

Challenge

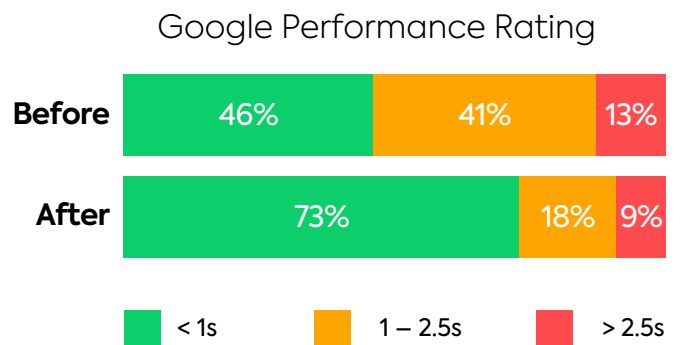
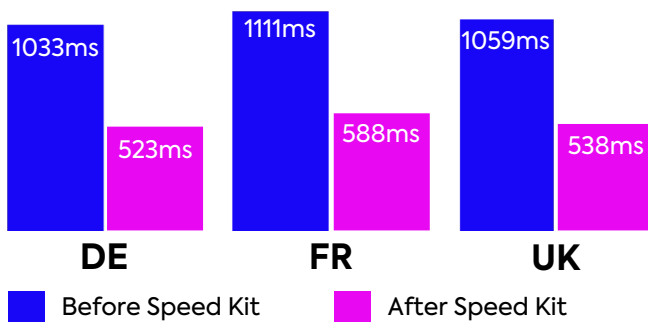
Carhartt Work in Progress has its origins in Europe as a spin-off of the original Carhartt workwear brand from the US. Offering street wear styles to subcultures like skating, graffiti, hip-hop, or BMX, Carhartt WIP has expanded across Europe and beyond. For their online business, it is particularly important to consistently provide a great customer experience, scalable across millions of users of various markets. Page speed was identified to have significant improvement potentials, especially because of its SEO implications.

“**The great thing about Speed Kit is its scalability and fast implementation. We were able to go live within a matter of days and could implement it across our three biggest markets, Germany, France, and the UK, at the same time. The results are impressive, and by now Speed Kit is live on all our major country sites.**”

Marc Lohausen
Head of Ecommerce, Carhartt WIP

A/B Test Results

Showing First Contentful Paint improvements



Implementation

“**We are very satisfied with the onboarding and the technical integration. The cooperation with the Baqend Team was relaxed, yet very goal-oriented and we always felt perfectly supported. The coordination with our platform and implementation partners was excellent.**”

Marion Wittinger
Technical Team Lead, Carhartt WIP

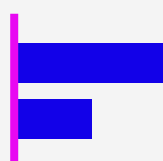
Speed Kit was added to the shop system with two JavaScript files. The digital agency of Carhartt WIP managed the frontend side and configured Speed Kit together with the Baqend team.

After a week Speed Kit was set up, tested, and ready for the pilot. It was then successfully evaluated in an empirical A/B test on real-user data for the three largest country online shops.



1 Week

To Go Live & Deliver Significant Results



1.6X

More Fast Users In Google-Ranking



1.9X

Faster First Paints