Blue Triangle Technologies

Use Cases

Geographic Impact of Performance

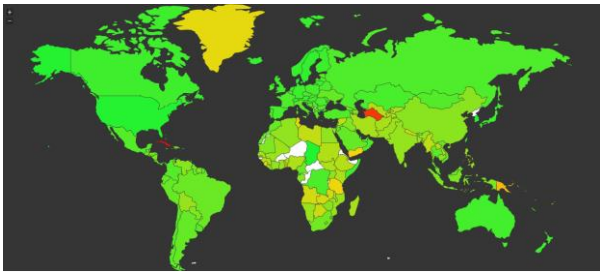
Looking to grow business in another country or region? Blue Triangle's tools measure every experience of every user on your site. This analysis can be filtered by geography so you can easily understand the patience of your customers in every area of the world. Once you realize the speed improvements necessary for specific geographic regions, you can prioritize those areas which require attention first based on revenue potential.

Example: A hotel customer was looking to expand their business into mainland China. Using Blue Triangle, they found that because web performance significantly affected online bookings in that particular area, so they chose to invest heavily in that area.

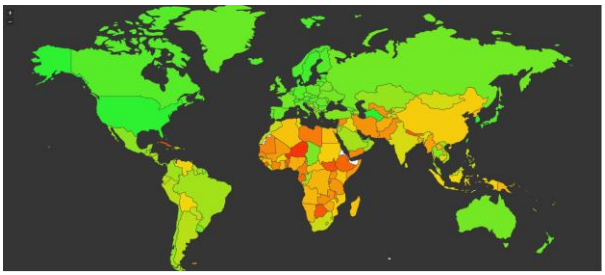
Using our recommendations, the customer applied changes that provided a measureable and positive revenue impact.

Before investing in a global performance project, use Blue Triangle to calculate the return on investment of speeding up your website for every location worldwide. Blue Triangle can give your operations and development teams revenue-focused page speed targets for these locations as well.

Mobile Page Speed Heat Map



Desktop Page Speed Heat Map



Country	Mobile Page Speed (sec)	Desktop Page Speed (sec)
United States	3.946	5.101
Canada	5.376	6.57
China	16.133	13.055
India	12.717	14.235
United Kingdom	5.914	6.606
Korea	3.74	5.143
Mexico	7.663	8.153
Germany	5.405	6.463
Australia	6.613	6.946

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