

“**With Speed Kit, we achieved more than 2x faster paints for our mobile users. We particularly like the scientific approach of the team: through A/B tests, we were able to quantify an uplift of several percents across all important KPIs from session length, over average order value to conversion rate.**”

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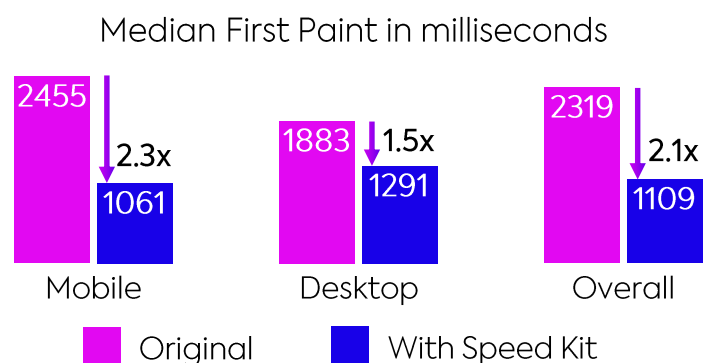
Speed Kit shaves seconds off the page load where other caching approaches are already maxed out. As illustrated in the plot, the first paint with Speed Kit is twice as fast, compared to the original website. This speed boost makes the shopping experience smoother and thereby increases user satisfaction: Google Analytics confirms an uplift in session length, user conversion rate, and other business-critical KPIs.

Challenge

Over the last 19 years, Stylefile has grown from a small German company with only two employees to one of Europe’s largest online stores for sneakers and urban footwear. With over 1 Mio. different products available, Stylefile’s web shop has become huge and technically complex: Not only is the product range evolving continuously to reflect current trends and create new ones, but individual product pages are also in constant flow as stock counters, prices, and other details are updated several times a day. The dynamic nature of Stylefile’s web shop therefore makes it difficult to accelerate and essentially incompatible with traditional caching technology.

Solution

Speed Kit was chosen over a state-of-the-art content delivery network (CDN), because it is the only solution for accelerating an agile web shop such as Stylefile’s: With its unique Dynamic Blocks feature, Speed Kit boosts load times for the dynamic HTML, and not just for static assets like CSS or JavaScript files.



2x

Faster Paints on
Mobile & Desktop



+ 1.9 %

User Conversion
Rate



+ 3.8 %

Average Order
Value