Web Performance Management with BI
Faster Business Growth through Speed
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minubo
Smart Decisions. Every Day.

Baqend
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.
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 slowdown = -1 % revenue

“But we are not Amazon!”
Reality Delivers Different Results

-400 ms first paint = +3% conversion rate

+0.75 % 100ms

-300 ms first paint = +9.6% conversion rate

+3.2 % 100ms
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 control
Deep technical insights

CONS
Small number of results
Not representative
No connection to user behavior

Real User Monitoring

Real User Interactions
PROS
Lots of data
Where business is made/lost

CONS
Lots of data
Noisy
Not all technical details

Very low BI Value !!!

Best BI input!!! (if unsampled)
How to Look at the Correlation

First Paint vs Conversion Rate

2.5s

sessions vs conversion rate

first paint in s

Baqend
How to Look at the Correlation
Ways to Visualize Aggregation

![Chart showing conversion rate vs first paint time]

<table>
<thead>
<tr>
<th>Device</th>
<th>CR</th>
<th>1st Paint</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>4.3%</td>
<td>51%</td>
<td>14%</td>
</tr>
<tr>
<td>Phone</td>
<td>2.8%</td>
<td>71%</td>
<td>19%</td>
</tr>
<tr>
<td>Tablet</td>
<td>2.3%</td>
<td>58%</td>
<td>40%</td>
</tr>
</tbody>
</table>
What are the Challenges?

**Performance**
- Different view
- Different data
- Different priorities

**Business**
- Unique Visitors
- LTV
- CSat
- Conversion Rate
- Bounce Rate
- NPS
- CPM
- Segmentation
- Google Quality Score
- CAC
- CPL
- Bookings
- Revenue

**IT**
- Uptime
- TTM
- RPM
- CWND
- FLOPS
- # of defects
- promises
- npm
- LAMP
- CMDB
- buffer
- closure
- DTD
- cache
- .HTACCESS
- CI
- CD
- HTTP2
- MTTR
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Different view
Different data
Different priorities

**AIDA**
- Google
- Quality Score

**CPL**
- Google
- Quality Score

**CAC**
- Google
- Quality Score

**LTV**
- Google
- Quality Score

**CSat**
- Google
- Quality Score

**Conversion Rate**
- Google
- Quality Score

**Bounce Rate**
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- Quality Score

**NPS**
- Google
- Quality Score

**CPM**
- Google
- Quality Score

**Segmentation**
- Google
- Quality Score

**Unique Visitors**
- Google
- Quality Score

**Bookings**
- Google
- Quality Score

**Revenue**
- Google
- Quality Score

**Pseudo Class**
- Google
- Quality Score

**HTTP2**
- Google
- Quality Score

**.HTACCESS**
- Google
- Quality Score

**LAMP**
- Google
- Quality Score

**CMDB**
- Google
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**MTTR**
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**FLOPS**
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**# of defects**
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- Quality Score
What are the Opportunities?

Performance

- Common definition
- Combined Data
- Impact Analysis
- Joined priorities

Business

IT
Key Requirements for Performance BI Data

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

**Accurate**
- No ±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
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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