

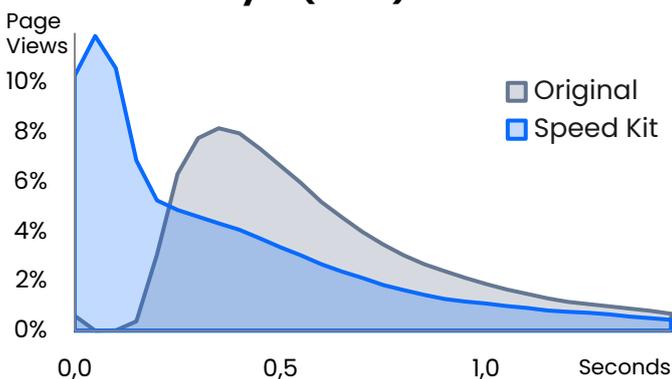
### Challenge

Since its foundation the s.Oliver Group has played a decisive role in shaping the German and international fashion market and has become one of the largest fashion companies in Europe with around 1B Euro annual revenue. Courage, pragmatism and innovation are deeply rooted in the company's culture. Led by this, s.Oliver has built an impressive online presence that is becoming more important than ever. Most of their efforts are focussed on delivering style, quality and fit of their fashion. Taking care of page speed and web performance is outside their core business and therefore posed a big challenge.

### Solution

In e-commerce, highly dynamic content like prices, product availability or user recommendations are making caching impossible. With Speed Kit, even highly dynamic websites can be cached by using innovative browser technology that delivers a static version of the page with an incredibly fast Time-To-First-Byte and Largest Contentful Paint and then merges dynamic content within the browser as soon as it arrives from the original backend.

### Time To First Byte (TTFB)



**“ Speed Kit has proven to be a great success improving the shopping experience for our customers. In an elaborate project we have measured the impact of page speed improvements on business KPIs and have seen significant uplift in funnel progression metrics, conversion rate and revenue.**

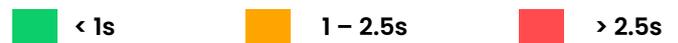
Maike Wöhler  
Teamlead Digital Product Management,  
s.Oliver Group

### Largest Contentful Paint (LCP)

Before Speed Kit



After Speed Kit



### Verified Results

The improvement in all relevant speed metrics have been double verified through both the Google Chrome UX report as well as the Speed Kit A/B-test data. Furthermore, the s.Oliver Group has invested into a long-term project together with the team behind Speed Kit to understand the relationship between page speed and conversion metrics in more detail. The results are truly impressive and are proving once more that page-load time is money. The return on investment for the annual Speed Kit fees was achieved within less than one week.



**+3.4%**

Uplift in  
Add-To-Cart Rate



**+ 2.8%**

Uplift in  
Conversion Rate



**+ 5.9%**

Uplift in  
Revenue