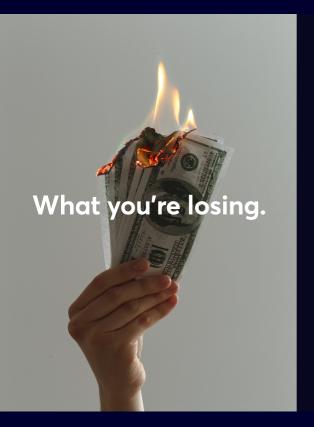


#### **Performance Proxy**



# **How Much Revenue Opportunity Are You Losing To Slow Speed?**



3x

<u>3x</u> higher conversion rates on sites loading in 1 vs 5s<sup>1</sup>

70%

(nearly) of consumers say page speed affects their likeliness to buy<sup>2</sup>

9.2%

9.2% increase in AOV with 0.1s site speed improvement<sup>3</sup>

50%

50% of visitors abandon a website if it takes more than 6s to load⁴



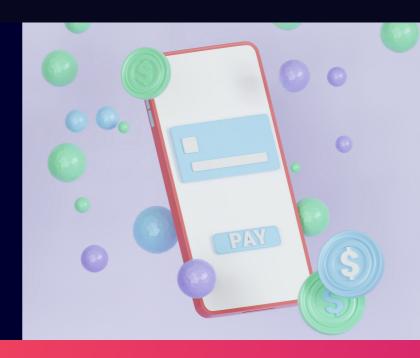
#### Mobile traction risesare your sites fast enough?



53% of web traffic<sup>5</sup>



65% of online sales<sup>6</sup>



## **Photon**IQ

### Performance Proxy (P3)

**Accelerate sites without** changing code or overhauling infrastructure.



Increase Lighthouse score to 90+



Up to 100x faster performance



Implement in 60 days or less!!



#### P3 Real World Results

Over 350% Lighthouse improvement for mobile devices

Improve Speed Index by up to 50%

Reduce Blocking Time by over 90%

Accelerate product and loading pages by 100-1000s ms

Visit

photoniq.macrometa.com/demo

to see it in action or chat with an expert!

- 1. Portent Study 2022
  - 2. Unbounce Study, 2018
  - 3. Deloitte study, 2020
- 4. <u>Digital.com Survey, 2022</u>
- 5. <u>Oberlo, 2023</u>
- 6. Statistica, 2022