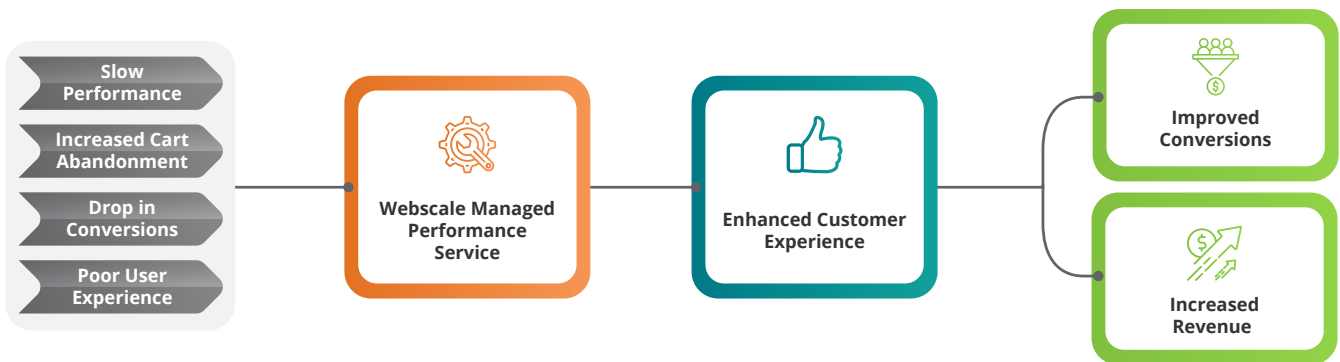# Webscale Managed Performance Service

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Deliver an Exceptional Experience and Convert More

Ecommerce and online brands understand speed is critical to their customer experience, conversions and revenue. A volume of validated research states that 50% of shoppers will bounce from a site if page load time exceeds 3 seconds, and slow page loads decrease conversion by 7%.

Speed is also an integral construct of web personalization that is increasingly becoming a basic expectation of shoppers, but most merchants lack the tools to detect and diagnose where their performance challenge is. Even if they can, they often do not have the expertise to prescribe remedies and take timely action.
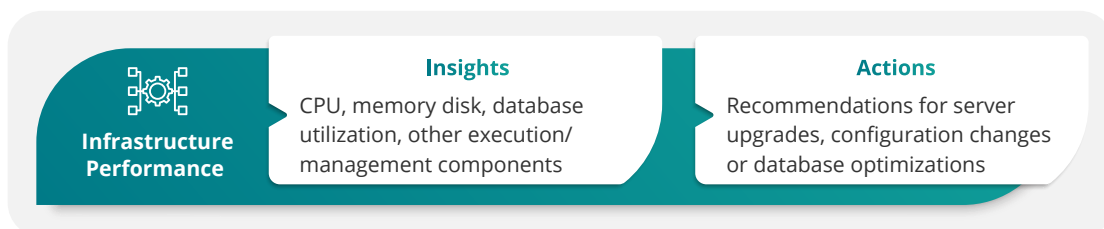
Many organizations work on improving the performance of their site by tuning their ecommerce application; however, most merchants do not focus on how to optimize their underlying cloud infrastructure. Most merchants lack the tools to holistically detect problem areas and with Google's strict emphasis on Core Web Vitals, websites with slower pages rank lower in Google SERPs, leading to poor discoverability and lower organic traffic. Google also penalizes slow websites with higher CPC rates shooting up advertising costs by up to 47%.

Webscale Managed Performance Service identifies and performs root cause analysis on specific components that may be impacting an ecommerce website's performance. This is possible because the Webscale Intelligent CloudOps Platform has visibility from the edge to the application and into the infrastructure. Webscale Managed Performance Service also provides online brands with a prescriptive optimization service that focuses on improving conversion rates, as well as a range of features to help you identify and resolve issues that may be impacting the performance of your site, leading to increased revenue.

Slow Performance
Increased Cart Abandonment
Drop in Conversions
Poor User Experience

→ Webscale Managed Performance Service → Enhanced Customer Experience → Improved Conversions / Increased Revenue
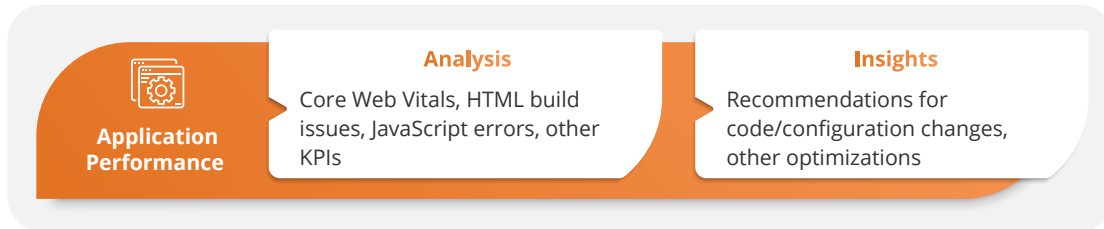
Actionable Insights That Drive Targeted Remediations and Performance Optimizations

Our managed service delivers comprehensive findings, conclusive analyses, and targeted recommendations at both the infrastructure performance and application performance levels. By leveraging these findings, we can provide prescriptive remediation measures to effectively address any identified issues and optimize your customer experience, thereby driving higher conversion rates.

Infrastructure Performance

Insights
CPU, memory disk, database utilization, other execution/ management components

Actions
Recommendations for server upgrades, configuration changes or database optimizations
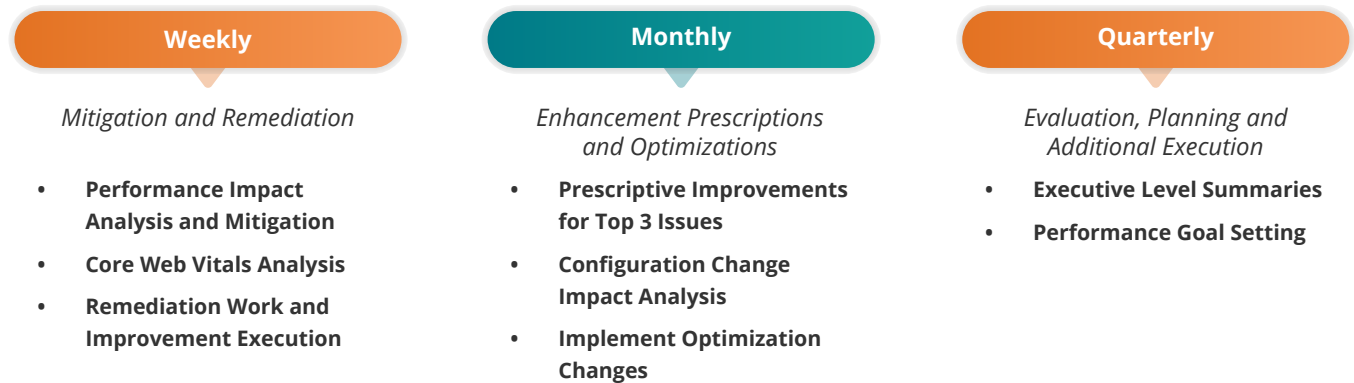
At the infrastructure level, we analyze your website's underlying cloud technology stack to identify any issues that may be impacting performance. This includes issues related to CPU, memory, disk, and database utilization, as well as CDN or edge execution and management components. Our actionable insights at the infrastructure level will include recommendations for infrastructure or application delivery changes that can be handled by the Webscale team, such as content delivery augmentations, server upgrades or configuration changes, or database optimizations to improve performance.

Application Performance

Analysis
Core Web Vitals, HTML build issues, JavaScript errors, other KPIs

Insights
Recommendations for code/configuration changes, other optimizations

At the application level, we analyze your website's frontend and backend responsiveness to identify any issues that may be impacting performance. This includes issues related to Core Web Vitals, such as slow load times, high page response times, and poor user experience. We also analyze HTML build issues, JavaScript errors, and other issues that may be impacting time to first byte (TTFB) and other key performance indicators. Our actionable insights at the application level may include recommendations for code changes, configuration changes, or other optimizations by a development team that can lead to improved performance.

Performance Acceleration Framework

Weekly	Monthly	Quarterly
Mitigation and Remediation	*Enhancement Prescriptions and Optimizations*	*Evaluation, Planning and Additional Execution*
• **Performance Impact Analysis and Mitigation**	• **Prescriptive Improvements for Top 3 Issues**	• **Executive Level Summaries**
• **Core Web Vitals Analysis**	• **Configuration Change Impact Analysis**	• **Performance Goal Setting**
• **Remediation Work and Improvement Execution**	• **Implement Optimization Changes**	

Weekly Mitigation and Remediation Initiatives

Performance Impact Analysis and Mitigation

Our Performance Impact Analysis allows us to measure the impact of site performance on conversion rates, giving you a clear understanding of how your site's performance is affecting your business. We also provide peer benchmark data for comparison, allowing you to see how your site compares to industry standards.

Week over week comparisons of your conversion rates include release ID and impact analysis,

Checkouts based on page load time

Industry peer benchmarking

Week over week comparison

Top 5 "conversion loss" pages with performance breakdown

allowing you to track changes over time and identify the causes of any performance issues. We also provide a listing of top pages that lead to conversion loss, as well as performance breakdowns for each of the top 5 conversion-losing pages.

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Core Web Vitals Analysis

Core Web Vitals Report for top performing pages	Week over week comparison	Google crawl results performance
Frontend browser side issues	Backend HTML build issues	Recommendations for code/configuration changes

In addition, we offer a Core Web Vitals report for top pages, including week over week comparisons, and Core Web Vitals alert analysis. Our weekly review of the Core Web Vitals report ensures that any issues are identified and addressed in a timely manner.

We also analyze performance on Google crawl results and conduct infrastructure investigations to identify and address any CPU, memory, disk, database, or other execution and management component issues that may be impacting backend performance. Our application analysis covers frontend browser side issues impacting Core Web Vitals and backend HTML build issues that impact time to first byte (TTFB), with recommendations for code or configuration changes.

Remediation Work and Improvement Execution

To support you in achieving your customer experience goals, our team actively dedicates up to 20 hours each month to address and resolve performance issues on a weekly basis. This may include implementation of our recommended application delivery changes, infrastructure enhancements, or other performance improvements related to the underlying cloud execution stack. Our team of experts works closely with your development team to ensure that all work is completed efficiently and effectively.

Up to **20** Hours per month

Monthly Enhancement Prescriptions and Optimizations

We believe in continuously improving your website's performance to maximize your business success. Each month, we assess the impact of the prior month's recommendations to track progress and make adjustments as necessary. We then develop new recommendations for improvement based on our analysis and experience.

Targeted Optimizations for the Top 3 Performance Bottlenecks

Our detailed analysis of root cause on the top three issues impacting conversion provides actionable insights to improve your website's performance. We work closely with your development team, in reviewing the recommendations and implementing the changes that will have the greatest impact on your conversion rates.

Configuration Change Impact Analysis

Webscale will also analyze configuration changes that may have impacted your website's performance. This includes monitoring changes to your infrastructure, application, and other components to ensure that performance remains optimal.

Our monthly recommendations and optimization prescriptions for improvements are designed to help you achieve the best possible results from your online ecommerce presence. We believe in working closely with our clients to understand their unique needs and challenges, and in providing tailored solutions that are effective and efficient with a proven ROI.

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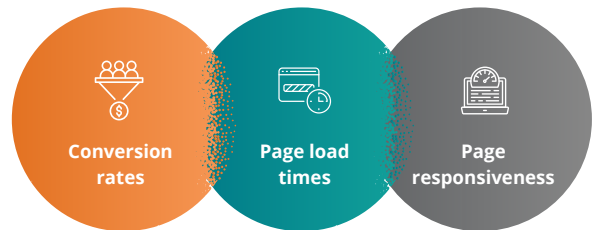# **Quarterly** Evaluation, Planning and Additional Execution

In addition to our monthly enhancement prescriptions and remediation, our managed performance service includes quarterly services designed to help you achieve strategic performance goals and maximize your long term website's success.

Executive Level Summaries

At the end of each quarter, we prepare and present an executive-level summary of performance analysis and impact for the past quarter. This summary includes key performance indicators, insights into performance trends and issues, and additional recommendations for further improvement. Our goal is to provide you with a clear understanding of your website's performance and the impact it is having on your business.
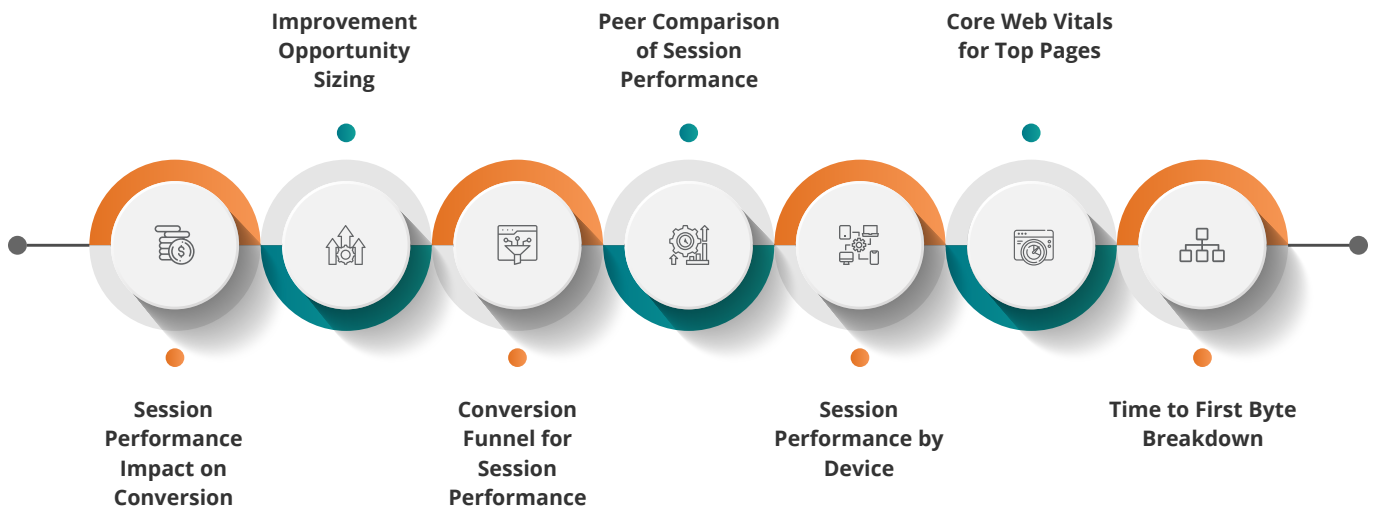
Performance Goal Setting

Based on our analysis and insights, we work with you to set strategic performance goals for the coming quarter. These goals are tailored to your specific business needs and may include targets related to conversion rates, page load times, or other key performance indicators.

Conversion rates

Page load times

Page responsiveness

Comprehensive Coverage of Key Areas

Segments of Examination

Improvement Opportunity Sizing

Peer Comparison of Session Performance

Core Web Vitals for Top Pages

Session Performance Impact on Conversion

Conversion Funnel for Session Performance

Session Performance by Device

Time to First Byte Breakdown

Actionable intelligence examples

Checkouts Based on Page Load Times

This performance report showcases the impact of page load times on checkout volumes for an ecommerce business over a one week period. The graphic represents checkout volumes based on site performance by measuring checkout volume against page load times, second by second. The red line on the graph indicates the industry threshold for a poor performance average as it correlates to total number of checkouts.

This example shows a high percentage of checkouts when page load times are under 4 seconds, indicating that the site's performance meets or exceeds customer expectations. The ability to load pages quickly results in a positive user experience and high conversion rates, leading to increased customer satisfaction and ultimately increased revenue for the business.

However, checkout volume takes a considerable drop when page load times exceed 4 seconds, emphasizing the need for businesses to prioritize site optimization to improve the user experience. Slow page load times can lead to frustration and abandonment, and a negative impact on customer loyalty. By identifying points of friction and optimizing site performance to keep page load times under 4 seconds, businesses can ensure a drive revenue growth through much higher conversion rates.

Comparing Site Performance to an Industry Peer Group

This particular report compares the average session performance of an ecommerce business with its industry peers. The graphic showcases the importance of page load times below the 4 second range in ecommerce site performance and highlights the need for businesses to optimize their site speed to remain competitive.

This example indicates that the ecommerce business falls short of their competitors in the sub-4 second industry average, in terms of page load times, which has a negative impact on the user experience, resulting in lower conversion rates and lost revenue.

In the competitive ecommerce landscape, user experience is a major differentiator in maintaining customer loyalty. By optimizing site performance, businesses can remain competitive and maintain a positive user experience. This performance report highlights the importance of page load times and the need for businesses to prioritize site optimization to achieve success.

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Losing Site Visitors Because of Performance

This report showcases the correlation between page load times and conversion funnel stages for an ecommerce website. The graphic displays the stage of the conversion funnel where users ended their journey - segmented by those who bounced, those who browsed, those who added to cart, and those who checked out. The user data was measured against the page load times they experienced before ending their journey in any given stage.

This example demonstrates that users who experience longer page load times tend to have a higher bounce rate, indicating the importance of page load times in driving user engagement and ultimately, converting to checkout. The report suggests that the business should prioritize site optimization to improve page load times and ensure a positive user experience, ultimately turning visitors into buyers.

By analyzing the correlation between page load times and conversion funnel stages, businesses can identify areas for improvement. By optimizing their overall customer experience they can ensure their demand generation efforts are not wasted on a poorly performing storefront.

Potential Revenue Impact

This is where all parties involved, from customer experience and design teams, to code development and infrastructure management teams need to align around one key metric that counts... checkout conversions. Doing so transforms our role as a technology vendor into a contributor to your business, in a joint effort to increase of top line revenue. Code improvements and development work to enhance the quality of the customer experience becomes a data driven math equation that can easily define the ROI.

For example, if improvements of the code quality in the path to checkout equates to a 10% improvement in page load speeds, which translates to 587 more checkouts per week at an average of $150/order, we can ultimately see an increase of around $4.6M/year in top line revenue.