

BEING A WEBSITE PERFORMANCE LEADER EQUALS MORE VISITORS, MORE MONEY

Aberdeen Group research into performance management shows that the most successful organizations use every tool at their disposal to understand performance, both from an internal perspective and from the view of real users.



Leading website performance companies are:

4x

more likely to have greater online sales and revenue

2.2x

more likely to see reduced website downtime

90%

more likely to see greater online sales and revenue

45%

more likely to have greater visibility into performance issues

as compared
to All Others.



[Read the full report: The Very Real Costs of Bad Website Performance, August 2016, Aberdeen Group](#)

The bottom line: By taking advantage of all the tools at their disposal, and by leveraging key capabilities such as deep analytics and real-user monitoring, leading organizations are able to end website delays. This improved performance leads to increased visitors and, not surprisingly, increased sales and revenue.

MEASURING COST IN SECONDS: HOW SHORT DELAYS LEAD TO USERS DITCHING SLOW WEBSITES

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Aberdeen Group research shows that leading organizations are able to boost their websites to remove delay, increase visitors, and not just reduce costs, but improve overall revenue.

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Leaders in performance management are more likely to analyze and understand the root causes of performance issues, to capture real user experience data, and measure web and mobile performance from a real-user perspective.

How's the website performing today?

Depending on how fast one talks, that sentence takes somewhere between two and three seconds to say. It doesn't seem like much, does it?

Lots of things take that long to do: having a sip of coffee, taking your phone out of your pocket, tying your shoelaces.

But, while two or three seconds doesn't seem to be that long for everyday tasks, when it comes to how long it takes a mobile or desktop website to load, it can be way too much time for some users.

As shown in the Aberdeen Group report, [The Very Real Costs of Bad Website Performance](#), after two seconds of delay, 20% of all mobile websites report that users start leaving the site. Additionally, after three seconds of delay, 40% of all websites (both mobile and traditional desktop) see users who have given up and abandoned the site. Given the sheer size of the web today (with many outlets reporting over 1 billion sites on the web), that's a lot of websites and a lot of frustrated visitors.

But the big question is, what should the people in charge of these websites do?

Some would say, “Sure, our analytics show a lot of users leaving after a few seconds of delay, but I bet a lot of them aren’t important.” Well, the sentiment is wrong, but there’s a good idea in there.

Aberdeen research shows that organizations that are leaders in website performance ask themselves a similar but better question. They want to know what’s going on behind these numbers — what the real users experience that leads them to leave the website.

When we’ve looked at leading organizations to see what kind of strategies and capabilities they leveraged to understand and manage website performance, we found that they were much more likely to take several important steps. Leaders in performance management are more likely to analyze and understand the root causes of performance issues, to capture real user experience data, and to measure web and mobile performance from a real-user perspective.

This is key. These organizations aren’t just throwing their hands in the air and saying, “Two seconds! What can we do about that? We’ll just have to accept that some people will leave.” They understand that an attitude like that won’t fix underlying issues, and will lead to lost business and revenue.

By leveraging powerful performance management and monitoring tools that show how their site performs around the world, in different situations, and most importantly, for different users, they gain valuable insight. And with this insight, they are able to optimize their entire web infrastructure, address underlying problems, and build a website that meets the high performance expectations of modern users.

43%

**of website visitors are
unsatisfied with
website performance.**

→ Related Research: The Very Real Costs of Bad Website Performance

With these powerful capabilities in place, leading organizations gain a number of benefits. According to our research, these leaders are:

- Four times more likely to see increased sales and revenue
- Ninety percent more likely to see increased traffic and more visitors

This is the world we live in today. Whether one thinks of it as a need for instant gratification or just a low tolerance for slow sites, users expect websites to instantly load on their browsers or mobile devices.

And our research shows that leading organizations are able to boost their websites to remove delay, increase visitors, and not just reduce costs, but improve overall revenue.

It can seem scary knowing that you just have a couple of seconds to keep visitors on your site.

So take a deep breath, count to three (it's OK, for this you can take the time), and then follow the website performance leaders by gaining end-to-end, real-user perspective into performance, and build a website that meets the expectations of today's users.

About Aberdeen Group

Since 1988, Aberdeen Group has published research that helps businesses worldwide improve their performance. Our analysts derive fact-based, vendor-agnostic insights from a proprietary analytical framework, which identifies Best-in-Class organizations from primary research conducted with industry practitioners. The resulting research content is used by hundreds of thousands of business professionals to drive smarter decision-making and improve business strategy. Aberdeen Group is headquartered in Waltham, MA.

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