

Aldi, Check24, DKB and Opel offer the fastest mobile websites

- New “Mobile Speed Leaderboards” from MMA and Google
- New test set-up and more industries
- Only 10 of 290 websites meet user expectations for a mobile loading speed of three seconds

Hamburg, 4 June 2018 – The Mobile Marketing Association (MMA) Germany and Google are continuing their cooperation and are publishing the new “Mobile Speed Leaderboards”. These rankings compare the mobile speed of websites from 14 different industries, categorised into 29 subverticals.

Mark Wächter, chairman, Mobile Marketing Association, Germany explains: “We are happy to announce an update of the Speed Leaderboards together with Google. Due to the constant increase in Mobile Usage of the internet and the users' rising expectations, the topic is more important than ever. From the perspective of the Mobile Marketing Association Germany, we recommend every company to understand the status quo of their page speed and to invest into a faster and better user experience. Those spendings are usually paying off quickly through higher revenues and more loyal users.”

In addition to the retail and travel industries, which were examined in the first “Mobile Speed Leaderboards”, other industries such as “finance” and “automotive” have been analysed for the first time. The providers of the fastest mobile websites in Germany are aldi-nord.de (“retail”), urlaub.check24.de (“travel”), dkb.de (“finance”) and opel.de (“automotive”). A total of 290 websites in 29 different subverticals were evaluated in the ranking.

Tilo Hacke, board member of Deutsche Kreditbank AG (DKB), comments on the placement: “In the digital transformation of our industry, everyone strives to be always a 'bit' ahead. That is also our claim. Therefore we are very pleased to be the leader in the German financial industry in the mobile speed ranking of Google Industry. But speed is only one relevant aspect for our customers. The user-friendliness and networking of our mobile services are also important. For this reason we work daily to further improve all our products and services.”

Dominik Wöber, Head of Performance Sales Central Europe at Google explains: “On the one hand it's great to see that more and more leading German companies understand the importance of fast mobile sites and are prioritizing the topic. On the other hand though, we see many that even the fastest sites of many industries are still behind the user expectation of 3 seconds load time.”

The leaders set the benchmark for their industry and also influence user expectations regarding the loading times of other industries. The Leaderboards for all industries are available on Think with Google.

Overview of the rankings (indication of the “first contentful paint” time in seconds)

The fastest mobile websites in the retail industry:

aldi-nord.de – 2.0
aldi-sued.de – 2.2*
pearl.de – 2.4*
zalando.de – 2.2*

kaufland.de – 3.0

The fastest mobile websites in the travel industry:

urlaub.check24.de – 4.0*

traum-ferienwohnungen.de – 4.0*

novasol.de – 4.0*

booking.com – 5.0

skyscanner.de – 5.5

The fastest mobile websites in the finance industry:

dkb.de – 4.0

comdirect.de – 6.0*

huk.de – 6.0*

consorsbank.de – 6.5*

barmer.de – 6.5*

The fastest mobile websites in the automotive industry:

opel.de – 4.0

skoda-car.de – 5.5

mercedes-benz.de – 7.0

volvocars.com – 7.5

Volkswagen.de – 8.0

*Different providers may have the same “first contentful paint” time. The ranking itself is composed of a combination of three different metrics.

The test set-up in detail:

Using data from the Gesellschaft für Konsumgüter (GfK) market research institute, the most frequently used websites of selected industries in Germany were identified and categorised into subverticals. The selection of these websites was made according coverage analysis by GfK based on unique users in the second half of 2017 and comprised 290 domains.

For the analysis of the mobile loading speed, the URLs of the ten domains with the highest traffic were tested with a 3G internet connection using the tool [Speed Scorecard](#). The test set-up was based on data from the [Chrome User Experience Report \(CruX\)](#), which provides real-world results and ensures simple repetition of the test setting so that the data can be compared. The free tool compares the loading speed of the most popular domains in the industry. The “Mobile Speed Leaderboards” are ranked according to a combination of the three user-centred metrics: “[First Contentful Paint](#)” (FCP), “[DOM Content Load](#)” (DCL) and “[Onload](#)”. However, only the FCP is displayed in the list itself.

The FCP is a measure of the time it takes for the user to receive a visual response from the website. The DCL depends on the time it takes for a web page to fully load and analyse the original HTML document. Onload refers to the dependent resources of a website that has finished loading. It is possible for websites with slower FCP times to be ranked higher than websites with faster FCP times.

About the Mobile Speed Leaderboards

The Mobile Marketing Association (MMA) Germany and Google have teamed up to publish the “Mobile Speed Leaderboards”. The goal of the cooperation is to develop a benchmark for mobile loading times for websites in a range of industries. [In November 2017, the two partners compared the speeds of mobile websites in the retail and travel industries for the first time.](#) The complete “Mobile Speed Leaderboards” appear on Think with Google, Google's online platform for advertisers and agencies at thinkwithgoogle.com/intl/de-de/.

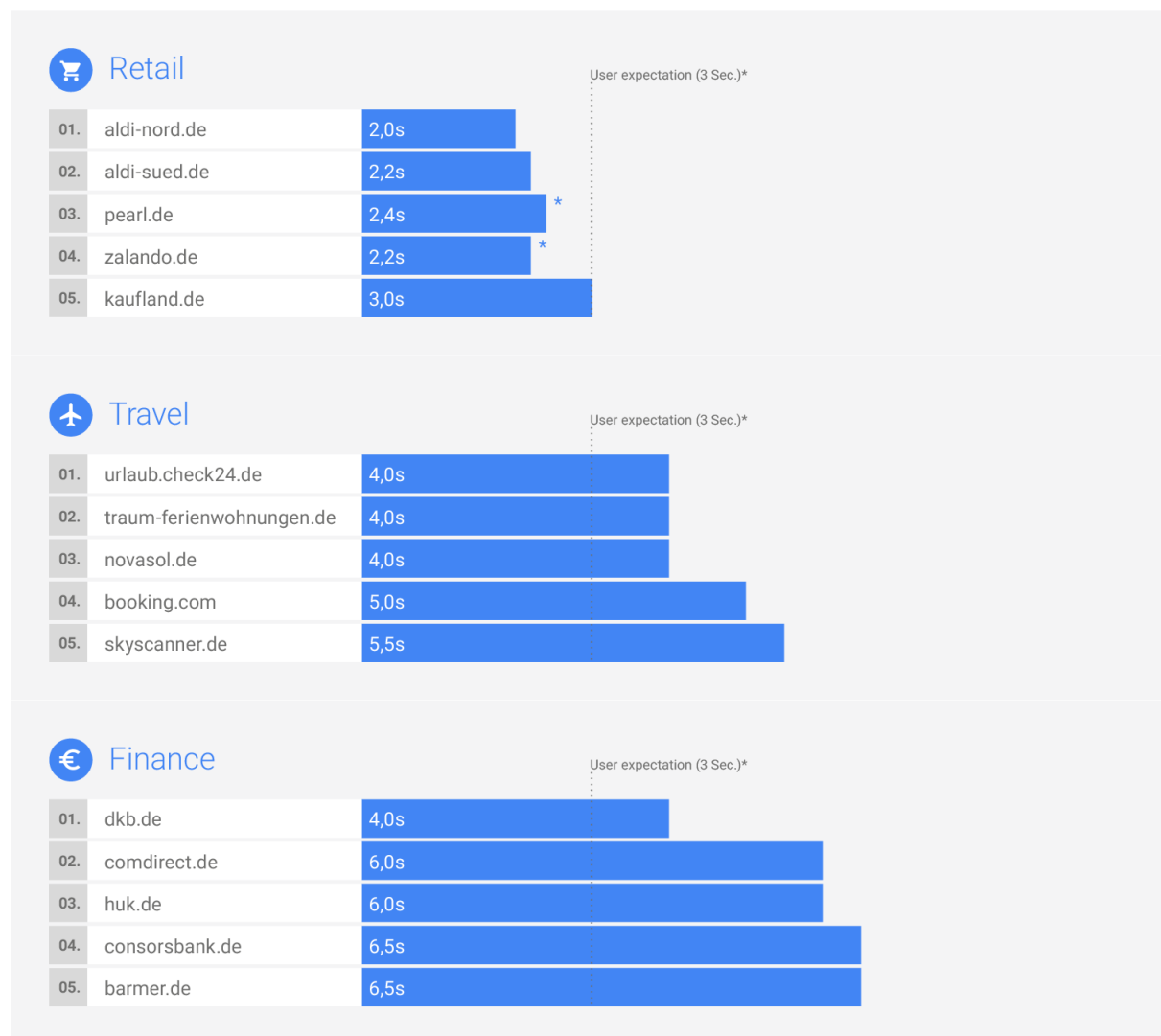
About the Mobile Marketing Association (MMA)

The MMA is a non-profit organization and with over 800 member companies from 50 countries the worldwide leading association for Mobile Marketing. The members are leading advertisers, agencies, telecommunications providers, technology platforms and service providers. The aim of the federation is to promote innovations developed by mobile devices and support companies with their mobile transformation. Further information about MMA Germany can be found on the website <http://www.mmagermany.org>, in the blog <https://medium.com/mmagermany> or on Twitter [@mmagermanyorg](https://twitter.com/mmagermanyorg).

About Google

Google's mission is to organise the world's information and make it universally accessible and usable. With its services and platforms such as Google Search, Maps, Gmail, Android, Play, Chrome and YouTube, Google plays an important role in the daily lives of billions of people and has become one of the best-known companies in the world. Google is a subsidiary of Alphabet Inc.

The fastest mobile sites in major industries



*Source: [DoubleClick, 2016](#). It can happen that Different providers may have the same “First Contentful Paint” time. The ranking itself is composed of a combination of three different metrics.

The fastest mobile sites in retail subverticals





Beauty Specialist Retailers

User expectation (3 Sec.)*

01.	notino.de	5,0s
02.	mueller.de	5,0s
03.	easycosmetic.de	6,0s
04.	douglas.de	6,5s
05.	rossmann.de	6,5s



Electronics & Appliance Specialist Retailers

User expectation (3 Sec.)*

01.	pearl.de	2,4s
02.	alternate.de	4,0s
03.	expert.de	7,5s
04.	notebooksbilliger.de	10,0s
05.	conrad.de	10,0s



General Merchandise / Department Stores

User expectation (3 Sec.)*

01.	tchibo.de	5,0s
02.	galeria-kaufhof.de	5,5s
03.	weltbild.de	5,5s
04.	thalia.de	6,0s
05.	metro.de	6,5s



Home & Gardening Stores

User expectation (3 Sec.)*

01.	wayfair.com	5,0s
02.	moebel.de	5,0s
03.	bauhaus.info	6,0s
04.	roller.de	6,5s
05.	home24.de	7,0s



Internet Retailing

User expectation (3 Sec.)*

01.	ebay.de	3,5s
02.	amazon.de	4,5s
03.	otto.de	5,0s
04.	buecher.de	6,0s
05.	fressnapf.de	7,5s



Modern Grocery Retailers

User expectation (3 Sec.)*

01.	aldi-nord.de	2,0s
02.	aldi-sued.de	2,2s
03.	kaufland.de	3,0s
04.	penny.de	5,0s
05.	lidl.de	5,5s



Office Suppliers

User expectation (3 Sec.)*

01.	hd-toner.de	4,0s
02.	otto-office.com	5,5s
03.	office-discount.de	6,0s
04.	bueromarkt-ag.de	6,5s
05.	hq-patronen.de	6,5s

The fastest mobile sites in travel subverticals



Accommodation Supplier

User expectation (3 Sec.)*

01.	traum-ferienwohnungen.de	4,0s
02.	novasol.de	4,0s
03.	centerparcs.de	6,0s
04.	phantasialand.de	6,0s
05.	fewo-direkt.de	7,0s



Metasearcher

User expectation (3 Sec.)*

01.	skyscanner.de	5,5s
02.	hometogo.de	6,0s
03.	trivago.de	6,5s
04.	tripadvisor.de	7,0s
05.	momondo.de	7,0s



OTAs

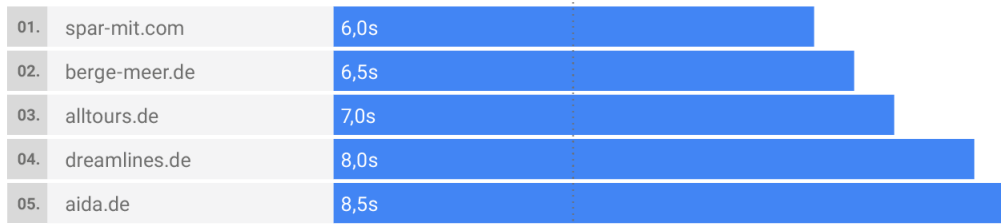
User expectation (3 Sec.)*

01.	urlaub.check24.de	4,0s
02.	booking.com	5,0s
03.	urlaubsguru.de	7,0s
04.	opodo.de	7,5s
05.	expedia.de	8,5s



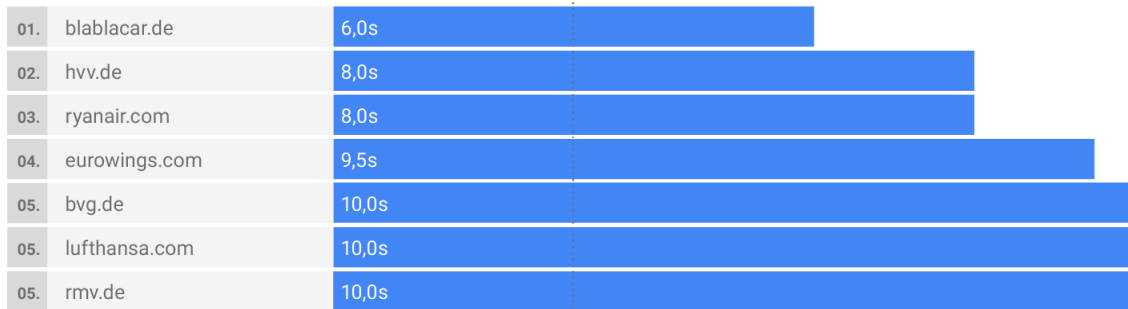
Package Travel & Cruise Operator

User expectation (3 Sec.)*



Transport Supplier

User expectation (3 Sec.)*

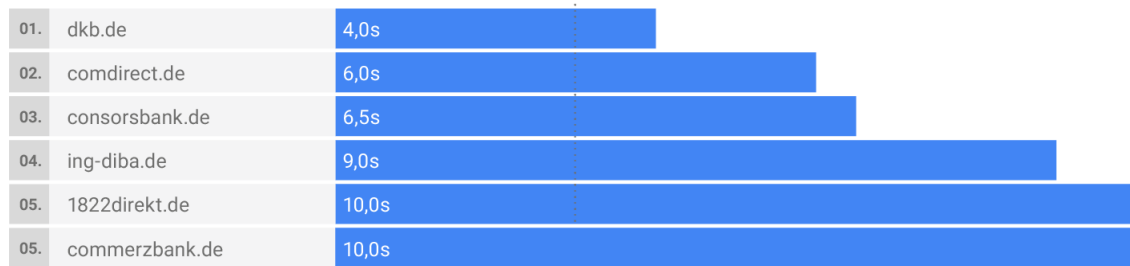


The fastest mobile sites in finance subverticals



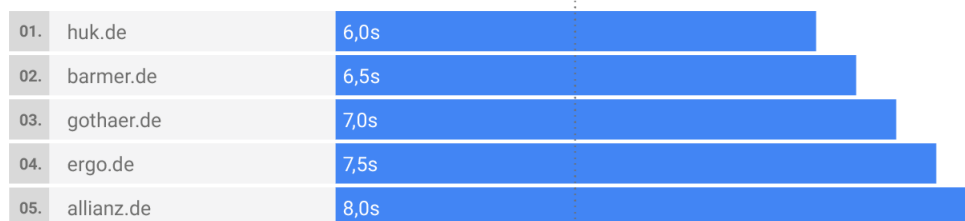
Banking

User expectation (3 Sec.)*



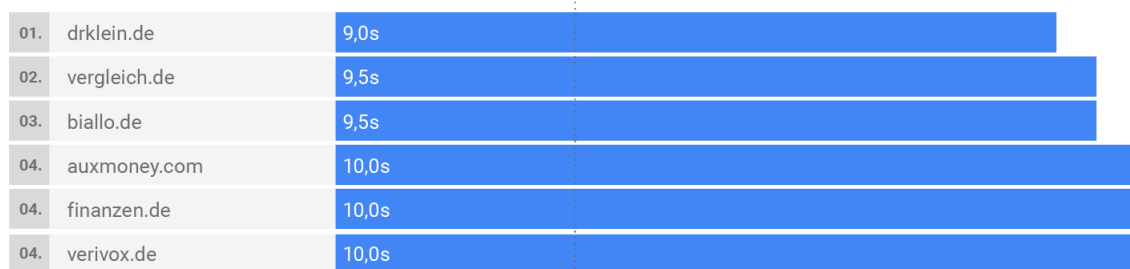
Insurance

User expectation (3 Sec.)*



Comparison – Finance & Insurance

User expectation (3 Sec.)*



The fastest mobile sites in further industries



Automotive

User expectation (3 Sec.)*

01.	opel.de	4,0s
02.	skoda-auto.de	5,5s
03.	mercedes-benz.de	7,0s
04.	vovocars.com	7,5s
05.	volkswagen.de	8,0s



Portal – Automobile

User expectation (3 Sec.)*

01.	sixt-neuwagen.de	3,5s
02.	autoscout24.de	4,0s
03.	autohaus24.de	4,0s
04.	12neuwagen.de	5,0s
05.	wirkaufendeinauto.de	5,0s



Portal – Multi-Product

User expectation (3 Sec.)*

01.	billiger.de	3,0s
02.	preisvergleich.check24.de	3,5s
03.	geizhals.de	3,5s
04.	ladenzeile.de	5,0s
05.	auspreiser.de	5,0s



Portal – Real Estate

User expectation (3 Sec.)*

01.	immowelt.de	3,5s
02.	immobilienscout24.de	5,5s
03.	wohnungsboerse.net	6,0s
04.	1a-immobilienmarkt.de	6,5s
05.	ab-ins-zuhause.de	6,5s



Portal – Career

User expectation (3 Sec.)*

01.	indeed.com	2,2s	
02.	xing.com	6,5s	
03.	ausbildung.de	6,5s	
04.	stepstone.de	6,5s	
05.	gehalt.de	9,0s	



Sporting Apparel Brands

User expectation (3 Sec.)*

01.	skechers.com	3,0s	
02.	nike.com	5,0s	
03.	underarmour.de	6,0s	
04.	adidas.com	7,0s	
05.	newbalance.de	7,5s	



Consumer Electronics

User expectation (3 Sec.)*

01.	playstation.com	3,0s	
02.	garmin.com	7,0s	
03.	teufel.de	7,0s	
04.	philips.de	7,5s	
05.	panasonic.com	8,0s	



Consumer Packaged Goods

User expectation (3 Sec.)*

01.	hipp.de	4,5s	
02.	persil.de	4,5s	
03.	mymuesli.com	6,0s	
04.	kinderriegel.de	6,5s	
05.	nestle-marktplatz.de	7,0s	



Education Portals

User expectation (3 Sec.)*

01.	englisch-hilfen.de	6,0s	
02.	biologie-schule.de	7,0s	
03.	mathepower.com	7,0s	
04.	babbel.com	8,0s	
05.	sofatutor.com	10,0s	



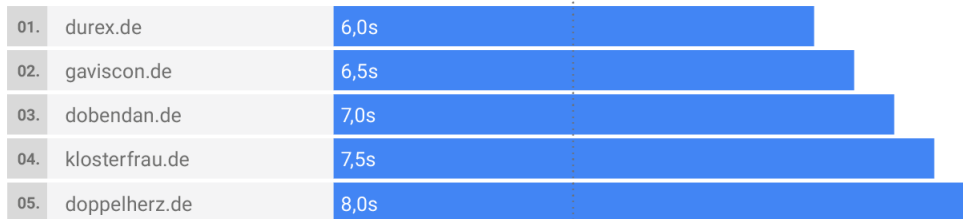
Food Delivery

User expectation (3 Sec.)*



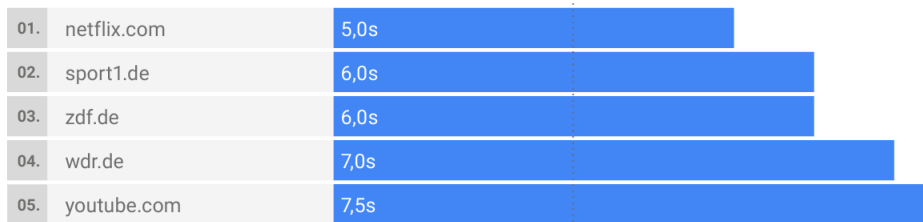
Healthcare

User expectation (3 Sec.)*



Streaming & Pay TV

User expectation (3 Sec.)*



Telecommunication

User expectation (3 Sec.)*

