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WAYS TO DELIVER AWESOME DIGITAL EXPERIENCES

You're trying to engage and convert users, increase revenues, and protect your business and customers. We're here to make it all easier for you.

Here's what Akamai can help you do.

MONITOR

Performance matters.

Your website's user experience directly impacts business outcomes.

26% Faster Pages that converted were up to 26% faster than those that did not

2.4 secs Load times of 2.4 seconds or less achieve peak conversions



700 millisecs – 1.2 secs

Optimal load times for lowest bounce rates

Monitor performance data for a complete, real-time picture of the user experience. Learn more at akamai.com/mpulse.

OPTIMIZE

Turn insights into action.

A range of factors may impact your ability to deliver great mobile experiences.

92%

of smartphone owners use their device while shopping



MOBILE USAGE GROWTH



71%

y/y conversion rate increase for mobile devices on Black Friday

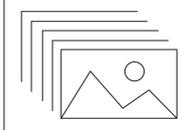
UNRESPONSIVE third-party scripts

40 is the average number of third party scripts on a page



POOR NETWORK performance

19 second average load time for mobile sites on 3G networks



RICHER CONTENT

63% of an average website's page weight consists of images

Overcome the challenges of mobile optimization with automated, effortless performance. Learn more at akamai.com/mobile.

SECURE

Security is non-negotiable.

When it comes to digital experiences, security should be non-negotiable. Keep your business secure in today's evolving threat landscape.

TOP SECURITY THREATS:

Web Application Attacks

86%

of websites and web applications have a serious vulnerability

98%

of web applications were compromised in past 12 months

Impact

Theft of confidential data

Lost revenue

Reputational harm

DDoS Attacks

The average cost of a DDoS attack is

\$1.7M

Reputational harm

Lost revenue

Reduced productivity

Protect your business from the biggest Internet attacks. Learn more at akamai.com/security.

Bots & Credential Abuse Attacks

49%

of victims do not realize their credentials have been hacked

68%

of companies do not have good visibility into credential stuffing attacks

Theft of confidential data

Price and content scraping

Server overload

Prevent credential abuse and control your site's bot traffic. Learn more at akamai.com/bots.