nccgroup

COOK

COOK is a growing business that provides high-quality frozen meals.

It came to NCC Group with two questions:

"How is our website's speed affecting our business?"

"How can we improve it?"

Combining insight from Real User Monitoring (RUM) and Synthetic Monitoring, NCC Group helped COOK improve load times by almost a second.

RUM was then able to show how this improvement increased conversion rate by 7%, cut bounce rate by 7% and increased customer engagement by 10%.

> "
> With NCC Group's help, we're uncovering and fixing the things that are slowing down our website. And having a faster website is already making a positive impact on our business, with better conversion rates and lower bounce rates. I can highly recommend NCC Group's products and expertise.
> "
>
> **Jemima Ferguson**
> Head of Customer Marketing and Ecommerce
> COOK

Challenge

COOK suspected that slow load times were negatively affecting its business.

But it couldn't prove it.

It therefore needed a reliable way to measure and analyse its website's performance.

It also needed to understand how performance was influencing customer behaviour.

Solution

NCC Group worked with COOK to measure and improve the performance of its website. As part of this process, NCC Group set up Synthetic Monitoring and Real User Monitoring on the site.

During a routine review, NCC Group helped identify a significant performance issue on product pages: a server response time that could reach six seconds.

COOK's agency, Redspa, prioritised the issue and released a fix in a matter of days.

Results

The result was a marked improvement in response times, reflected in the Synthetic Monitoring data:
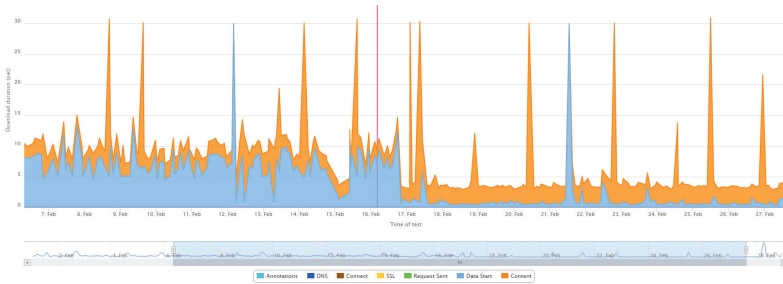
This improvement was reflected in the RUM data too, proving that user experiences had been positively affected by the release. Average page load time improved from 4.8s to 3.95s.

At the same time, COOK used RUM to see how the change in performance was affecting visitor behaviour. This showed that COOK had achieved a seven per cent increase in conversion rate. At the same time, bounce rate *fell* by seven per cent and engagement (pages per session) increased by ten per cent.

These improvements were also very close to what NCC Group's RUM solution had predicted.

Metric	Previous	New	Predicted	Accuracy	% change
Conversion rate	3.82%	4.09%	4.35%	94%	+7
Bounce rate	46.00%	42.70%	42.70%	100%	-7
Pages per session	4.58	5.02	4.97	99%	+10

The Performance Impact Prediction feature in RUM draws on a customer's data to estimate the effects of performance improvements.

It takes all the data about visits to the website and builds a model of the relationship between performance and visitor behaviour. Enter a new, improved load time, and it will predict changes in conversions, bounce rate and revenue for your entire population or individual segments (e.g. Android users).
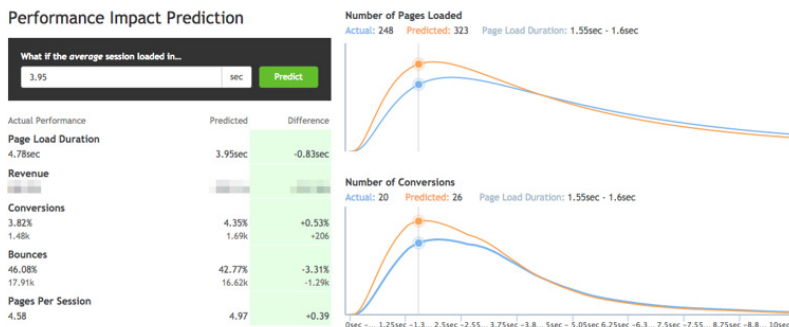
The end result for COOK was a faster website that delivers a better user experience and improved KPIs.

About NCC Group Web Performance

Our web performance experts help organisations to improve their websites' speed, availability and visitor experience, resulting in happier customers, higher revenue and lower costs.

With our industry-leading suite of performance testing products, expert insight and unrivalled customer support, we will help identify and solve your web performance problems.

About NCC Group

NCC Group is a global expert in cyber security and risk mitigation, working with businesses to protect their brand, value and reputation against the ever-evolving threat landscape.

With our knowledge, experience and global footprint, we are best placed to help businesses identify, assess, mitigate and respond to the risks they face.

We are passionate about making the Internet safer and revolutionising the way in which organisations think about cyber security.