

The True Impact of Slow Page Load Time

The Real Cost

"1 second of load lag time would cost Amazon **\$1.6 billion** in sales per year"
- Amazon

"For every 1 second of improvement, we increase a **2% conversion increase**"
- Walmart

"A lag time of 400ms results in a **decrease of 0.44% traffic** - this amounts to **440 million abandoned sessions/month.**"
- Google

"An extra **0.5 seconds** in each search page generation would cause traffic to **drop by 20%**"
- Google

User Attitude & Behavior

47% of online shoppers expect a page to load in **2 seconds or less.**

A **1 second delay** decreases customer satisfaction by **16%.**

40% of users will abandon a webpage if it takes **more than 3 seconds** to load.

52% of online shoppers state that quick page loading is **important to their site loyalty.**



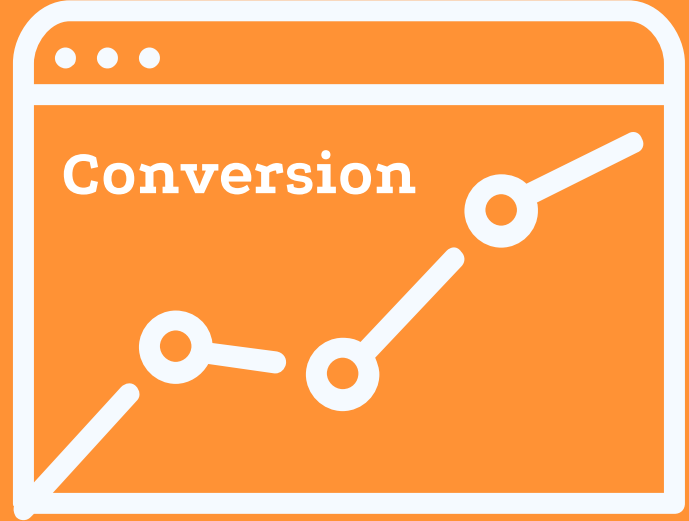
79% of shoppers who are a dissatisfied with website performance are **less likely** to buy from same site again.

Revenue & Sales




If an e-commerce site is making \$100,000 per day, a **1 second page delay** could potentially cost you **\$2.5 million in lost sales every year.**

Conversion




A **2-second delay** in page load time can increase bounce rate by **more than 100%.**

Page Abandonment



4-second delay in page response results in **25% abandonment rate.**
10-second delay will often make users leave a site immediately.



Improve your website performance with MetaRouter

Learn more at metarouter.io