

PERFORMANCE. COMPLIANCE. CONTROL.

# The Impact of Browser Tags for One Fortune 50 Retailer

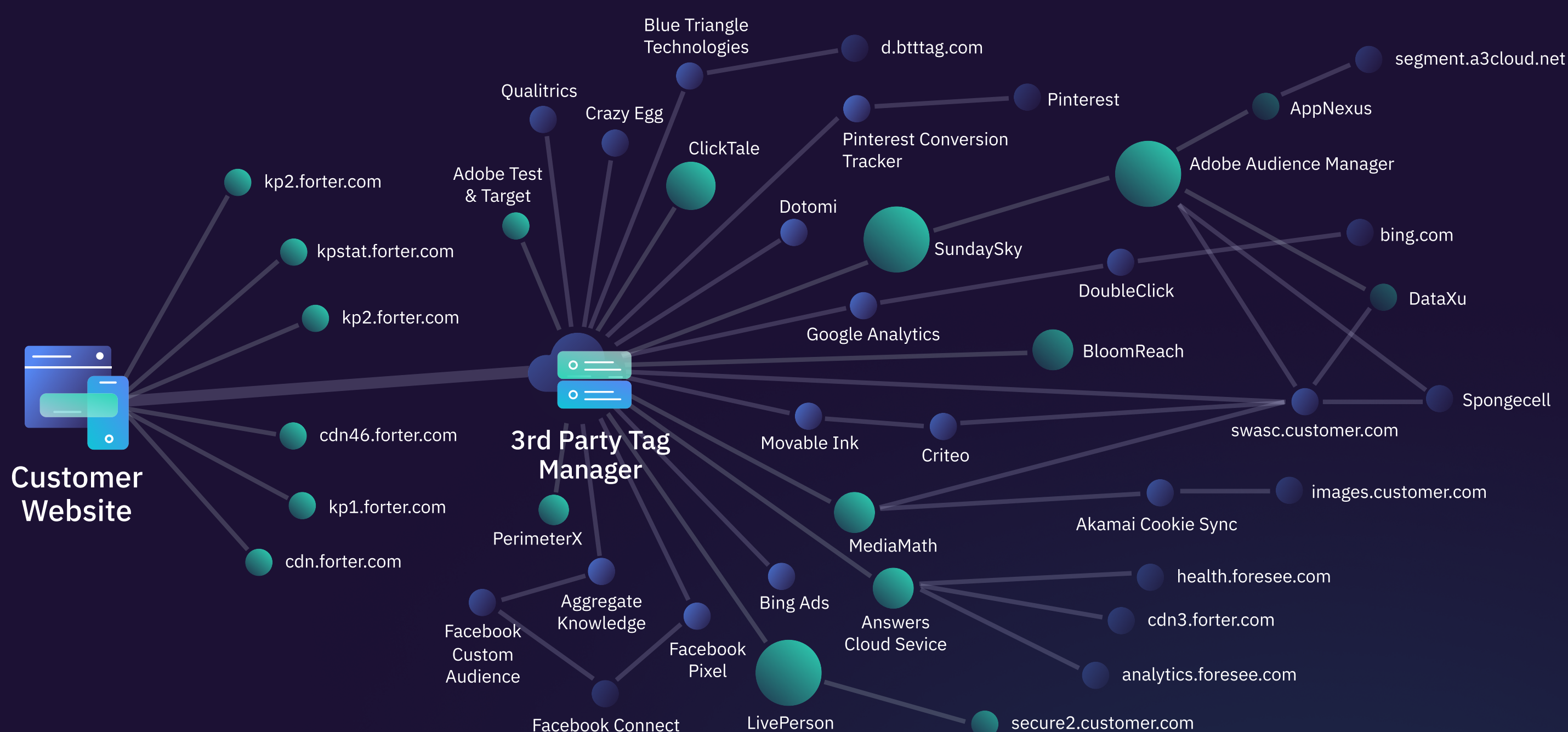
A Fortune 50 retailer came to us because their website wasn't loading fast enough.

They were losing steam in critical areas, like user retention, SEO rankings and revenue.

## What impacted performance most?

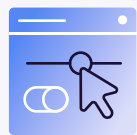
The marketing, advertising, and analytics tools they needed required 53+ third-party tags on their website.

## Their ecosystem was bloated and slow:



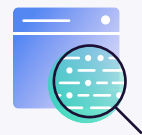
# Fortunately, The Solution Was Clear.

Through a private Google Cloud deployment of MetaRouter's fast and flexible data routing platform, they moved the vast majority of third-party tags off the page and onto our server-side integrations, improving page load time by ~700ms.



## Enhanced User Experience

40% of consumers will abandon a page that takes over three seconds to load.



## Improved SEO

Site speed is one of the signals used by Google's algorithm to rank your pages.



## Increased Revenue

Organizations have found a 1% revenue boost for every 100ms latency reduction.

# Increased Data Accuracy Across Partners

An average of 35% variability exists across third-party tools. With MetaRouter, variability was reduced to 1%.



## More Data Tracked

Within 24 hours after implementation, MetaRouter tracked an additional 2280 purchase conversions per day.



## Improved Durability

If one of your vendors is down for two seconds, our replay logic ensures nothing is lost.