

A Great Mobile Web Experience Starts with Performance



How Long does it *really* take mobile users to:

- ▶ Load your web page?
- ▶ Get directions and maps?
- ▶ Check out, search or sign up?

Go Fast or Go Home

Compelling or not, if mobile users abandon your Web service before the page loads, nothing else you do matters. Studies show they aren't coming back – and that costs your business money in lost revenue and lost productivity.

Measure the *Real* User Experience

There are many ways to “measure” performance, but there is only one way to measure the real user experience – test site performance on a real mobile device in a real browser over real wireless networks. That is exactly what you can do with 3P Mobile™ Performance Testing software.

Mobile Users are Mobile

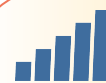
When it comes to analyzing and optimizing mobile Web performance, understanding the context of your mobile user is vitally important to creating a great mobile Web experience.

- ▶ Location Matters
- ▶ Network Matters
- ▶ Device & OS Matter

Measure mobile site performance the way your mobile users experience it, not based upon marketing specifications loaded into a database. Armed with real data, you can optimize your content to best support the mobile environment in which your users are most likely to utilize your mobile website or service.

You Can't Improve What You Can't Measure.

3P Mobile™ Performance Measurement Service measures the mobile Web experience from your users' perspective – including the very real performance variations influenced by device, network and location.



Performance

What You Can Measure

- ✓ **The Mobile Context**
Location, device capabilities and carriers
- ✓ **The User Experience**
The speed at which key page elements load and how the user interacts with the page
- ✓ **The Business Context**
Sign-ups, look-ups, checkouts, directions, searches...



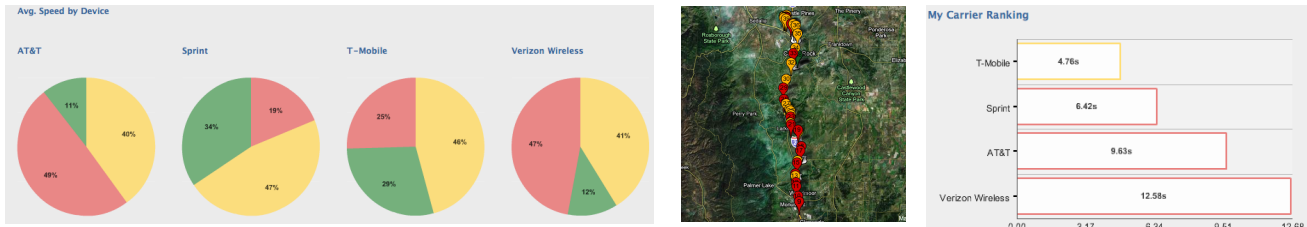
Mobile Web Performance Testing

Try it for free at: www.3pmobile.com

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Mobile Web User Experience Intelligence for Everyone

We transform real-time data into actionable information, so you can fine-tune your Web pages and services for optimal mobile performance. Our test results provide actionable information for the entire Web Experience team: Developers, Product Managers, Marketers and Analysts.



Page Performance Analysis by Device, Carrier, OS and Location

