

# The Impact of Browser Tags for One Fortune 50 Retailer

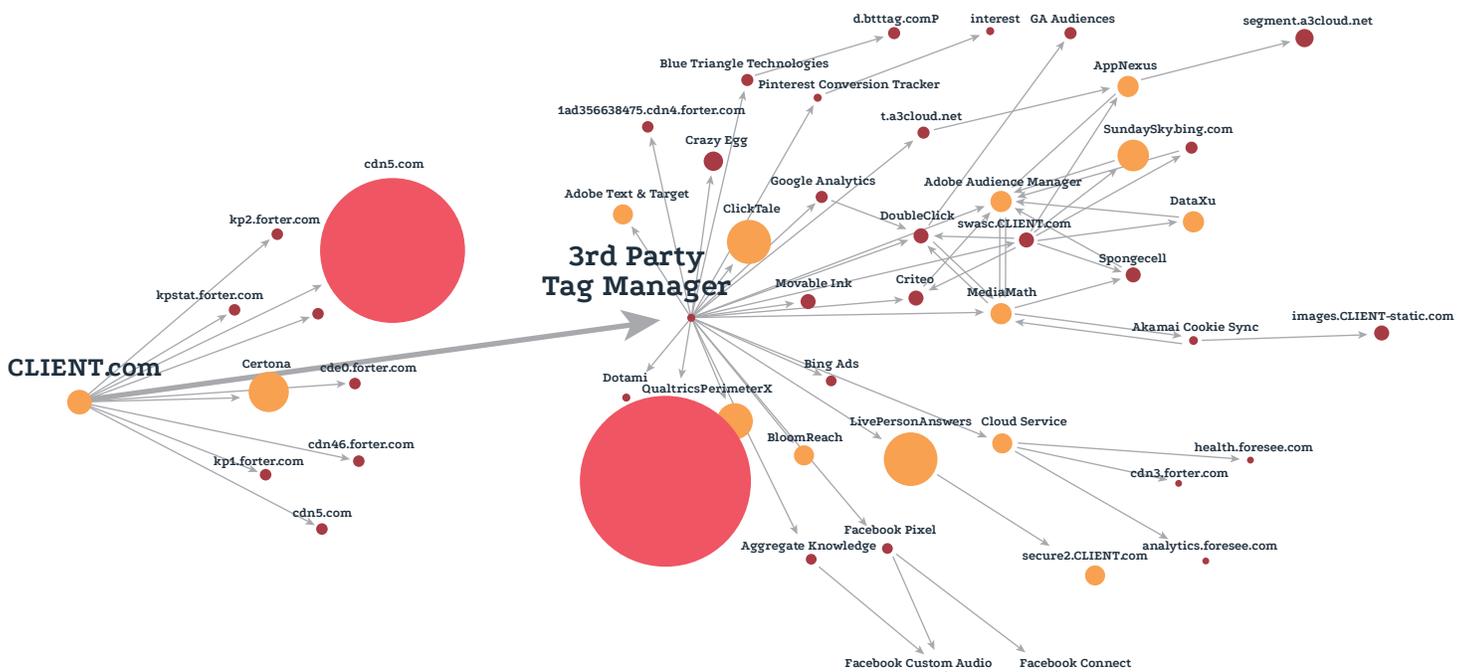
A Fortune 50 retailer came to us because their website wasn't loading fast enough.

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.

## Significantly Lower Latency

With only the initial six integrations migrated over to the MetaRouter solution, the Client has already experienced 900ms of latency reduction. This indicates a total expected latency savings of four seconds once all integrations are migrated.

- ▶ **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.

They also have total control over the data, including personally identifiable information (PII), that is shared with these services, eliminating all third-party security and compliance risks.

**Ready to learn more? Contact us at [hello@metarouter.io](mailto:hello@metarouter.io).**