Challenge

As one of the early movers of the German online pharmacy market, Besamex has been a state-licensed mail-order pharmacy since 2004. A special focus for Besamex is top-class service for their clients, as well as quality and product safety. Loading speed has been a known issue and strategic target area of improvement, especially considering the impact of site speed on the SEO ranking algorithm by Google [1].

> **Optimizing the performance of our website is quite important for us. Speed Kit offers an easy to use approach that delivered impressive results.**

Torben Berning
Managing Director, besamex.de

Solution

Speed Kit was implemented within just a few days and showed an immediate and noticeable effect on the Besamex shop. Speed Kit optimizes all relevant performance metrics and makes the website faster, more responsive and thus significantly improves the user experience. The achieved performance is a strong foundation for competitiveness, especially in light of the imminent introduction of e-prescriptions.

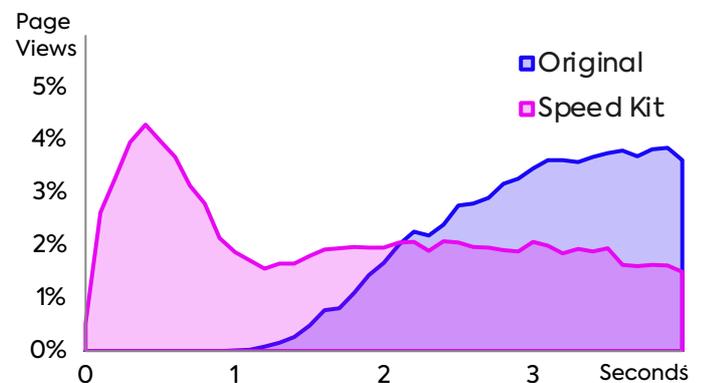## Largest Contentful Paint (LCP)

Verified Results

Since Speed Kit is implemented via a JavaScript tag in the HTML template, the tool can be A/B-tested. Therefore, Baqend was able to show the exact improvement that Speed Kit delivers in all relevant web performance metrics, including the Google Web Vitals like Largest Contentful Paint and First Contentful Paint. The improvements achieved reduce the gap with the performance of e-commerce leaders, which are the benchmark for consumers.
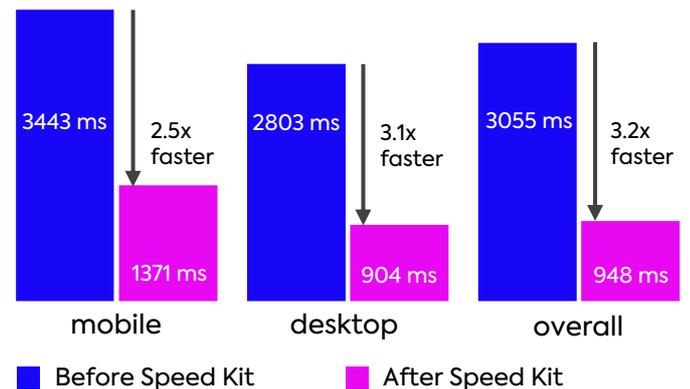
First Contentful Paint (FCP)

mobile — 3443 ms / 2.5x faster / 1371 ms
desktop — 2803 ms / 3.1x faster / 904 ms
overall — 3055 ms / 3.2x faster / 948 ms

■ Before Speed Kit   ■ After Speed Kit

2.9x
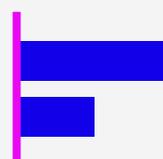Faster site speed with Speed Kit (LCP)

69%
Saved image data through automatic compression

44%
Less frustrating pages in Google ranking (LCP)