

## Challenge

Decathlon is the largest sporting goods retailer in the world, strongly focusing on innovation at every level including the user experience in their online shops. In a thorough performance assessment the Decathlon.de team measured how important the speed of their site was and what the business impact of a faster site would be. Multiple, independent factors like 3rd parties and caching of highly dynamic content were identified as the most relevant performance optimization challenges, which should be tackled without adding to the workload of their IT team.

“ The Baqend team has done an amazing job with Speed Kit and not only accelerated our site by 2.5x, but also been a reliable partner during the result analysis. There is no doubt about the great ROI. They have become a strategic part in our online growth plans.

Florian Bischoff,  
Director E-Commerce, Decathlon Germany

## Solution

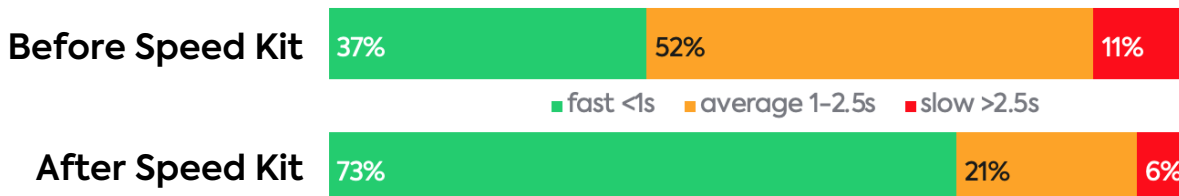
Speed Kit was chosen for decathlon.de as a highly effective performance solution that is quick to implement and optimizes automatically. The focus was to improve the user experience and thereby increase user satisfaction and business results.

## Empirical Validation

The built-in performance split test capabilities of Speed Kit allowed a clean A/B test analysis using

- Speed Kit Real-User Monitoring
- An already existing Real-User Monitoring solution

The Chrome User Experience (CrUX) Report for Decathlon.de independently captured by Google for SEO-ranking showed an **increase of fast page impressions by a factor of 2x:**

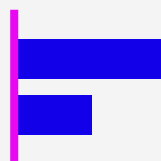


## Results



**2.5X**

Faster First Paints



**2X**

Fast Page Impressions



**2 Weeks**

Until ROI Achieved