



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

What you're losing.



**3x**

3x 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 load<sup>4</sup>



## Mobile traction rises- are your sites fast enough?

↗ 53% of web traffic<sup>5</sup>

↗ 65% of online sales<sup>6</sup>



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](https://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. Digital.com Survey, 2022  
5. Oberlo, 2023  
6. Statistica, 2022