



# Why you must invest in **web performance**



## INCREASE YOUR REVENUE

Fast sites have higher conversion and retention, resulting in more revenue.

## GAIN NEW AUDIENCES

Better performance decreases barriers to entry and increases customer loyalty.

## RANK HIGHER IN SEARCH

Sites that meet Core Web Vitals speed goals are not penalised in search ranking.

## BEAT YOUR COMPETITORS

Gain a competitive advantage by providing fast and delightful user experience.

**65%**

of sites **do not load** critical content fast enough. [\(1\)](#)

## Poor performance means **less growth**

## Customers **expect** sites to be fast

**20%**

decrease in conversion caused by a one second delay in loading. [\(2\)](#)

**70%**

admit that page speed impacts their willingness to buy. [\(5\)](#)

**76%**

likelihood of giving up on a page when Core Web Vitals values aren't met. [\(3\)](#)

**83%**

say the experience is as critical as products & services offered. [\(6\)](#)

**4%**

average conversion drop with each additional second of load time. [\(4\)](#)

**49%**

expect sites they visit to load in less than 2 seconds. [\(7\)](#)

## Speed has **tangible impact**

Companies that invest in boosting page loads and perceived speed report higher engagement and earnings.

 **vodafone**

8% rise in sales. [\(8\)](#)

 **yelp**

15% rise in conversion. [\(9\)](#)

 **Pinterest**

15% rise in SEO traffic. [\(10\)](#)

 **YAHOO! JAPAN**

15% rise in page views per session. [\(11\)](#)

 **Mobify**

\$530,000 rise in average annual revenue. [\(12\)](#)

 **FT FINANCIAL TIMES**

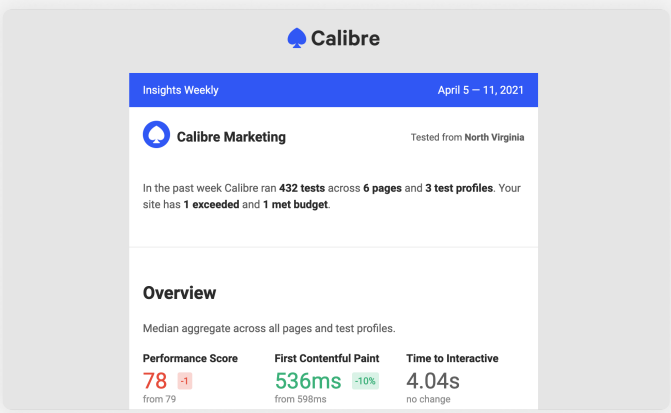
30% rise in viewer engagement. [\(13\)](#)

## Improve your site speed **today**

Calibre helps your team understand and increase web performance with accessible and trustworthy reporting.

### UNDERSTAND YOUR SPEED

Receive automatic reports with transparent information about your site speed.



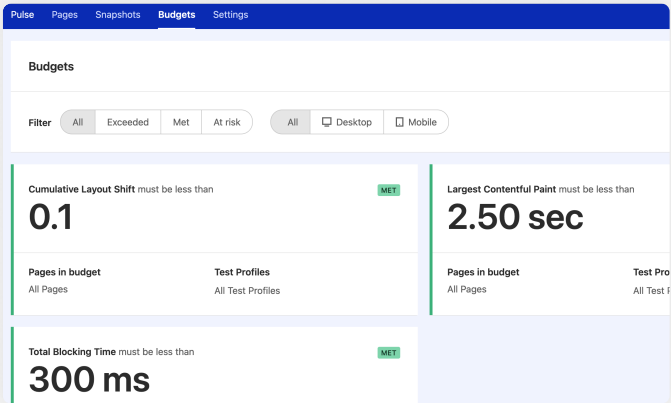
Pulse Pages Snapshots Budgets Settings			
Pages			
Filter All Desktop Mobile			
PAGE	TEST PROFILE	LARGEST CONTENTFUL PAINT ?	
Docs Page	Desktop w/Cable connection	409 ms	
Pricing	Desktop w/Cable connection	572 ms	
Home	Desktop w/Cable connection	584 ms	
Docs	Desktop w/Cable connection	674 ms	

### FIND SLOW PAGES EASILY

Clearly see how your different areas of your site perform and make critical improvements.

### MEET YOUR SPEED GOALS

Set goals with performance budgets and be notified when you meet or break them.



All-in-one monitoring platform to make your sites fast.

[calibreapp.com](https://calibreapp.com)

#### Resources:

- [1. Chrome User Experience Report](#) (HTTP Archive)
- [2. Milliseconds earn millions](#) (Think with Google)
- [3. The Science Behind Web Vitals](#) (Chromium)
- [4. Site Speed is \(Still\) Impacting Your Conversion Rate](#) (Portent)
- [5. Think Fast: The Page Speed](#) (Unbounce)
- [6. Milliseconds make Millions](#) (Deloitte)
- [7. Performance Matters: Key Consumer Insights](#) (Akamai)
- [8. A 31% improvement in LCP increased sales by 8%](#) (web.dev)
- [9. Boosting user conversion with UX performance wins](#) (Yelp)
- [10. Driving user growth with performance improvements](#) (Pinterest)
- [11. How CLS optimizations increased Yahoo! JAPAN News's page views per session by 15%](#) (web.dev)
- [12. Web Performance Market](#) (Research and Markets)
- [13. Financial Times Hopes Speedy New Website Will Boost Subscribers](#) (The Wall Street Journal)