

**Challenge**

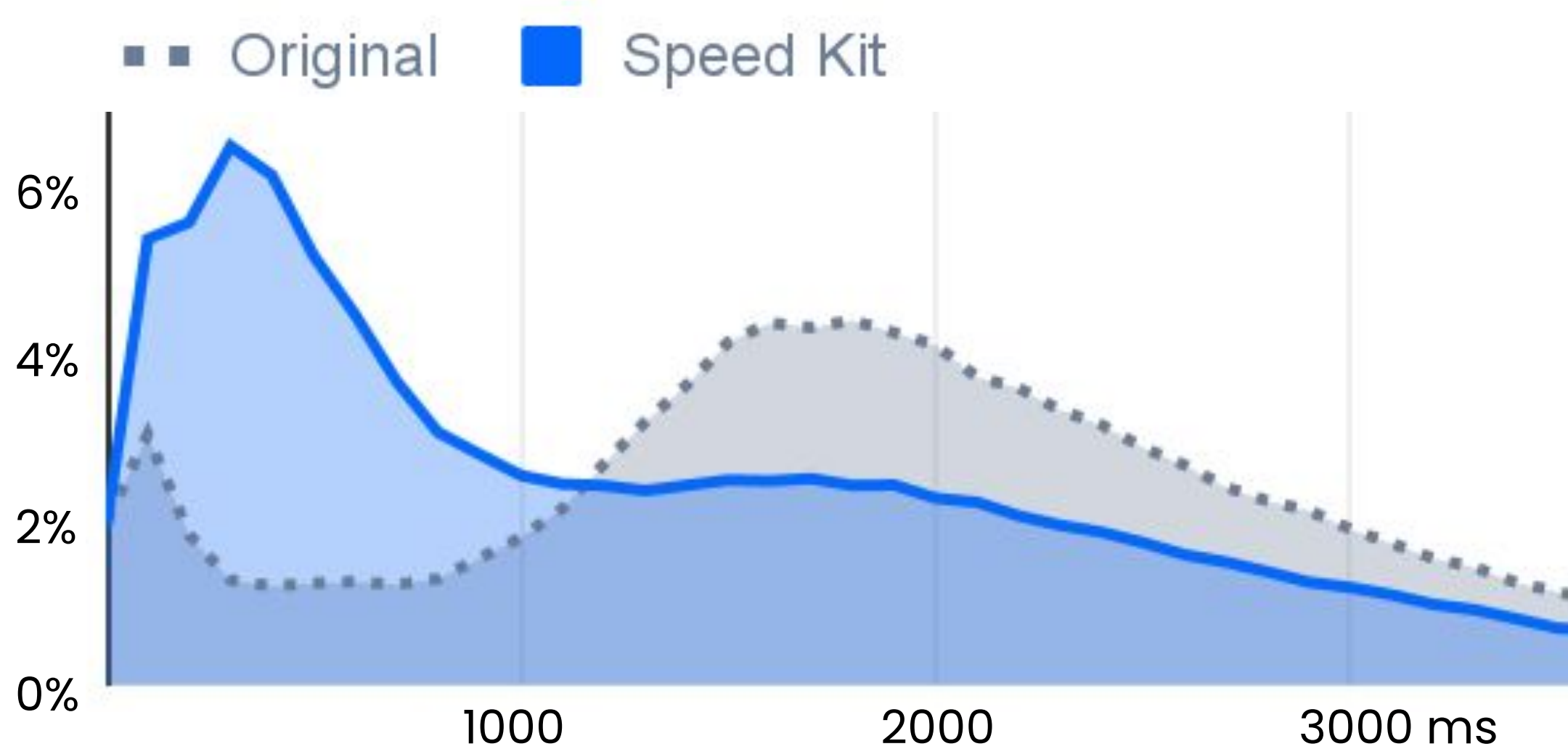
Butlers is a leading home design and lifestyle brand in Germany, offering a wide range of high-quality home decor, furniture, kitchenware, and more. With the increasing importance of online shopping, Butlers recognized the need to improve the performance of their online shop. Not only is a faster website essential for good user experience that results in fewer user bounces and higher conversion rates and revenue, but furthermore page speed is a Google ranking factor that will help increase SEO traffic.

**Solution**

With Speed Kit, Butlers has chosen a proven technology to enhance the performance of their website. Thanks to its app integration in the Shopify marketplace ecosystem, the implementation on the Butlers websites was swift and easy. Speed Kit's innovative caching algorithms and Service Worker technology deliver significant improvements in Time-To-First-Byte (TTFB), and Largest Contentful Paint (LCP) by caching even highly dynamic HTML resources that would otherwise be uncacheable.

**Largest Contentful Paint (LCP)**

Share of traffic against LCP (histogram)

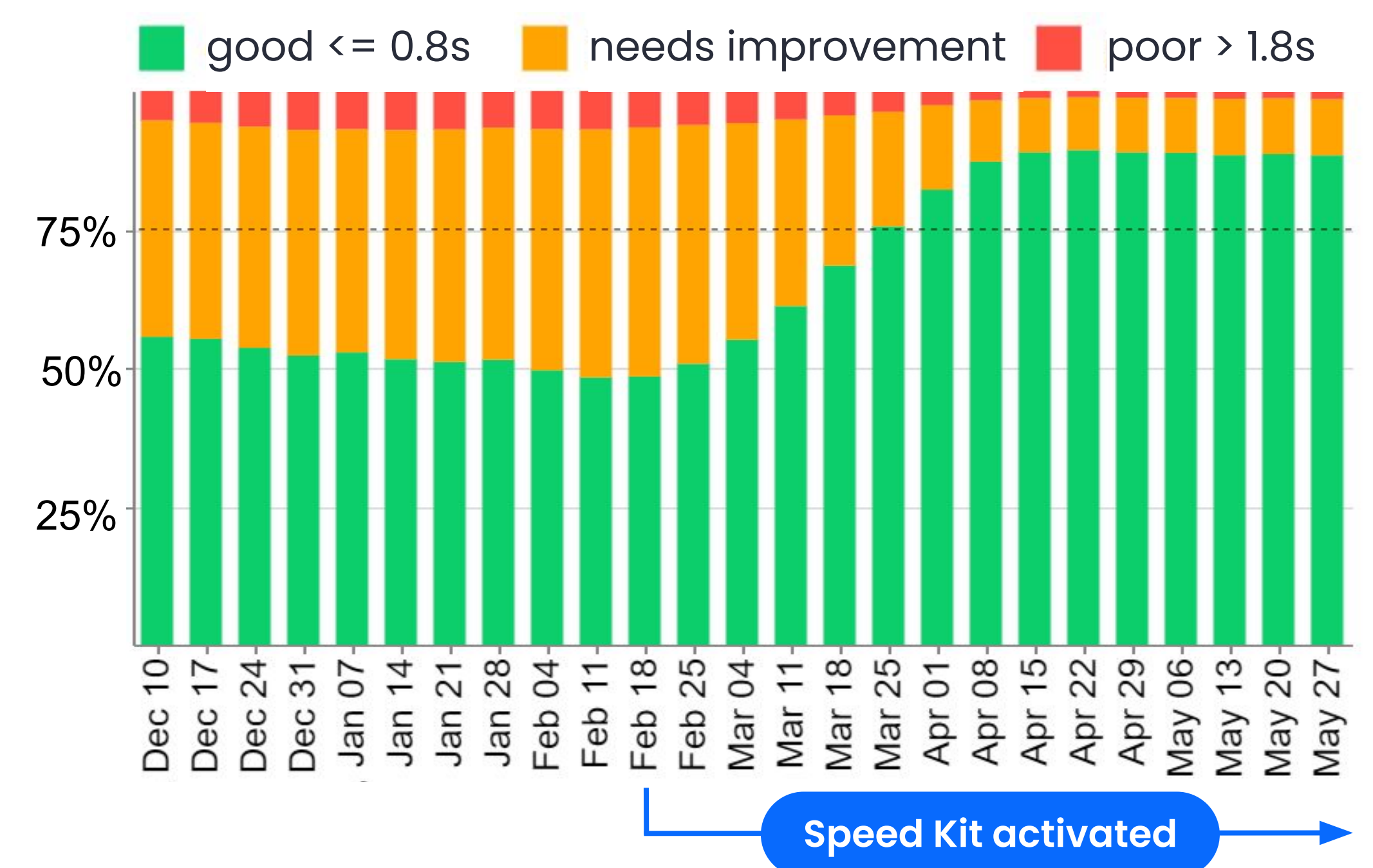


“ We are extremely satisfied with the results that Speed Kit delivers. We have seen significant improvements in our website's performance, the difference feels like comparing a snail to a Ferrari! The page speed uplift has clearly translated into increased revenue and conversion rates, too.

**André Martens**  
Head of Digital & IT


**Time To First Byte (TTFB)**

Weekly Google CrUX Data



**Verified Results**

Speed Kit's impact on Butlers' online shop was measured using Google Analytics and Real-User Monitoring. The results show a statistical significant 13.02% revenue uplift with Speed Kit, yielding a positive ROI after just one week. The median value of the LCP (Largest Contentful Paint) improved from 2103 ms to 1251 ms on mobile and from 1759 ms to 1219 ms on desktop. The Conversion Rate improved by 10% while the Average Revenue per User (ARPU) increased by 10.83%.

  
**760 ms**  
faster LCP  
in median value

  
**13%**  
increased revenue

  
**10%**  
higher Conversion Rate