



Media Group Online, Inc.

# NEW MEDIA INSIGHTS FOR LOCAL ADVERTISERS

## MARKETING BY THE MILLISECOND

Digital technology and media has promised and delivered much, and are now part of the marketing and advertising mainstream. With the benefits of new media comes the realization that seconds, even milliseconds, could be the difference in maximizing those benefits.

It's already widely known that slow load times of Web and social media pages can negatively affect customer engagement, purchases, revenues and ROIs. Recently, an increasing number of consumers are not just using the mobile channel to research and shop for products, but also actually making purchases; so load-time and other performance metrics are very important for retailers to understand.

A new and first-of-its-kind study from Akamai, a content delivery network services company, presents aggregated performance metrics for leading retail sites in its Spring 2017 The State of Online Retail Performance report. The first significant finding from the study is that although almost half, or 47%, of consumers browse for products on their phones, only 20% complete a transaction.

Comparison of Device Browsing and Conversion Rate, 2017		
DEVICE	ALL VISITS	ALL VISITS THAT CONVERTED
Mobile	47.42%	21.87%
Desktop	42.15%	68.46%
Tablet	10.43%	9.67%

*Akamai, April 2017*

There may be many reasons why consumers who browse on their mobile phone do not convert to buyers, but the Akamai research discovered that those who did convert visited pages that loaded 26% quicker than those consumers who didn't convert.

It appears that consumers using their mobile phones were willing to wait a bit longer than desktop and tablet users for a



Comparison of Average Load Time, Converted vs. Non-Converted Sessions, 2017

DEVICE	CONVERTED SESSIONS	NON-CONVERTED SESSIONS
Mobile	3.7 secs.	4.3 secs.
Desktop	3.1 secs.	4.2 secs.
Tablet	3.8 secs.	4.8 secs.

*Akamai, April 2017*

page to load, and then convert to a buyer, although the faster load times on a desktop and tablet device resulted in larger conversion rates than mobile.

Optimal Load Time for Highest Conversion Rate, by Device, 2017

DEVICE	OPTIMAL LOAD TIME	CONVERSION RATE
Mobile	2.7 secs.	3.3%
Desktop	1.8 secs.	12.8%
Tablet	1.9 secs.	7.2%

*Akamai, April 2017*

# Sales Lost During Less Than a Second

The Akamai study also found that even milliseconds make a difference in conversion rates.

Impact of Slow Pages on Conversion Rates, by Device, 2017			
SLOWER PAGE LOAD RATE	DESKTOP	MOBILE	TABLET
Impact of 100ms slower page load on conversion rate	-2.4%	-7.1%	-3.8%
Impact of 1 sec. slower page load on conversion rate	-21.8%	-20.5%	-17.8%
Impact of 2 sec. slower page load on conversion rate	-36.5%	-26.2%	-25.1%
Akamai, April 2017			

Seconds also count to minimize bounce rate, or the percentage of visitors to a Website or page who leave the site or page after viewing just one page.

Traffic Comparison of Bounced vs. Non-Bounced Sessions, by Device, 2017		
DEVICE	BOUNCED SESSIONS	NON-BOUNCED SESSIONS
Mobile	50.94%	28.60%
Desktop	40.60%	61.44%
Tablet	8.47%	9.97%
Akamai, April 2017		

The faster a page loaded on any of the three devices, the lower the bounce rate.

Optimal Load Time to Minimize Bounce Rate and Maximize Conversion Rate, by Device, 2017		
DEVICE	OPTIMAL LOAD TIME	CONVERSION RATE
Mobile	700ms	14.1%
Desktop	1.0 sec.	13.1%
Tablet	1.2 secs.	14.2%
Akamai, April 2017		

Another meaningful performance metric for retailers is how long consumers are willing to wait for content to load fully on a blank screen before they “bounce.” Consumers are clearly impatient, as the lowest bounce rates only occur when the “start render” time is less than 2 seconds.

Correlation of Start Render Times with Lowest Bounce Rate, by Device, 2017		
DEVICE	START RENDER TIME	BOUNCE RATE
Mobile	1.3 secs.	23.1%
Desktop	900ms	18.1%
Tablet	1.5 secs.	18.5%
Akamai, April 2017		

It’s particularly important that you share this information with any clients that use their Website for e-commerce. Recommend that they have their page loading times measured, especially on a smartphone, and make any necessary adjustments, so they are not losing sales simply because pages load too slow.

Ask your station’s Webmaster to measure the load times of your station’s Website and the pages where clients are buying ads, and your competitors’. When you know your station’s pages load faster, you can use that information in conjunction with this report to present prospects and clients with another benefit of advertising on your station’s Website.

