

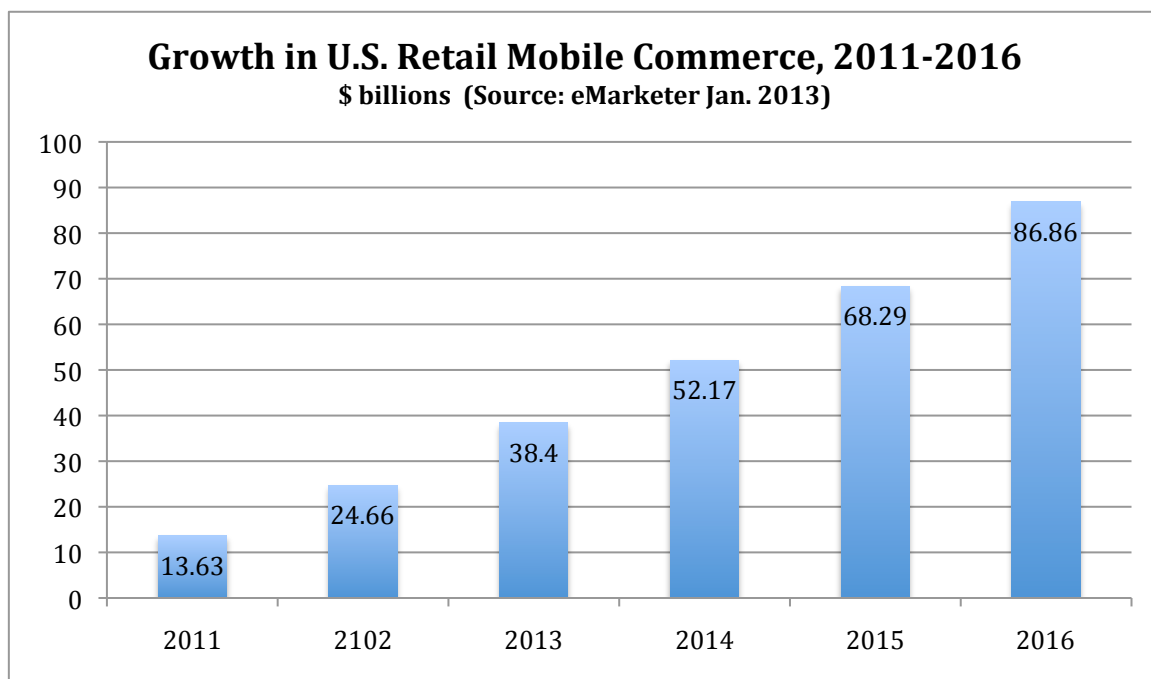
Your Mobile Site Might Not Be as Fast as You Think: The challenge of monitoring mobile site performance

A paper prepared by Marlin Mobile

Your customers are on mobile

If you're a retailer, a financial institution, an advertiser, or a publisher, you know that mobile is a large and growing channel to reach your market. By 2016, customers will be using more than 1.3 billion smartphones and 384 million tablets to access mobile sites¹, far exceeding the use of desktop devices.

More importantly, those people are using their mobile devices to buy things. eMarketer reports that U.S. retail commerce via mobile devices grew 81% in 2012, reaching \$25 billion. In 2016, sales are forecast at \$81 billion, accounting for nearly one-quarter of all retail ecommerce.¹



This proliferation of mobile devices explains why so many companies like yours have made a mobile presence a priority, and they've invested heavily to build mobile sites, applications, and the infrastructure to support them.

Customers expect speed

But simply putting up a mobile website or application, by itself, is not enough. Your customers expect more than access to your website through a smartphone or tablet. Your customers expect a fast and responsive mobile experience.





In fact, customers expect your website to load even more quickly on their mobile devices than it does on their desktops.¹ They expect it to be just as responsive. And they expect that mobile experience to be consistent anywhere, anytime.

Slow sites are costly

A mobile site that doesn't meet customers' expectations can be costly. Mobile users are quick to abandon slow sites. According to an Equation Research survey of more than 1,000 North American mobile users, 32% of consumers start abandoning websites if response lags between 1 and 5 seconds.¹

The result of poorly performing mobile web sites: lost revenue, higher support costs, dissatisfied customers, damage to your brand.

The cost of a poor mobile experience:

- **Retailers** can lose prospective customers and sales for every second delay in loading a mobile web site. When frustrated customers abandon your site, those sales are lost. For companies that generate high volume through their mobile channel, that can mean millions in foregone revenue.
- **Financial institutions** can incur higher support costs if frustrated customers abandon a slow mobile site. When those customers phone in to a customer service desk or walk into a branch for help, that's costly.
- **Publishers** lose readers when readers click away from a slow mobile site. And when ads don't load, publishers don't get paid.

Mobile website delivery is a perilous journey

Delivering a website to your customers mobile devices isn't easy. It's certainly more difficult than delivering a website to a desktop device. The path from the source of the website to the smartphone or tablet in the customers' hands is a long and perilous journey.

Your goal is to deliver your mobile website quickly and consistently to every customer at any location at any time of day. To do that means traversing across several different carriers to reach thousands of different mobile devices, running on dozens of different operating systems.





Tracking each step is required

To deliver a speedy and consistent website experience for your customers, you need to know exactly what's happening when your website reaches their mobile device: Is it loading quickly, responding consistently, and performing as you've designed it?

And if it's not performing, you need to know precisely what's wrong. You need details on the barriers: which carriers, which operating systems, which devices, what locations, and what times? Without that information, it's difficult to fix.

Mobile monitoring requires special capabilities

To assess the mobile users' experience and track mobile websites along their journey, you'll need sophisticated monitoring tools. Your existing website monitoring tools - built to measure *desktop* performance - won't do the job.

This task requires monitoring solutions built *specifically* for mobile websites.

You'll need a monitoring solution that can handle the unique challenges of managing mobile site performance - a solution that can show you precisely what the end user experiences and what barriers are impeding your site's performance.





Measure actual performance of real users

For an accurate assessment of your mobile site's performance, you should rely on monitoring solutions that measure the actual experience of real users. Performance should be monitored on mobile devices "in the wild."

Solutions that rely on simulations in the lab - instead of devices in actual use - are inadequate. "Lab-based testing" is unable to account for all the conditions that affect the mobile experience.

By contrast, real-world monitoring can provide an accurate account for the user's location, signal strength, and variations in network traffic at different times of the day.

Monitor continuously

Your mobile monitoring solution should allow you to continuously measure the performance of your mobile site. With on-going monitoring, you can be alerted when your mobile site's performance drops below an acceptable level.



Requirements for a mobile monitoring solution;

- Built specifically for mobile
- Measures actual performance “in the wild”
- Monitors continuously
- Collects actionable information
- Deploys quickly

Unlike solutions that take occasional “snapshots,” mobile monitoring solutions that monitor continuously let you know instantly when your site is under-performing. If you’re left in the dark, you are at risk of losing revenue, disappointing your customers, and damaging your brand.

Gather information you can act on

Your mobile website monitoring solution should provide you and your team with information you can act on. The granular details are critical. The solution should identify exactly how a customer is experiencing a mobile site:

- on a particular device
- on a particular carrier
- on a specific operating systems
- at certain locations
- at a particular time of the day.

Only with detailed, up-to-the minute information can you take appropriate action. You might serve up a less-rich pages, add more bandwidth, or make different site design choices, for example, to enhance your mobile site’s performance and resolve any problems.

Install quickly and upgrade automatically

Given what’s at stake, you’ll want to deploy a mobile monitoring solution quickly. With slow sites and apps that are so costly to your business, you can’t afford to wait months to have a system up and running. Consider mobile monitoring solutions that can be deployed quickly and offer the advantages of automatic upgrades and access from anywhere at anytime.





About Marlin Mobile

Marlin Mobile provides a mobile website performance monitoring solution. It allows companies to understand what users truly experience when they visit a site using actual smartphones, tablets and other mobile devices.

The performance information reported by Marlin Mobile helps ecommerce retailers, financial institutions, and mobile advertisers and publishers enhance their mobile sites and quickly diagnose and resolve performance problems. The result is higher sales, lower support costs, more satisfied customers, and a more positive brand reputation.

The Marlin Mobile solution complements other website monitoring solutions. While other solutions measure the performance of traditional websites from desktop computers, Marlin Mobile is designed specifically to assess the experience of mobile users.

Marlin Mobile's solution accurately assesses a mobile site's performance across the entire range of devices, operating systems, carriers, and locations. Unlike systems that simulate performance in a lab, Marlin Mobile measures the true experience on actual mobile devices.

Marlin Mobile's solution is based on proprietary technology developed and supported by a team with years of experience monitoring website performance. The company's backing is led by Dace Ventures, an investment firm specializing in digital media, consumer marketing and mobile services.

For more information

Contact Marlin Mobile at 617 763-1167, info@marlinmobile.com, or <http://www.marlinmobile.com>. We'd be happy to learn more about your mobile monitoring challenges.

