

# ECOMMERCE REALITY: PERFORMANCE FALLS BELOW EXPECTATIONS\*

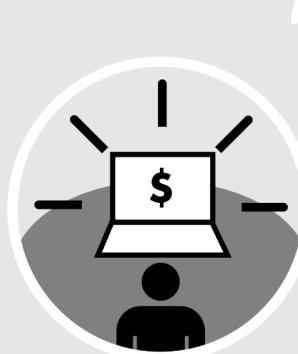
\*Based on 5,000 capacity tests and 500 survey responses from leading websites

## THE NEED FOR SPEED. Ecommerce demands fast page loads.

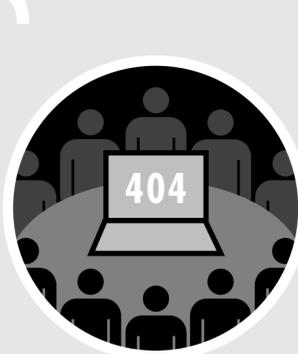


How Fast?  
**77%**  
of respondents want  
load times under **2 sec.**

That's not happening.



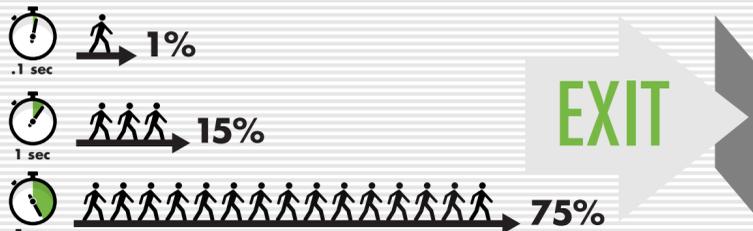
**68%**  
reported performance  
or stability problems  
in the last year



Site issues arise  
at the worst times –  
when traffic is highest

## SHOPPERS DON'T WAIT AROUND. THEY DISAPPEAR.

Increase in Latency = Decrease in Conversions



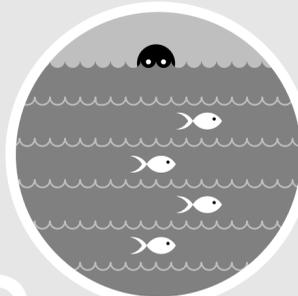
## OVERCONFIDENCE

Expectation

Reality



≠



Sites overestimate  
the number of visitors  
they can serve by

**3.4x**

## SO WHAT'S THE DEAL?

Not enough stuff.

**50%**  
said performance  
problems were due to  
lack of resources



And they're on the wrong side of history.

**57%**

rely on historical  
data to analyze site  
performance



## BUT THOSE WHO LOOK TO THE FUTURE STAND APART.

**31%**  
did preventative load testing

As it happens,  
**31%**

reported no performance  
or stability issues



{ COINCIDENCE? }

Currently a gap exists between **Customer demands**  
and the ability of **Ecommerce** to meet those  
demands consistently and reliably.

**Capacity testing** helps meet that demand  
by **predicting** system capacity and performance  
increasing up-time and reducing latency.

Optimum performance leads to more  
**Customer satisfaction**, increased  
conversion and **greater revenue**.

