How does performance impact revenue from new, returned and logged-in users?

Are your return and logged-in customers more willing to wait than new ones? Blue Triangle answers this question by segmenting and comparing real users' conversion rates, page speeds and other metrics on your website. By understanding which users are more willing to wait than others, you can make business-focused decisions around addressing performance for every type of customer.

Steps for Segmenting Traffic:

1. Set a cookie for each segment

2. Collect data for each customer segment

3. Discover revenue opportunities

4. Prioritize performance improvements

Segment traffic to your website by new users, returning users, and returning users that are logged-in.

In the example below, logged-in customers are the most willing to wait. However, improving their performance will not yield as much revenue as accelerating new customers.

Electronics Retailer: All Pages			
Page Name	Optimal Page Speed Target *(Sec)*	Traffic Slower than Target *(%)*	Revenue Opportunity *(Monthly)*
New	2.9	80%	$174,523
Return	2.2	92%	$134,246
Logged-In	3.2	85%	$81,259
TOTAL			$390,028 / Month

Here, a electronics retailer finds an **additional $174.5 of revenue** by improving the performance of new customers.