

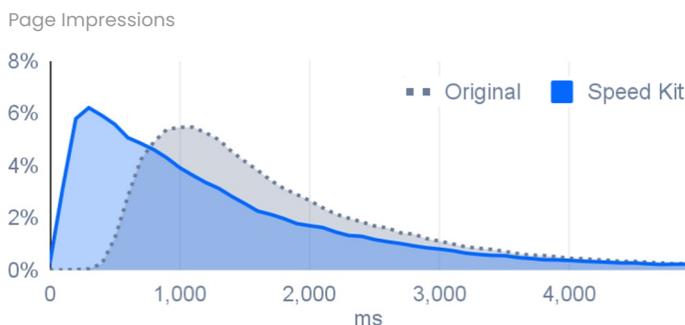
Challenge

ZWILLING J. A. Henckels AG is one of the largest and oldest manufacturers of kitchen knives and has a long standing tradition of delivering superb quality made in Germany. The product portfolio is complemented by cookware, cutlery as well as kitchenware and BBQ products. While operating thousands of retail stores across the world, the online store has developed into one of the most important sales channels. Delivering consistently great user experience and fast web performance is a big challenge on a global scale, yet it is essential to SEO ranking and commercial success.

Solution

The implementation of Speed Kit delivered significant improvements across all technical page speed metrics. This is thanks to unique caching algorithms based on browser and cloud technology. This means the implementation is plug & play, minimally invasive, and the effects can be A/B-tested. Furthermore, this unique approach enables the acceleration of highly dynamic websites that otherwise cannot be cached in a classical sense.

Largest Contentful Paint (LCP)



“ Speed Kit is a great page speed tool for our online store. It helps us in a completely new area of improvements. In our long-term collaboration we have proven that shorter loading times lead to improved business metrics including a sizeable increase in revenue.

Florian Nagel
Head of Consumer Solutions
ZWILLING J. A. Henckels AG

Relative Improvements

Bounce Rate	- 0.8 %
Pages per Session	+ 1.2 %
Transactions	+ 1.4 %
Conversion Rate	+ 2.0 %
Unique Purchases	+ 6.3 %
Sold Items	+ 7.1 %
Revenue Increase	+ 4.8 %

Verified Results

To quantify what the improvements in technical speed metrics like Time To First Byte or the Largest Contentful Paint mean for business success, the Speed Kit team has performed a long-term A/B-test to gain statistically significant data about the effects of an improved user experience. Firstly, the faster page speed led to reduced bounce rate and more page views per session. This led to more transactions and a higher conversion rate. Furthermore, the improved page speed also led to an increased average basket size, leading to a total revenue uplift of 4.8%.



+4.8%

Revenue
with Speed Kit



+ 32%

Faster
Largest Contentful Paint



+ 2%

Uplift in
Conversion rate