

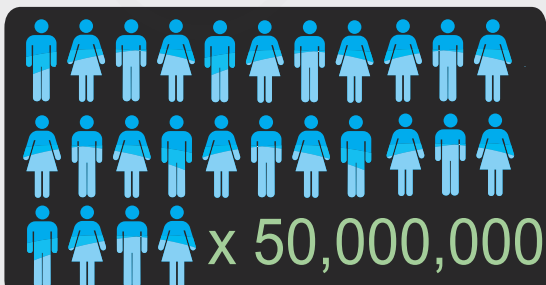
WTH WPO?

IS UP WITH YOUR

WEBSITE PERFORMANCE OPTIMIZATION (WPO) technology can boost performance, enhance visibility, expand your user base and increase revenue. WPO technologies include: Intelligent Route Control, WAN Acceleration, TCP Acceleration, Content Delivery Networks and many more.

What are you doing to accelerate your website performance?

Total Number of Users on the Web
>2,095,006,005



= 1.3 billion
web transactions in 2010

Source: Internetworldstats.com

Issues with **application performance** could impact overall corporate revenues by up to

9%

Performance problems could account for an average of **\$117 million of annual revenue**

Source: Aberdeen Group

A 1-SECOND DELAY =
in website performance

Conversions
7%

Page Views
11%

Customer Satisfaction
16%

Source: Aberdeen Group

63% of organizations cited 'the **need to improve customer satisfaction**' as their top driver for **adopting WPO solutions**



Source: Aberdeen Group

Performance optimization improved conversion rates by

16.07%

	Optimized Site	Non-optimized Site
BOUNCE RATE	13.38%	14.35%
PAGE PER VISIT	15.64	11.04
AVG TIME ON SITE	0:30:10	0:23:50

Source: Strangeloop



Download the [Customer Success Storybook](#) to learn more on how customers are using WPO technologies

www.internap.com