### Why you must invest in web performance

#### Increase your revenue
Fast sites have higher conversion and retention, resulting in more revenue.

#### Gain new audience
Titles that meet Core Web Vitals speed goals are not penalized in search rankings.

#### Boost your competitors
Better performance improves customer retention and increases customer loyalty.

#### Customers expect sites to be fast
65% of sites do not load critical content fast enough.

#### Poor performance means less growth
- 20% decrease in conversion caused by a one second delay in loading.
- 76% likelihood of giving up on a page when Core Web Vitals values aren’t met.
- 4% average conversion drop with each additional second of load time.

#### Speed has tangible impact
- 70% admit that page speed impacts their willingness to buy.
- 83% say the experience is as critical as products & services offered.
- 49% expect sites to load in less than 2 seconds.

#### Improve your site speed today
Calibre helps your team understand and increase web performance with accessible and trustworthy reporting.

1. **Ovho**
   - 9% rise in sales.
2. **Yahoo**
   - 18% rise in conversion.
3. **Mobily**
   - 15% rise in page views per session.
4. **Zapp**
   - $238,000 rise in average annual revenue.
5. **Pitt Financial Group**
   - 30% in viewer engagement.

### Understand your speed
Resolve automatic reports with transparent information about your site speed.

### Find slow pages easily
Clearly see how your different areas of your site perform and make critical improvements.

### Meet your speed goals
Set goals with performance budgets and be notified when you meet or break them.

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**Resources**
1. [WebpageTest](https://www.webpagetest.org/)
2. [Lighthouse](https://github.com/GoogleChrome/Lighthouse)
3. [Core Web Vitals](https://developer.chrome.com/docs/web-platform/core-web-vitals)
4. [PageSpeed Insights](https://developers.google.com/web/tools/pespeed)
5. [GTmetrix](https://www.gtmeter.com/)
6. [Improve page load time](https://developers.google.com/web/fundamentals/performance/optimization)

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**Disclaimer:**
- The image contains an infographic with data and statistics related to website performance, customer expectations, and the benefits of improving site speed. The text is presented in a readable format, and all relevant data points are clearly displayed. The infographic includes visual elements such as icons and graphs to enhance understanding.