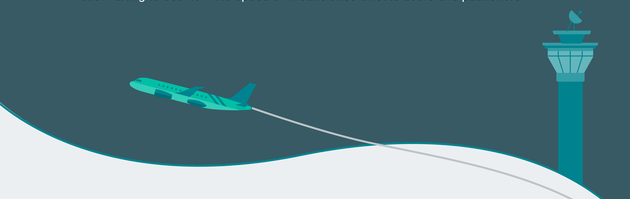
DoubleClick
by Google

Mobile Speed Matters

The mobile web is frustratingly slow, and this lag can affect who comes back to your site and how much revenue you take in. To study the extent of this problem, we conducted a study across over 10,000 mobile web domains using data generated from Webpagetest.org, Google Analytics and DoubleClick for Publishers.

Follow along to see how the speed of mobile sites affects users and publishers.



Mobile sites aren't fast enough

Users get frustrated quickly with slow loading sites.

3/4
top mobile sites take **more than 10 seconds** to load[2]

19 seconds
is the average load time for a mobile site[3]

Over half
of all mobile site visits are abandoned if pages take **longer than 3 seconds** to load[1]

What makes mobile sites slow

Sites with large data files and excess server requests load slower. To keep things running smoothly, sites should minimize their file sizes and reduce the number of ad related calls.

1.49MB
is the average size of content, which takes 7s to load over a Fast 3G connection[4]

Each mobile page makes an average of **214** **server requests**[5]

Half **of all server requests** come from ad-related calls[6]

Be fast, be engaging

Mobile sites that loaded in 5 seconds vs 19 seconds observed:

Users see and consume more content on faster sites. We found that sites that load in 5 seconds vs 19 seconds observed significantly better engagement metrics.

60% greater pageviews[7]

70% longer average sessions[8]

35% lower in bounce rate[9]

25% greater viewability[10]

Up to 2x

more mobile ad revenue projected for mobile sites that load in 5 seconds vs 19 seconds[11]

Win with speed

Improving pageviews, session length, bounce rate and viewability can all mean users are consuming more content. But one number is even more important: **Revenue**.

If you're ready to go to new places with your users, you need mobile speed.

Learn more at **g.co/MobileSpeed**

1. Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=3.7K, Global, March 2016
2. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
3. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
4. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
5. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
6. Webpagetest.org, Sampled 11.8K global mWeb homepage domains loaded using a fast 3G connection timing first view only (no cached resources), February 2016
7. Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=3.8K, Global, March 2016
8. Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=3.5K, Global, March 2016
9. Google Data, Aggregated, anonymized Google Analytics data from a sample of mWeb sites opted into sharing benchmark data, n=2.8K, Global, March 2016
10. DoubleClick for Publishers, Google Active View ad viewability for 10.7K mWeb homepage domains with >70% measurable ad viewability, Global, February 2016
11. Google Data, Aggregated, anonymized Google Analytics and DoubleClick AdExchange data from a sample of mWeb sites opted into sharing benchmark data, n=4.5K, Global, June 2015 - May 2016