## Challenge

Jaimie Jacobs is focused on making wallets with unexpected and clever features, that are beautifully hand-crafted out of the best materials, making life more exciting, convenient, and just more fun. Ever since their products have been advertised on German television stations like Pro7 or Sixx, the Jamie Jacobs webshop had to handle frequent traffic surges and significant load spikes. Since customers are more likely to leave when the commercial break ends and the TV show continues, fast page loads were not only extremely difficult to achieve, but also of crucial importance. As a startup, the Jamie Jacobs team wanted to focus on their product and needed a partner to make sure their site worked under any circumstances.
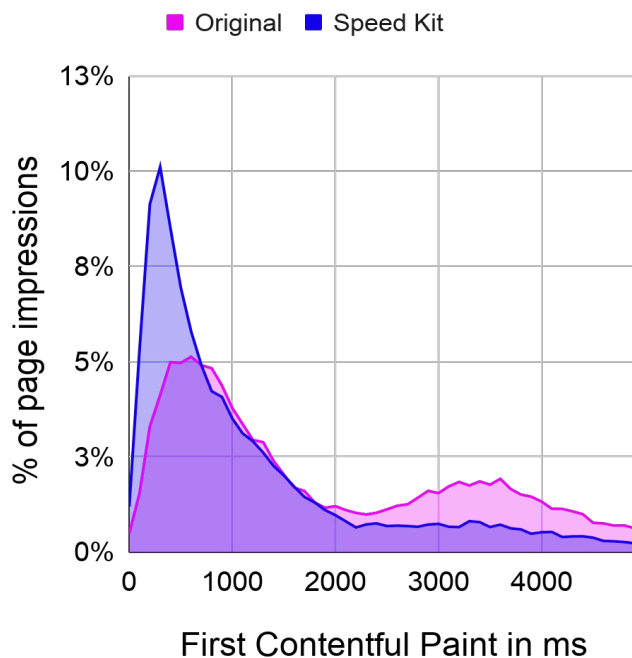
> " While marketplaces like Amazon make it easier for startups to sell their products, we think it is important to be independent and have a shop with competitive performance. With Speed Kit, we have zero maintenance time to achieve this goal, so that we can focus on our product.

Julian Peters
CEO and Founder, Jaimie Jacobs

Solution

Speed Kit's caching mechanism reduced the overall load on the backend and eliminated high load times during rush hours. The automated performance optimization made sure that no additional work from Jaimie Jacobs was needed.

Double Verification

- Real-user monitoring showed a substantial uplift for actual customers during an A/B test
- Google CrUX data analysis confirmed a significant long-term page load time improvement

Results

3x Faster Shopify
FCP with Speed Kit

+4 %
Conversion Rate

-1.4 %
Bounce Rate