



Beachwaver

CASE STUDY



BEACHWAVER CASE STUDY

Increasing purchase conversion rate from Facebook ads with faster website load speed

The ecommerce beauty brand tested Nostra's Edge Delivery Engine, which made the brand's website load faster, improved its site's lighthouse performance score by 97% and increased the conversion rate from Facebook ads.

97%

increased lighthouse performance score^{1,2}

345-millisecond

decrease in initial page load time for home page²

2.1X

increase in purchase conversion rate³

BEACHWAVER CASE STUDY

“Website experience plays a major role in impacting conversion rates. Reducing friction in the purchase journey helps to generate sales and revenue. Every second of delay in webpage loading causes customers to abandon carts. Using Nostra's Edge Delivery Engine ensured we saw faster website speed and better campaign results from our Facebook ads.”

ERIN POTEPA-WALL,
CO-FOUNDER AND COO, BEACHWAVER

