


TWO SIDES OF THE (E-COMMERCE) COIN

Fancy website upgrades that are taking all your time to implement may not be what your customers are looking for. Here's what online shoppers say make or break a shopping cart checkout.

50% of online consumers use multiple devices to shop. But, a majority of mid-size websites are not prioritizing site optimization across multiple platforms in the next 12 months.



CONSUMER
(HE SAYS)

WEB OPERATOR
(SHE SAYS)

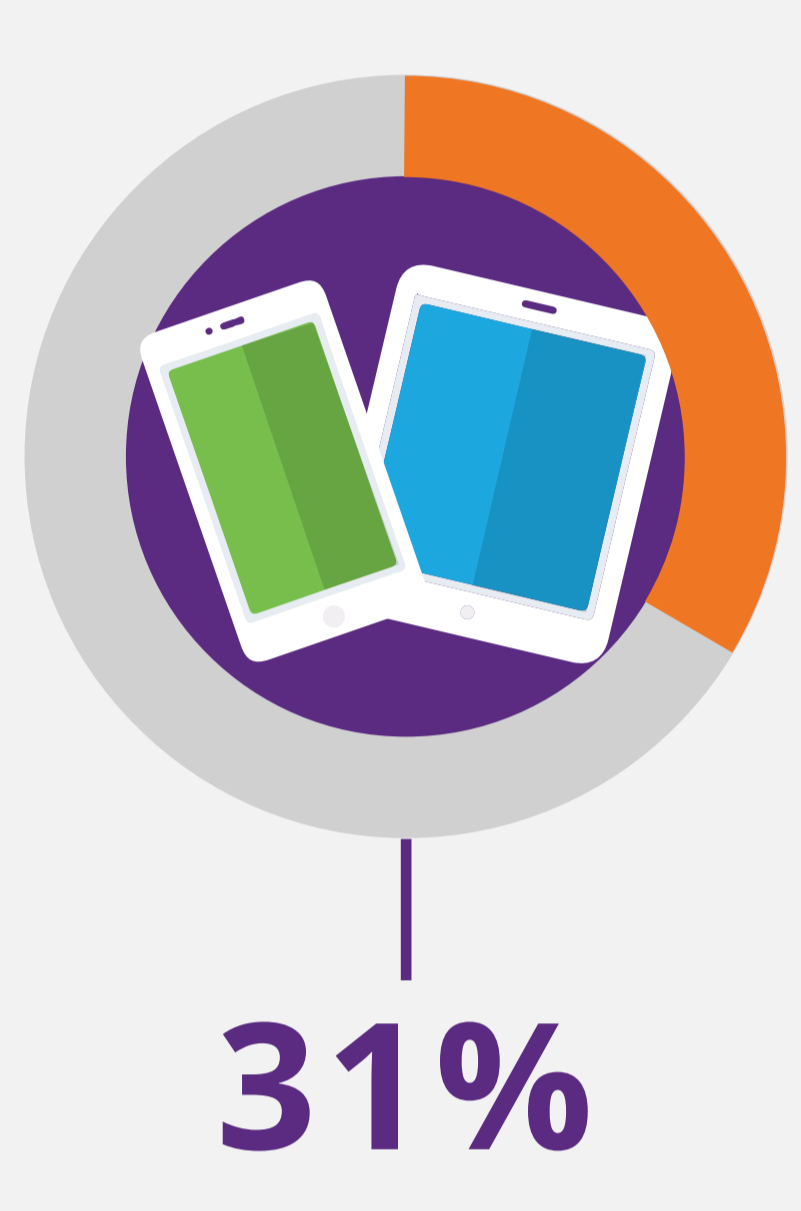
NOT COMMUNICATING



of online shoppers say they use multiple devices (mobile, tablet, and laptop) to shop and purchase items but will not come back if the website is not optimized for mobile devices.



of operators say PCs or laptops account for the majority of website traffic



of traffic are from mobile devices (phones and tablets).



of website operators believed mobile compatibility is a factor in increasing overall completed purchases.

NOT ON THE SAME PAGE

60%

of consumers will only wait



5 SECONDS

or less for a page to completely load.

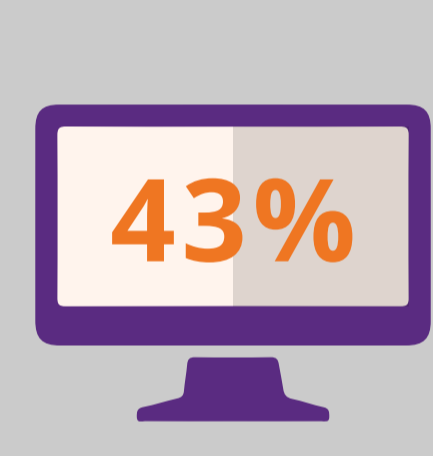
27%

of consumers will only wait



3 SECONDS

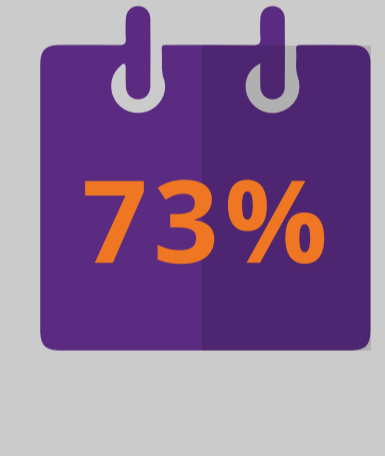
or less for a page to completely load.



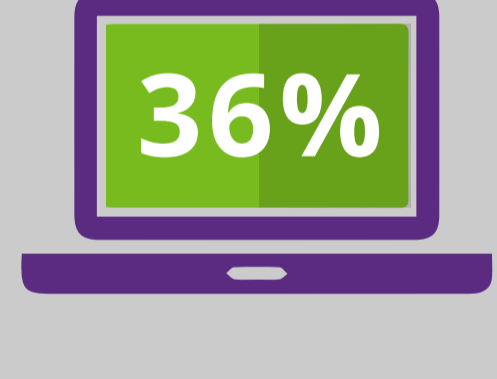
of website operators are unfamiliar with load balancing tools



said they are relatively unfamiliar with content delivery network (CDN) tools.

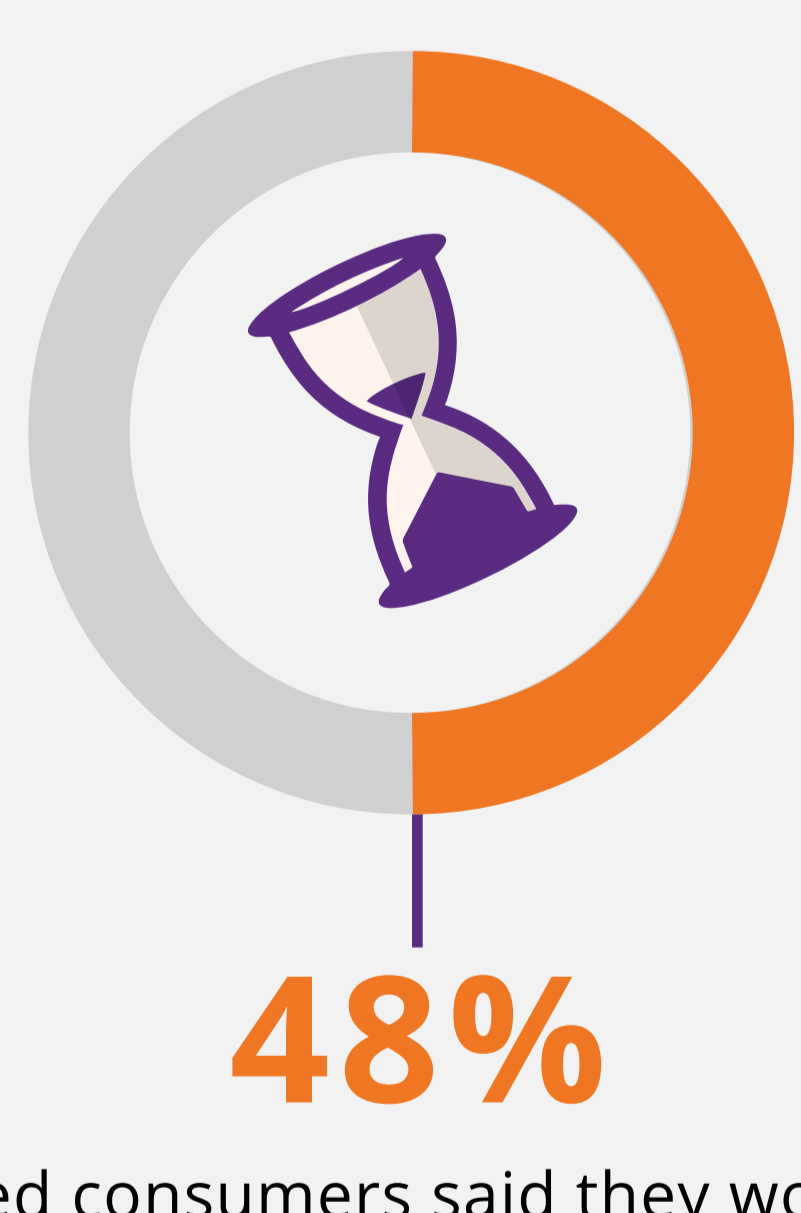


of operators have experienced some performance-related problem in the past 12 months

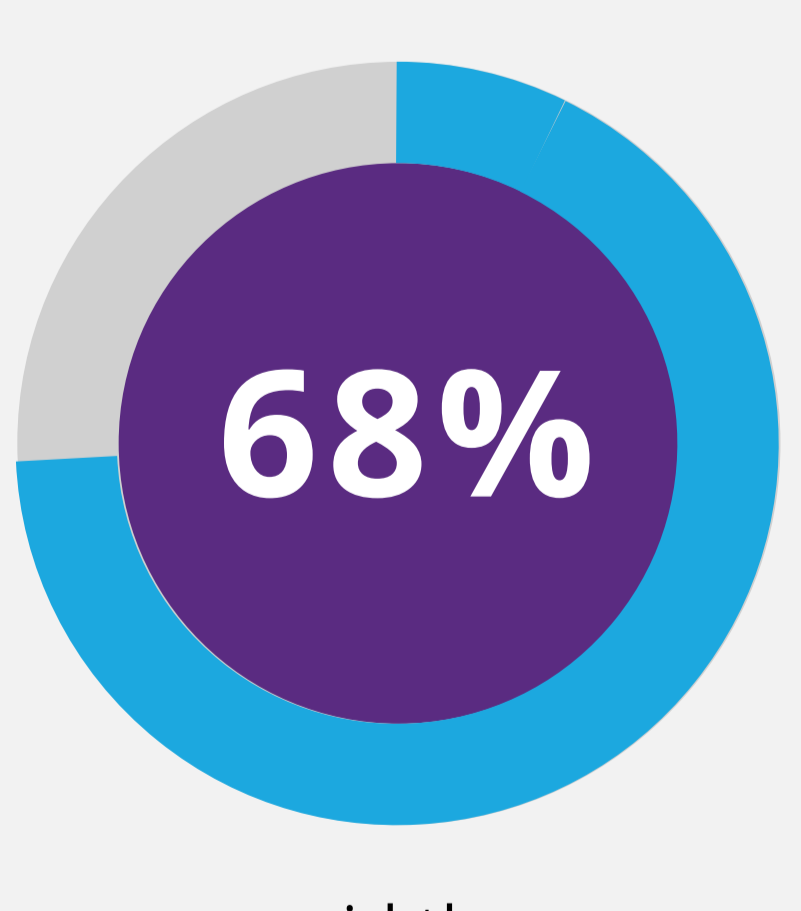


reported page load time was one of the biggest issues

SEEING EYE-TO-EYE



of surveyed consumers said they would leave a website if performance is slow.



of consumers said they were unlikely to return to a website that had poor performance.



Consumers prioritize website speed and ease of navigation over video



Website operators believe conversions lost in the past 12 months are due to:

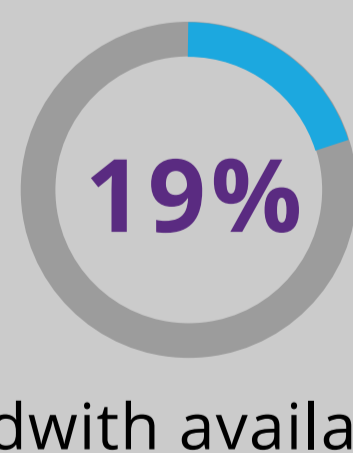


bandwidth availability



page load time

ANNUAL REVENUE LOSS WAS DUE TO EITHER:

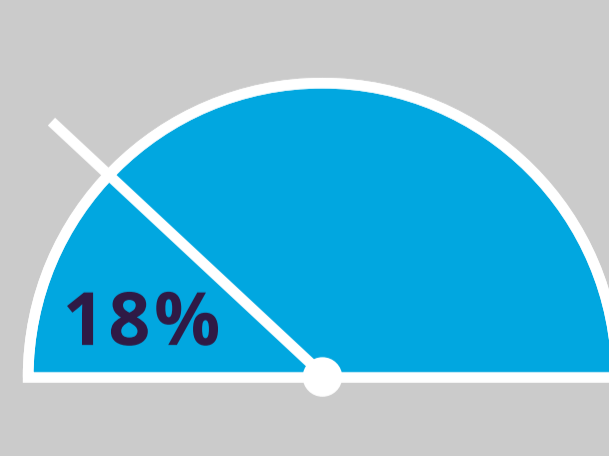


bandwidth availability

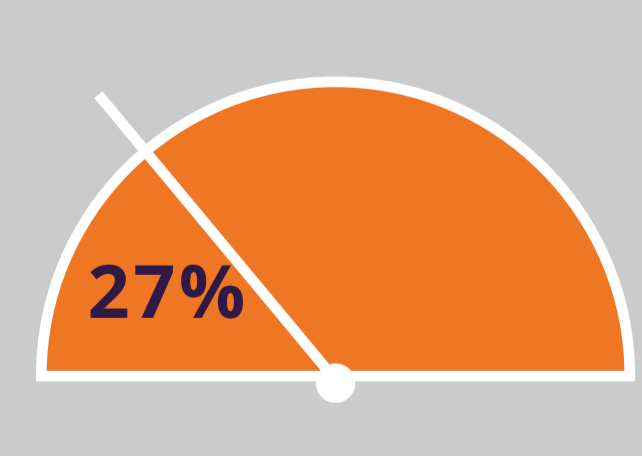


page load time

OPERATORS OF SITES WITH LOW TRAFFIC



Have experienced issues with transaction times



Have experienced issues with page load times

In fact, operators of sites with low traffic do not prioritize performance improvements unlike operators of sites with high traffic.



20%

surveyed said they do not plan performance-related improvements