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Online Shopping: Milliseconds Matter

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Half of shoppers browse products on their phones, but only 20% actually complete purchases on their devices, according to a recent report from content delivery network firm Akamai Technologies. Time matters, the report found, with as little as a 100-millisecond delay in website load time reducing conversion rates by 7%. Just a two-second delay in website load time increases bounce rates (the rate customers leave the site before completing a purchase) by more than 100%. More than half of consumers will leave a site if it takes longer than three seconds to load. **GP**