

# Web Performance Management with BI

Faster Business Growth through Speed

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# Make Your Website Load **Instantly**

...and stop **losing** customers.

# Houston, We Have a Problem

Of **3.5 hours** you spend online each day...

...**20 minutes** are wasted waiting for pages to load.

In your life, you will waste **one whole year.**





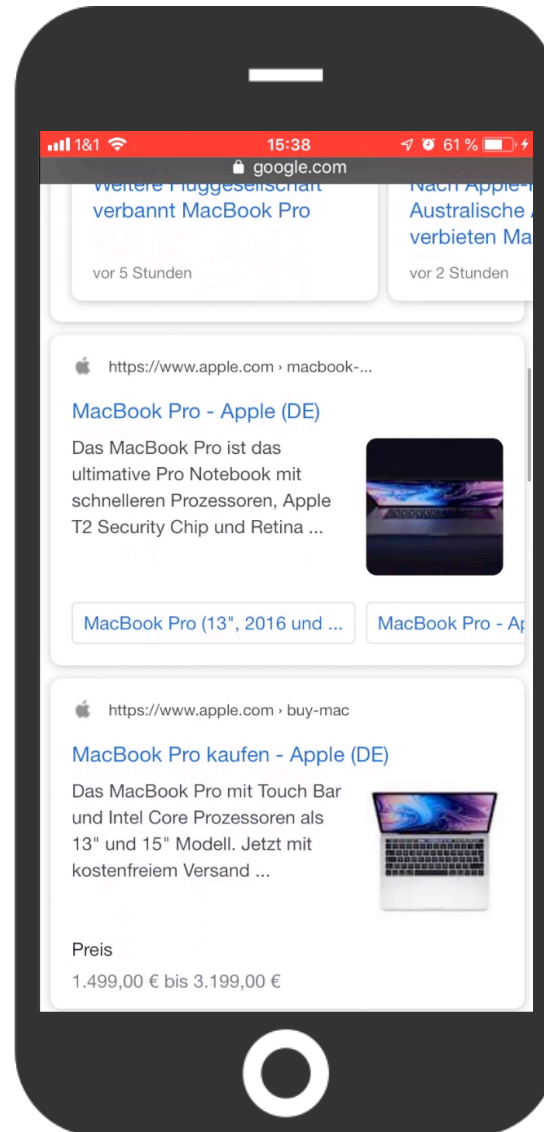
YEARS MONTHS DAYS HOURS MINUTES SECONDS

**195 00 26 04 : 56 : 42**

## Wasted Screen Time per Month

(On The Top-100 Online Shops in Germany)





So What's the **Bottom Line?**

**amazon** published in 2006

**+100 ms** = **-1 %**  
slowdown revenue

*“But we are not amazon!”*

# Reality Delivers Different

## Results

**-400ms**  
first paint

=

**+3%**  
conversion  
rate

**+0.75  $\frac{\%}{100\text{ms}}$**

**+3.2  $\frac{\%}{100\text{ms}}$**

**-300ms**  
first paint

=

**+9.6%**  
conversion  
rate



# Insights

how important is performance for us?

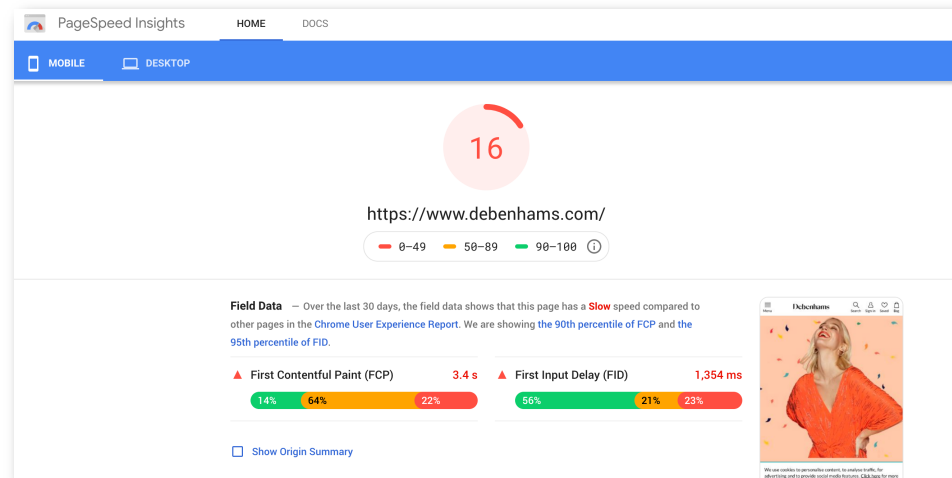
# Actions

how do we get faster?

# How To Get Data

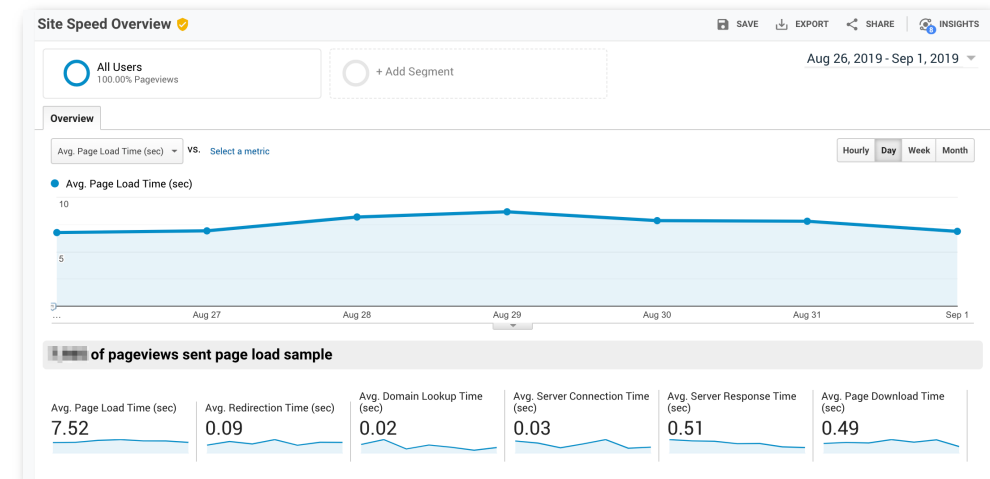
for example

## Google Lighthouse



good, educational  
no business connection

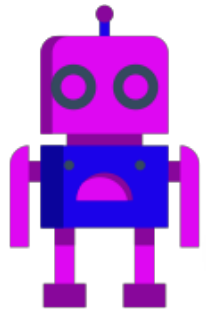
## Google Analytics



only 0.1-1% sample  
bad aggregation

# How To Get **Data**

## Synthetic



### Robots

#### PROS

Very repeatable  
Good

**Very low BI Value !!!**

Large number of results  
Not representative  
No connection to user behavior

## Real User Monitoring

### Real User Interactions

#### PROS

Lots of data  
Data is made/lost

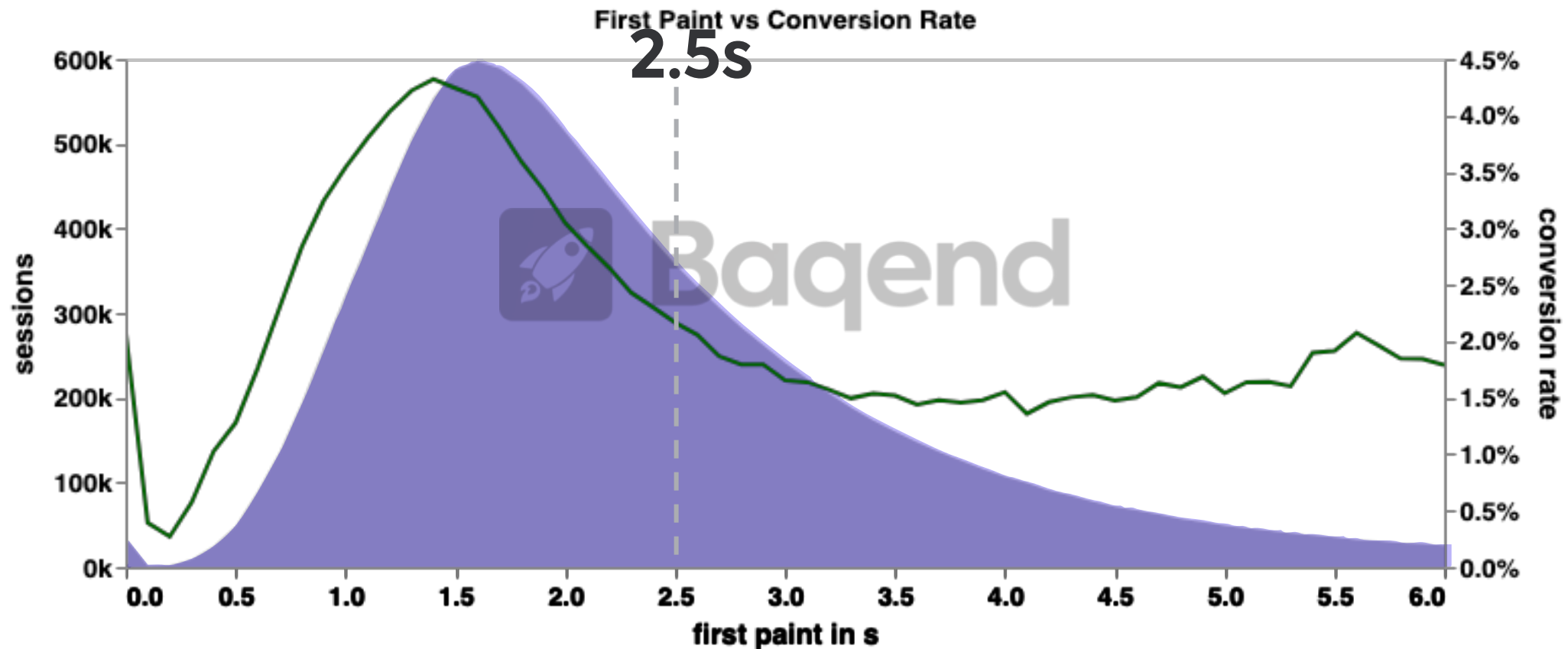
**Best BI input!!!  
(if unsampled)**

Lots of data  
Noisy  
Not all technical details

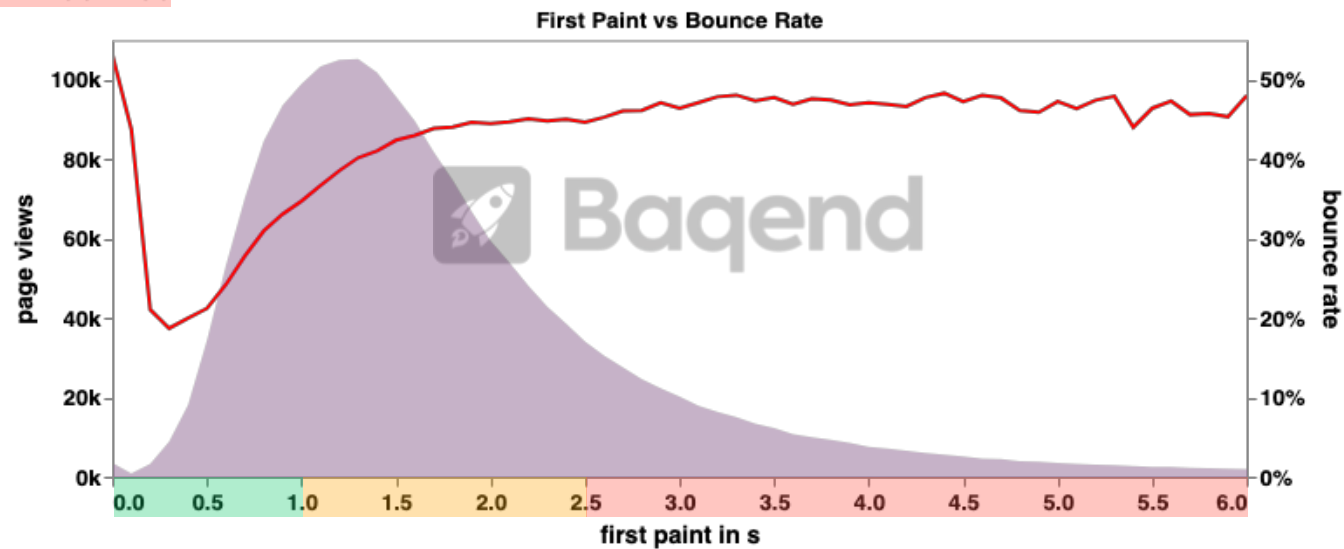
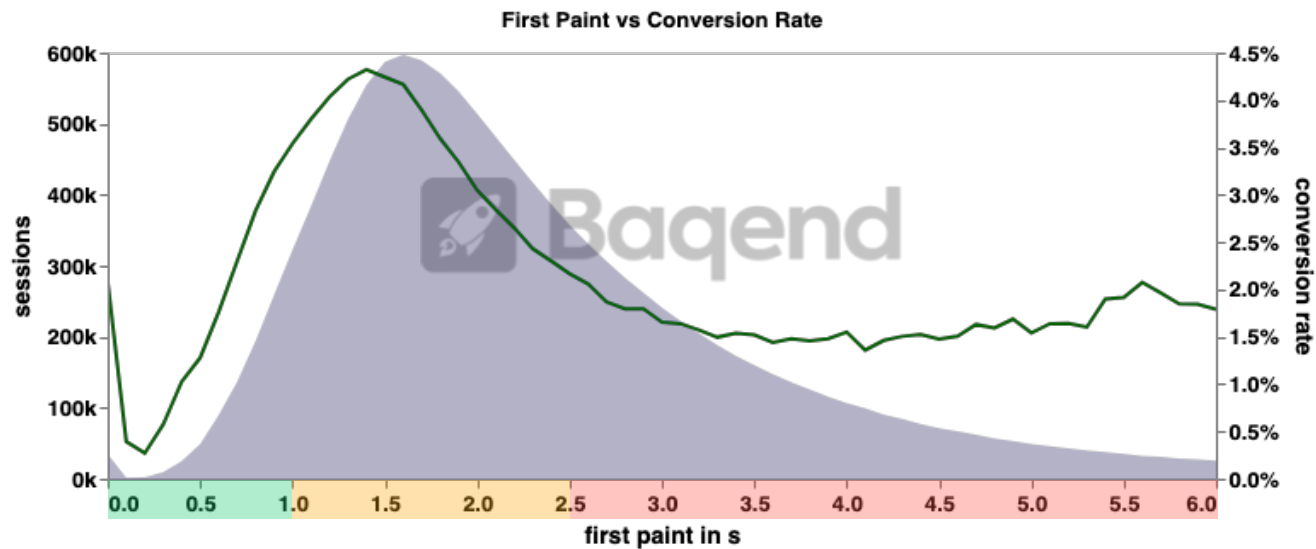




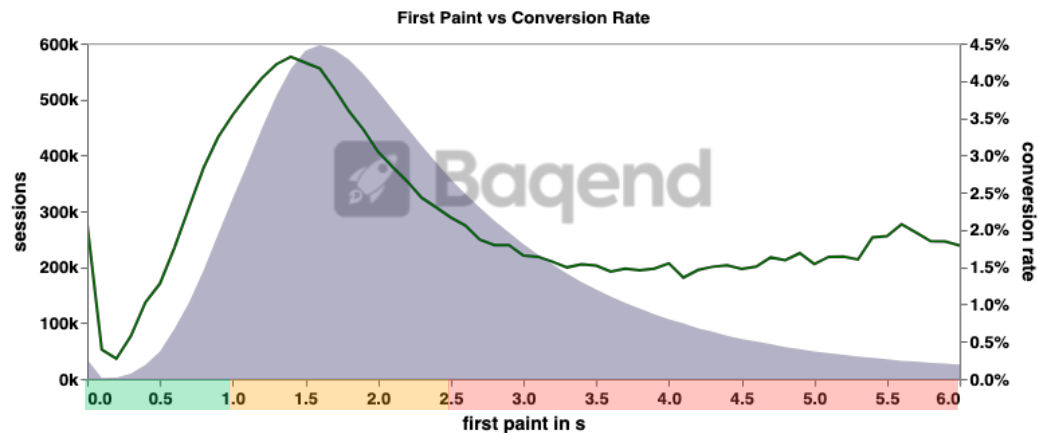
# How to Look at the Correlation



# How to Look at the Correlation



# Ways to Visualize Aggregation



desktop

35%

51%

14%

CR

4.3%

phone

10%

71%

19%

2.8%

tablet

2%

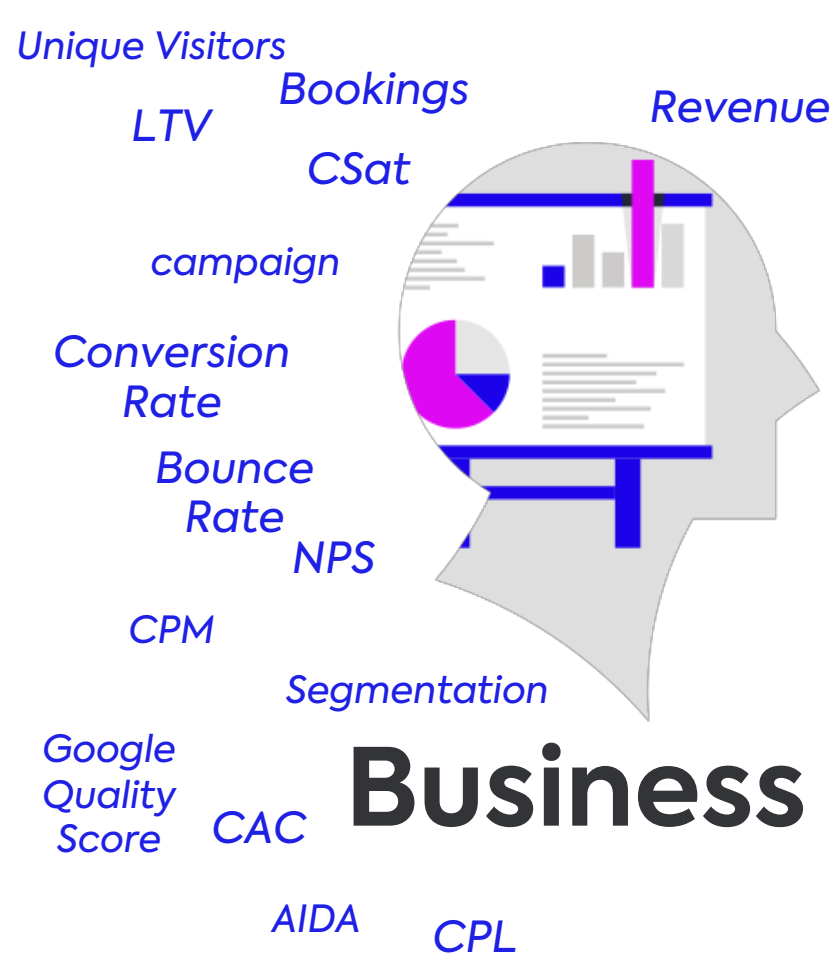
58%

40%

2.3%

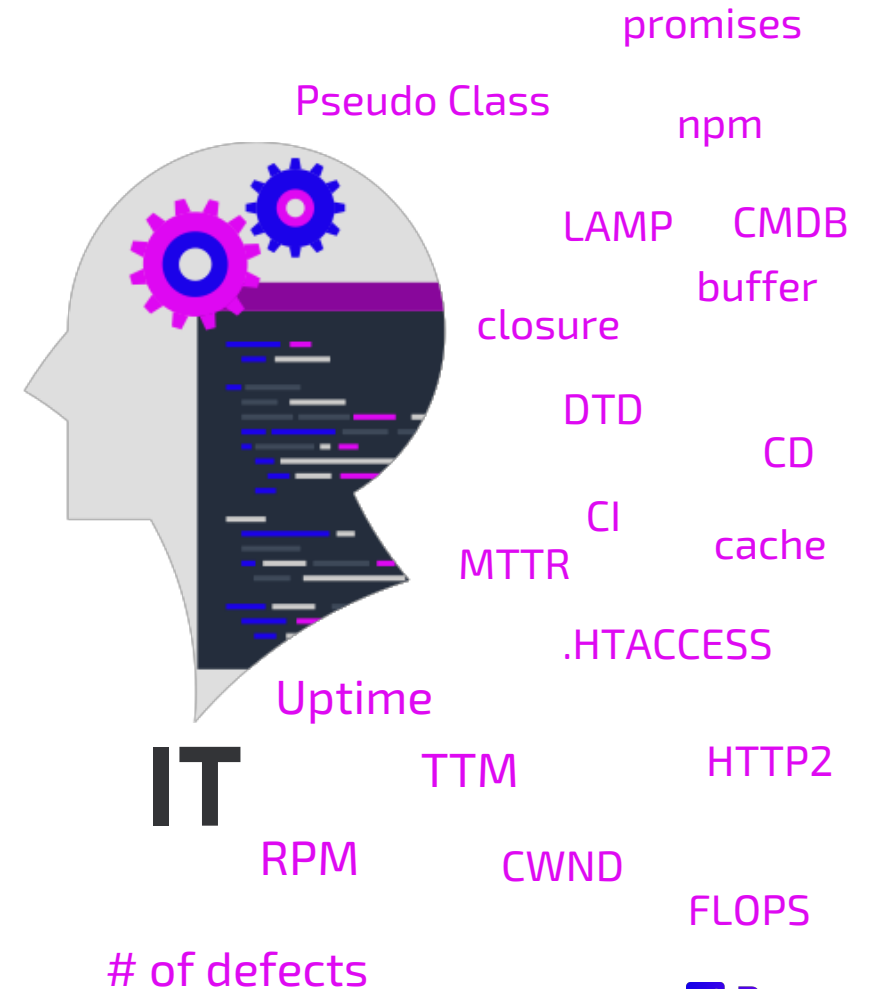


# What are the Challenges?



## Performance

Different view  
Different data  
Different priorities



# What are the Opportunities?

## *Performance*



**Business**

Common definition  
Combined Data  
Impact Analysis  
Joined priorities



**IT**

# Key Requirements for **Performance BI Data**

## Complete

- No sampling
- Business transactions
- Technical & UX timers
- Every user, every session, every device

## Accurate

- No  $\pm 10\%$  vagueness

## Granular

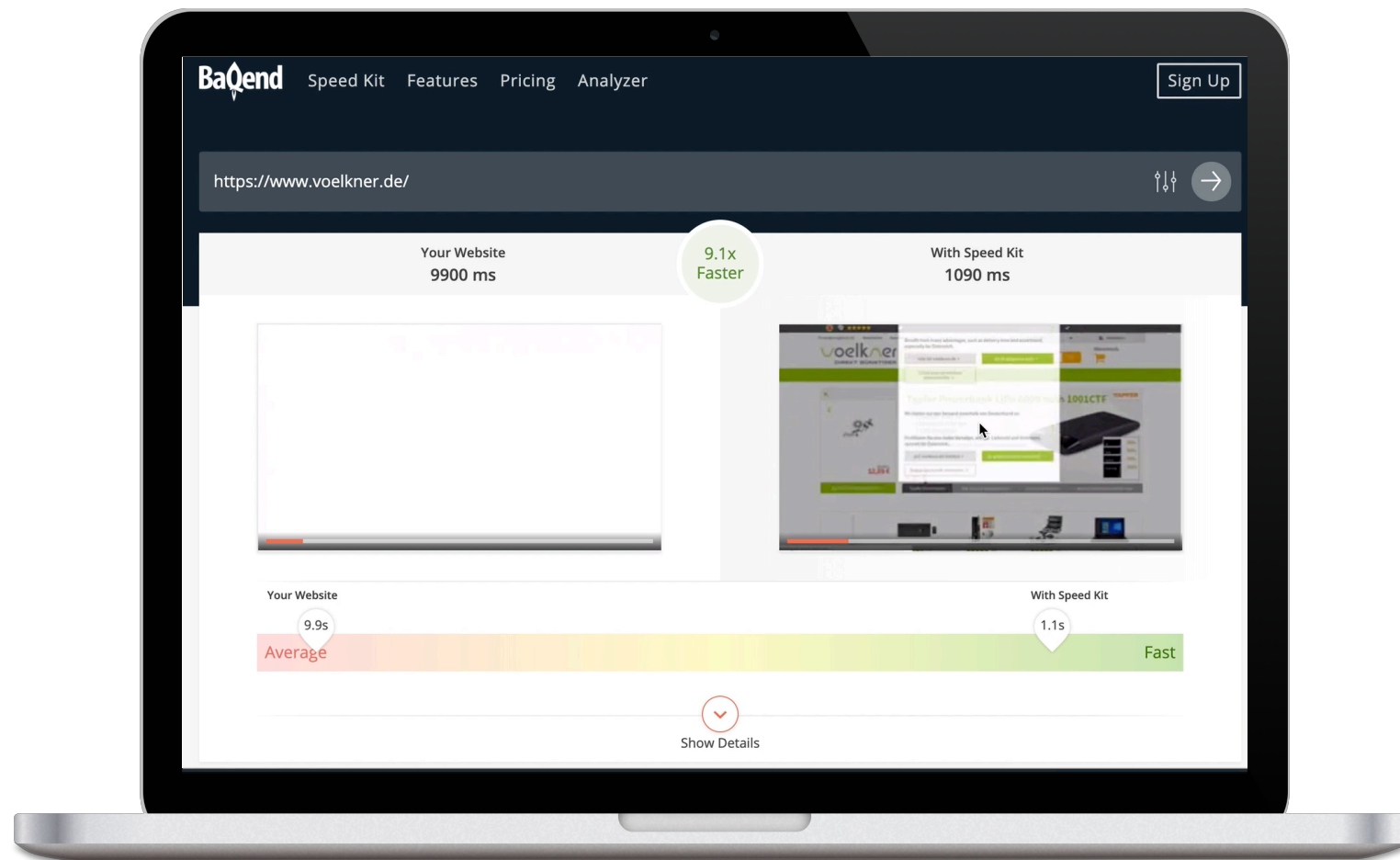
- Work with raw data points not correlated aggregations



# How Do You Get Faster?

...and stop **losing** customers.

# Baqend Speed Kit



[test.speed-kit.com](https://test.speed-kit.com)

# Ready to Load **Instantly?**

## Speed Kit



**1.5 – 4x** page load time improvement on website



**A/B-tested PoC** with quantified performance uplift



**Uplift** in SEO, customer experience, conversions, bounces etc.

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