Challenge

GetYourGuide is the biggest online booking platform for tours and leisure activities in the world. Their mission is to help travellers unlock unforgettable travel experiences all over the world. One of the most important channels to connect to their customers is the getyourguide.com website. Here, a great user experience is key to success. Especially on traffic peaks like public holidays or in the vacation season, fast page speed is essential to deliver on that promise. Not only that, but loading times also have a significant impact on business success metrics.
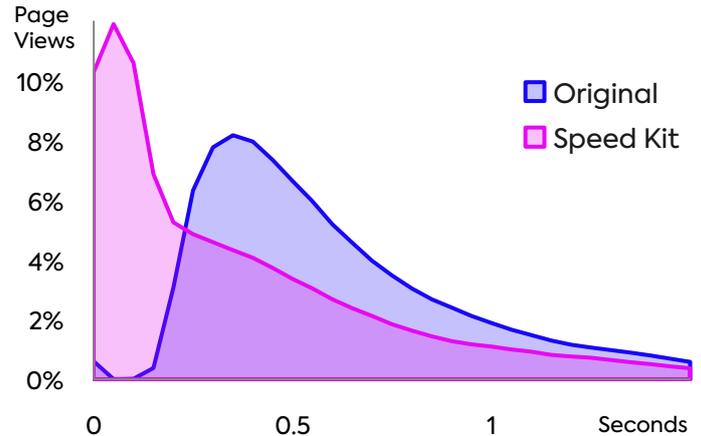
Solution

GetYourGuide has implemented Speed Kit, a SaaS tool to accelerate websites by using Progressive Web App (PWA) technology. Optimized client caching in combination with advanced algorithms that even allow for the acceleration of highly dynamic HTML resources lead to a significantly decreased Time To First Byte (TTFB) which in turn improves all relevant performance metrics like Largest Contentful Paint (LPC) down the line.

Time To First Byte (TTFB)

Largest Contentful Paint (LCP)

mobile
Original Performance
Speed Kit — *295 ms faster*

desktop
Original Performance
Speed Kit — *179 ms faster*

overall
Original Performance
Speed Kit — *251 ms faster*

> **We want to deliver the best digital environment for connecting travellers to a destination's best activities and attractions. The loading time of our website is an essential part of that. It is a known fact that even a few hundred milliseconds can have big impacts. Speed Kit helps us to push the limits and delivers significant value for us and our customers.**

Roman Fuchs
Director of Engineering, GetYourGuide

Verified Results

Improved page speed leads to better user experience and in turn to a better outcome in business success metrics. While this is undisputed, the GetYourGuide and the Speed Kit teams worked together in a all-encompassing project to pin down exactly what the impact of the acceleration of the website would be. By using an A/B-test to eliminate all outside factors and by using RUM data to achieve statistical significance, it was verified that the ROI of the Speed Kit service was achieved within 1 week.

46%
faster median
Time To First Byte

251 ms
improvement In
Largest Contentful Paint

3%
Uplift in
Conversion Rate