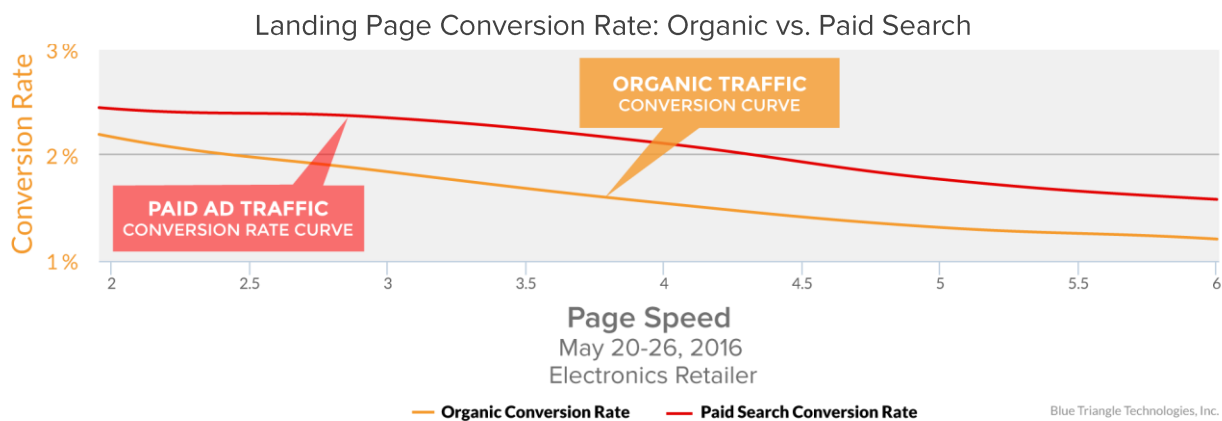


How does performance impact traffic from various sources?

Are paid users not converting due to slow landing page speed? Marketing is spending a significant amount of its budget driving traffic to your site. Do you know how much page speed affects your company's return-on-investment (ROI)? Use Blue Triangle's tools to evaluate which traffic segment (paid, organic or direct) suffers from the lowest conversion rate and which web pages have a high bounce rate (i.e., abandonment).

Example 1: For this electronics retailer, paid ad traffic converted higher than organic traffic. Organic traffic was 20% more sensitive to page speed during this time (steeper slope).

Landing page traffic can be segmented by organic versus paid ad to compare differences in conversion rates.



Example 2: Use Blue Triangle's tools to identify where and how much page speed affects bounce rate for every segment.

