

Challenge

Intersport is a leading sports retailer across 66 countries, offering sports equipment, apparel and footwear for various activities. Intersport's global presence, combined with its passion for an active lifestyle & focus on customer satisfaction, has made the company a trusted name in the industry. To enhance its positive brand image and customer experience, Intersport aimed to boost their web performance as well.

Solution

Intersport was able to accelerate its website within days using Speed Kit's unique browser-based technology, which enables caching of highly dynamic websites. After a quick & simple integration on Intersports site and a tailored configuration by the Speed Kit team specifically for their Shopware Shop, web performance and speed were immediately enhanced. The improvements were evident in Core Web Vitals such as Time to First Byte and Largest Contentful Paint, resulting in an improved customer experience.

Time to First Byte (TTFB)

Before Speed Kit



After Speed Kit



< 0.8s **Needs improvement** **>= 1.8s**

+ 48%

Reduction in Time to First Byte

886ms

Faster in Largest Contentful Paint (LCP)

+ 38%

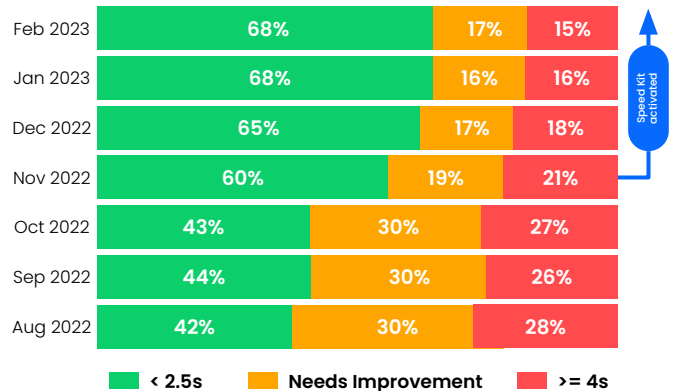
Faster in First Contentful Paint

“ Thanks to Speed Kit, our website’s performance improvement is now absolutely noticeable and significant! We were impressed by the quick and easy integration process, which required only a few simple steps without any changes needed in our own backend.

Sven Boehme
Head of Online Marketing

Largest Contentful Paint (LCP)

Speed Kit Go Live in November 2022



Verified Results

A conducted A/B test demonstrated significant improvements in speed & website performance. A reduction of 48% in Time to First Byte, a 38% faster First Contentful Paint, and a 33% faster Largest Contentful Paint have been reached.

Additionally, the implementation of Speed Kit led to a huge improvement in the Google Chrome User Experience report (CrUX) after the implementation in November, resulting in better SEO-Rankings.