

# REVENUE:

CURRENT VS. POTENTIAL

**CASE  
STUDY**



**Blue Triangle**  
Technologies

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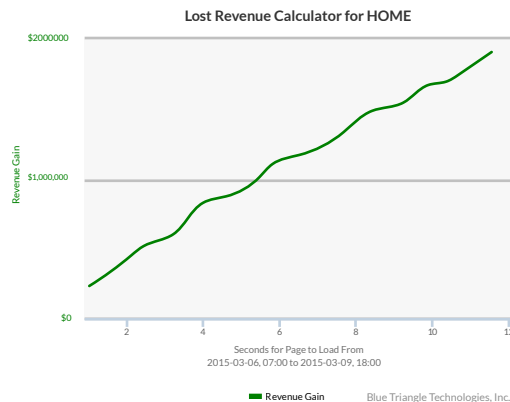
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# Problem: Lost Revenue Tied Directly to Page Load Speed

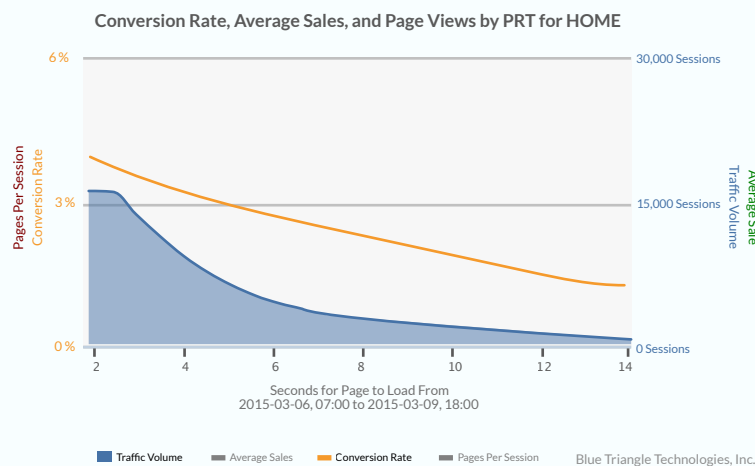
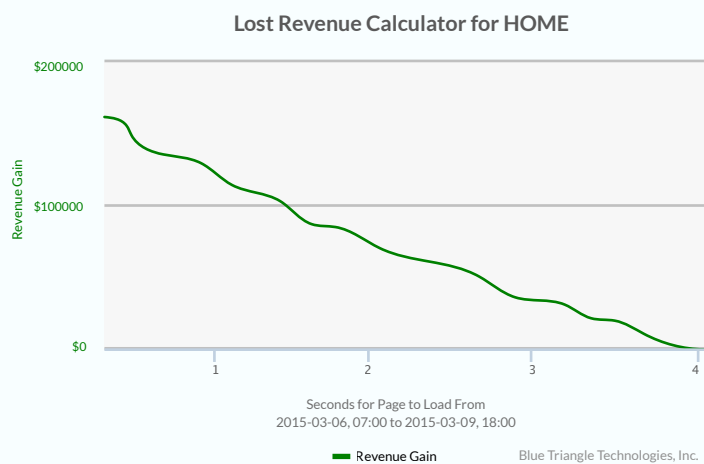
Results reflecting the user experience & conversion rate correlation based on end user behavior, and the way users reacted to the page speeds the site lost roughly \$133,612 per week, from slowness on the home page.

Home Page Revenue Calculator: Speeding up the home page so that all users in the US have a 1 second or faster experience on the home page would have netted the site an additional \$133,612 per week.



The site failed to realize a great deal of revenue during the monitored time frame. Conversion Rate was 4.2% for users having a home page experience of 2 seconds or faster but then dropped down to 2.5% for users with a 4 seconds or slower home page load experience.

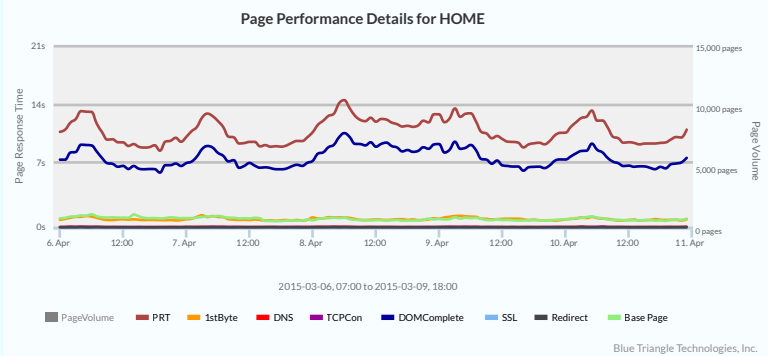
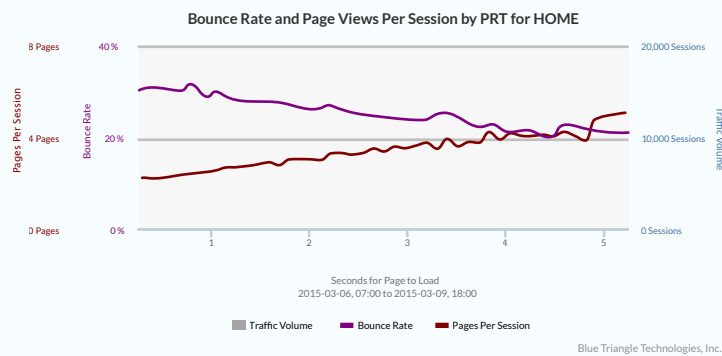
Unfortunately, only 39.8% of the users had an experience of 2 seconds or faster home page load times, and 28% of users had a home page experience of slower than 4 seconds.



“Blue Triangle Technologies is focused on helping ecommerce organizations relate the impact of end user performance on their top line revenue.” – **Tim Grant, Co-Founder & President**

# Solution: Measurement and Analysis Methodology

Blue Triangle Technologies (BTT) measures end user experience and site sales for each visitor from 100% down to 1% of site traffic. This data is then aggregated to show correlations between end user page load times and purchase patterns. Conversion rates, sales size, and pages per session are all factors that are taken into account to provide a highly accurate estimation of projected revenue using carefully guided extrapolation.



## Data Significance

### Minimum Sample Size

Blue Triangle Technologies carefully examines the data to see if the minimum sample size is appropriate. We group users into .1 second intervals and then filter out populations lower than the minimum sample size. We have found that a minimum sample size of 200 is generally accurate for analyzing sites, but you may use higher minimum sample size if the data fluctuation is extreme.

## Connection Speed

Using the proprietary BTT Tag to measure sites we collect users of all connection speeds. All of the data in this report has been filtered to remove data from extraordinarily slow connections – a.k.a. outliers.

This large online retailer has twice the bounce rate for users landing on the “Results” page with a 3.5 second page response time as they do for users with a 1 second page response time. Customers hit 20% more pages if they had a 1 second page response time, thus they shop 20% more.

“Page response time is the most basic Web performance metric. It reports the time it takes from the moment a page is requested to the arrival of the last byte in the page.”

# Summary: BTT's Next Generation Metrics

Everyone's tolerance for site slowness is different, however significant amounts of an eCommerce site's population will leave at various page load times intervals.

Every site is unique in that it depends on specific user demographics, user's familiarity with the website, color and design of the site, time of year, events (e.g. Black Friday, sporting events like the SuperBowl, etc.), cost of the items sold, promotions, etc. The list of factors is probably as long as the options you have to market the site.

We compare and contrast how users behave on the site marking where users depart the site based on *"Page"*, *"End User Country or State"*, *"Transaction"*, or *"Browser Type"*.

Blue Triangle Technologies unique lost revenue measurements collect all the information we need to form the correlations and provide an accurate assessment of how much revenue a site can get back by improving the site speed for specific pages. This is a "What-If" extrapolation based on correlations with Conversion Rates and Average Sales Size. Revenues expressed in this report are projections based on demonstrated end user behavior specific to each site. They are not a guarantee that the site will achieve these revenues in the future, but a reflection of what could have been.