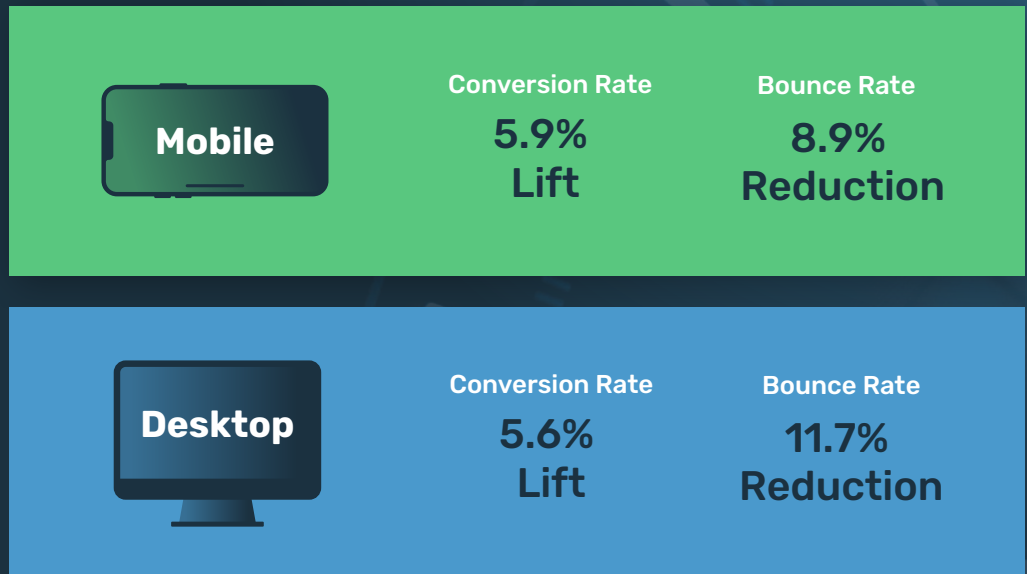# 2022 Site Speed Standard Benchmark Summary

Do you *really* know how well your eCommerce site is performing? When it comes to eCommerce site speed, what you don't know can hurt your brand. Below is a recap of key data points revealed in the all new 2022 Site Speed Standard.
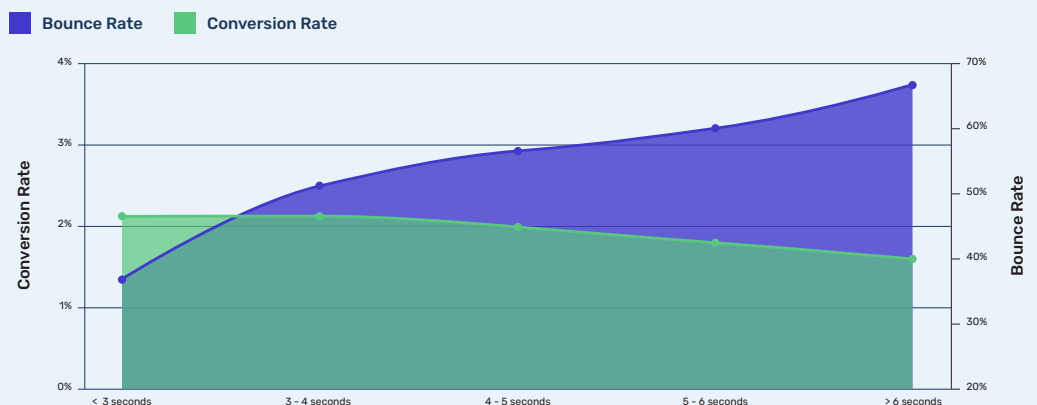
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Did you know that increasing page load times by just 1 second on desktop devices will cause a 5.6% lift in conversions and nearly a 12% decrease in bounce trates on your eCommerce site? Results on mobile devices are similar.

## Mobile

| Conversion Rate | Bounce Rate |
| --- | --- |
| **5.9% Lift** | **8.9% Reduction** |

## Desktop

| Conversion Rate | Bounce Rate |
| --- | --- |
| **5.6% Lift** | **11.7% Reduction** |

When it comes to eCommerce, 1 second is worth a lot! It can be the difference between a shopper bouncing or buying. When you apply it across multiple shopper journeys, it can make a big impact on your bottom line.
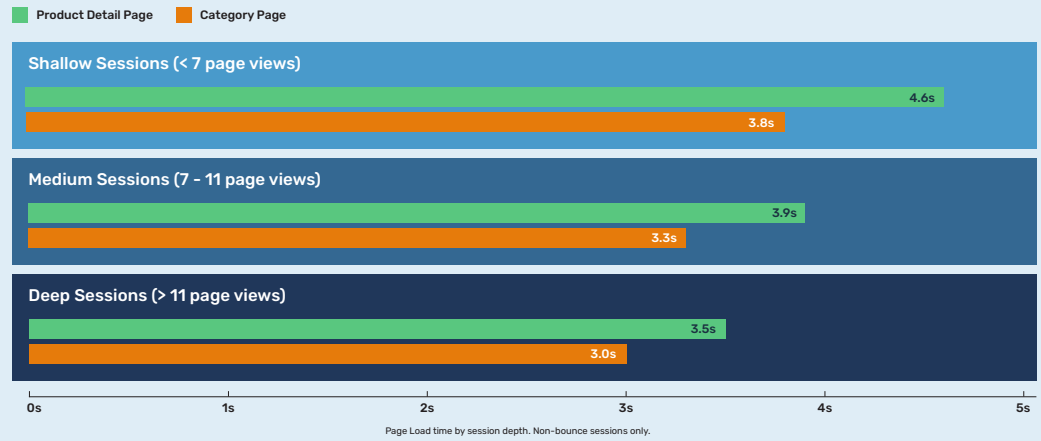
Did you know that if a page takes longer than 4 seconds to load, over 60% of shoppers will bounce?



**Legend:** Bounce Rate, Conversion Rate

Chart — Conversion Rate (left axis 0%–4%) and Bounce Rate (right axis 20%–70%) across load time buckets: < 3 seconds, 3 – 4 seconds, 4 – 5 seconds, 5 – 6 seconds, > 6 seconds.

Slow page load times can drastically reduce conversion rates. More than 60% of shoppers will leave a site in frustration if page load times exceed the 4 second mark. Conversely, conversion rates are the highest on sites where pages load in 3 seconds or less.
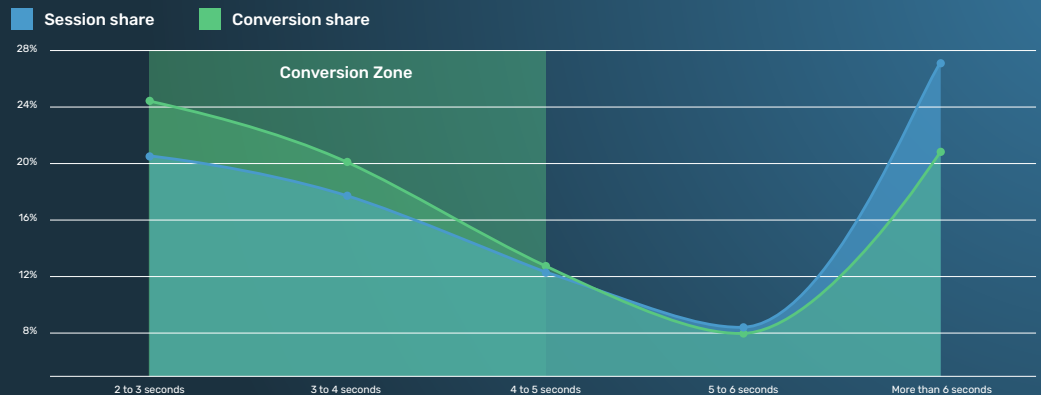
**Did you know that the deepest shopper sessions on an eCommerce site have the fastest page load times?**

Product Detail Page    Category Page

**Shallow Sessions (< 7 page views)**
4.6s
3.8s

**Medium Sessions (7 - 11 page views)**
3.9s
3.3s

**Deep Sessions (> 11 page views)**
3.5s
3.0s

0s    1s    2s    3s    4s    5s

Page Load time by session depth. Non-bounce sessions only.

Shoppers stay longer on faster sites. These deeper shopper sessions allow brands to build better relationships with shoppers and ultimately show them more products. This can be a big boost to revenue streams.



**Do you know what the Conversion Zone is?**

Session share    Conversion share

28%
24%
20%
16%
12%
8%

Conversion Zone

2 to 3 seconds    3 to 4 seconds    4 to 5 seconds    5 to 6 seconds    More than 6 seconds

The conversion zone is the point in time when the share of converted sessions outpaces the share of sessions. These conversion zone moments happen when pages load in under 4 seconds, where lots of sessions — and even more conversions - happen.

## What you don't know *WILL* hurt your brand.

Don't be left in the dark. The all new 2022 Site Speed Standard measures the experience impact of eCommerce site speed and performance, drawing on the shopping activity of more than 16 billion page views across more than 250 leading retailers. Check it out today to learn all you need to know about the importance of site speed to your bottom line. Click HERE now!

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