Challenge

Orsay is one of Europe's largest fashion retailers with more than 700 retail stores in 34 countries. Aside from their brick and mortar stores, Orsay also successfully runs 10 online shops with more than 25 Million visits per month in their major European markets. With these, Orsay wants to achieve the best possible User Experience, especially in light of the Core Web Vitals initiative by Google[1].
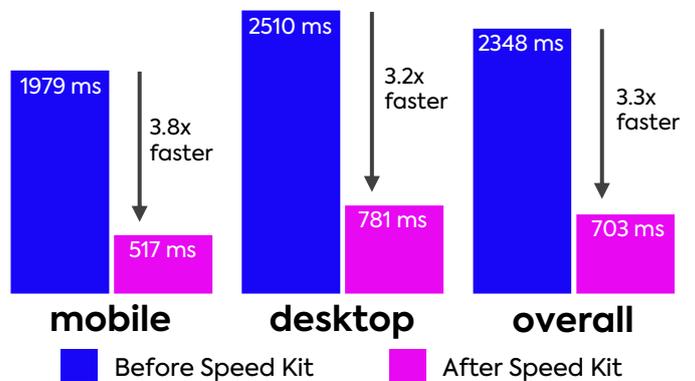
> *The performance improvements delivered by Speed Kit are truly impressive. The websites are loading noticeably quicker. The Baqend team showed great expertise and experience in working with our Salesforce Commerce Cloud system. The scale-up to all of our websites across Europe accelerating millions of users happened flawlessly and without additional efforts.*
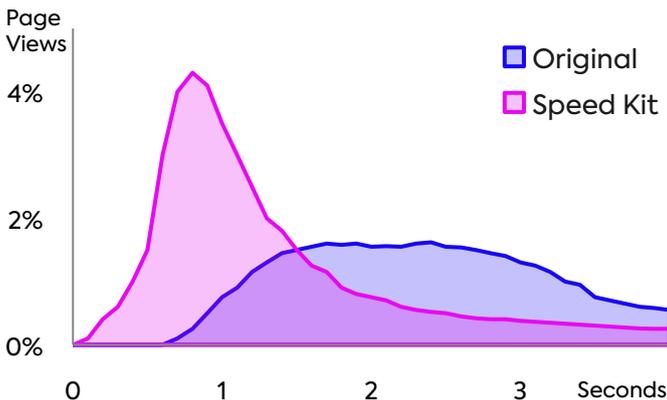
Rudolf Orth
Head of E-Commerce, Orsay

Solution

Speed Kit was easily integrated into the Orsay Salesforce Commerce Cloud stack. To suit the needs of a complex architecture across various European countries the performance engineers at Baqend created a customized configuration of Speed Kit which helped to achieve the maximum performance uplift. The effects of Speed Kit were noticeable from the start and helped Orsay to turn page speed into their competitive advantage.

First Contentful Paint (FCP)

	mobile	desktop	overall
Before Speed Kit	1979 ms	2510 ms	2348 ms
	3.8x faster	3.2x faster	3.3x faster
After Speed Kit	517 ms	781 ms	703 ms

Before Speed Kit   After Speed Kit

Largest Contentful Paint (LCP)
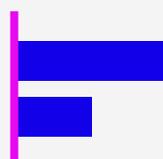Google Core Web Vital

Original
Speed Kit

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. In the case of Orsay the A/B-Test was performed in a number of countries and all of them showed similarly impressive performance improvements, proven with scientific methods and statistical significance.

72%
More fast page views
in Largest Contentful Paint

3.3x
Faster FCP overall,
1645 ms time saved

44%
Less frustrating
Cumulative Layout Shift

1. Read more about Googles initiative for a better web with its implications on SEO & SEA ranking at web.dev/vitals/.