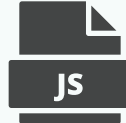**Blue Triangle** Technologies

Conversion Boost

HOW IT WORKS

STEP 1
Blue Triangle identifies specific shoppers at risk of not buying due to slow page load times. The speed threshold (in seconds) is unique to your website.

STEP 2
Blue Triangle sets a JavaScript variable or cookie on those at-risk shoppers in real time.

STEP 3
Your optimization or A/B testing platform reads the cookie or JS variable and serves up faster pages or alternative versions of your site for the remainder of those shoppers' visits.

STEP 4
At-risk shoppers receive a personalized and optimized experience, resulting in higher satisfaction, conversion rates and revenue.

Identifying At-Risk Customers

THE GREEN ZONE
Shoppers in the green zone are experiencing optimal page load times. Improving their speeds would have no impact on conversions or revenue.

Blue Triangle determines your site's green zone.

THE ORANGE ZONE
Shoppers in the orange zone are converting less due to slow page load times. Improving their speeds would mean higher conversions and revenue.

You determine your site's orange zone.

THE RED ZONE
Shoppers in the red zone are the least likely to make a purchase due to the load times they are experiencing. Use Conversion Boost to treat these shoppers first.

You determine your site's red zone.

Conversion Rate by Page Load Time

2016-09-04, 09:00 to 2016-09-11, 08:59, EDT (-04:00)
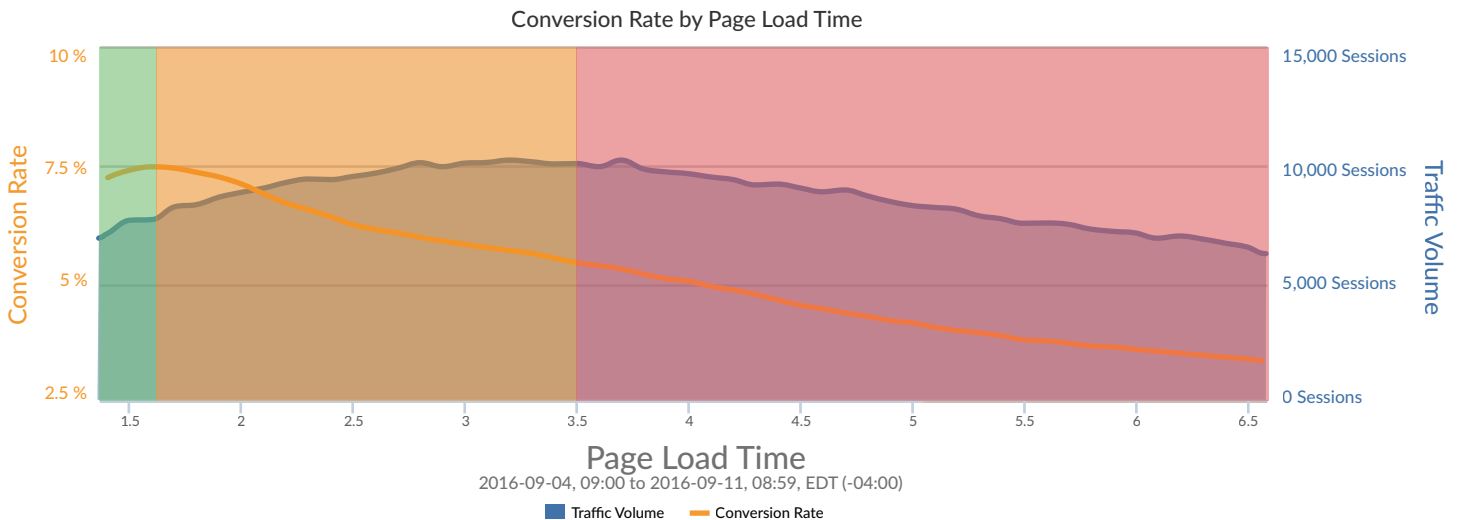
■ Traffic Volume   — Conversion Rate

Fig. 1: Identifying users at risk of not buying due to slow page load times.

Blue Triangle Technologies, Inc.