Challenge

A.W. Niemeyer, or in short awn, is a German vendor of boat and yacht supplies with a long tradition. While the largest part of their business still relies on brick-and-mortar retail stores, they have expanded their online business by running a Shopify shop of a respectable size. During the COVID-19 Crisis of 2020 awn was forced to close all of their retail stores. A well-performing online shop became vital to their success more than ever. Loading times was therefor one of the issues that they needed to improve.

Solution

awn chose Baqend's Speed Kit, which was configured and ready to go live within just a few days and showed an immediate effect on the awn's online shop page speed. It allows caching of dynamic HTML sites, a feat that no other solution on the market is able to achieve. This includes user-personalized content, dynamic pricing or user-specific product recommendations, mechanisms that are indispensable for modern e-commerce of today's age. By speeding up content that traditionally was impossible to accelerate, Speed Kit has an immense impact on the performance of the website.

Double Verification

awn based its final roll-out decision on Real-user monitoring. It showed a substantial uplift for actual customers during an A/B test for all critical performance metrics. Furthermore, the Google UX performance methodology confirms that the awn website yields a significantly better on-site experience.

Time To First Byte (TTFB)

Before: **1715ms**
After: **159ms**

First Contentful Paint (FCP)

Before: **2159ms**
After: **490ms**
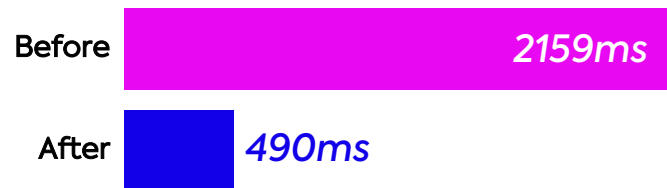
Google Performance Rating

Before: 23% | 36% | 41%
After: 53% | 28% | 18%

■ < 1s   ■ 1 – 2.5s   ■ > 2.5s
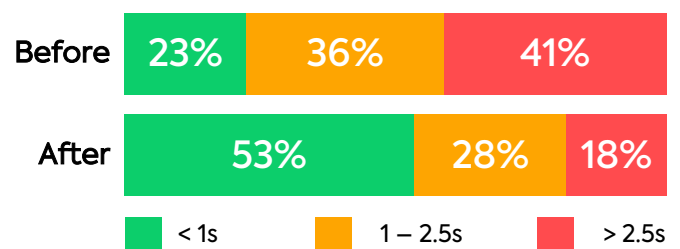
> " Speed Kit accelerated loads on our website by more than **2.5x** and led to a double-digit uplift in conversion rate. After the A/B-Test we reached ROI during the first days in production with our German web shop, so of course we initiated rollout to our other Shopify shop awn24.at.

Ado Nolte
Head of E-Commerce, awn

Results

+ 14.4%
Conversion Rate

+ 7.4 %
Session Length

– 3.5 %
Bounce Rate