Challenge

Founded in the 19th century, Appelrath-Cüpper is one of Germany's oldest fashion commerce labels and known for high-quality women clothing. Appelrath.com was launched in 2015 in order to start the transition from purely stationary commerce to a 24/7 online business. Being in direct competition with big players like Zalando and Amazon, AppelrathCüpper's goal is nothing less than transforming their well-trusted fashion retail brand into a leader in fashion e-commerce, too.

> ❝ Speed Kit does not only give us a 3.9x page speed boost you can feel, but more than 10% conversion uplift we can measure.

Jerrit Kube
Head of Digital & Marketing
AppelrathCüpper

Solution

Speed Kit was chosen for appelrath.com as the solution for tackling page load time. With its automatic optimizations, Speed Kit improves the user experience and thereby increases the conversion rate. As a side effect, Speed Kit also boosts the SEO ranking, offloads the server, and dramatically reduces marketing costs through lower bounce rates.

Double Verification

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

With Speed Kit
Without Speed Kit
First Paint in Seconds
(CRUX, 2018/10 vs. 2019/01)
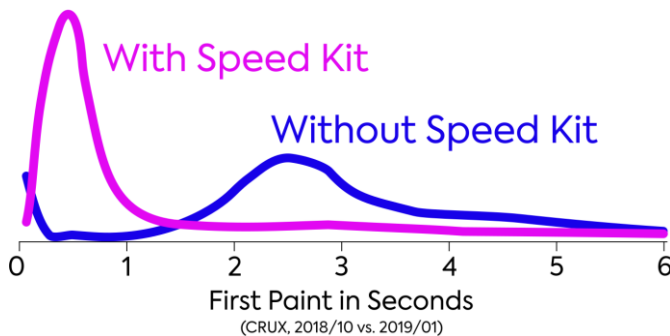
The histogram illustrates the share of users experiencing a given page load time in a month with Speed Kit against a month without Speed Kit: Since lower is better for page loads, it is best to have a huge spike on the left and a flat line to the right. As can be seen in the plot, most users with Speed Kit saw page load times below 1 s compared to 2–4 s for users without Speed Kit.

+ >10 %	3.9x	2 Days
Conversion Rate vs. Control Group	Faster Page Loads With Speed Kit	Overall time for Speed Kit Setup