How to elevate customer experience online
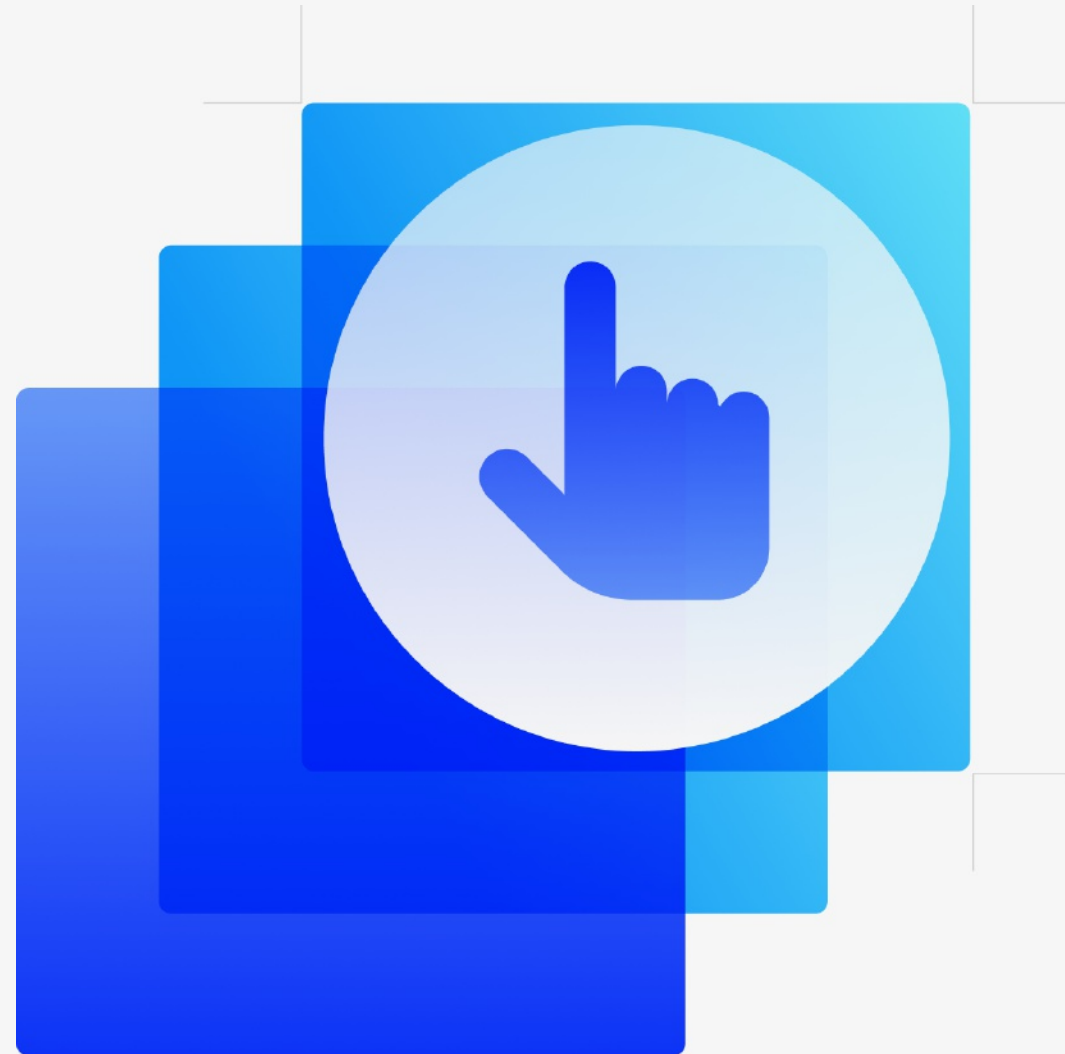
Ebook by Uploadcare 🟡

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Customer experience is key

What is the top-rated driver for commercial success?

Today, we are experiencing a darting digitalization of business workflows and personal streams of life.

The primary driver of succeeding in the digital landscape is structuring the random data surrounding us everywhere and delivering the future in new and personalized ways.

IDC predicts that the Global Datasphere will grow from 33 ZB in 2018 to 175 ZB by 2025*. So, the modern company has to proactively work on serving more customers, staying ahead of the data consumption curve.

In this ebook, you will learn about the leading-edge technology to streamline your conversion funnel.

In a recent Frost & Sullivan survey, 85% of the business decision makers stated "improving customer experience" as the top-rated driver for commercial success.

The focus is clear as return on investment for technology spending is increasingly measured by the true value it adds to the business.

Business Drivers Influencing Entreprise Digital Transformation Initiatives. Frost & Sullivan, 2019

85%	Improve customer experience
81%	Maintaining compliance
81%	Improve business productivity
78%	Increase operational efficiency
68%	Enhance competitive edge
62%	Faster time-to-market
57%	Optimize IT resources
55%	Lower tech costs

How to unlock better customer experience?

Improving customer experience is about removing hurdles in your customer journey. While most of them vary across business specifics, website performance is a common issue. The best way to measure it right is Google's Performance score.

It is included in Google Lighthouse, a comprehensive tool incorporating Performance, PWA, Accessibility, Best Practices, and SEO audits.

## Accelerating websites naturally enhances the user experience, instantly.

While Performance Score is a synthetic metric, the real-world one is page-load time. The recent studies performed by Pingdom and Section.io identify that, simply put, the faster your site is, the smoother the user experience, healthier pageviews and conversion rates.

## Optimizing for performance is more efficient than optimizing for SEO.

In turn, our web performance research of the world's top500 sites uncovered that while the average Lighthouse SEO score is 93, the Performance score is just about 48. That's a perfect area for getting competitve edge.

Another point that we derived was about image optimization having a significant share in overall web performance improvement.

Thus, when you optimize images, you get better web performance and instantly improve the customer experience.
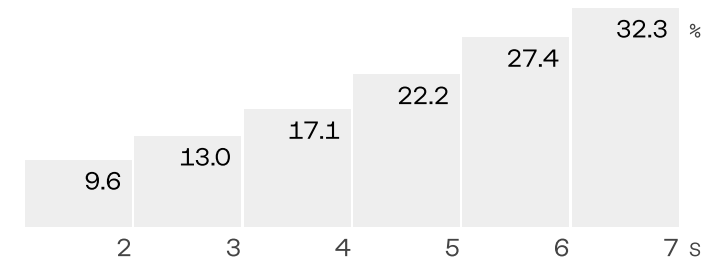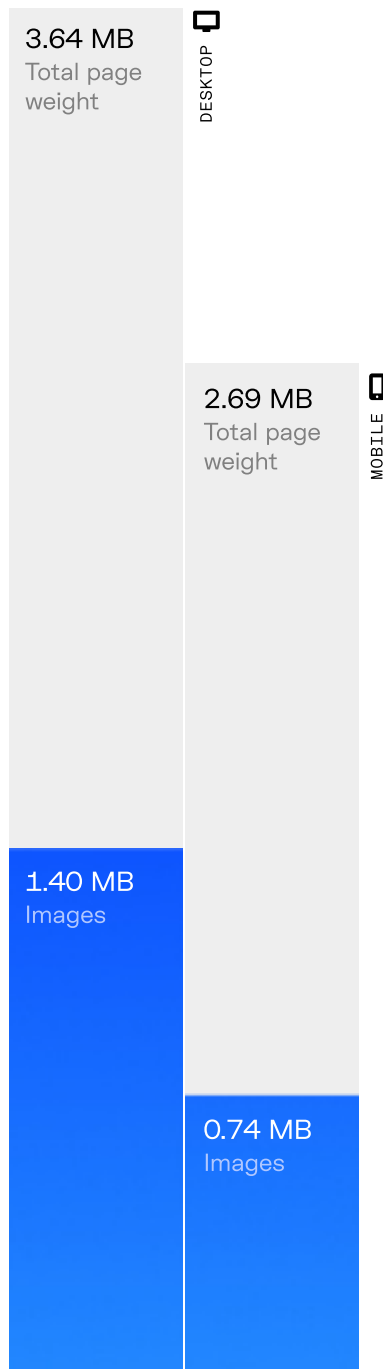

Bounce rate by page speed, Section.io
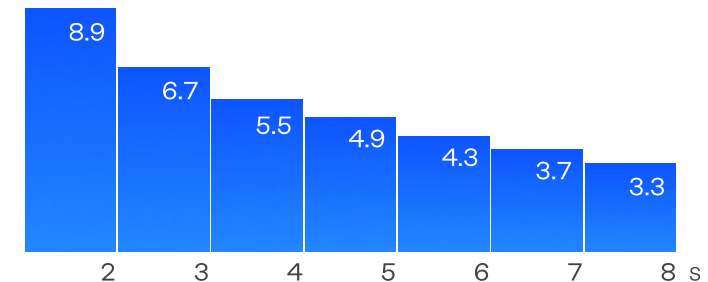
Number of pages viewed by page speed, Section.io

2

Image optimization, low-hanging fruit in web performance

For a top-performing online business, images take up 38.5% of total page weight

3.64 MB
Total page weight

2.69 MB
Total page weight

1.40 MB
Images

0.74 MB
Images

Main page weight breakdown. Average numbers based on the top 500 websites sample.

Image content statistics averaged for top 500 sites

Image count
43 desktop, 23 mobile

Page weight
3.64 MB desktop, 2.69 MB mobile

Image content weight
1.40 / 0.74 MB per page
33 / 32 KB per image

Page load time
7.6 s on broadband (10Mb/s)
13.92 s on slow 4G (1.5 Mb/s)

Lighthouse Performance Score
64 desktop, 48 mobile

Image issues breakdown averaged for top 500 sites

60%
do not implement next-generation image formats
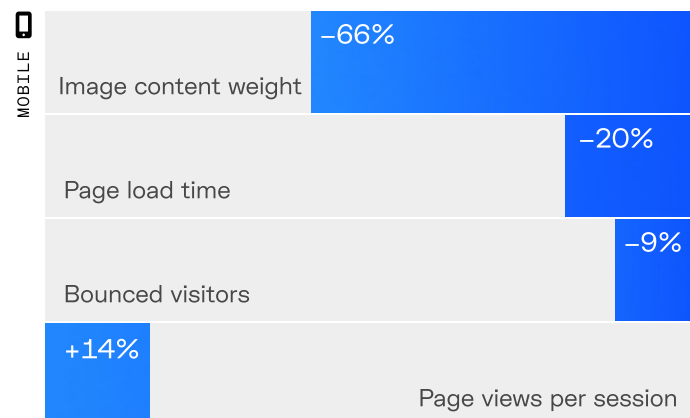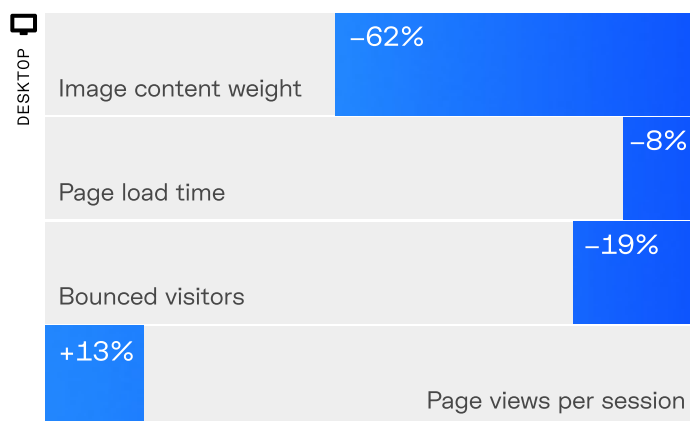
34%
do not compress images sufficiently

57%
have either poor or no responsive images experience

29%
provide no lazy-loading expirience

How image optimization boosts your page loads

Image content weight	−62%
Page load time	−8%
Bounced visitors	−19%
Page views per session	+13%

Image content weight	−66%
Page load time	−20%
Bounced visitors	−9%
Page views per session	+14%

Avg. potential savings due to image optimization

How can we achieve faster page loads with image optimization? Savvy businesses take the following steps:

● They use next-generation formats to save 25-34% in image size.

● They adjust image sizes and compress images. It saves about 34%.

● They implement responsive images to serve better mobile experiences.

● They use the lazy loading method to further enhance the customer experience by rendering only the images one scrolled to.

So, the essential formula for optimizing images is about:

● Format adjustments

● Quality adjustments

● Implementing responsive images

● Implementing lazy loading

To further improve the customer experience, you would want to ensure serving optimized images no matter the user location: make use of a Content Delivery Network (CDN). The existing solutions include traditional CDNs and Image CDNs built specifically for serving optimized image content, such as Akamai Image Manager, cdn77, Sirv, Imgix, Cloudinary or other tools listed by Google.

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Adaptive delivery as optimization on autopilot


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<img data-blink-src="picture.jpg"/>
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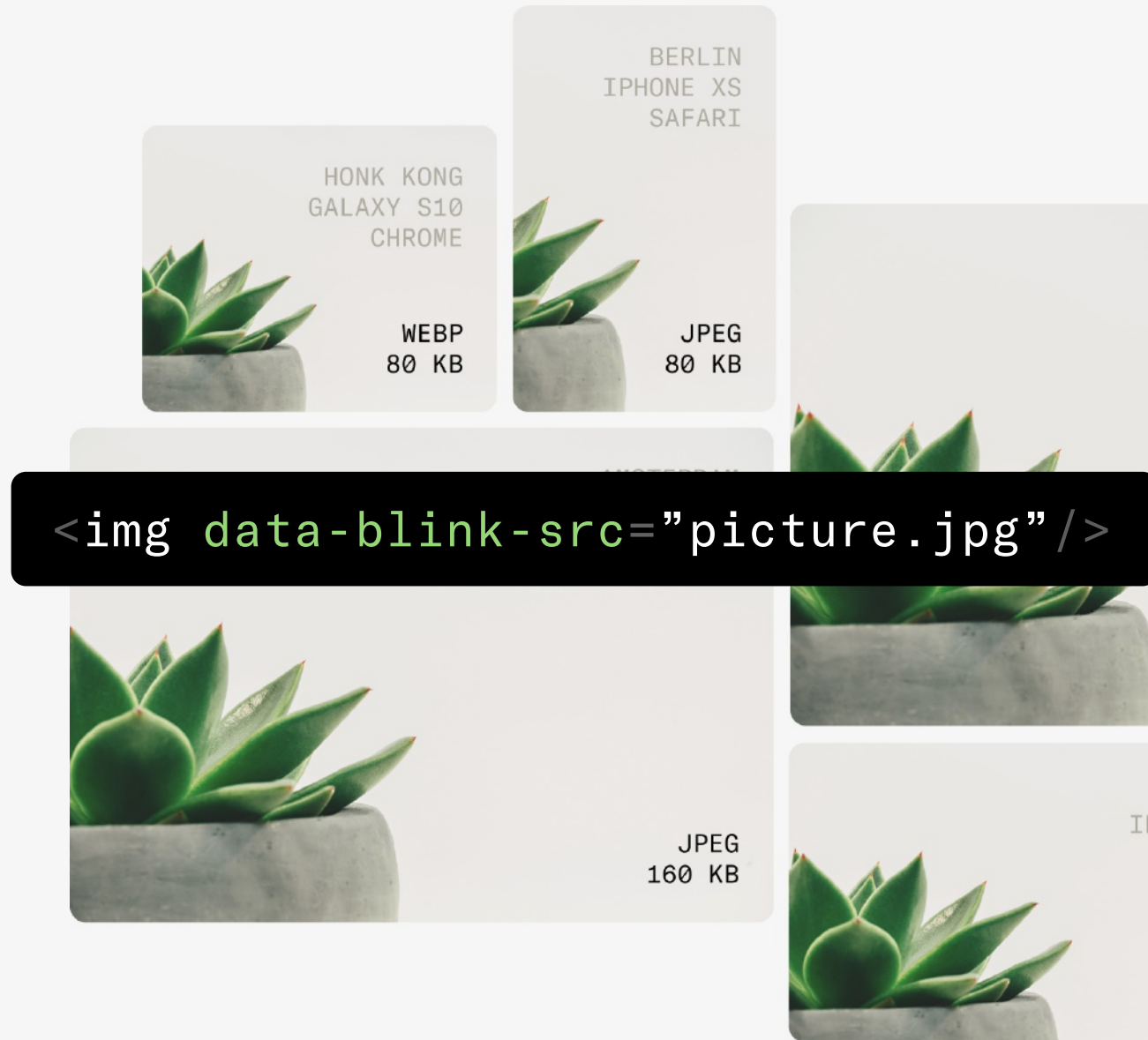
A better way to serve images on any website

Adaptive delivery is a full-stack technology powered by Uploadcare. Adaptive delivery analyzes user context including location, bandwidth, device and browser type and automatically adjusts image formats and quality levels.

On top of that, Adaptive delivery instantly adds responsiveness and lazy-loading for a website with any popular stack of technologies. The solution is built with

developer experience in mind and also cuts off any maintenance of the code related to images.

Moreover, it comes served from an end-to-end cloud platform including an advanced CDN API and a highly optimized JavaScript plugin to handle media.

Lazy loading
Renders only the images one would have scrolled to

Smart compression
Optimizes image quality on the fly

Responsiveness
Automatically adapts images to fit the device and browser type
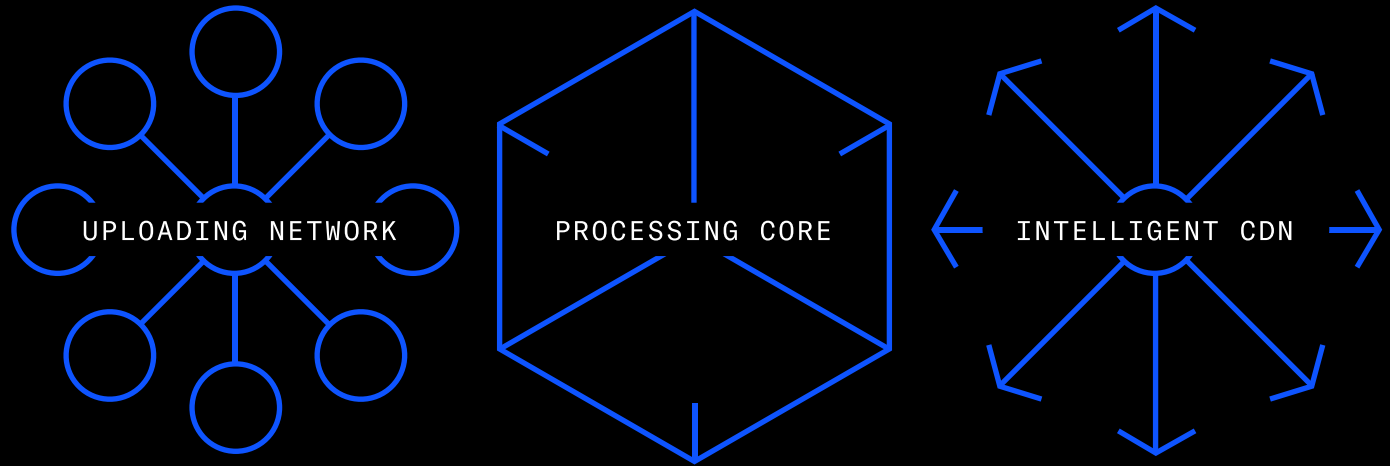
Retina support
Serves high resolution images for high-density screens

WebP support
Serves modern WebP images

Better customer experience achieved? High time to scale it.

UPLOADING NETWORK — PROCESSING CORE — INTELLIGENT CDN

A single-shot success hardly helps your revenues. To streamline the ongoing customer experience, make use of a full-blown infrastructure.

Uploadcare's end-to-end cloud platform collects content from your users, stores it, and delivers it at maximum speed.

The platform implements a network of intelligence nodes that understand user contexts and orchestrate content. The content delivery is carried out via the Bi-Directional CDN© technology which is 8.9x faster than traditional CDNs.

It automatically enhances media, and ensures their secure and adaptive delivery according to user contexts.
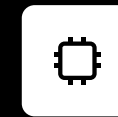
240,000
acceleration nodes

72
Tbps

99,99%
uptime SLA

4

Ensure using a ROI-positive technology

652% ROI by implementing Adaptive delivery

An ecommerce site having from 69K to 86K average monthly visits can gain +7.83% in revenue (or 652% ROI; spending about $1 000) by implementing the Adaptive delivery technology.

Data sources

1. **Similarweb**, statistics for the top 10,000 ecommerce websites: average monthly visits, averages pages per session, average pageviews.

2. **Uploadcare** study on web performance, statistics on the average number of

images per page and their respective total weight for top 500 sites according to **Alexa**.

3. Ecommerce unit-economy averaged for the US geography.

✅ **62% savings in image weight**

Ecommerce sites tend to be heavy on image content: 41.21 / 23.72 images per page on Desktop and Mobile, respectively, with approx. 37KB per image resulting in ~1.4MB image size per page on average.

✅ **35.38% / 91.72% increase in pageviews per session**

(Desktop / Mobile)

For the niche, pageviews per session is a direct metric of user engagement and thus UX: smaller image size triggers faster page loads, which, in turn, increase the number of pageviews per session.

✅ **Higher conversion rate of "Visitor → First Purchase"**

Higher pageviews metric increases the probability of purchase, thus increasing the "Visitor → First Purchase" conversion rate along with other ecommerce unit-economy metrics.

✅ **Higher Performance score and better rankings**

Accelerating page loads with proper image optimization leads to a 33-point higher Performance score and better rankings.

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LA Phil

universe

L'ORÉAL

TOTANGO

stackshare

Paperless
POST

BRITISH
COUNCIL

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Get competitive edge with Uploadcare

Instamag

"We need to gather more data, but since we integrated Uploadare and started to gather intel, our customers who uploaded at least 24+ photos using it, made orders with a check nearly 2x higher than others. And we haven't connected the uploader to social media sources yet."

Pavel Bykov, Founder