Prioritizing time and resources to grow sales and conversions

Where should IT resources spend their time? The business side is driven to increase conversions and higher revenue online by acquiring new customers while keeping and expanding existing clients. Since website performance has traditionally been a technical topic owned by Operations and Development, how do you get both sides to agree to an approach that improves site speed and revenue at the same time?

Example: A large clothing retailer knew that improving performance on their web site would increase sales and satisfaction but they did not know where to spend their time or resources. They agreed on the Home Page because it was compared against competitors on a synthetic performance test index. Blue Triangle's solution identified three other pages with a higher revenue correlation to page speed. By measuring the *real user experience*, Blue Triangle identified the areas of the site where page speed improvements returned more revenue than optimizations to the Home Page. The client altered their project plans, focused on the pages that mattered to revenue and had over a $50-million-dollar impact on their year. Knowing what pages to focus on was the key part of their success.

A "conversion" can be defined as completing a purchase on a retail site, completing a travel booking, signing up for a newsletter, requesting an insurance quote, opening an account, applying for a loan, credit card etc. Blue Triangle either uses the amount in the "thank you page" of a retailer or can assign a value to any event. The amount for non-traditional retailers is usually equal to the "customer acquisition cost" or the "total lifetime value of a customer".

Trailing 30 Day Sales	Monthly Lost Revenue Opportunity	Annualized Opportunity
$15.6M	-$4.2M	$50.4M

Clothing Retailer			
Page Name	Optimal Page Speed Target (Sec)	Traffic Slower than Target (%)	Revenue Opportunity (Monthly)
Product	1.6	89%	$2,038,722
Category	3.2	86%	$1,594,490
Search	2.6	82%	$569,889
Home	3.6	73%	$0
TOTAL			$4,203,101 / Month

Improving Home Page speed had **no impact on revenue.**