

Challenge

The Jochen Schweizer mydays Group is the largest provider and market leader of experience gifts in Germany. Additional to the already high daily customer traffic on their websites, both jochen-schweizer.de and mydays.de record increasing customer traffic prior to festive seasons and public holidays and thus were looking for a reliable solution to not only handle their traffic with ease, but also boost their web performance as a whole.

Solution

Speed Kit's plug & play approach allows to solve web performance issues straight out of the box. Based on the Service Worker technology and implemented via JavaScript with just two code snippets, Speed Kit is compatible to all websites. Hence, Speed Kit was not only easily and fast integrated into the Salesforce Commerce Cloud stack of jochen-schweizer.de, but also into the custom stack at mydays.de. The Baqend team has quickly built customized Speed Kit configurations for both websites to improve the user experience.

Verified Test Results

During an A/B split test, Real-user monitoring showed statistical significant web performance improvements across relevant web performance metrics. More precisely, Time To First Byte and First Contentful Paint median loading times have decreased by 69.7% and 36.4%, respectively. On top of the actual web performance improvements, the results also revealed a significant 9.8% conversion rate uplift.

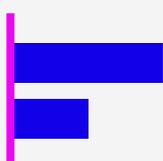
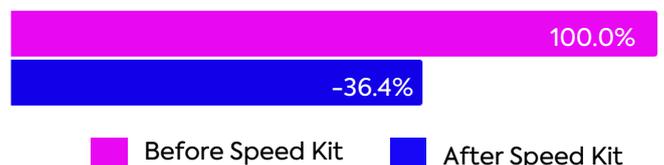
Time To First Byte Loading Times:



“Our core business at Jochen Schweizer mydays Group is to deliver the best experiences to our customers. To ensure the highest quality we only select the best partners with the best products. Online speed is one of our highest priorities in ensuring a great User Experience. The Baqend team with their Speed Kit product impressed us from the very beginning and exceeded our expectations: implementation was fast and easy, effects got verified in a clean A/B split test, Google rating for fast First Contentful Paint increased by 68%. Baqend allowed us to focus on other things than performance in our back-log.

Nihad Zehic
Jochen Schweizer mydays Group

First Contentful Paint Loading Times:



3.3x faster
Time To First Byte



+9.8%
Conversion Rate Uplift



1.6x faster
First Contentful Paint visible for Google SEO/SEA