Make Your Website Load **Instantly**
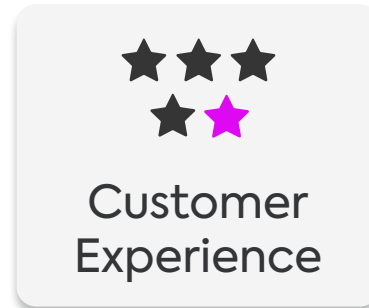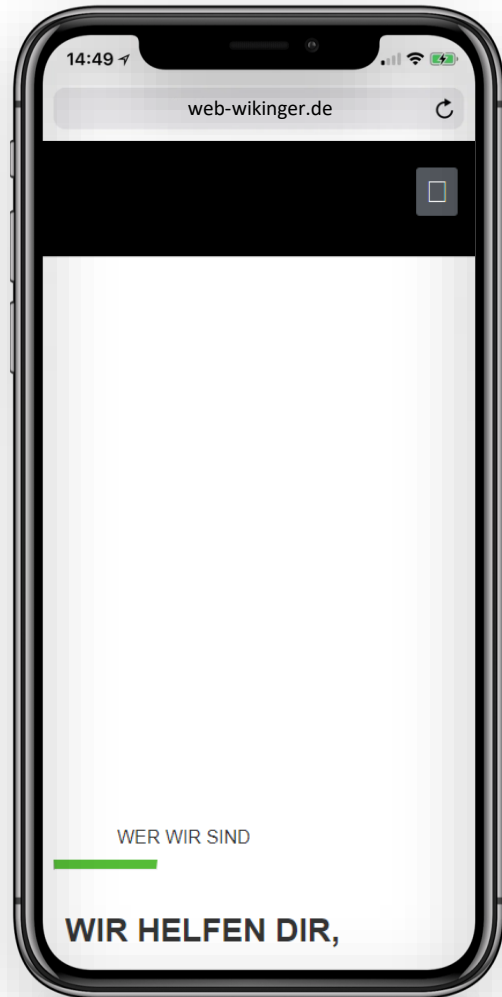
...and stop **losing** customers.

[

Executive summary on Speed Kit
for Web-Wikinger Sprechstunde.
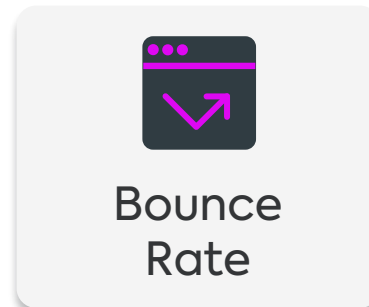
August 2021

]

🚀 Baqend
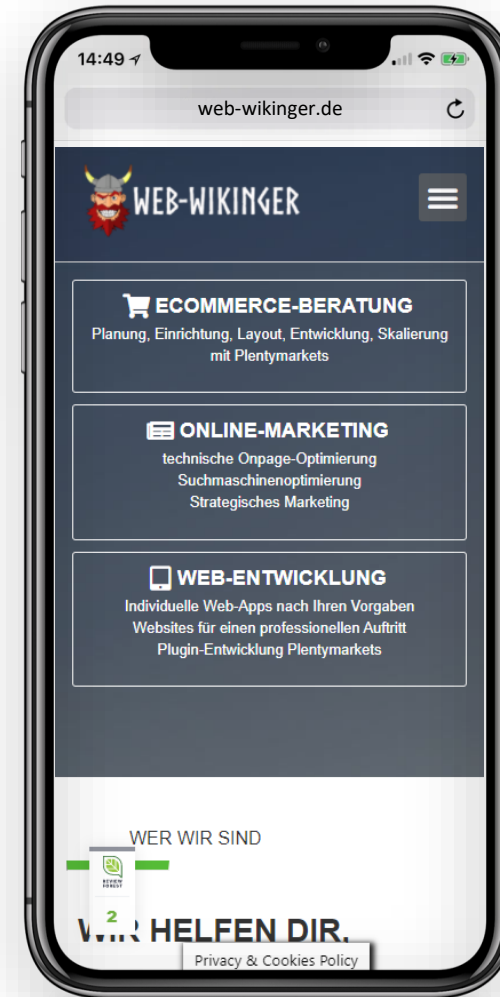
User Expectations Have Changed

Before Speed Kit

After Speed Kit

web-wikinger.de

Customer Experience

Bounce Rate

SEO Rank

web-wikinger.de

WEB-WIKINGER

🛒 ECOMMERCE-BERATUNG
Planung, Einrichtung, Layout, Entwicklung, Skalierung mit Plentymarkets

📋 ONLINE-MARKETING
technische Onpage-Optimierung
Suchmaschinenoptimierung
Strategisches Marketing

📱 WEB-ENTWICKLUNG
Individuelle Web-Apps nach Ihren Vorgaben
Websites für einen professionellen Auftritt
Plugin-Entwicklung Plentymarkets

WER WIR SIND

WIR HELFEN DIR,

WER WIR SIND

WIR HELFEN DIR,

Privacy & Cookies Policy

New Google Ranking **Starts Now**

The Largest Contentful Paint (LCP) becomes one of three Core Web Vitals.
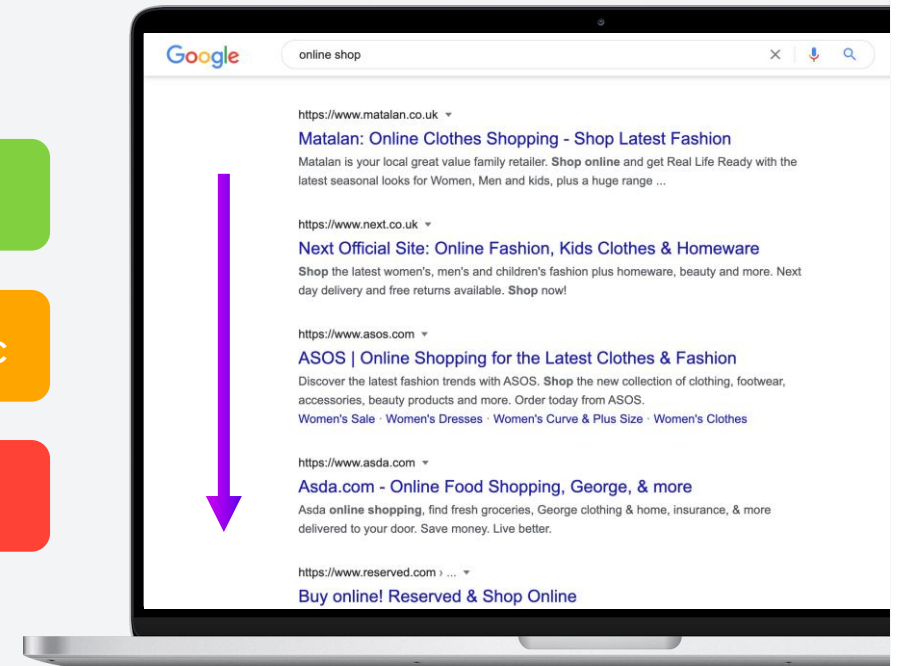
1. Largest Contentful Paint (LCP) measures **loading performance**
2. First Input Delay (FID) measures **interactivity**
3. Cumulative Layout Shift (CLS) measures **visual stability**

" To achieve a high SEO ranking, the LCP should occur **within 2.5 seconds** of when the page first starts loading.
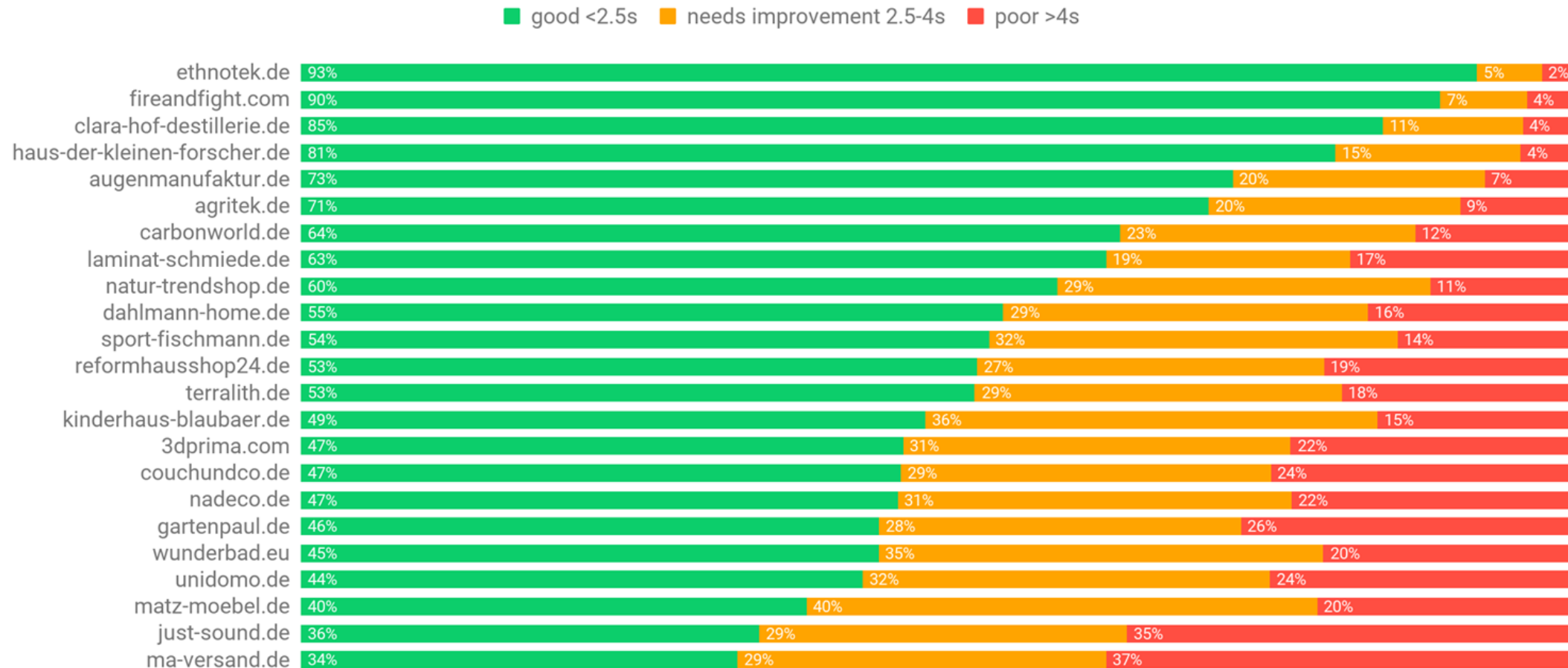
< 2.5 sec

2.5 – 4 sec

> 4 sec

Learn more about Core Web Vitals

Being Average Is **Not Enough**

Users notice **every speed** problem. And so does Google*

■ good <2.5s ■ needs improvement 2.5-4s ■ poor >4s

Website	good	needs improvement	poor
ethnotek.de	93%	5%	2%
fireandfight.com	90%	7%	4%
clara-hof-destillerie.de	85%	11%	4%
haus-der-kleinen-forscher.de	81%	15%	4%
augenmanufaktur.de	73%	20%	7%
agritek.de	71%	20%	9%
carbonworld.de	64%	23%	12%
laminat-schmiede.de	63%	19%	17%
natur-trendshop.de	60%	29%	11%
dahlmann-home.de	55%	29%	16%
sport-fischmann.de	54%	32%	14%
reformhausshop24.de	53%	27%	19%
terralith.de	53%	29%	18%
kinderhaus-blaubaer.de	49%	36%	15%
3dprima.com	47%	31%	22%
couchundco.de	47%	29%	24%
nadeco.de	47%	31%	22%
gartenpaul.de	46%	28%	26%
wunderbad.eu	45%	35%	20%
unidomo.de	44%	32%	24%
matz-moebel.de	40%	40%	20%
just-sound.de	36%	29%	35%
ma-versand.de	34%	29%	37%

*Google Chrome UX Report

What We Can Do For **Your Website**

Test Results for **Speed Kit**

Clara Hof	**Augenmanufaktur**	**Dahlmann**
(Mobile Browser)	(Desktop Browser)	(Mobile Browser)

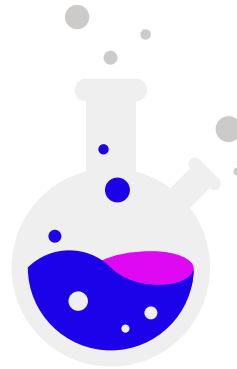| Link to Analysis	Link to Analysis	Link to Analysis
2.1x Faster	**2.3x Faster**	**3.0x Faster**

We Are **Baqend**

We bring performance research to practice.

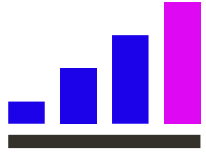30+ man-years of **web performance research** at University of Hamburg

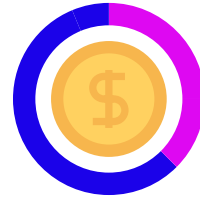Novel technology for caching **dynamic data** went into Baqend (2014)

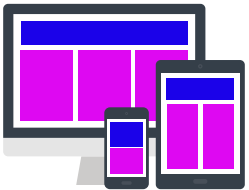**Speed Kit –** SaaS for e-commerce speed launched (2018)

Speed Kit in Numbers

7000
customer websites
online already

2.5 billion
Euro in annual revenue
over Speed Kit

120 million
monthly users profit
from Speed Kit
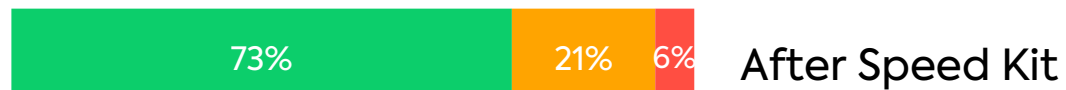
20.000
requests accelerated
per second

Case Study – Built for Market **Leaders**

Customer

DECATHLON

largest sporting goods retailer in the world

Empirical Validation

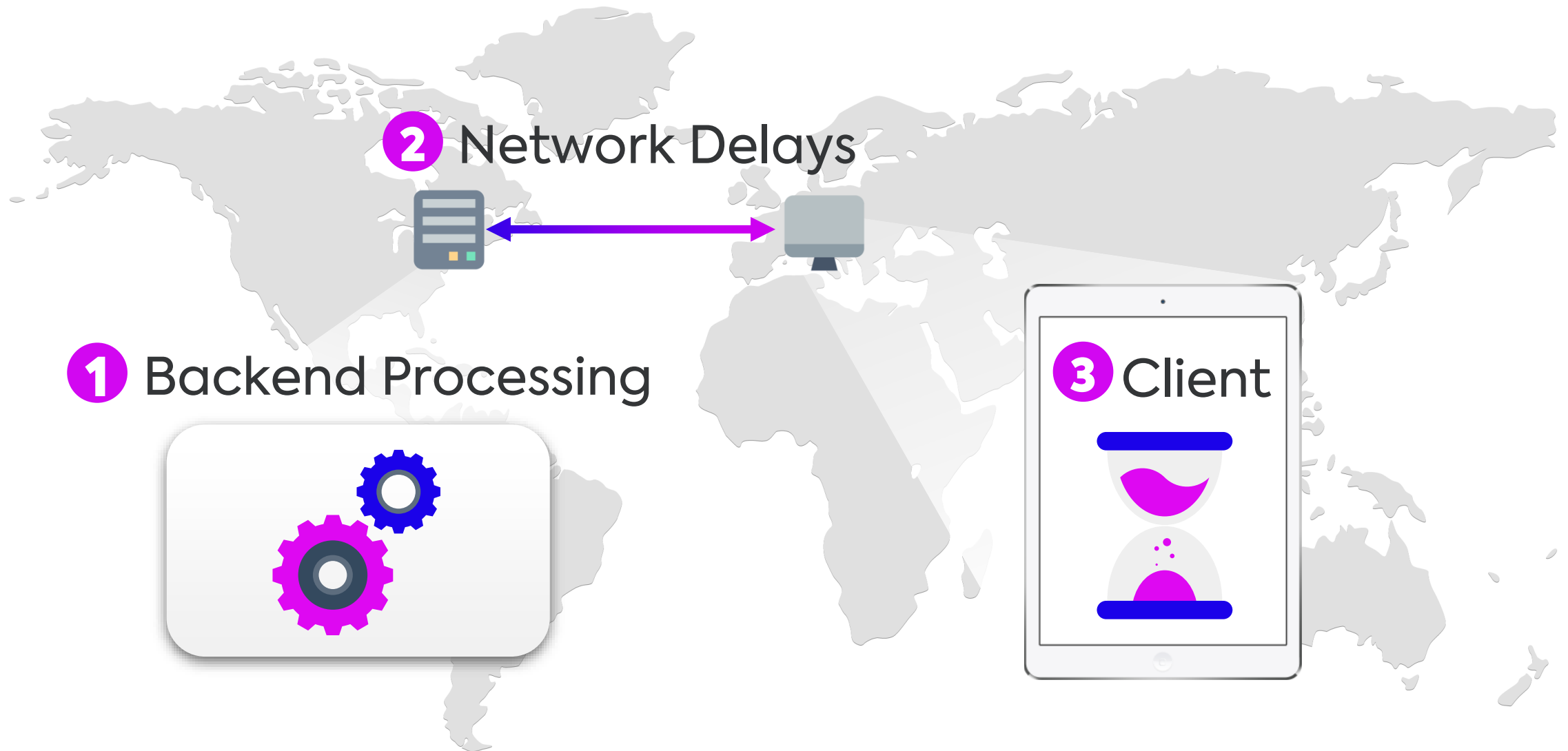| 37% | 52% | 11% | Before Speed Kit |

| 73% | 21% | 6% | After Speed Kit |

Confirmed via A/B test and Google CRUX report (SEO visible)

Results

❝ The Baqend team has done an amazing job with Speed Kit and not only **accelerated our site by 2.5x**, but also been a reliable partner during the result analysis. There is no doubt about the **great ROI**. They have become a **strategic part** in our online growth plans.

Florian Bischoff,
Director E-Commerce, Decathlon Germany

JOCHEN SCHWEIZER   SNIPES   orsay   carhartt WORK IN PROGRESS   mydays   Red Bull   GALERIA KARSTADT KAUFHOF   DEFSHOP   JUST SPICES

Speed Kit Optimizes End-To-End

1 Offloaded Servers
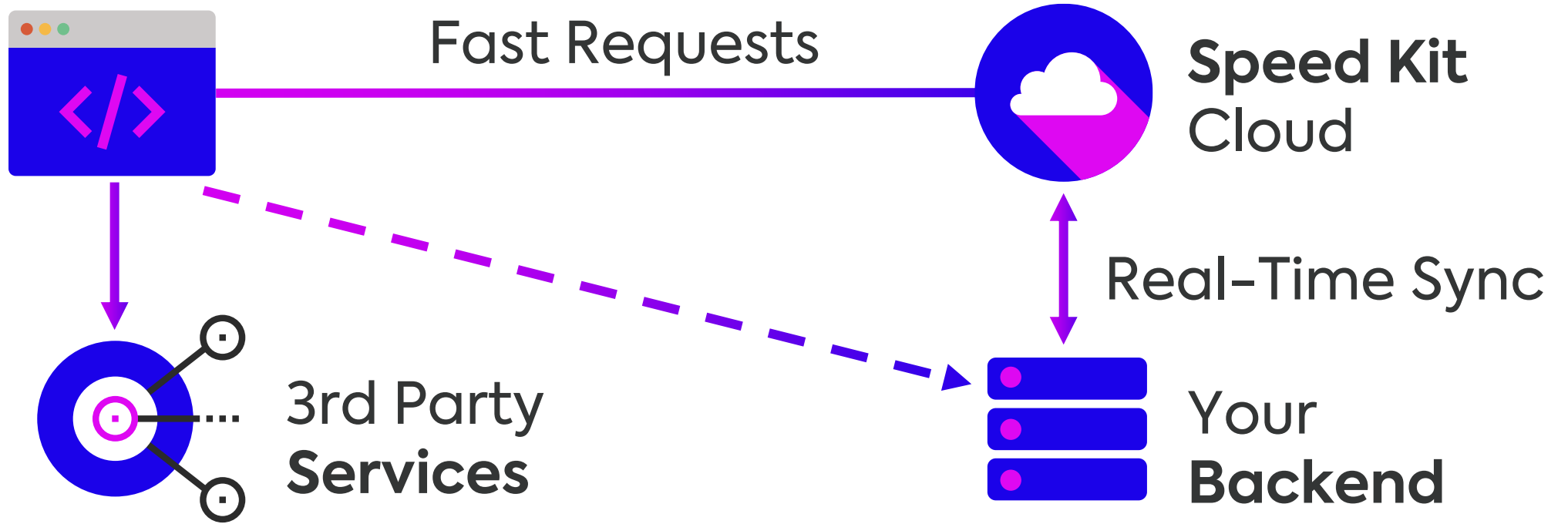
2 Low Latency

3 Fast Customer Experience

Shop Backend

(unmodified infrastructure)
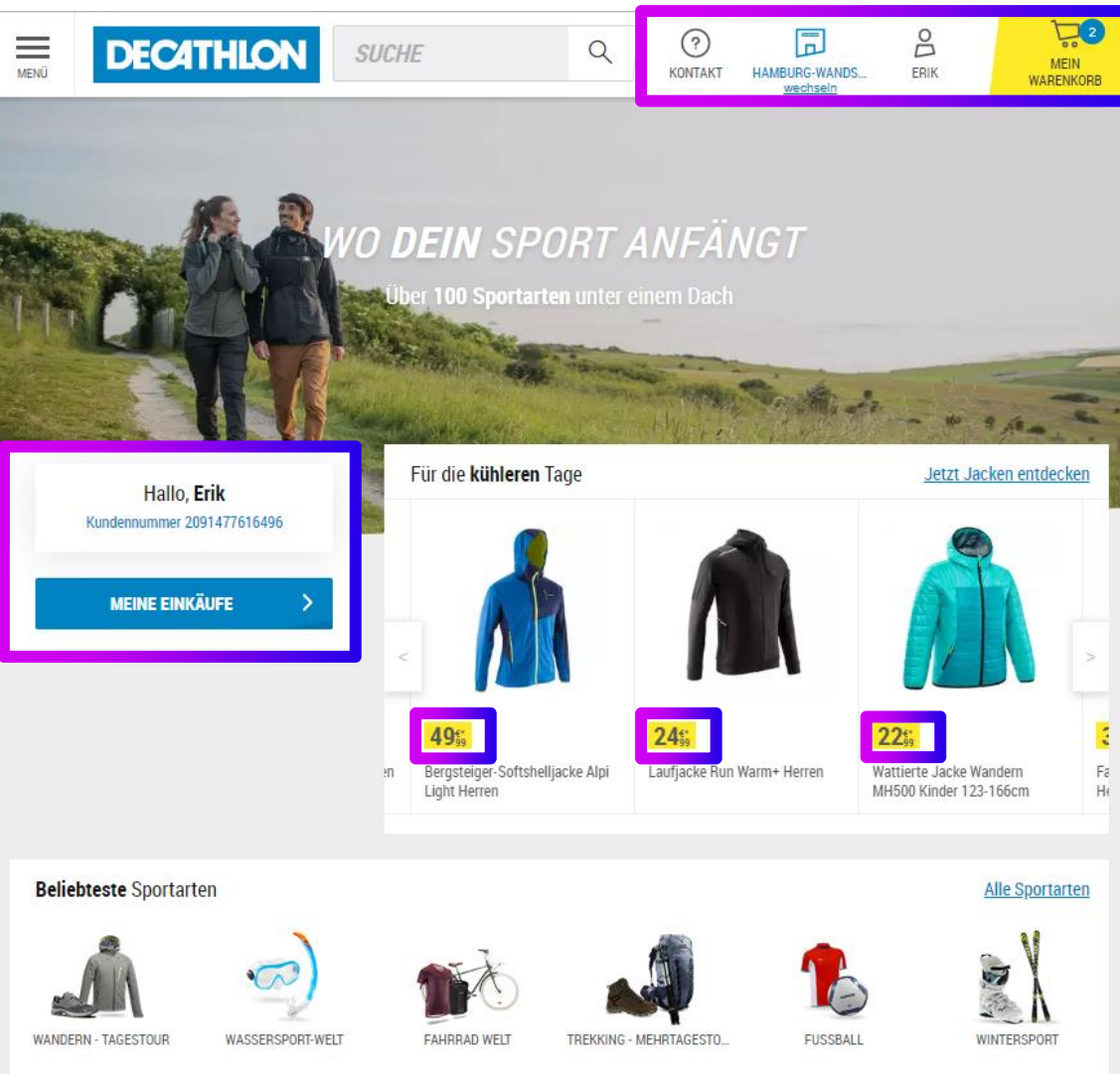
Speed Kit
(in user browser)

How The Technology Works

Website + **Speed Kit** JS
(Service Worker)

Fast Requests

Speed Kit
Cloud

Real-Time Sync

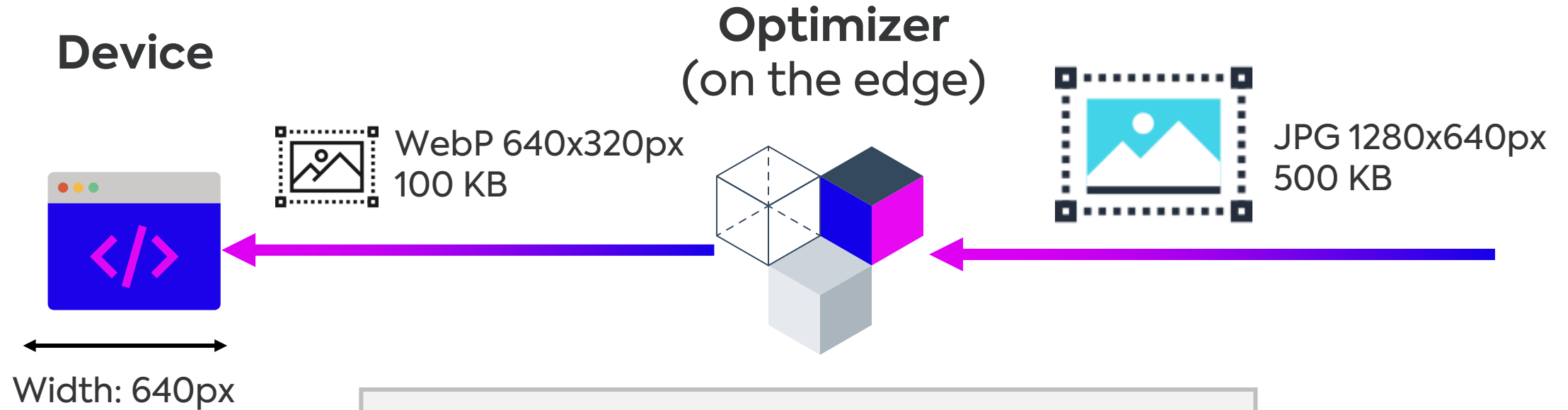3rd Party
Services

Your
Backend

Accelerating Personalization

Speed Kit's **Dynamic Blocks** for recommendations, carts, wishlists, A/B tests, prices, etc.:

1. Blocks **defined** by selector.

2. Speed Kit loads a fast anonymous & the personal-ized view in **parallel**.

3. Dynamic blocks are **replaced**.
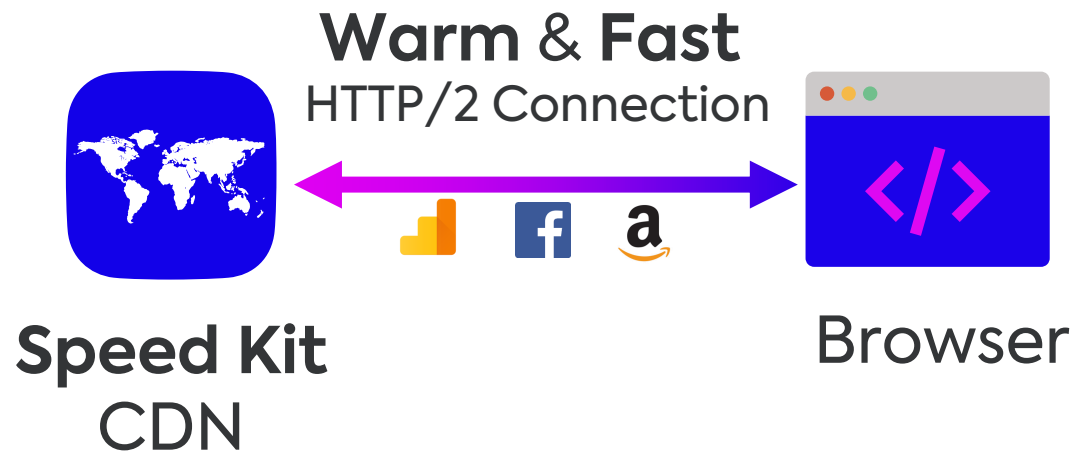
Automatic Image Optimization

Device

Optimizer
(on the edge)

WebP 640x320px
100 KB

JPG 1280x640px
500 KB

Width: 640px

- ✓ Images transcoded to **WebP**
- ✓ Rescaled to match **Screen Size**
- ✓ JPG and PNG **Recompression**

Accelerate 3rd Parties

With Speed Kit

Without Speed Kit

Warm & Fast
HTTP/2 Connection

Speed Kit
CDN

Browser

VS

Browser

Cold & Slow
TCP/TLS Handshakes

Google
Analytics

Facebook
SDK

Amazon
Images

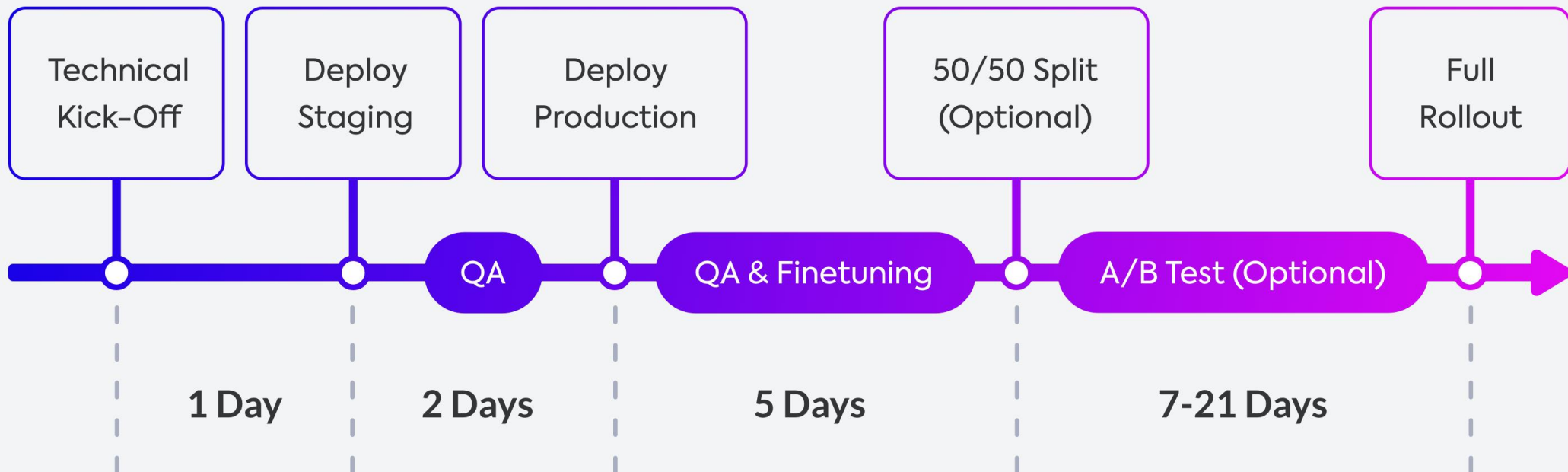**3rd Party** Servers
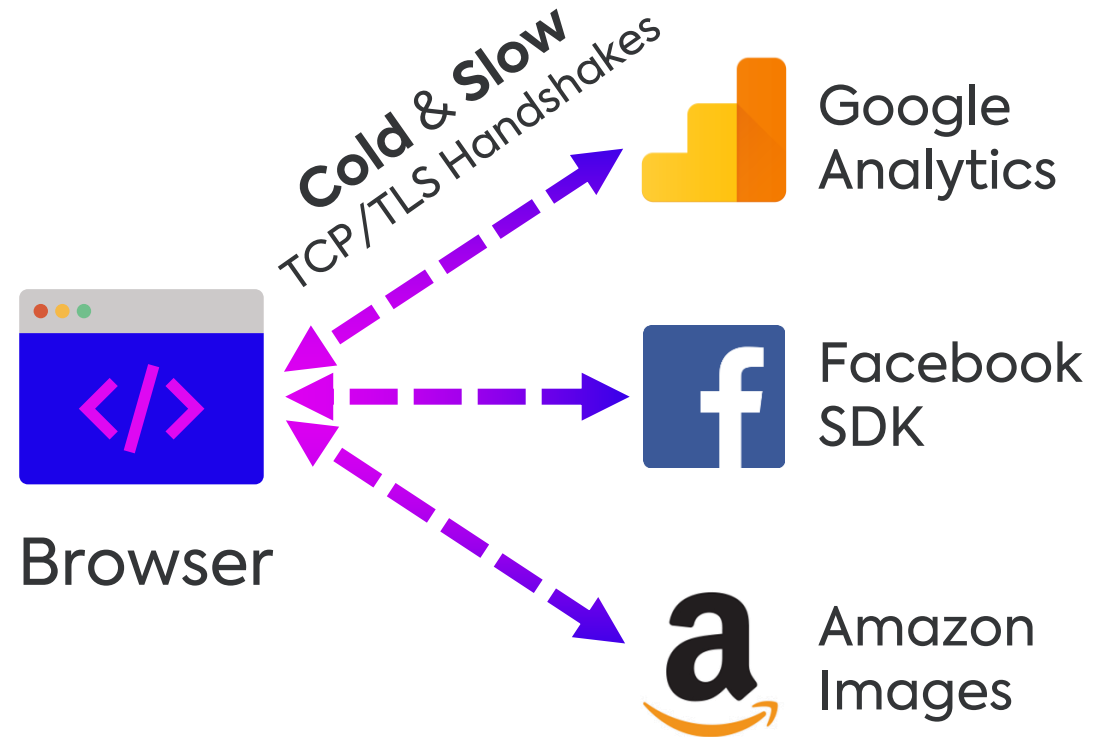
Minimal Effort for Your Team

1	2	3
Integrate Speed Kit in your HTML template	Upload our service worker in your root path	Whitelist our server IP ranges

Technical Kick-Off

Deploy Staging

Deploy Production

50/50 Split (Optional)

Full Rollout

QA

QA & Finetuning

A/B Test (Optional)

1 Day   **2 Days**   **5 Days**   **7-21 Days**

Do It Yourself vs. Speed Kit

Backend optimization
Shop system performance, headless CMS, database tuning, microservices, image servers, autoscaling, ...

+

Network acceleration
Content delivery networks, HTTP/2 push, TLS, TCP handshakes, gzip, WebP, preloads, ...

+

Caching implementation
HTTP caching, service workers, personalized content, dynamic blocks, offline capabilities, ...

+

Frontend optimization
Critical rendering path, lazy loading, non-blocking scripts, treeshaking, ...

=

Months of engineering work
and less focus on your core business

vs.

Speed Kit

Simple pay-as-you-go pricing based on the number of accelerated page impressions

✓ **Dynamic and browser caching**

✓ **3rd party service acceleration**

✓ **Real user monitoring**

✓ **Research-backed algorithm**

✓ **Automatic image optimization**

=

Live within 1 week
and A/B-tested performance uplift

Ready to Load Instantly?

✓ **1.5 – 3x** page load time improvement on website

✓ **A/B-tested PoC** with quantified performance uplift

✓ **Improvement** in SEO, customer experience, conversions, bounces etc.

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