

5 ecommerce metrics you can improve by making your website lean and fast

5.3 seconds



Average page load time for ecommerce websites

<3 seconds



Average speed index recommended by Google on mobile devices

* Data from Wolfgang Digital and Google.

1. The total number of visits

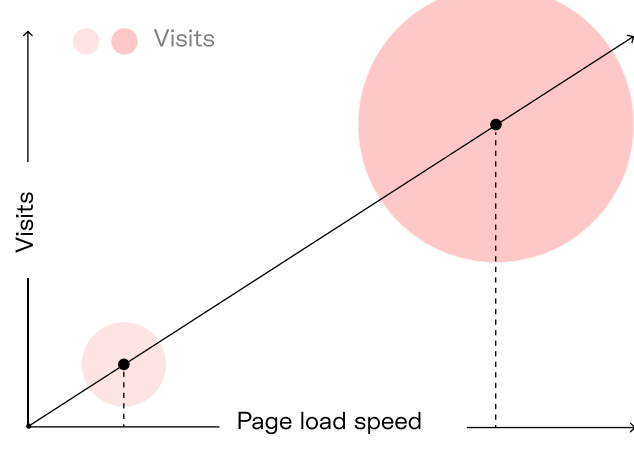
By accelerating your website, you'll ensure higher SEO rankings and get more organic visits from search.

On top of that, fewer visits will end up with a bounce, as low page load speed is one of the reasons people leave without interaction.

Related key metrics:

↓ Customer acquisition cost (CAC)

↑ Return on marketing investment (ROMI)



We're obsessed with speed

Google, introducing site speed as a factor in their search ranking algorithms back in 2010.

Core Web Vitals or CWVs — new page experience factors in Google search rankings, planned to roll out in May 2021.

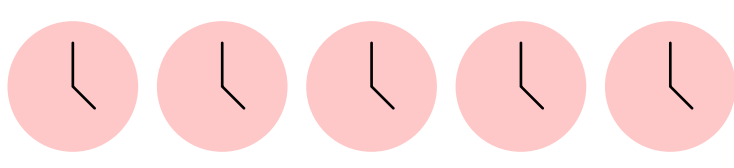
Bounce rate benchmarks for ecommerce:

>20% — superb

20-45% — average

>45% — alarming

As mobile page load time goes from:



1s to 3s the probability of bounce increases by 32%

1s to 5s the probability of bounce increases by 90%

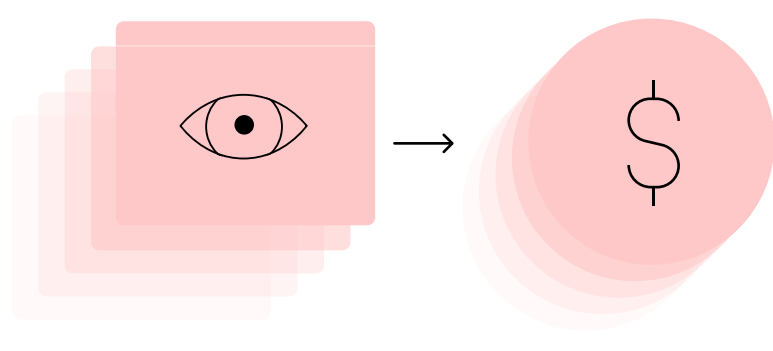
1s to 6s the probability of bounce increases by 106%

1s to 10s the probability of bounce increases by 123%

* Data from SimilarWeb, Google and Customedialabs.

2. Pages viewed per shopping session

The faster your website is, the more product pages people browse throughout a visit, and the more likely they are to buy.



Related key metrics:

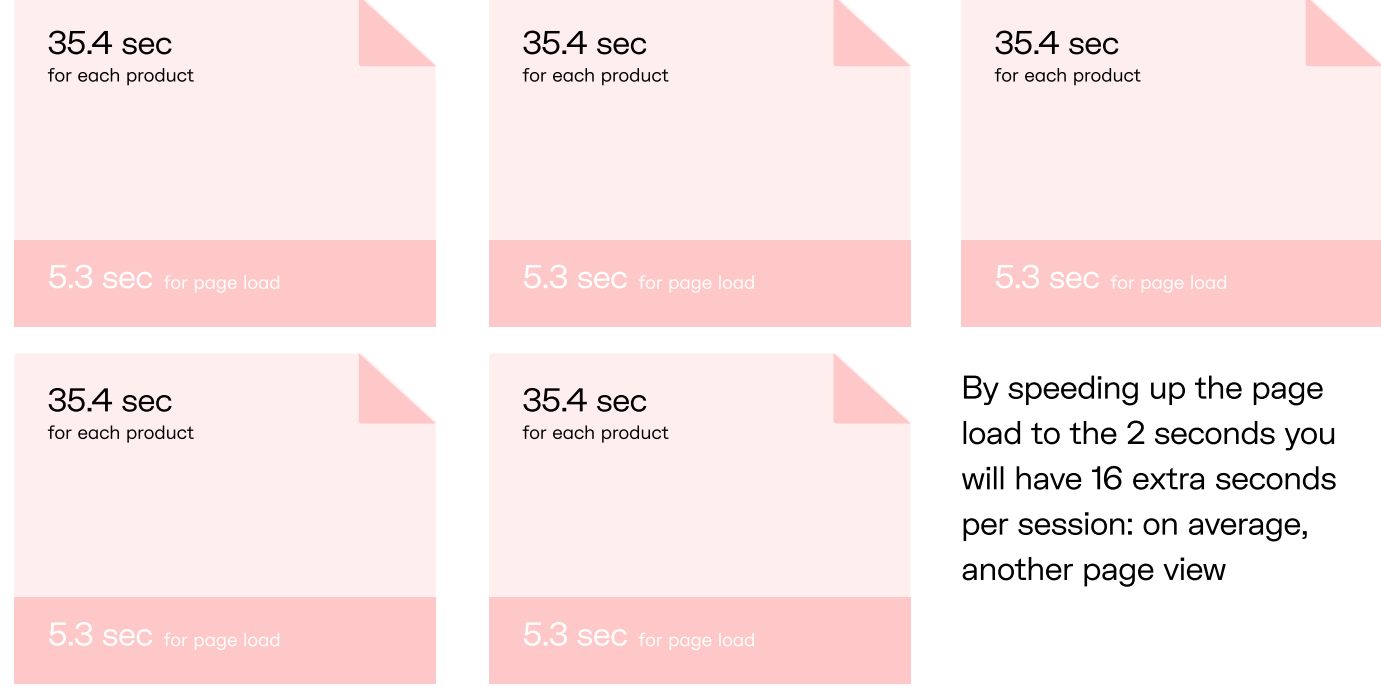
↑ Average basket value (ABV)

↑ Average units per basket (AUB)

↑ Total orders

Average session duration for retail: **2 m 57**

Average number of pages per session: **5**



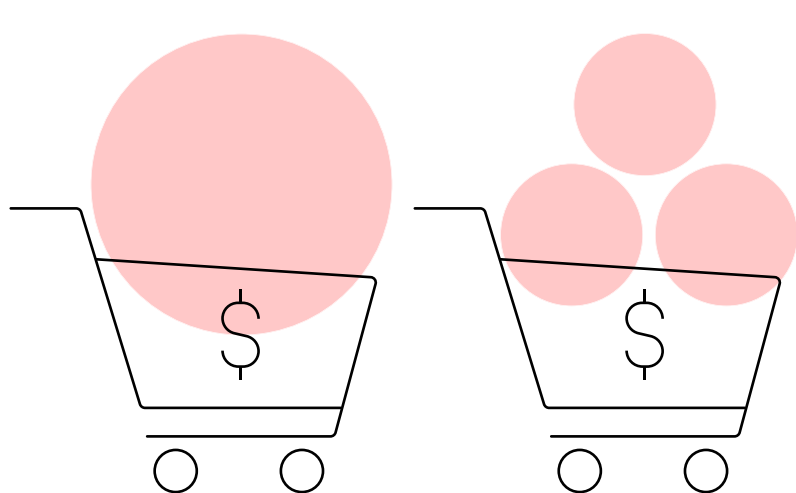
3. Ecommerce conversion rate

By adapting media to the individual's context and delivering it in no time, you improve customer experience and tilt the odds the person will finally make a purchase.

Related key metrics:

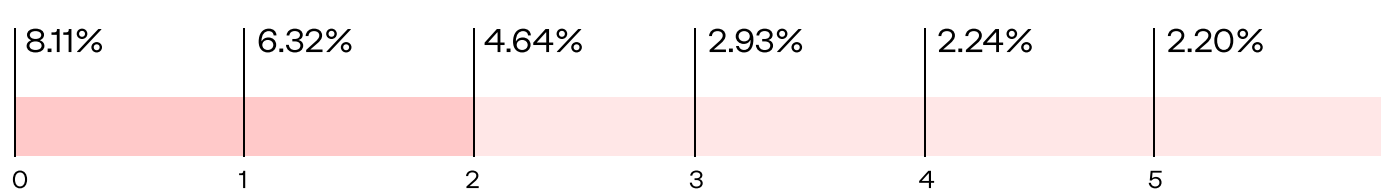
↑ ROI

↑ Revenue



The highest ecommerce CRs occur between **0 and 2** seconds

1.9% — average conversion rate (CR) in ecommerce



Page load speed (seconds) / CR

5^x is the difference in revenues between the best and the worst performing ecommerce websites

* Data from Wolfgang Digital and Portent.

4. Active customers

Make sure your website performs like a rocket even during seasonal traffic spikes, and your customers won't have a reason to go to your competitors.

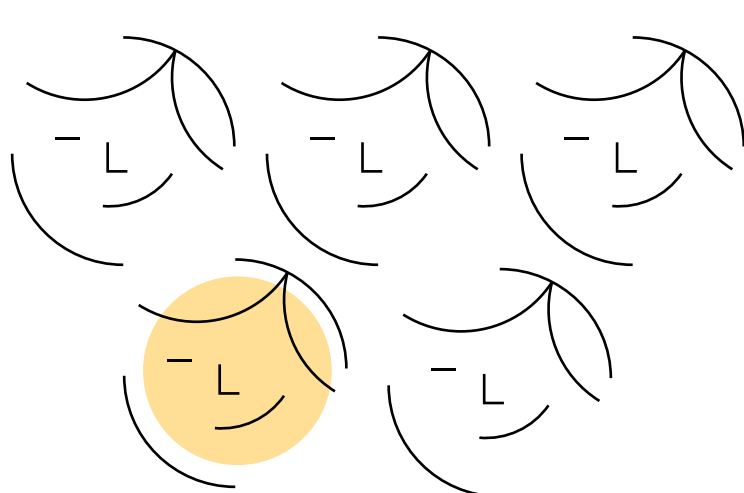
Related key metrics:

↑ Repeat purchase

↑ Average order frequency

↑ CLTV

↑ NPS



Amazon active customers:
300 million active accounts
150 million Prime members

Average spend per year by Amazon Prime members:

\$1,300

Reasons for US internet users to shop on Amazon:

1 Fast, free shipping

2 Broad selection

3 I am a Prime member

4 Best pricing

5 Easy returns process

6 Best digital shopping experience

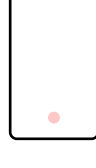
* Data from Amazon and Statista

5. Technology costs

By making your website lightweight, you don't only improve the speed, but also cut operating tech costs related to traffic and storage.

Related key metrics:

↑ Operating profit



500KB

Google's benchmark for the total size of a mobile web page

*25% of pages could save more than 250KB

*10% of pages could save more than 1MB

Product page structure

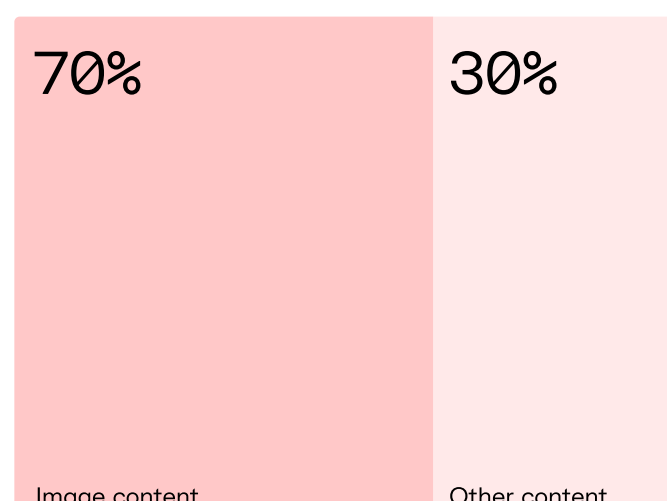
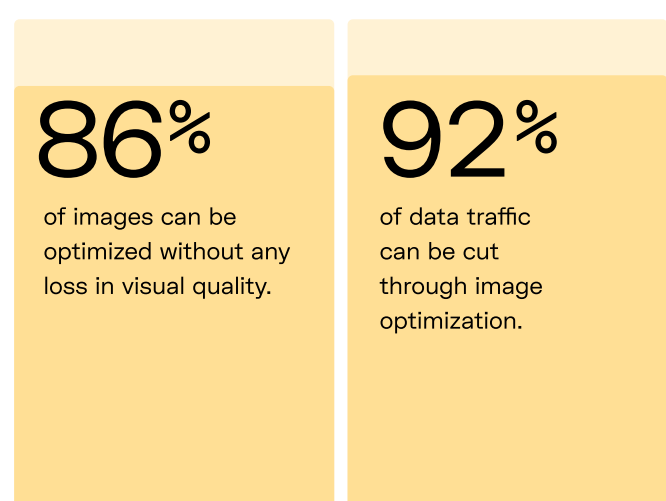


Image compression is a low-hanging fruit of web optimization:



* Data from Google.

Graphics by Uploadcare, a complete media pipeline that helps to upload, optimize, adapt and deliver content on the fly.