Contentsquare Speed Analysis

Proactive web performance and experience optimization

For successful and impactful web performance optimization, you need to prioritize both technical site improvements and shaping the customer experience into a seamless journey that converts more efficiently. Contentsquare **Speed Analysis** gives you a 360-degree view of your web performance and user behavior to see how your site speed directly impacts your conversions and revenue.

Speed Analysis automatically spots slowdowns and breakdowns in critical user journeys and surfaces optimization recommendations for slow-performing pages that most negatively impact your revenue and conversions. It allows you to run lab tests replicating the exact conditions as your real-life visitors before launching new experiences, so you can understand issues and resolve them before they have a lasting impact on your customer experience (CX), site performance and SEO.

The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds (Google).

1-second delay in mobile page Load time = 20% impact on conversion rate (Google).

Monitor, test and optimize your web performance using Synthetic and Real User Monitoring (RUM)

1 Monitor page speed and get alerts of regression or slowdowns in the user journey.

2 Measure Core Web Vitals and get specific insights on how to improve your page speeds.

3 Conduct Synthetic/lab testing. Automatically test key user journeys, checkout flows, mobile experiences and more for optimization opportunities. Detect issues quickly before risking revenue loss and before launching new experiences.

4 Measure the experience of real-life users with Real User Monitoring (RUM) to understand your site's front-end performance, perceived speed and user experience.

5 Troubleshoot speed issues with no-code experimentations, like turning on or off A/B test services to see their impact.

*6* Automatically send personalized performance reports to key stakeholders.
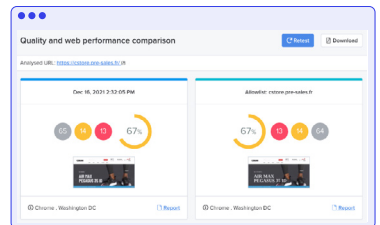
1-second delay in page load time = 16% decrease in customer satisfaction (Aberdeen Group).
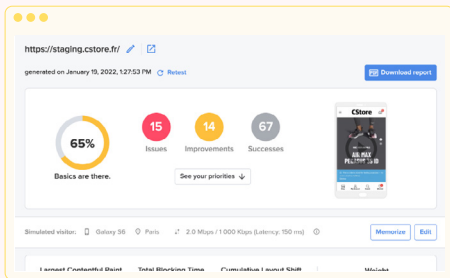
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Quantify how speed impacts revenue

Contentsquare's tag captures real user performance data via RUM and correlates it with customer experience and revenue metrics.

Reviewing customer behavior metrics in correlation with site performance gives you insights into how site speed and slowdowns directly impact your revenue. This unique view lets you quickly find and fix issues and optimize user journeys for increased revenue.
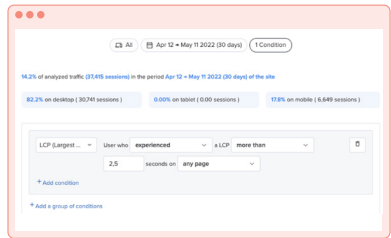
A major clothing brand wanted to understand the impact of slow-loading mobile PLPs. With Speed Analysis, they learned **this site speed error was causing a 75% decrease in conversions and $475K in potential lost revenue monthly.**

1.61 seconds average loading time by page on desktop (Contentsquare).

Benchmark your performance against competitors

Benchmarking your direct competitors allows you to define meaningful performance targets. Google's updated search algorithm prioritizes pages with quality performance, like fast load times, non-shifting, stable pages and more. Improving your page performance to be superior to your competitors ensures a better customer experience and improves your search engine results page (SERP) rankings on mobile and desktop.

Speed Analysis is a tool within Contentsquare's Find & Fix solution.

Better site performance means better search engine indexing, more traffic, better customer experiences, better engagement and more conversions.

See how Contentsquare's Speed Analysis tool can help you improve your site performance in this Speed Analysis product demo.

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