

Hidden Web Tags Can Jeopardize Revenues

But when page load time improves,
so does customer experience



There's a direct correlation between page load times and revenues. When pages respond slowly, customers leave, filling their online carts elsewhere. First- and third-party web tags, created through martech tools yet hidden throughout your site, are a primary culprit. Finding and eliminating unwanted web tags rids your site of a primary source of page latency, for a direct boost in revenues.

53% of people will
leave a mobile page
if it takes more than
3 seconds to load

– Google

9.4
Seconds

the average page load time for the top 50 news sites with trackers, 2.69 without them.

- Pingdom

6.7
Seconds

the additional page load time that results from an average number of tags on a site.

- Pingdom

4
Seconds

how fast page speed loading time improved by when fashion retailer Missguided removed a third-party tag from their site.

- wpostats.com

2x

the amount of ad revenue publishers whose sites loaded within 5 seconds earned compared to sites that loaded within 19 seconds.

- DoubleClick

26%

how much revenue increased as a result

- wpostats.com

Squeeze the hidden web tags out of your website
and more performance into it.

Get a free scan
that pinpoints potentially dangerous tags
on your website

Scan my website!

