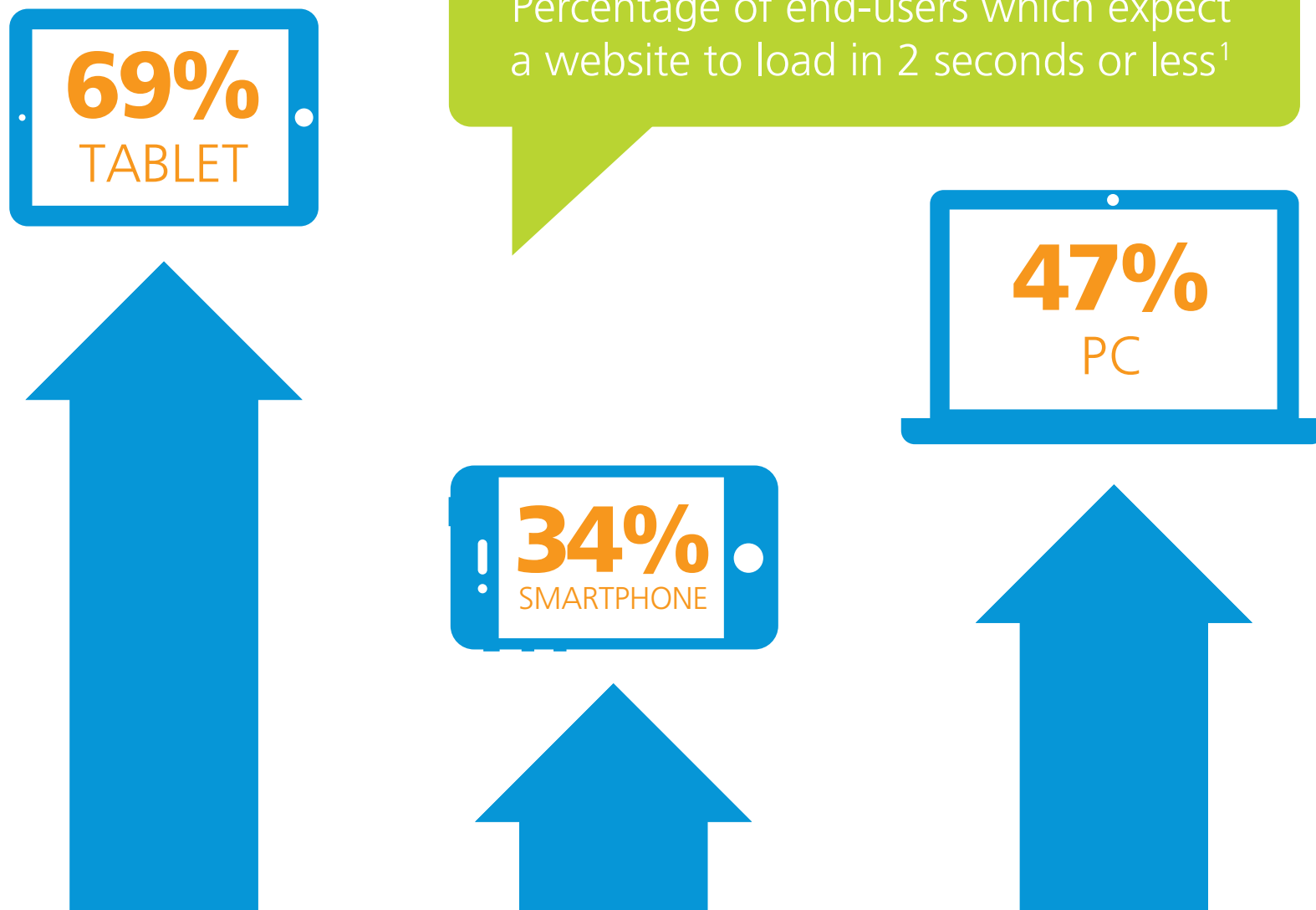


SLOW RESPONSIVE WEB DESIGN SITES ARE BAD FOR BUSINESS

YOUR CUSTOMERS HAVE HIGH WEB PERFORMANCE EXPECTATIONS

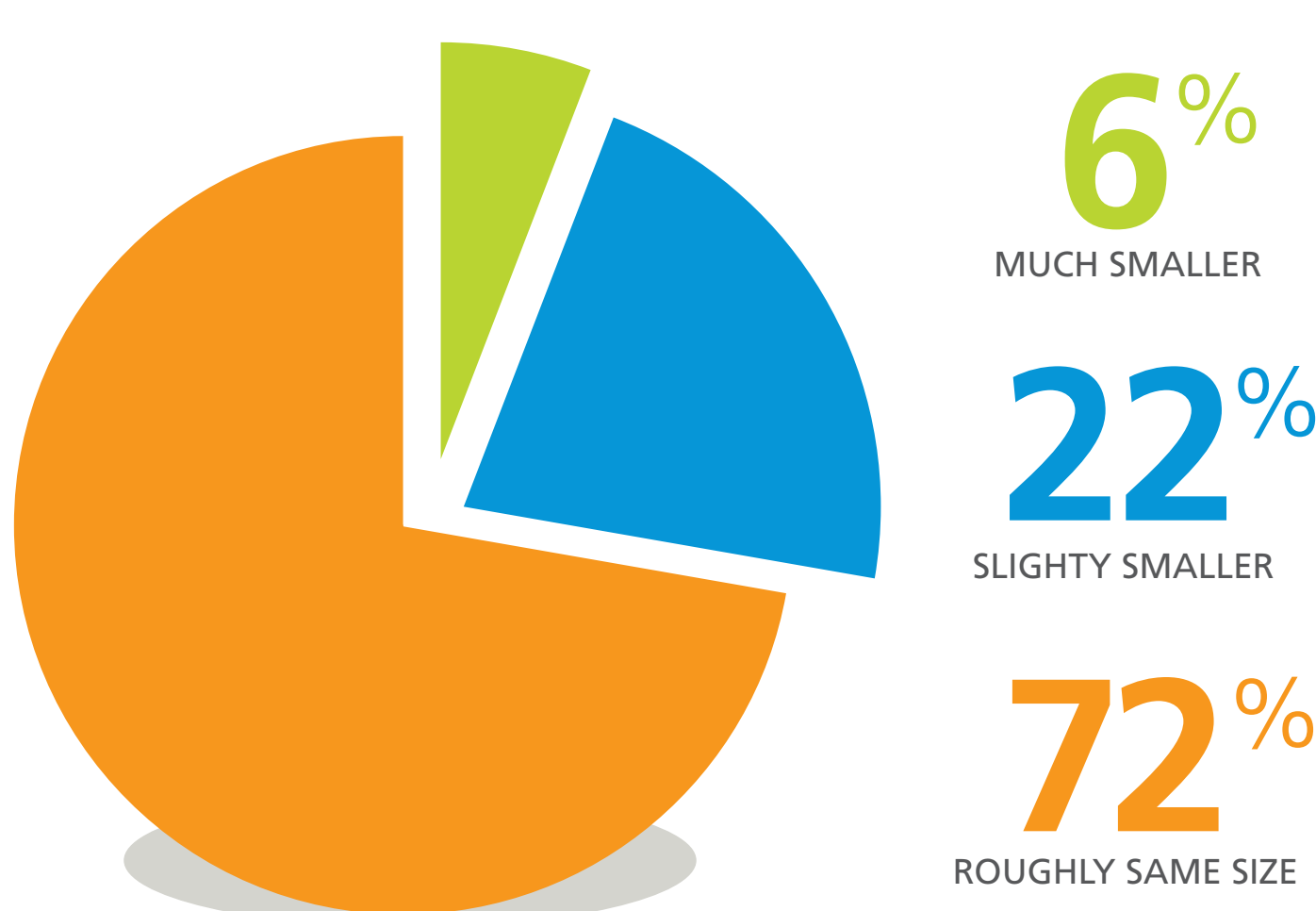
No Matter The Device Or Network



THE MAJORITY OF RESPONSIVE WEB DESIGN SITES DELIVER THE SAME CONTENT

No Matter The Device Or Network

Page size of smallest vs. biggest resolution across 347 RWD sites

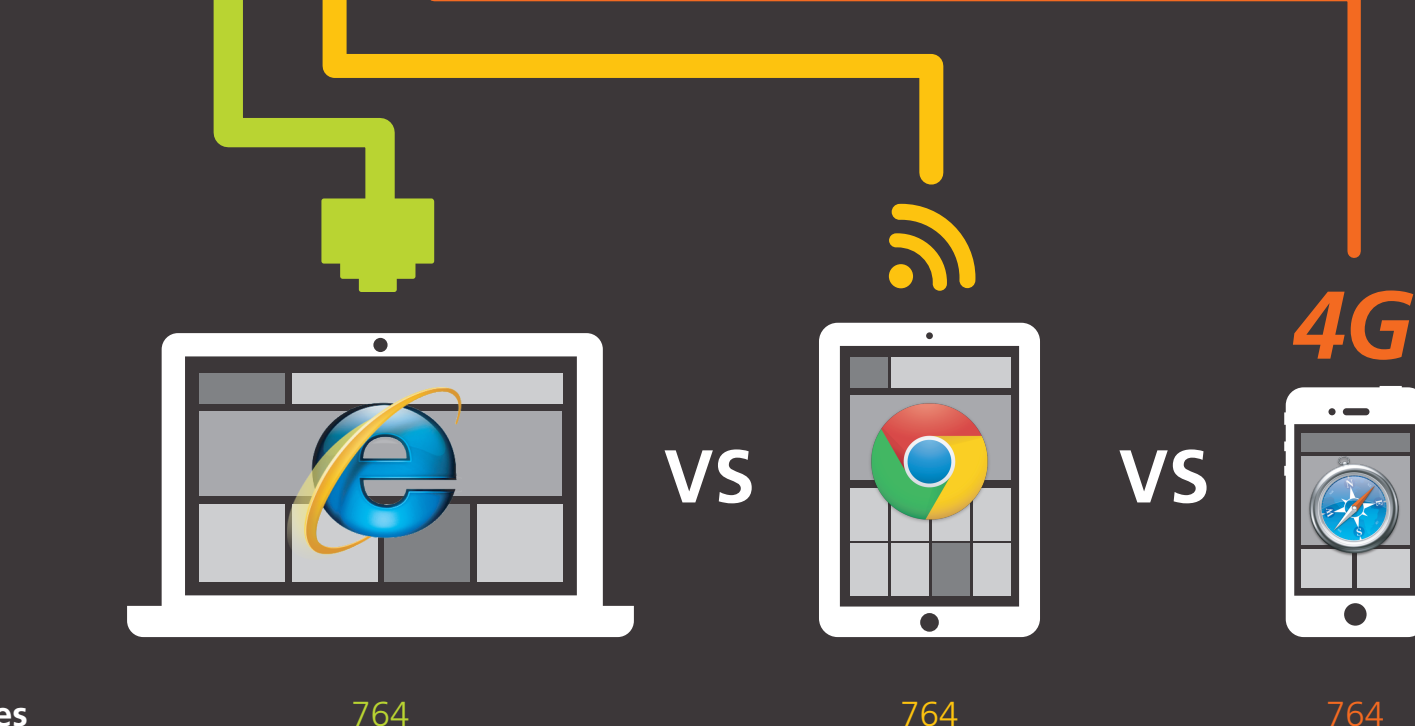


DIFFERENT DEVICES & NETWORKS RESULT IN DIFFERENT EXPERIENCES



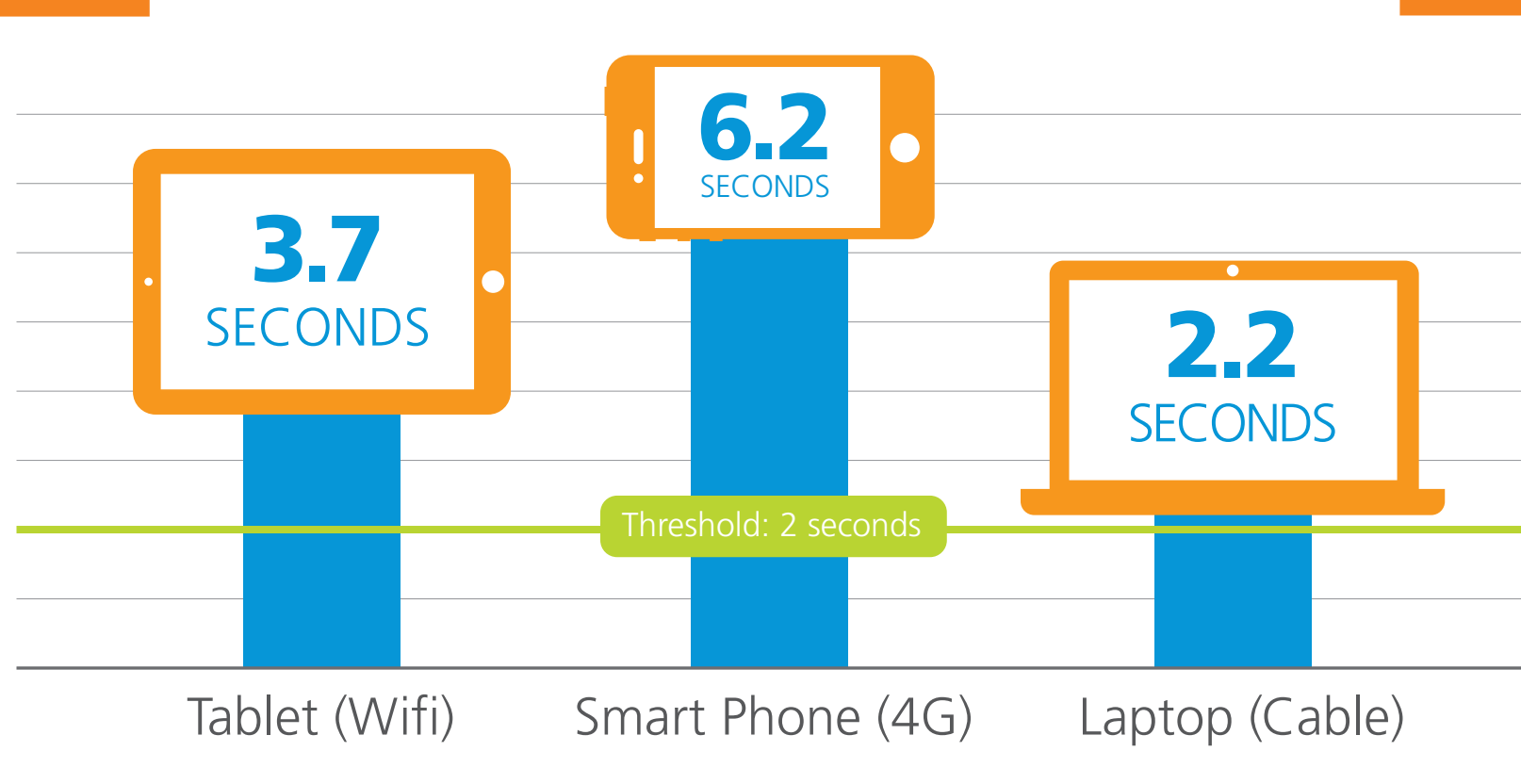
EXAMPLE OF A MAJOR RETAILER'S RESPONSIVE WEB DESIGN SITE

Kilobytes: 764 | Requests: 60



Kilobytes	764	764	764
Requests	60	60	60
CPU	2.6GHz quad-core	800MHz dual-core	1GHz quad-core
Memory	16GB	512MB	1GB
SunSpider JS	~145 ms	~1880 ms	~1500 ms
Downlink	27 mbps	15 mbps	1 mbps
Latency	20 ms	32 ms	138 ms

MOST RWD SITES DO NOT MEET USER PERFORMANCE EXPECTATIONS



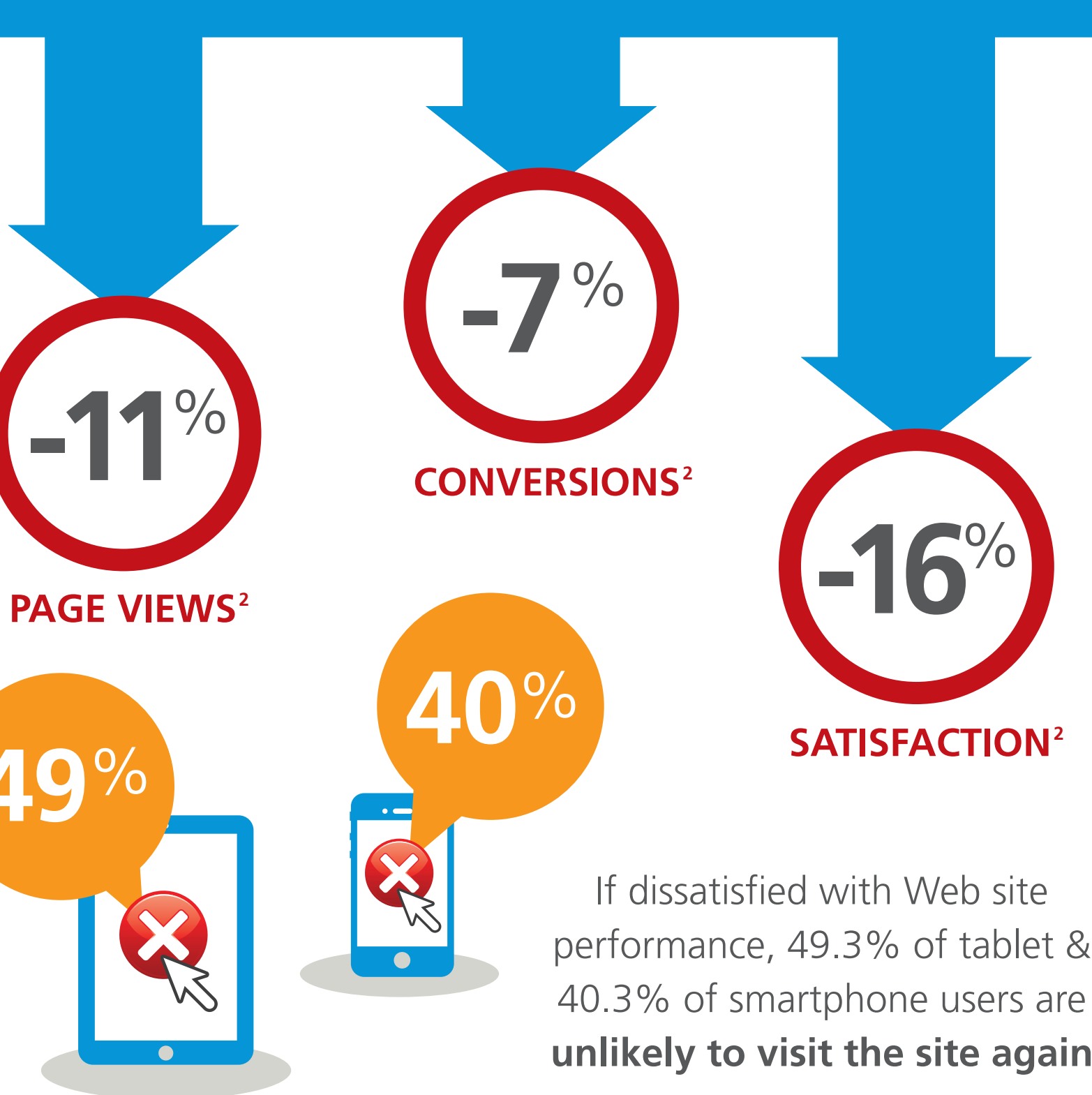
"Shoot me now... responsive design has seemingly become confused with an opportunity to reduce performance rather than improve it. #performance"

— Twitter User



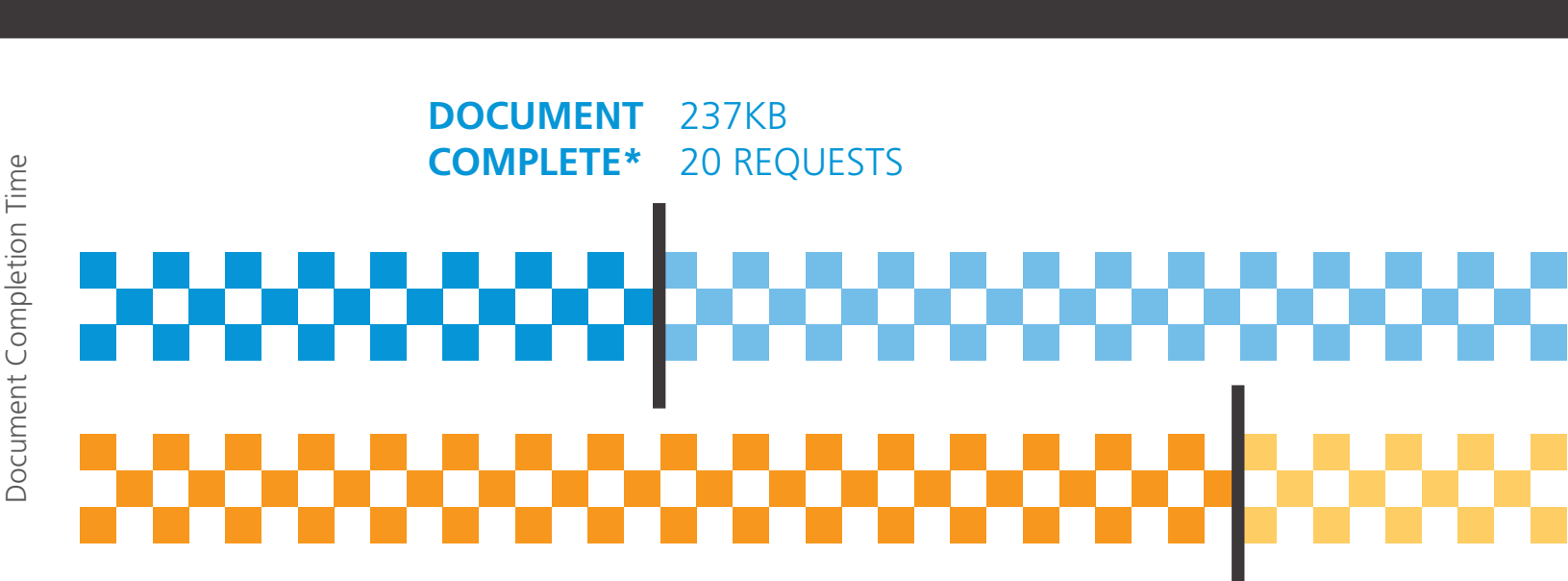
WEB PERFORMANCE IMPACTS BUSINESS

A ONE SECOND DELAY IN PAGE LOAD TIME EQUALS...



OPTIMIZE END-USER EXPERIENCES

BY ACCELERATING RENDERING AND REDUCING BYTES AND REQUESTS



*Document Complete is when the browser considers the webpage loaded (onLoad event for those familiar with javascript events). This usually happens after all of the images and content have loaded but may not include content that is triggered by javascript execution.

FEWER BYTES AND REQUESTS + ACCELERATED RENDERING =

50% FASTER PAGES