

## Challenge

Since its founding in 1998 SNIPES has grown from one store to one of the worlds leading sneaker & streetwear platforms. After the last major expansion in 2019 to the United States, SNIPES now runs more than 400 stores in 10 markets. Selling emotional products from various brands like adidas, Jordan, Karl Kani, Nike or Sean John, the costumer experience is key, not only instore but also in the online shop, that represents a main sales channel and communication factor in the 360° customer centric approach.

## Solution

Speed Kit was easily integrated into the Salesforce Commerce Cloud stack of the Snipes Group. To meet the demands of a cross-country, complex architecture, the performance engineers of Baqend created a custom configuration of Speed Kit that helped deliver the maximum performance uplift. Specific challenges of the sneaker online business have been competently addressed with tailor made solutions by the Baqend team. The implementation of Speed Kit quickly improved loading speed compared to the competition.

## Verified Results

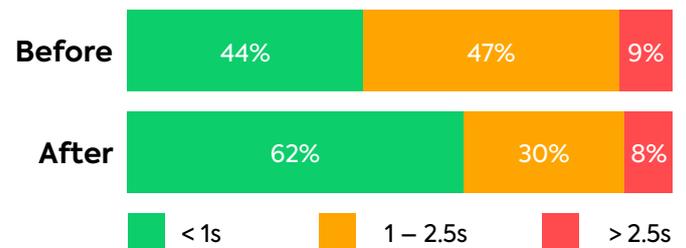
Since Speed Kit is implemented via a JavaScript tag in the HTML template, its performance impact can be A/B-tested. Therefore, Baqend was able to show the exact improvement that Speed Kit delivers in all relevant web performance metrics, including the Google Web Vitals like Largest Contentful Paint and First Contentful Paint. The results achieved on Snipes.com website showed impressive performance improvements, as quantified through Speed Kit's built-in real-user monitoring.

**“ With Speed Kit, we are able to satisfy the increasing performance requirements of our customers across all devices. This is especially true for mobile devices, which are the focus of the mobile Gen-Z target group. Speed Kit has delivered on its promise to reliably achieve best-in-class performance! ”**

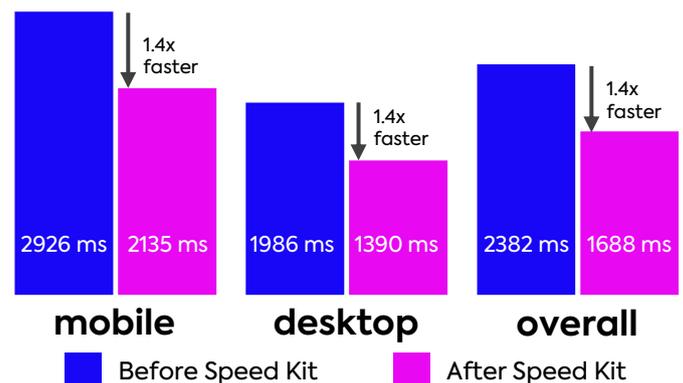
**Jeanine Schneider**  
Head of Digital, Snipes Group

### Google Core Web Vital:

First Contentful Paint (FCP)



### Last Contentful Paint (LCP)



**700 ms**

Performance improvement across all pages (LCP)



**2x**

More users with fast experience visible for SEO rank on Search Results (FCP)



**7 days**

From kick-off into production on Black Friday