

Challenge

Hamburger Sport-Verein (HSV), founded in 1887, is one of the largest and most significant soccer clubs from Germany. HSV has a loyal fanbase and uses their online channels to provide news, information, ticketing and other fan-services. The Digital & IT department is focussed on delivering the best possible user experience to their supporters. A fast and responsive website is an essential part of that.

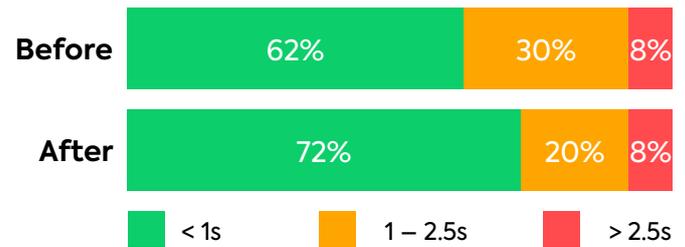
Solution

Speed Kit was implemented minimally invasive with just a few lines of JavaScript code on the HSV website. The entire implementation efforts happened within a few days. Once implemented Speed Kit fully takes care of all relevant performance timers and makes the website faster, more responsive and thus greatly improves user experience. Even performance timers like Time-To-First-Byte, which are usually very difficult to improve, showed a tremendous speed-up with Speed Kit

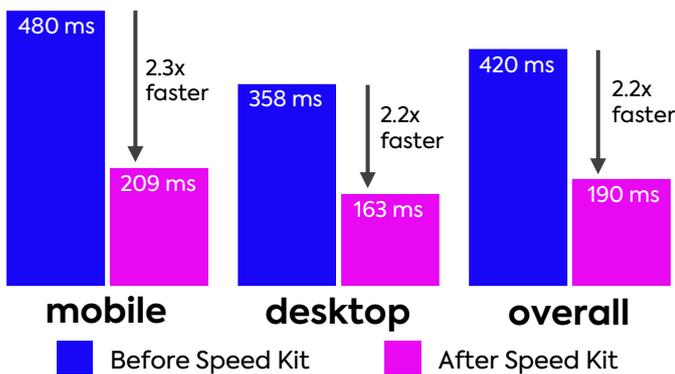
“ **Our website is an essential part of our efforts to connect with our fans and deliver an exciting and outstanding experience to them. Of course, we strive to provide great performance not just on the field, but also on the web. The Hamburg-based University spin-off Baqend has developed an impressive technology to drive the speed of traffic-heavy websites.** ”

Dr. Karsten Zimmermann
 Direktor Digital & IT, HSV Fußball AG

First Contentful Paint (FCP)



Time To First Byte (TTFB)

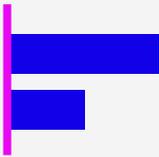


Verified Results

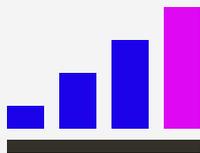
Speed Kit has a built-in A/B test functionality that is used to provide detailed insights about the performance uplift that it generates. Even with massively increased traffic on match days, a consistently high performance is given. This gives a clear view of the improvements across all relevant performance metrics. For hsv.de the results offered very impressive scores across all relevant measurements, which guided the way into a long-term partnership between HSV and Baqend.



2.6x
 Faster on mobile during live soccer games



1.9x
 Faster FCP on all accelerated pages



23%
 More fast users in FCP for higher SEO Ranking