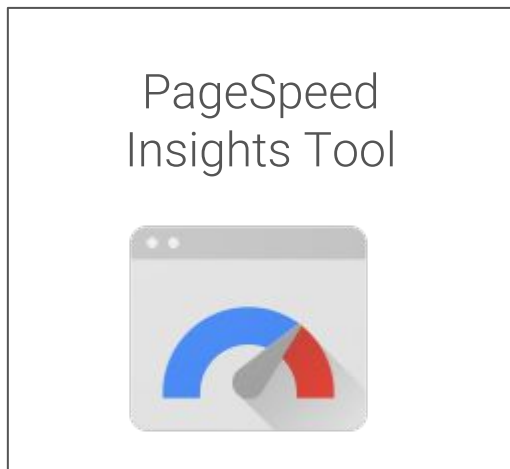
24KB
0.1 sec

- 0.6
seconds



131KB
0.8 sec

Simple fix – Image compression



[Show how to fix](#)

Leverage browser caching

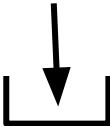
[Show how to fix](#)

Minify CSS

[Show how to fix](#)

Minify HTML

[Show how to fix](#)



 **Optimizations Found**

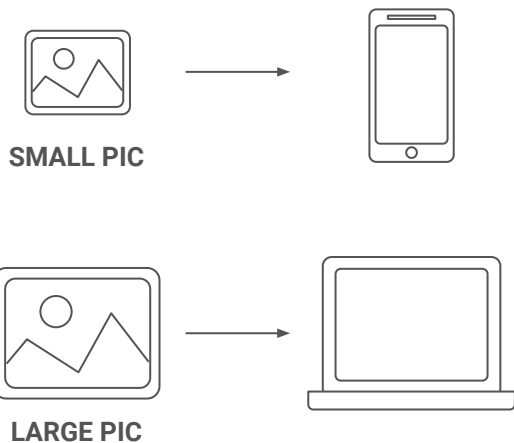
[Show details](#)

Download optimized [image, JavaScript, and CSS resources](#) for this page.

**The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.*

**This test checks to see if a page has applied common performance best practices. A high score is correlated with a fast user experience but does not guarantee it. [Learn more.](#)*

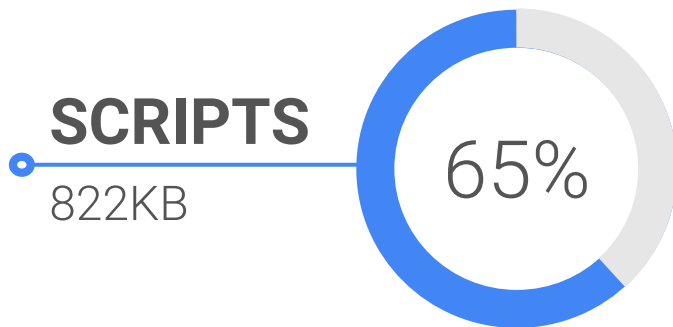
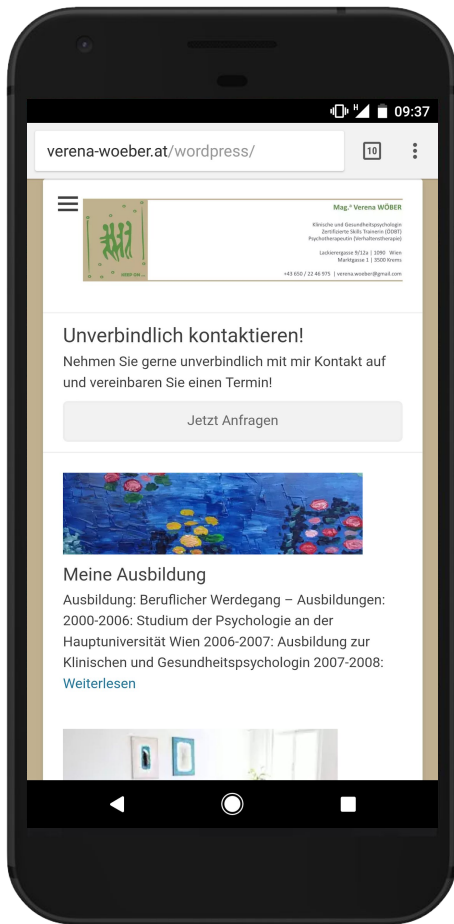
More advanced optimizations



Viewport dependent dimensions



Format



Simple fix – JS and CSS compression

PageSpeed
Insights Tool



[Show how to fix](#)

Leverage browser caching

[Show how to fix](#)

Minify CSS

[Show how to fix](#)

Minify HTML

[Show how to fix](#)

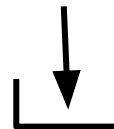
 **Optimizations Found**

[Show details](#)

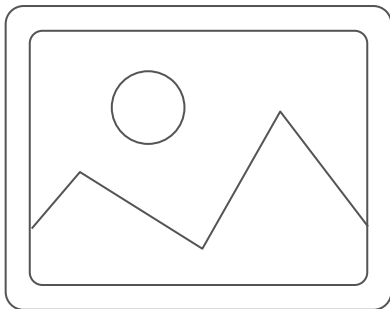
Download optimized [image, JavaScript, and CSS resources](#) for this page.

**The results are cached for 30s. If you have made changes to your page, please wait for 30s before re-running the test.*

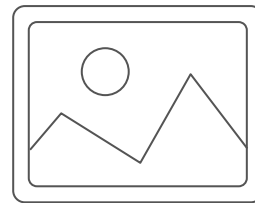
**This test checks to see if a page has applied common performance best practices. A high score is correlated with a fast user experience but does not guarantee it. [Learn more.](#)*



Verena-woeber.at



Before: Images & Scripts → **1.3MB**



- 43%

3.2 seconds

After: Images & Scripts → **740KB**



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Journal of Internal Medicine 257: 199–207
DOI: 10.1111/j.1365-2796.2004.01409.x

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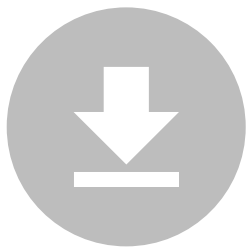
© 2005 by The Authors
Journal compilation © 2005 by Blackwell Publishing Ltd

Nehmen Sie gerne unverbindlich mit mir Kontakt auf und vereinbaren Sie einen Termin!

Jetzt Anfragen



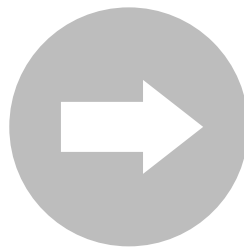
Ausbildung: Beruflicher Werdegang –
Ausbildungen: 2000-2006: Studium der
Psychologie an der Hauptuniversität Wien
2006-2007: Ausbildung zur Klinischen und
Gesundheitspsychologin 2007-2008:



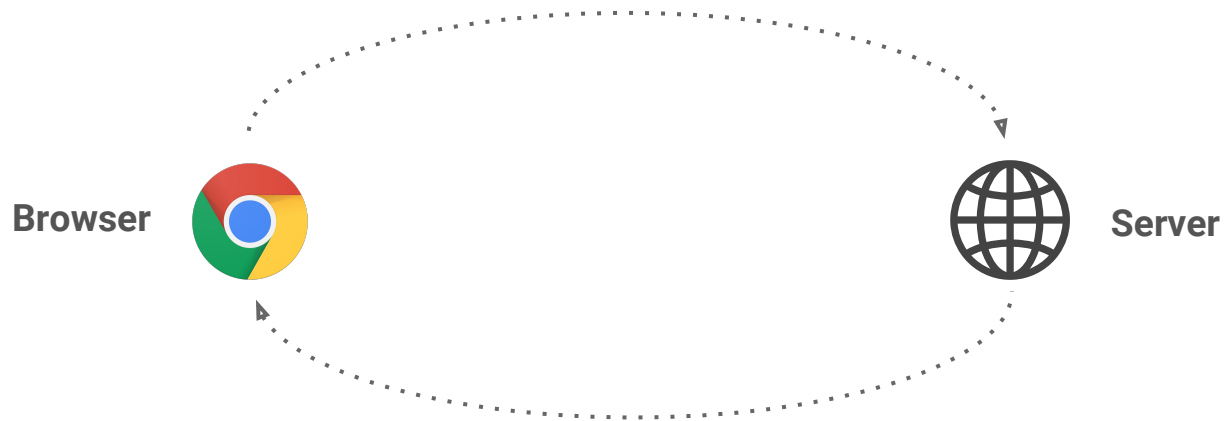
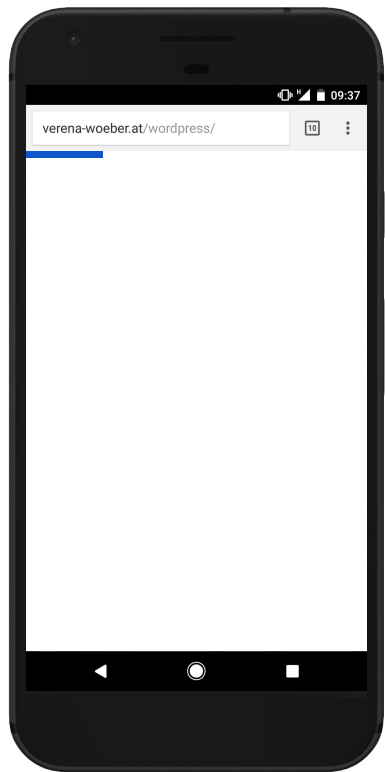
Weight

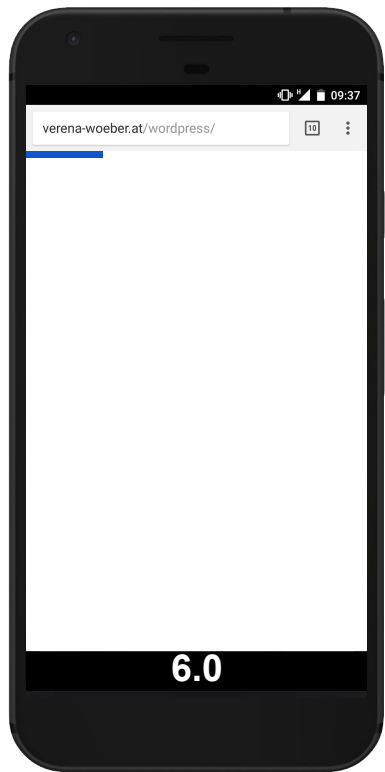


Rendering



Redirects



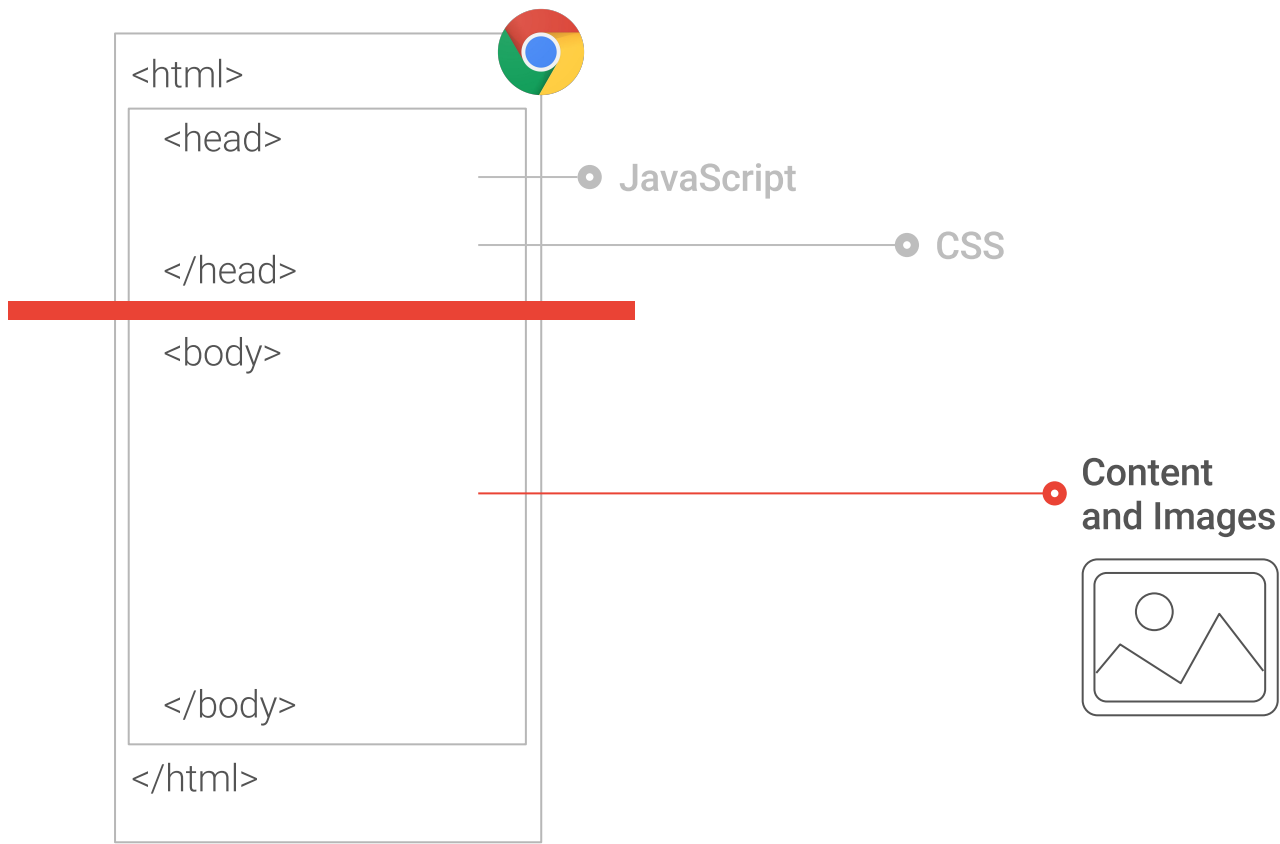
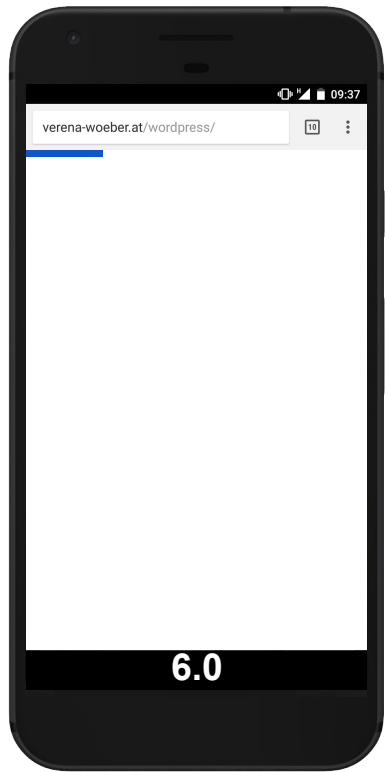


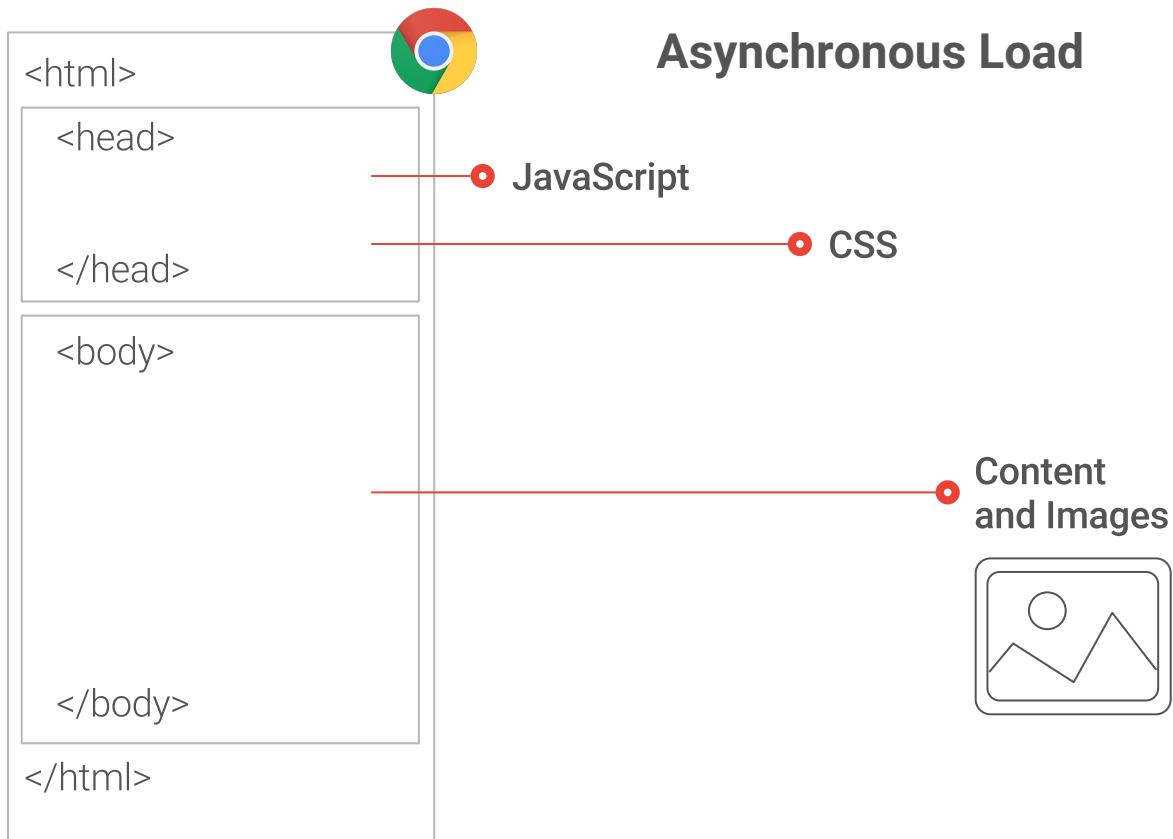
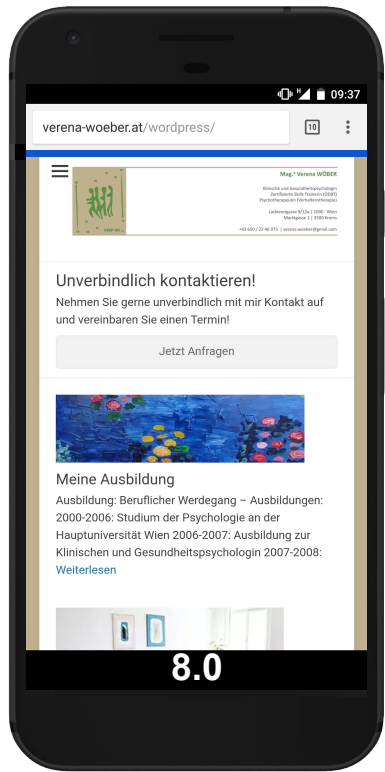
```
<html>  
  <head>  
  
  </head>  
  
  <body>  
  
  
  
  
  
  
  
  
  </body>  
</html>
```

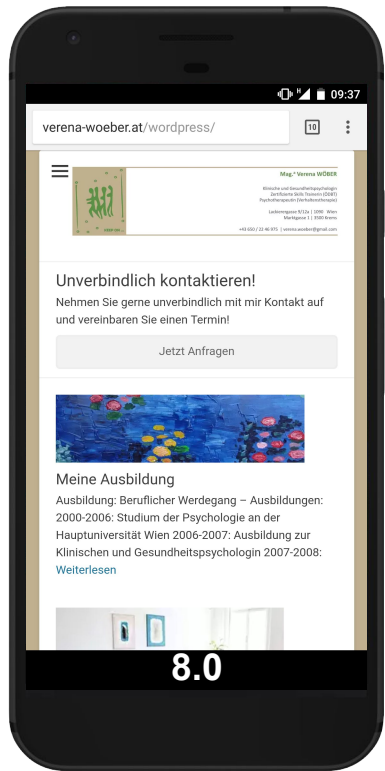


JavaScript

CSS





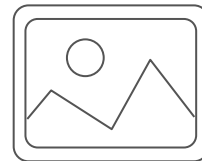


```
<html>
  <head>
  </head>
  <body>
  </body>
</html>
```



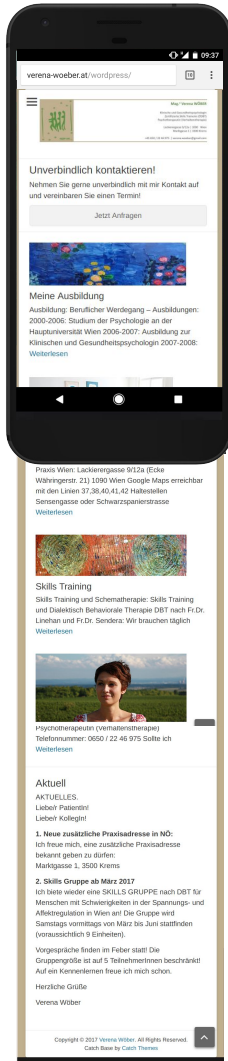
Move Scripts down to body

Content
and Images



JavaScript

CSS

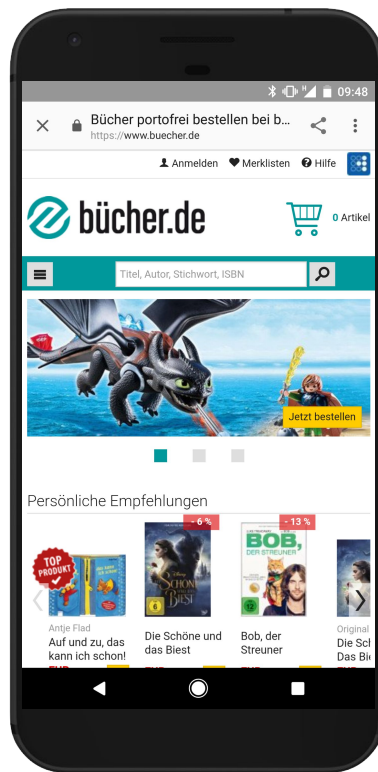


LAZY LOAD

Visible part first

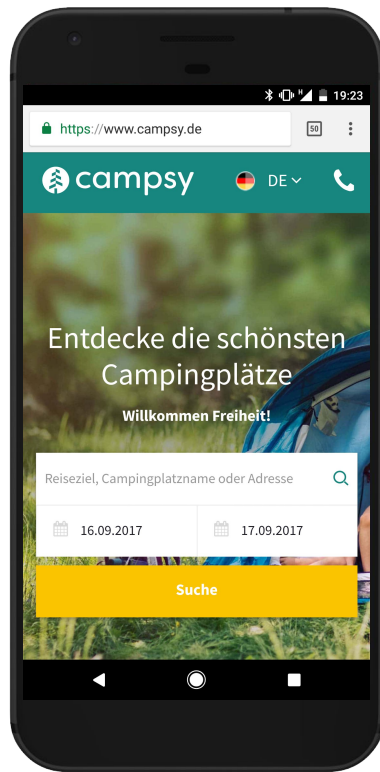
buecher.de speeds up their page by 2 seconds

- Reduced load times by 2 sec. (avg. 3.5 sec.)
- Increased mobile conversions +4%
- Improved above the fold content delivery



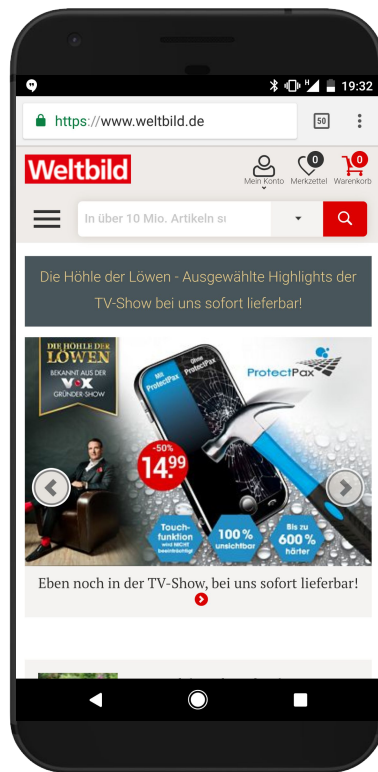
campsy.de speeds up their page to load in 4 seconds

- Reduced load times by 58% (to avg. 4 sec.)
- Lowered bounce rate by 12%
- Increased mobile sales +6%



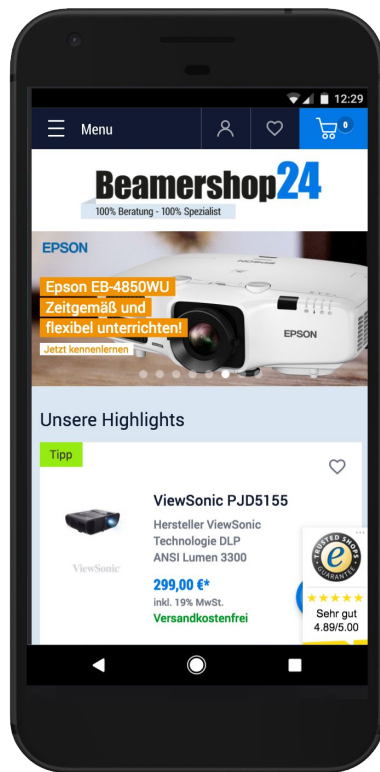
weltbild.de speeds up their page to load in 6 seconds

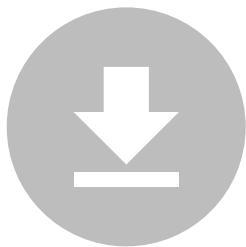
- Reduced load times by 15-24% (now at 6 seconds)
- Load time to first meaningful paint down by ~ 50% to 0.5 seconds
- Levers: Asynchronous Load of Scripts, Image Compression



Celexon improving load times by 5 seconds in 2 months

- Reduced load times by 5 sec
- Key levers: Server Response time, Image Compression & Scripts

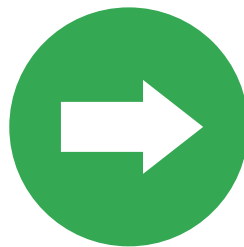




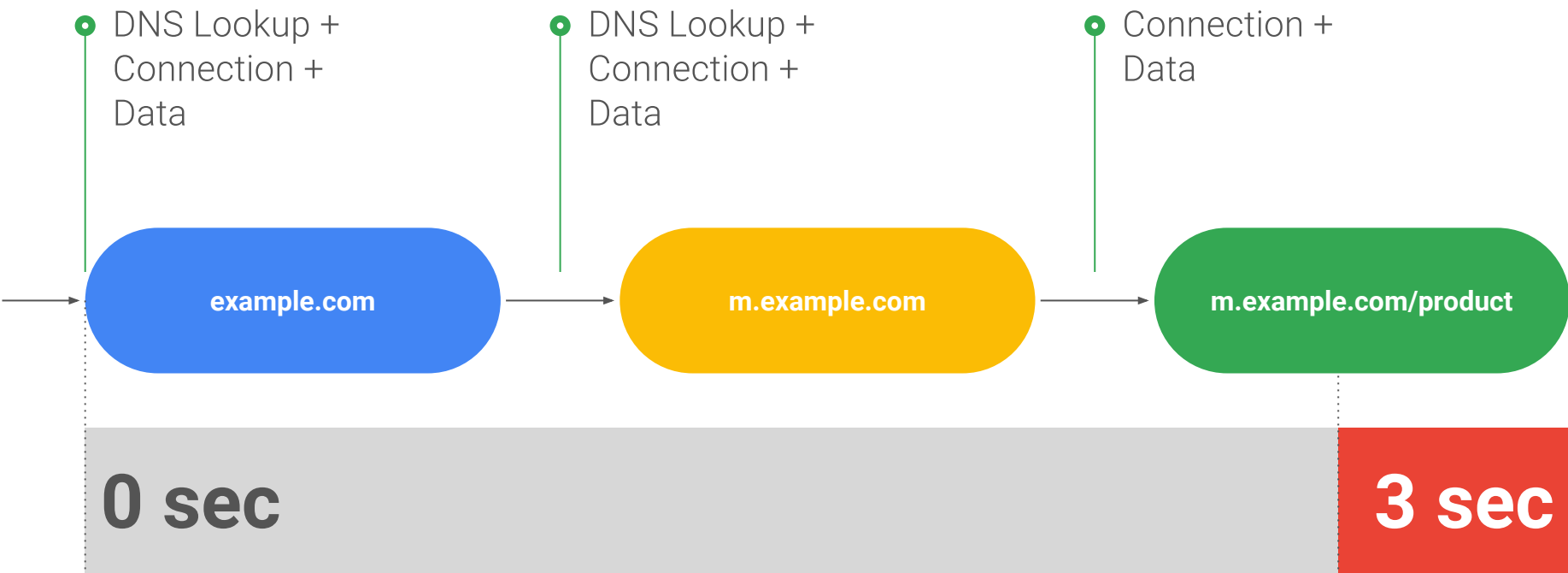
Weight



Rendering

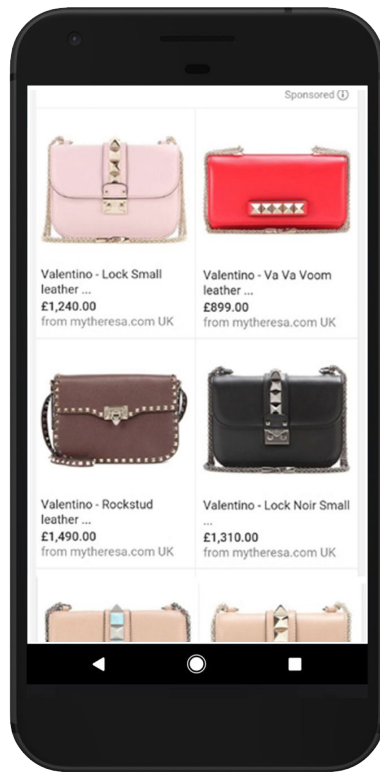


Redirects



Mytheresa.com removed unnecessary redirects

- Implemented mobile links in shopping feed for dedicated m. site
- Decreased mobile bounce rate by 44%
- Conversion rate increased by 35%





Weight



Rendering



Redirects



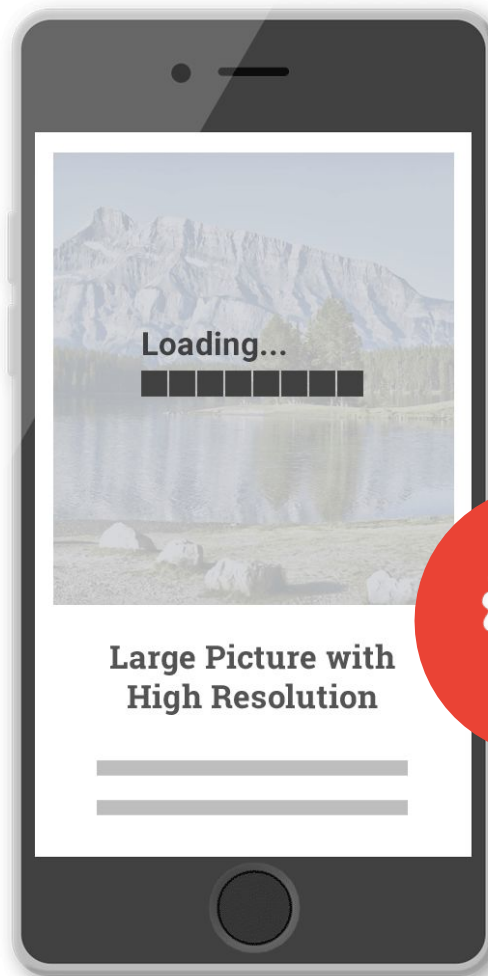
Organization



Large Picture with High Resolution

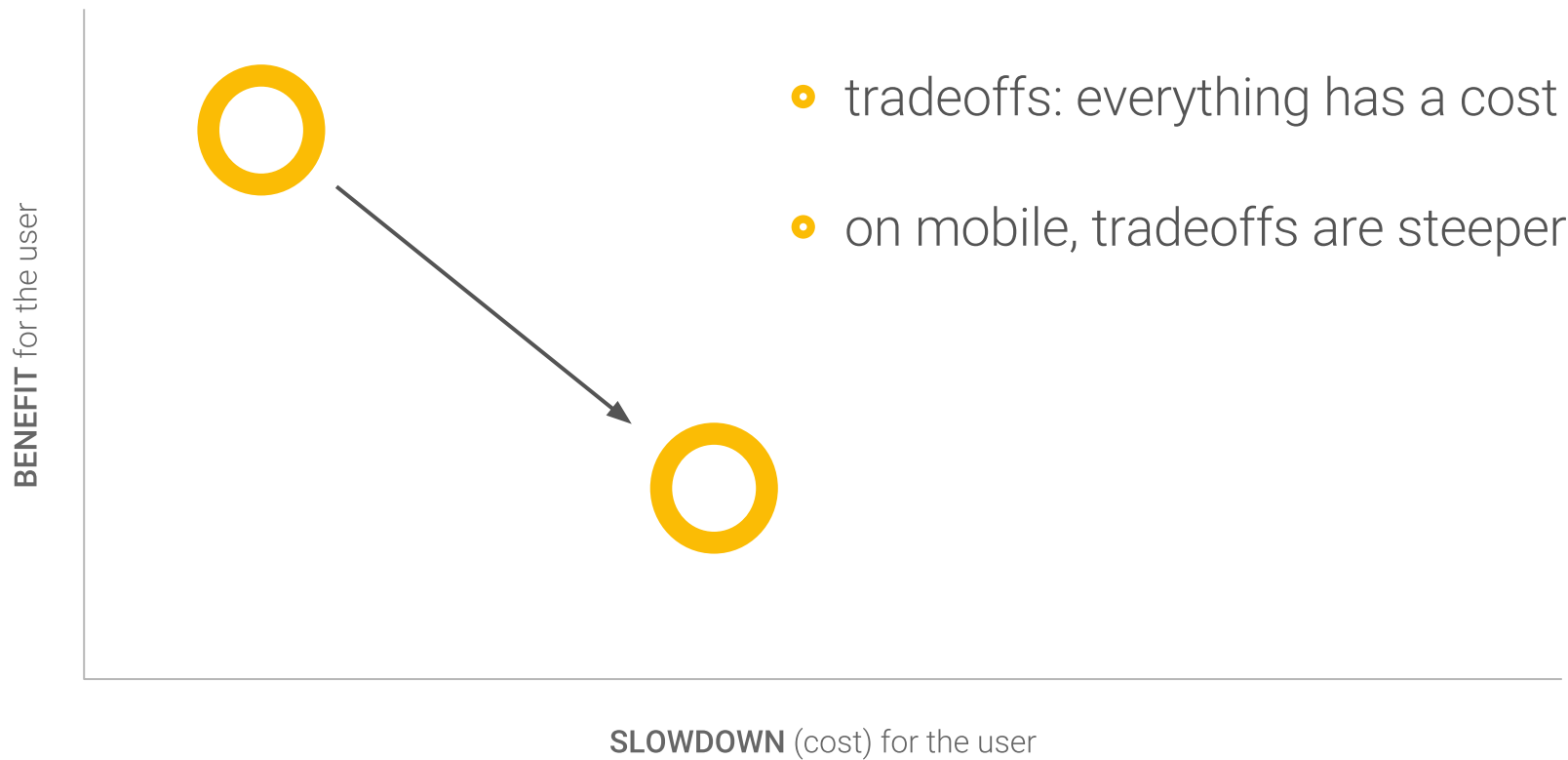
BENEFIT
for the user



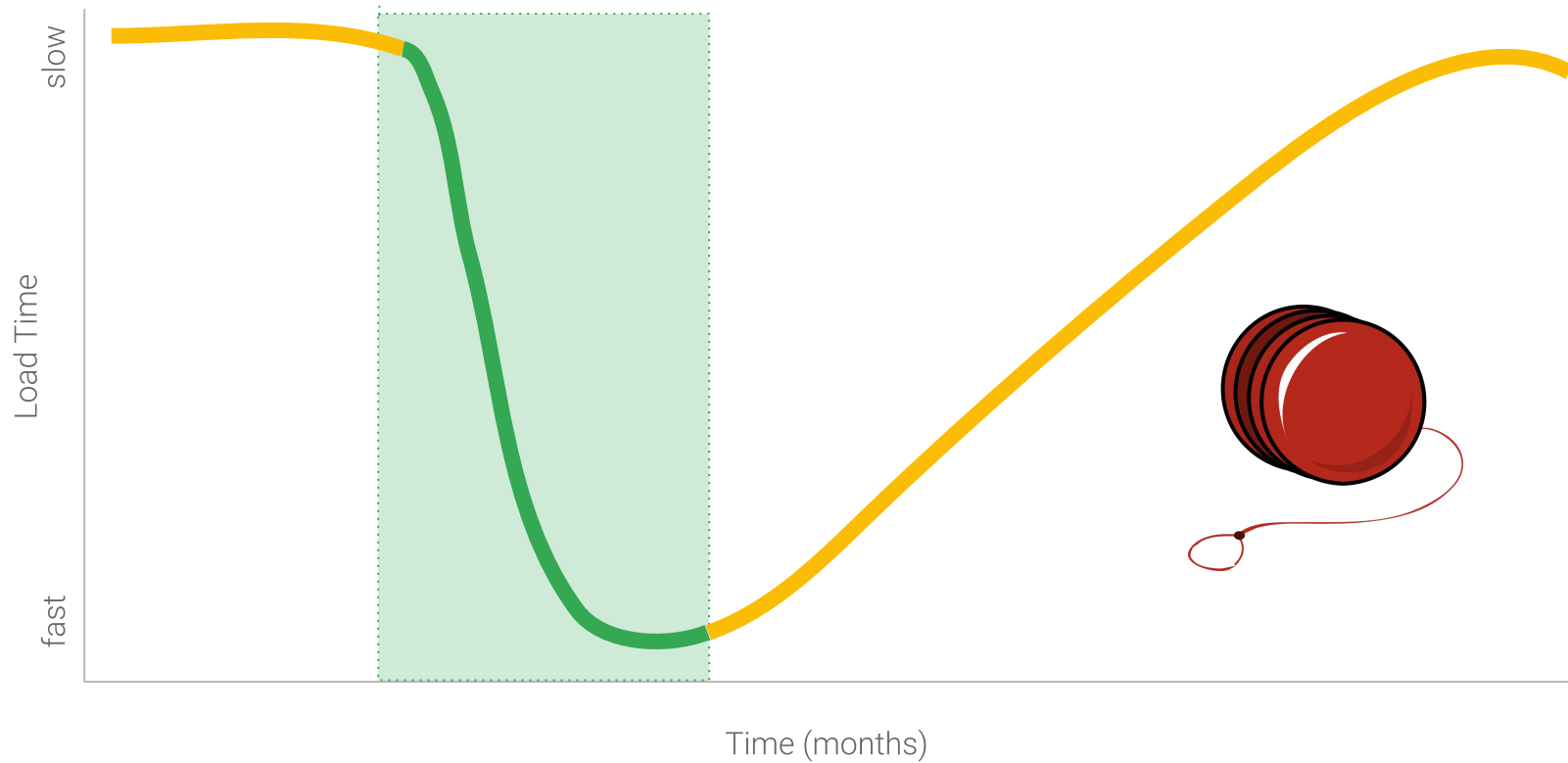


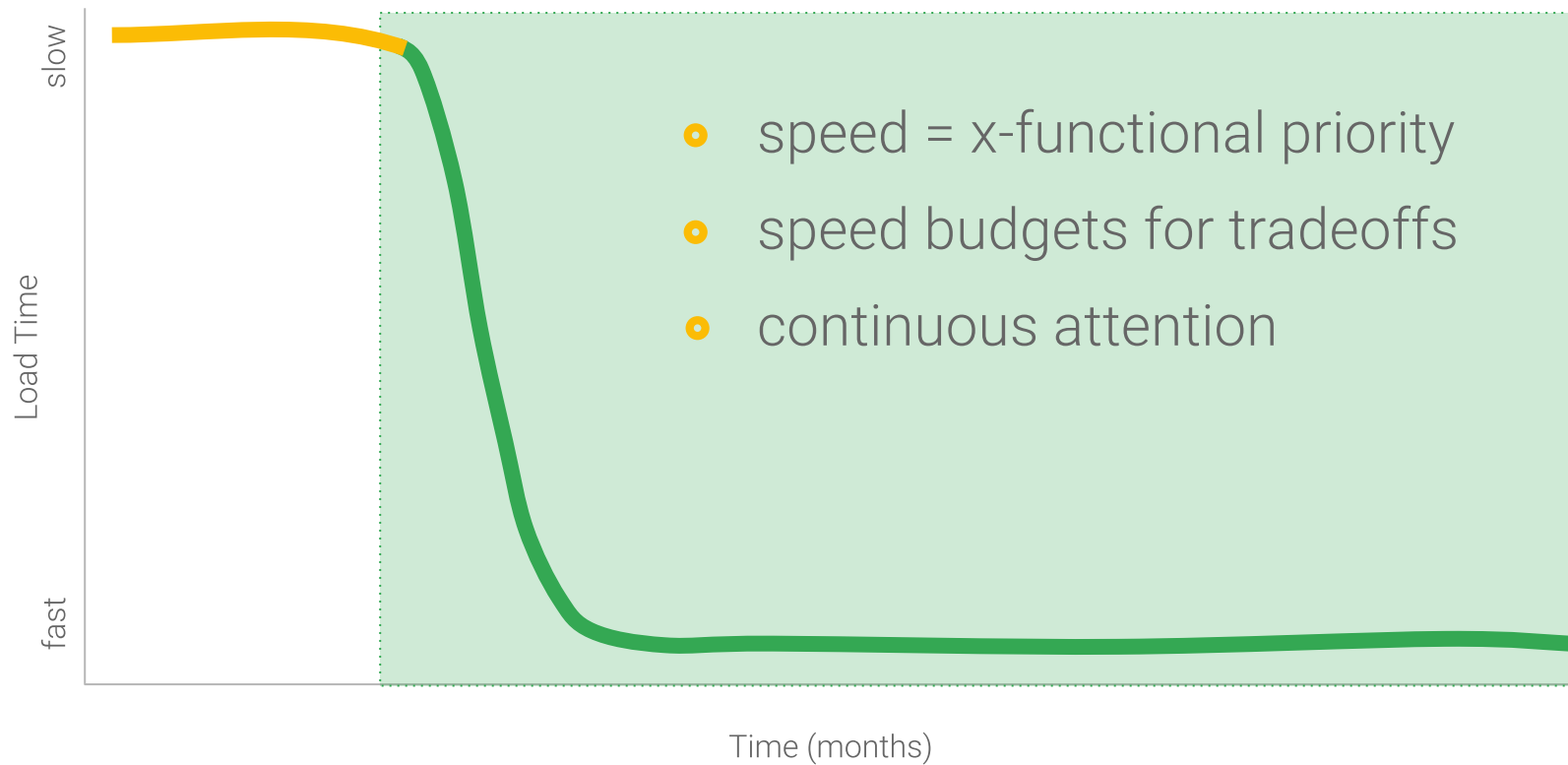
SLOWDOWN
for the user (=cost)

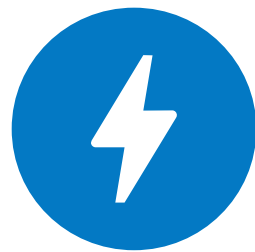
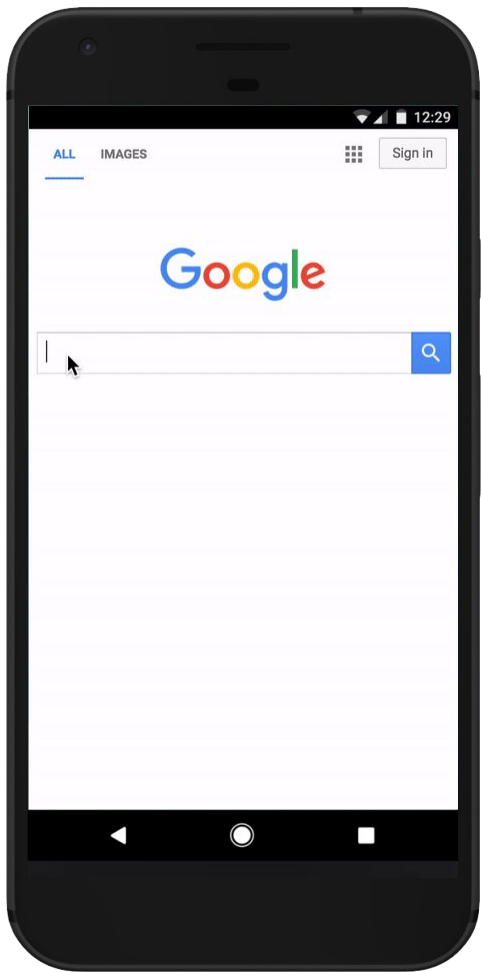




● **FOCUS** on mSite speed







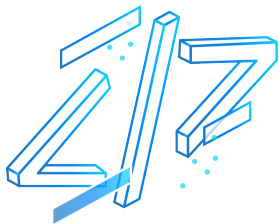
AMP

An open source initiative to enable a better web, with sites that are fast, beautiful, and monetize well

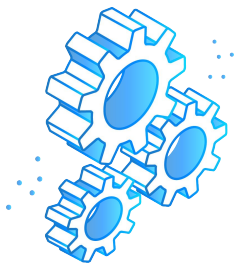


AMP

- 4x faster
- 10x less data
- <1 sec median load times



AMP HTML



AMP JS

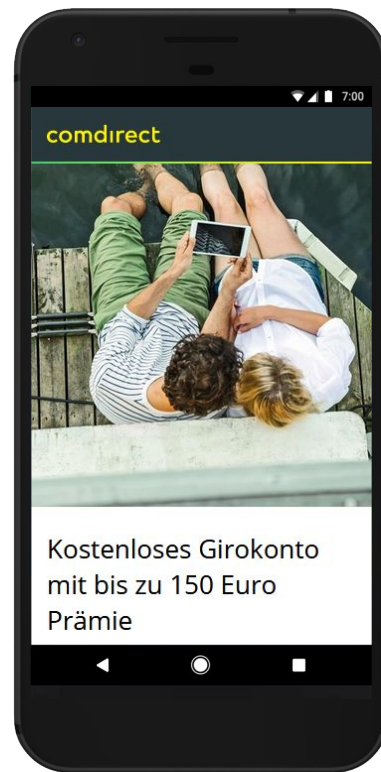
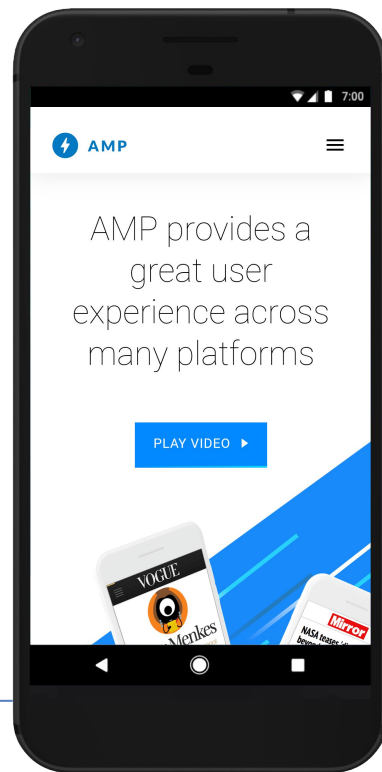


AMP Cache

Comdirect is already testing AMP for product details pages

"We believe in speed and think that AMP is able to increase the conversion rate and improve the customer experience."

Christian Wendrock-Prechtl | Senior Vice President User Interface

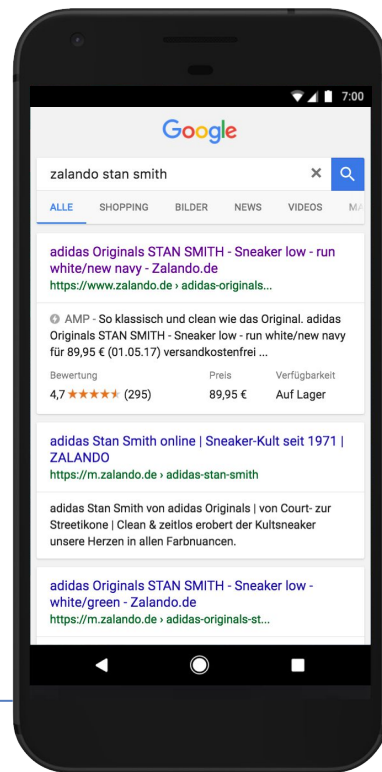


Zalando is investing in pagespeed as performance lever

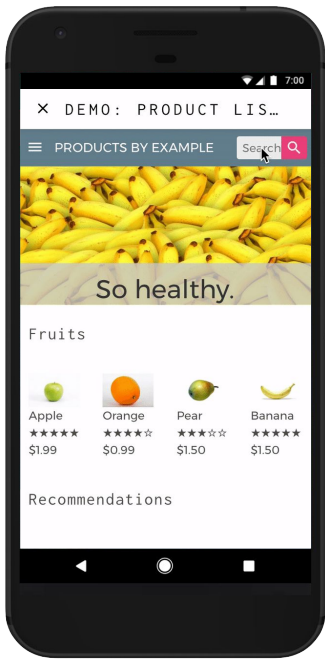
"Pagespeed is a strategic lever for performance marketing optimisations.

At Zalando, we clearly see how already small improvements impact customer experience and finally our overall business KPIs"

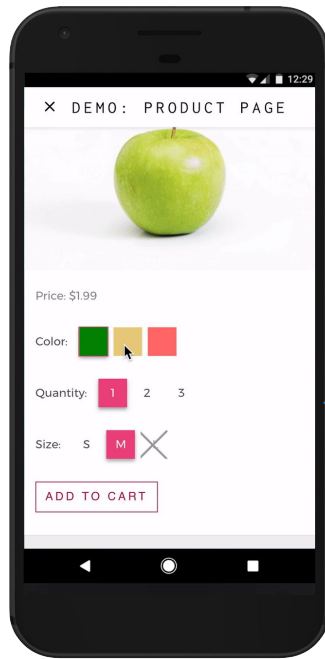
Julia Stern | VP Performance Marketing | Zalando



AMP offers rich ecommerce features

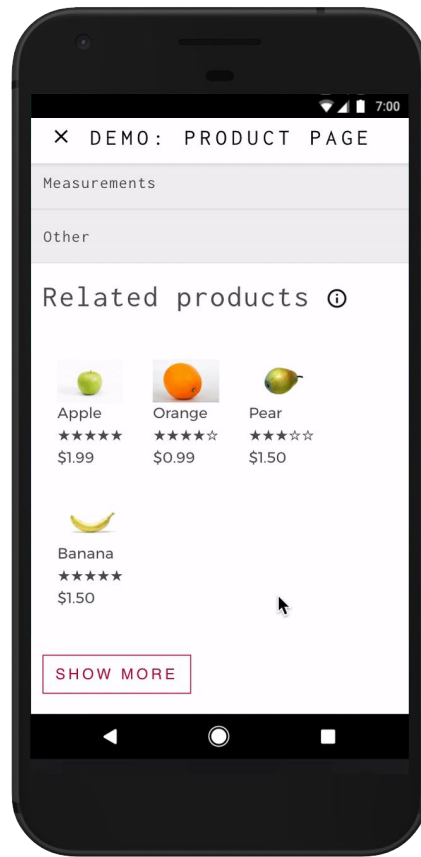
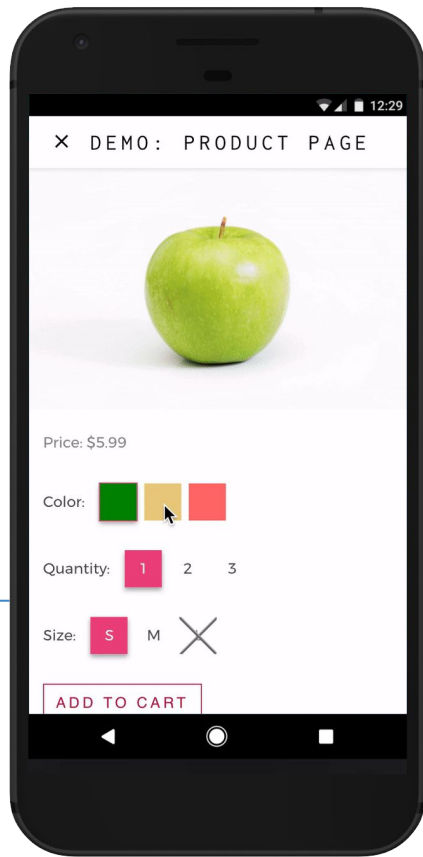


Search
items with
<amp;form>



Shopping
cart with
<amp;form>

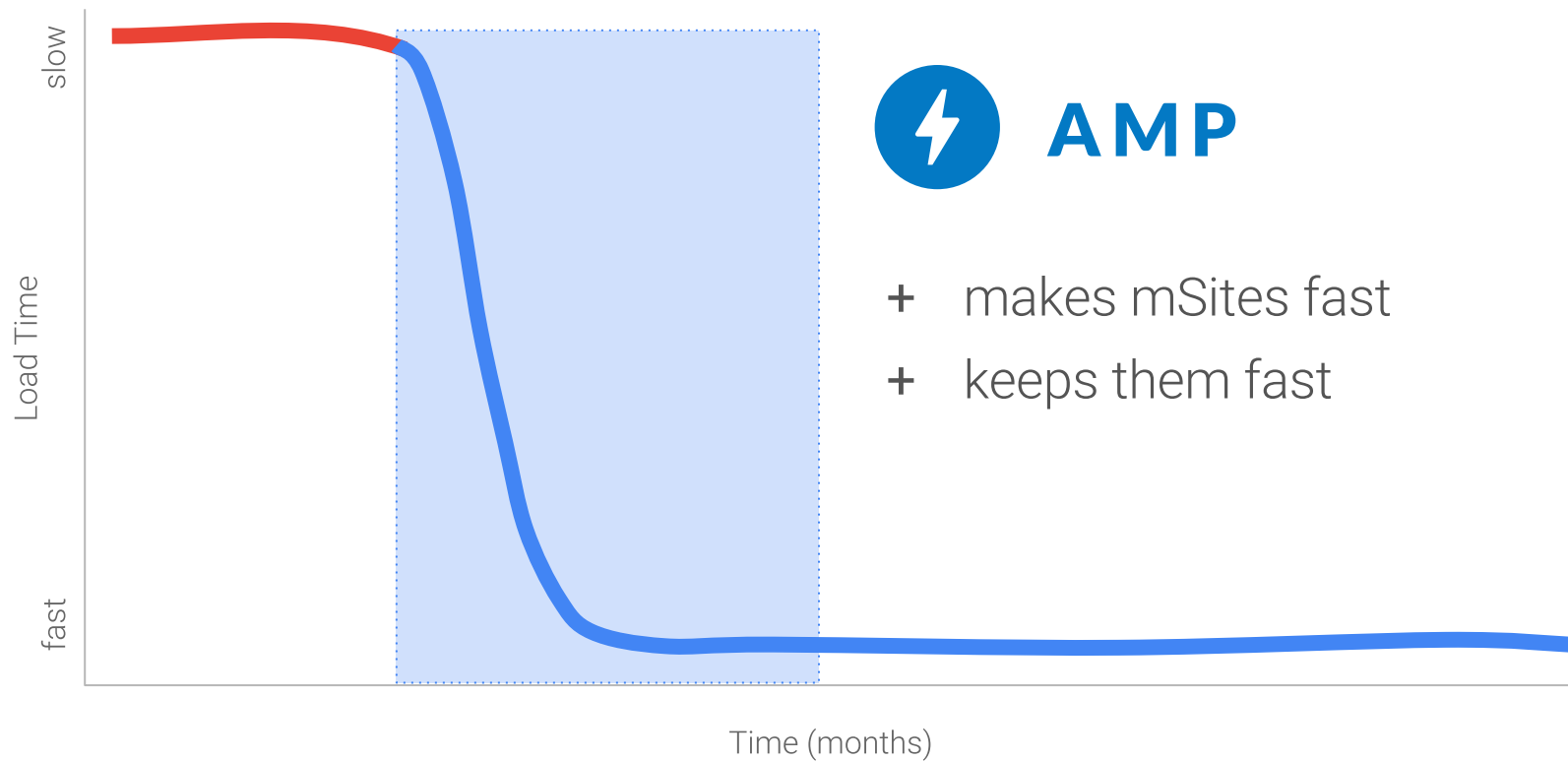
<amp-bind>
brings full
interactivity
to AMP!



Average Mobile Site

⚡ AMP

Hand-Tuned Site



MANUAL



Weight



Rendering



Redirects



Organiz.

Recommended Tools

- [Testmysitewithgoogle.com](https://testmysitewithgoogle.com)
- [Pagespeed Insights Tool](#)
- [Lighthouse Chrome Extension](#)

STRUCTURAL

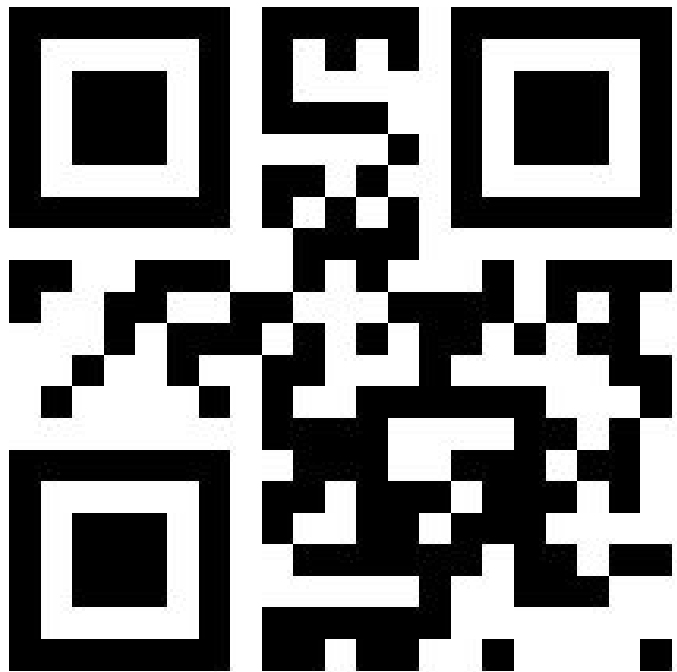


AMP

Recommended Tools

- ampproject.org
- [ampbyexample.com](#)

goo.gl/SNQvV5



Slides, Feedback
& more videos

Thank you!



Rainer Borchert | Dominik Wöber