

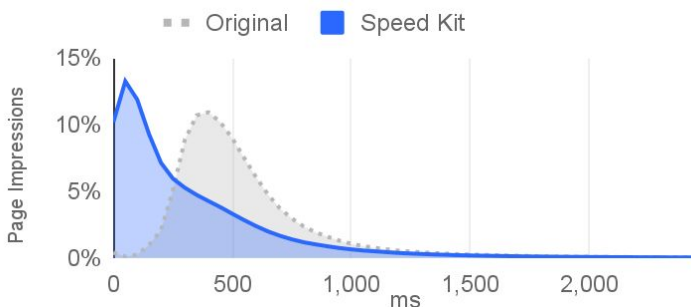
Challenge

Decathlon is one of the world's leading sporting goods companies with a website that receives a high volume of traffic from customers looking to purchase their products online. Decathlon has always identified page speed as a key metric to drive conversion and revenue. For this, Decathlon Germany has been working with Speed Kit for a number of years to accelerate their website loading times to improve the user experience and increase sales.

Solution

Speed Kit is a web optimization tool designed to improve the page speed of highly dynamic e-commerce websites like the ones Decathlon runs. Using a combination of browser and cloud technologies together with innovative caching algorithms, Speed Kit helps Decathlon to significantly improve Time-To-First-Byte as well as Largest Contentful Paint across all devices. This is leading to an improved user experience and in turn increases various e-commerce KPIs as well as top-line revenue.

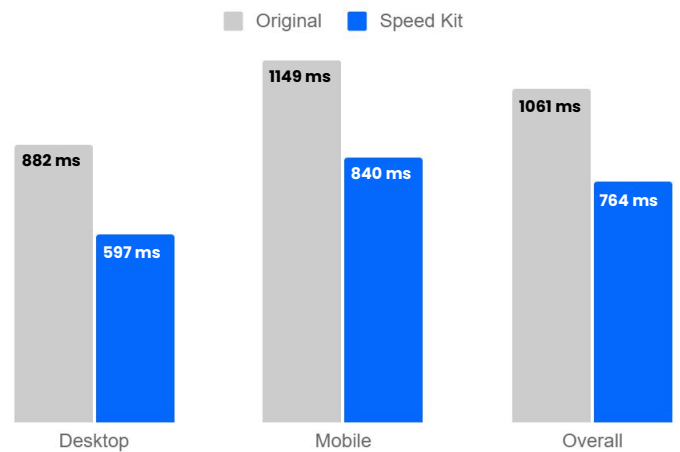
Time To First Byte (TTFB)



“After a long partnership, we still highly recommend the great service of Speed Kit. The team behind has proven again and again that page speed matters immensely to improve user experience, increase the SEO ranking and drive conversions.”

Florian Bischoff
Chief Digital Officer,
Decathlon Germany

Largest Contentful Paint (LCP)



Verified Results

In a long-term ROI analysis project, Real User Monitoring was employed in an A/B-test to evaluate the impact of faster loading times on business success metrics. The study revealed a significant decrease in loading times and an increase in business success metrics, confirming the importance of page speed for driving sales - even for already very fast websites. These findings were statistically significant, validating the positive impact of faster loading times on business performance.



+1.6%

On-Site Revenue Uplift



+ 28%

Faster Largest Contentful Paint



Since 2018

Long-Term Speed Kit Partnership