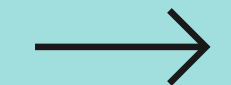
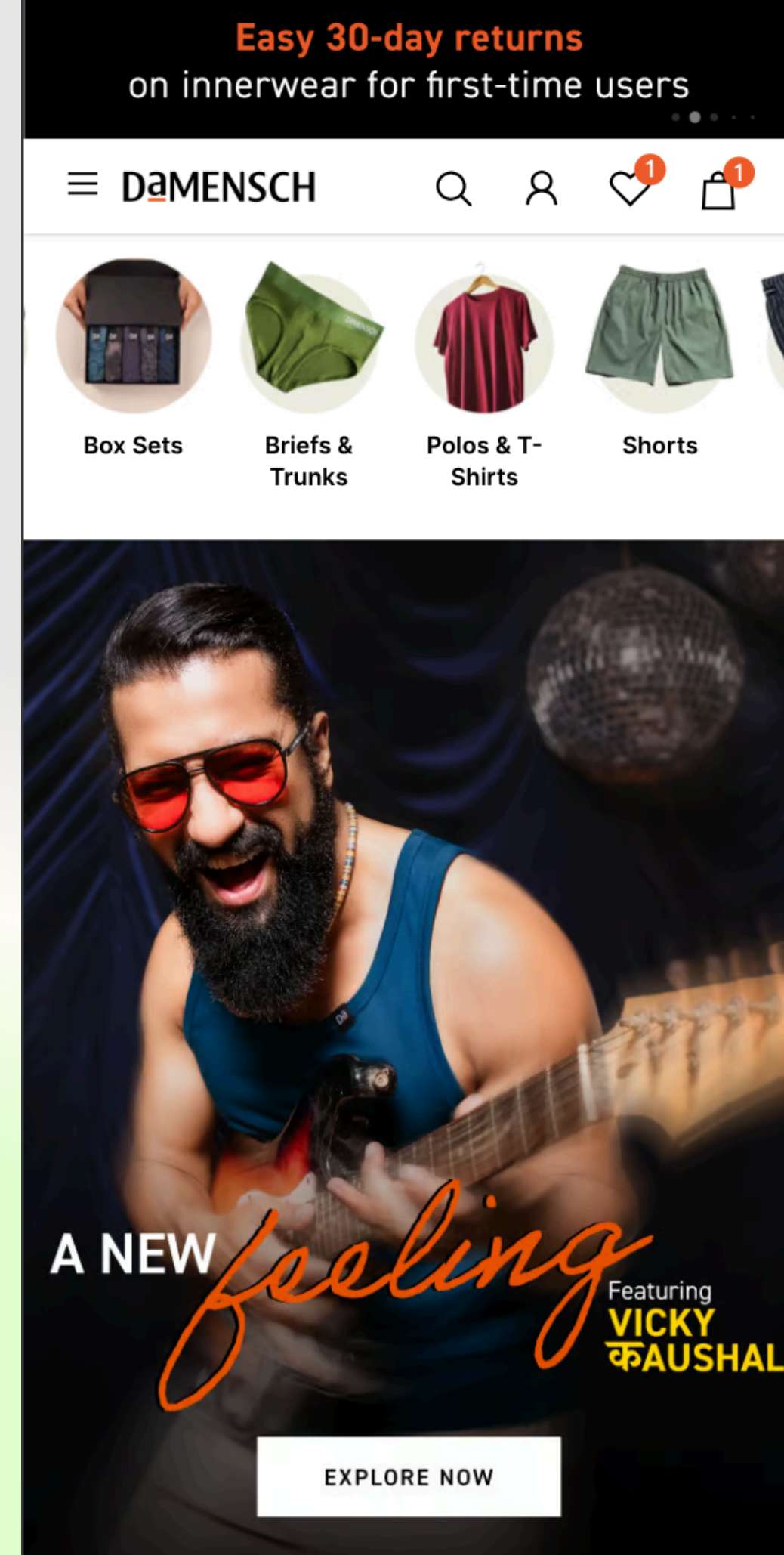


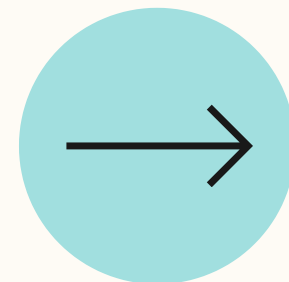
DaMensch Website PageSpeed Case Study

Created by: Auditzy Technologies Pvt Ltd



What is Auditzy?

Auditzy™ is a Mumbai based SaaS startup that helps brands monitor and optimise their website speed, and performance in real-time for all website visitors as per their devices, network speed, location, RAM, OS, Browser etc.



500 Mn+

Page Views data Processed
with Auditzy RUM

50k+

Speed Test Processed
With Auditzy Synthetic

1500+

Professionals Trust
Auditzy

600+

Brands are using Auditzy
for web-perf needs

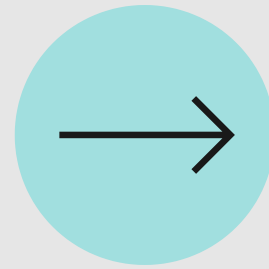
DaMENSCH

A NEW *feeling*



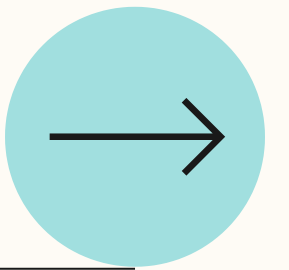
DaMENSCH

Company Overview



DaMENSCH is a men's clothing brand that designs and manufactures premium, sustainable, and essential menswear. The brand was founded in 2018 by Anurag and Gaurav Saboo, and is based in Bengaluru, India.

Challenges and Objectives



Challenges

- Very High LCP (Impacting Loading Time)
- Higher Bounce Rates
- High Load Times negatively impacting Conversions
- SEO Ranking getting impacted because of high load time across pages
- Finding Reliable Tool to monitor website speed in real-time for both Lab and Field Data
- Maintain website performance over time

Objective

- To Optimise LCP
- To Optimise FCP, and TTFB
- Increase Conversions
- Minimise Bounce Rates
- Improving Search Engine Ranking Signals
- Use Auditzy as their website speed and performance management tool

SWOT →

(Strengths)	(Weaknesses)	(Opportunities)	(Threats)
<ul style="list-style-type: none">• Tech-first Leadership, willing to adapt and experiment• Headless Commerce Infrastructure	<ul style="list-style-type: none">• Fast moving coding environment, resulting in bad coding practices• Business First company, hence pagespeed optimisations took the back seat	<ul style="list-style-type: none">• Code-base, the current code was having enough room for optimisation for speed and visual stability• Website Performance process enablement	<ul style="list-style-type: none">• Slower loading times will kill conversions in long terms• Bad User Experience of the website

Competitor Analysis

DaMensch operates in a highly competitive segment of the Industry

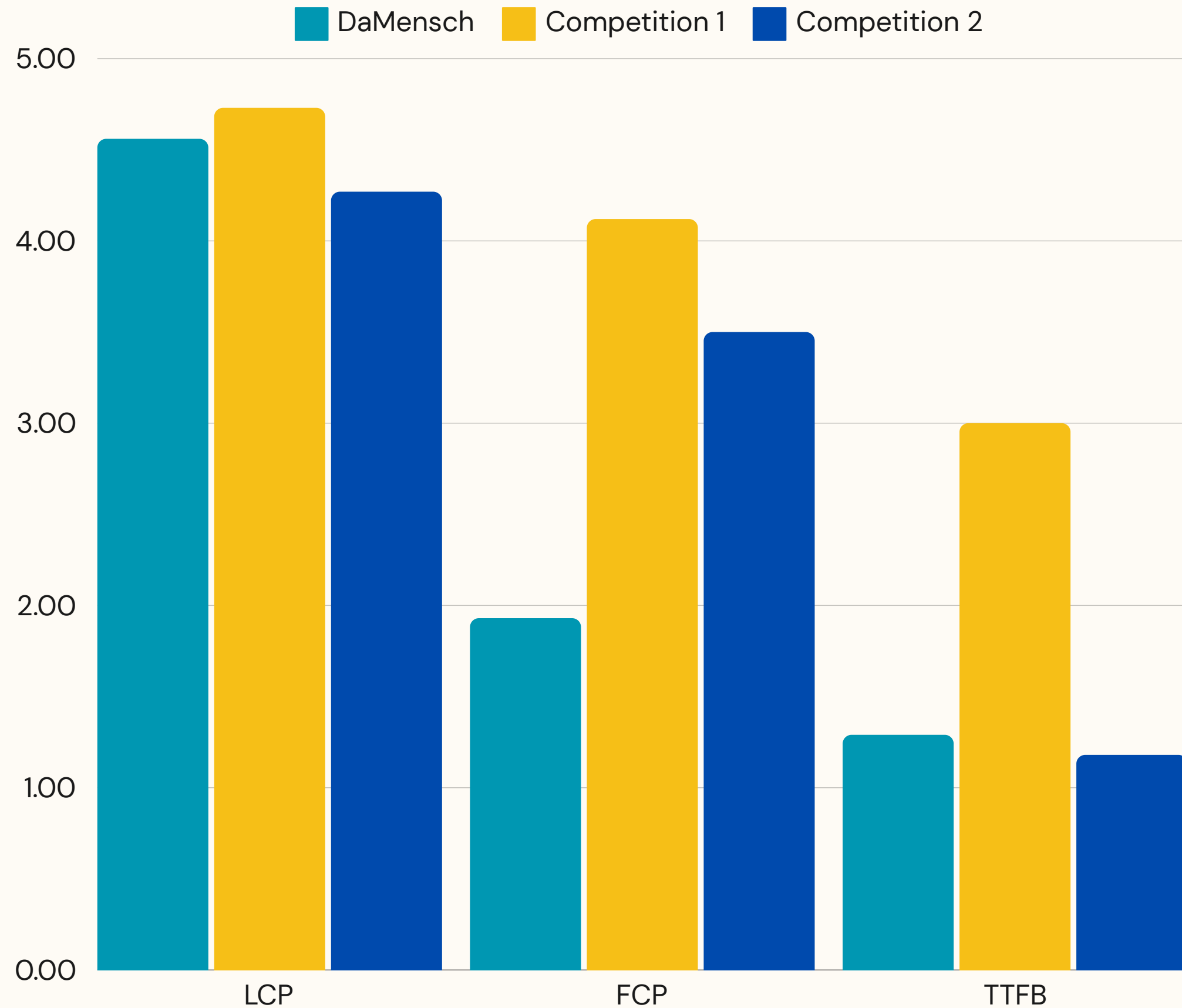
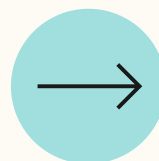
We saw that once DaMensch started optimising it's pagespeed metrics, it's competition brand followed the process

Starting Month: December 2023

Analysis Type: Domain Level

Device Type: Mobile Users

Metrics: LCP, FCP, TTFB



In December 2023

The Approach

With 80% of DaMensch's traffic coming from mobile users, optimizing the mobile experience was our top priority.

Hence, we start with

- PLP Pages
- PDP Pages
- HomePage
- Other Pages (Like Checkout, Cart, etc)



Tools We Used:

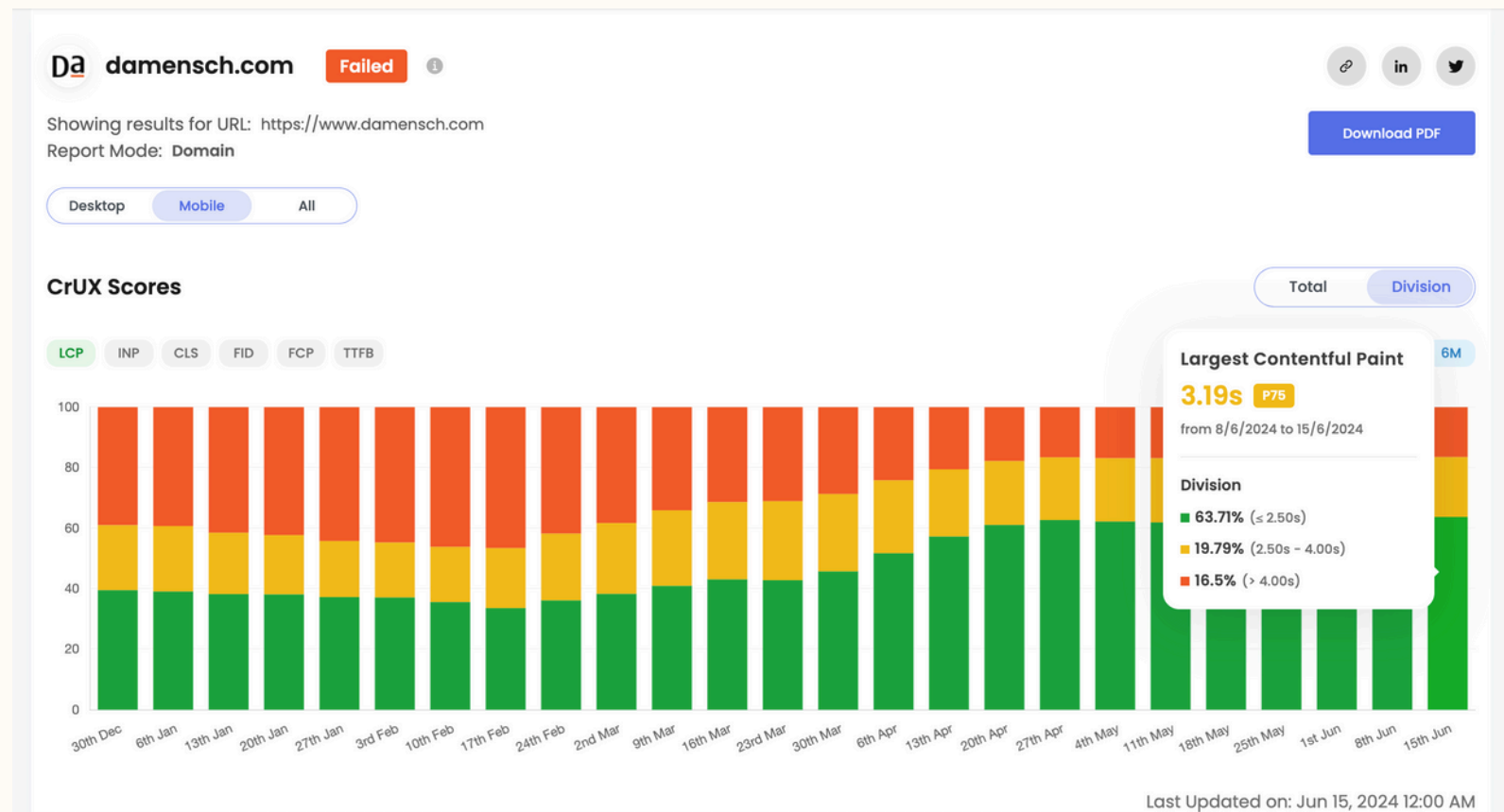
- **Auditzy Synthetic Monitoring** with Performance Budgeting
- **Auditzy RUM** (Real User Monitoring)
- **Auditzy Core Web Vitals History Checker**
- PageSpeed Insights
- Chrome WebPerformance Recorder

Time Frame: 6 months

- **Analysis Type: Domain Level**
- **Device Type: Mobile Users**
- **Metrics: LCP, FCP, TTFB**
- **Technology: Next.js**

Metrics Analysis (LCP) (Domain Level)

As of 15th June 2024



Before

After Optimisation

Largest Contentful Paint

5.42s **P75**

till 30/12/2023

Division

39.51% ($\leq 2.50s$)

21.51% (2.50s - 4.00s)

38.98% ($> 4.00s$)

Largest Contentful Paint

3.19s **P75**

from 8/6/2024 to 15/6/2024

Division

63.71% ($\leq 2.50s$)

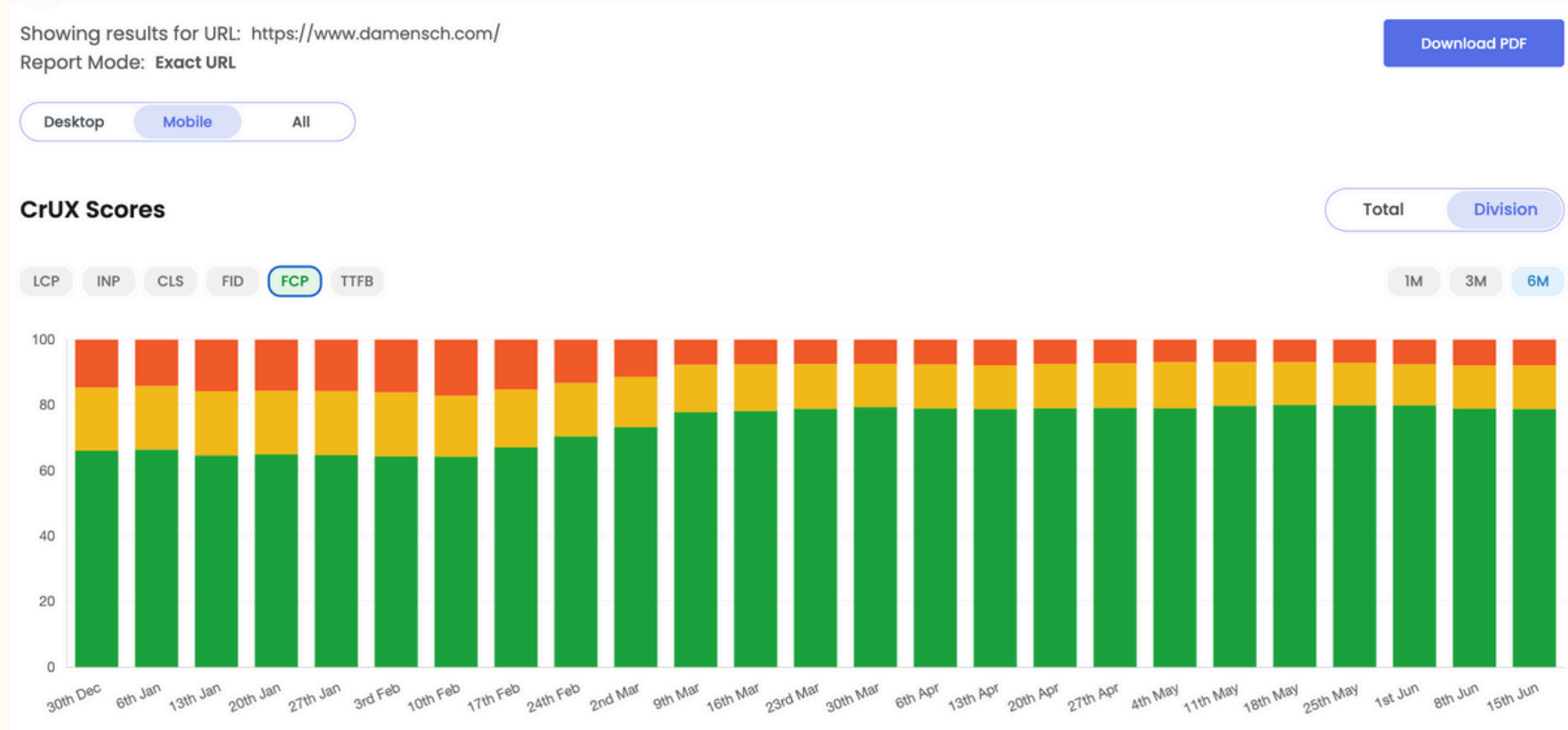
19.79% (2.50s - 4.00s)

16.5% ($> 4.00s$)

- **2.24 sec** improvement in LCP Load Time across all website pages
- LCP Good Experience has Increased from **39%** to **63%** at **Domain Level**

Metrics Analysis (FCP) (Domain Level)

As of 15th June 2024



Before

First Contentful Paint

2.22s P75

till 30/12/2023

Division

- 66.1% ($\leq 1.80s$)
- 19.28% (1.80s - 3.00s)
- 14.62% ($> 3.00s$)

After Optimisation

First Contentful Paint

1.67s P75

from 8/6/2024 to 15/6/2024

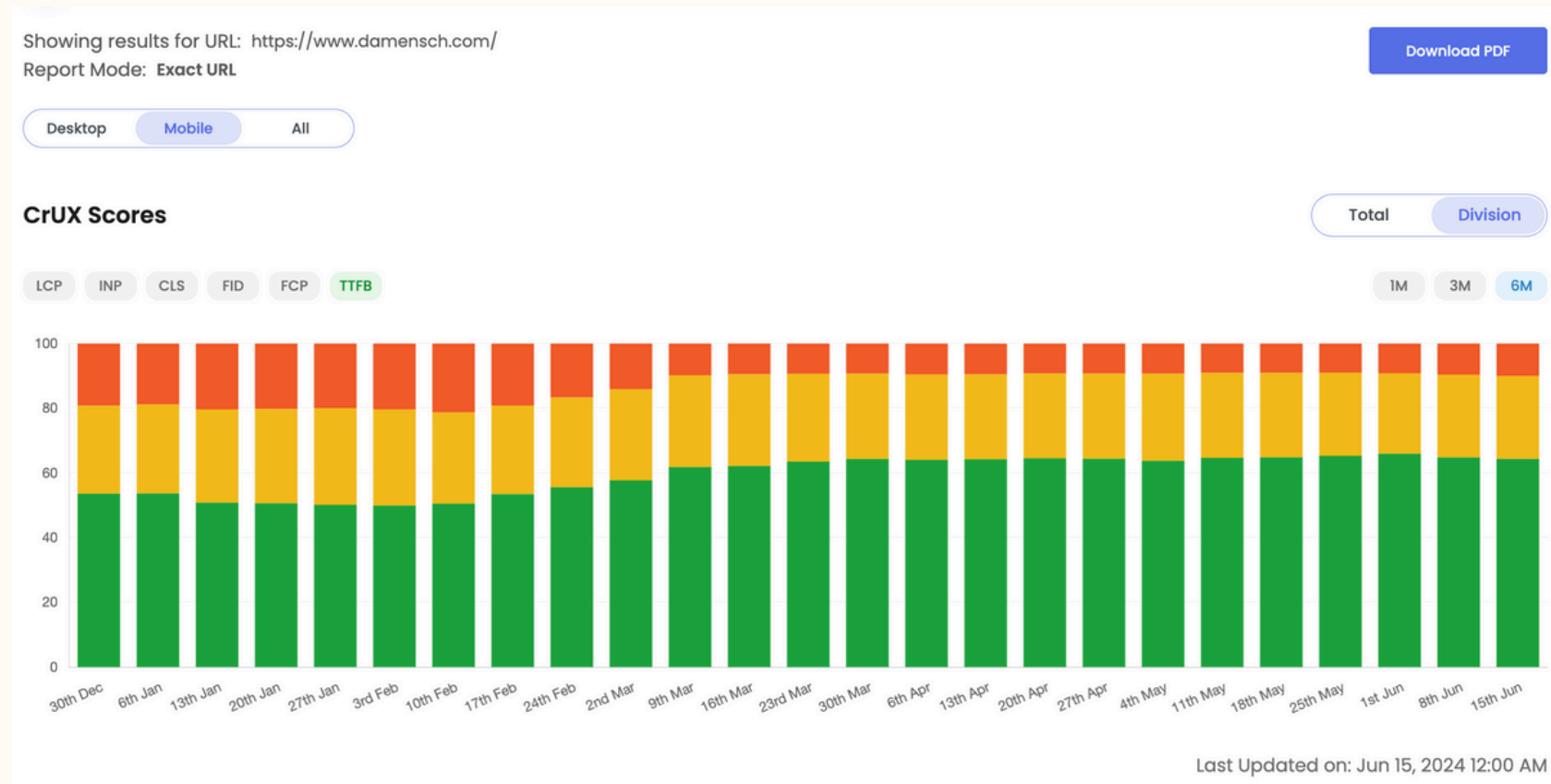
Division

- 78.8% ($\leq 1.80s$)
- 13.38% (1.80s - 3.00s)
- 7.82% ($> 3.00s$)

- **0.55 sec** improvement in FCP Load Time across all website pages
- FCP Good Experience has Increased from **66%** to **78%** at **Domain Level**

Metrics Analysis (TTFB) (Domain Level)

As of 15th June 2024



Before

Time to First Byte

1.49s P75

till 30/12/2023

Division

- 53.59% (≤ 800ms)
- 27.21% (800ms - 1.80s)
- 19.2% (> 1.80s)

After Optimisation

Time to First Byte

1.04s P75

from 8/6/2024 to 15/6/2024

Division

- 64.36% (≤ 800ms)
- 25.68% (800ms - 1.80s)
- 9.96% (> 1.80s)

- **0.45 sec** improvement in TTFB Load Time across all website pages
- TTFB Good Experience has Increased from **53%** to **64%** at **Domain Level**

PDP Approach

PDP pages are the most crucial for DaMensch as they directly drive conversions

Hence, we start with below URL in Mobile:

- <https://www.damensch.com/p/pyjama-pants-graphic-grey> (PDP)

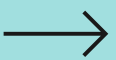
NOTE: DaMensch uses a template-based structure for PDP pages rendering. We selected one page to start optimizing, and due to the nature of the code, the improvements applied were effective across all PDP pages.

Tools We Used:

- **Auditzy Synthetic Monitoring** with Performance Budgeting
- **Auditzy RUM** (Real User Monitoring)
- **Auditzy Core Web Vitals History Checker**
- PageSpeed Insights
- Chrome WebPerformance Recorder

Time Frame: 6 months

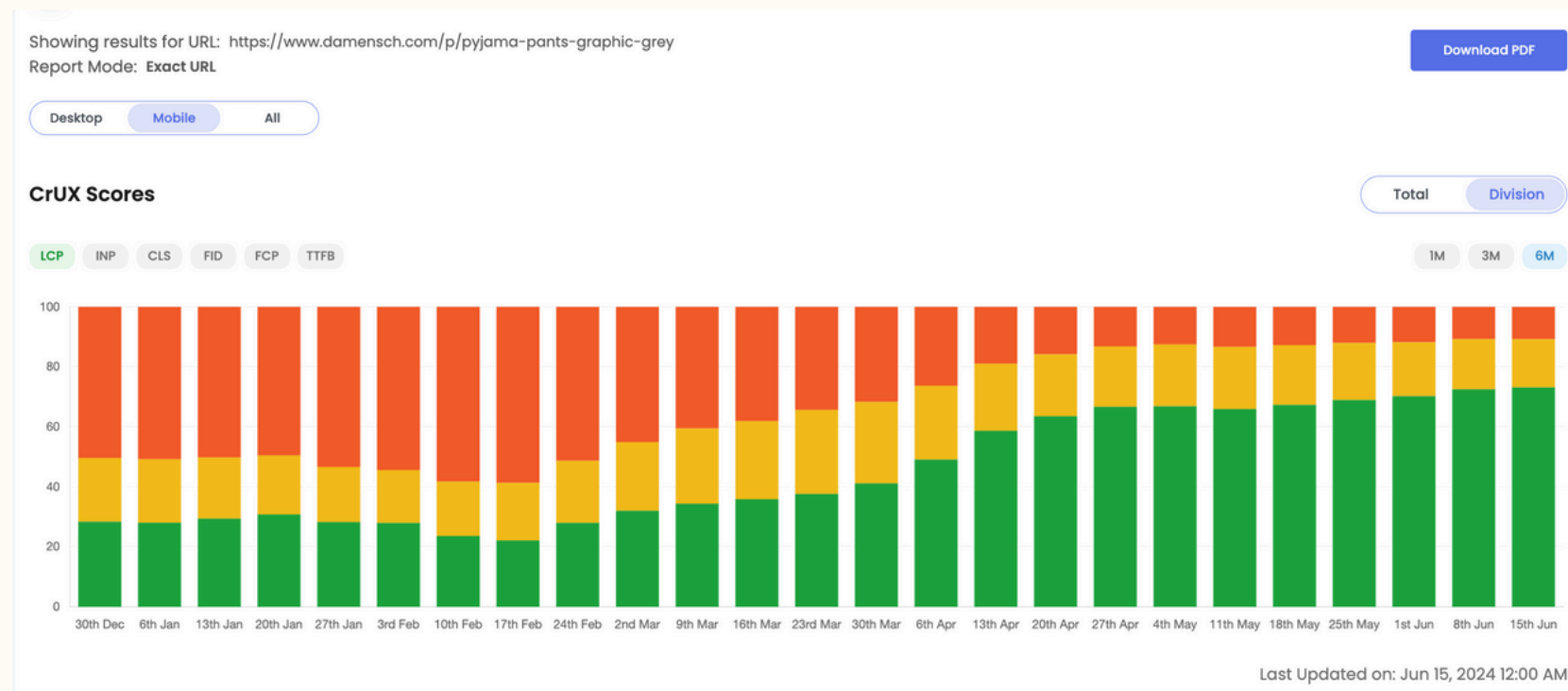
- **Analysis Type:** Page Level (PDP)
- **Device Type:** Mobile Users
- **Metrics:** LCP, FCP, TTFB



Metrics Analysis (LCP) (PDP)

As of 15th June 2024

<https://www.damensch.com/p/pyjama-pants-graphic-grey>



Before

Largest Contentful Paint

6.33s P75

till 30/12/2023

Division

■ 28.38% ($\leq 2.50s$)

■ 21.26% (2.50s - 4.00s)

■ 50.36% ($> 4.00s$)

After Optimisation

Largest Contentful Paint

2.62s P75

from 8/6/2024 to 15/6/2024

Division

■ 73.14% ($\leq 2.50s$)

■ 16.09% (2.50s - 4.00s)

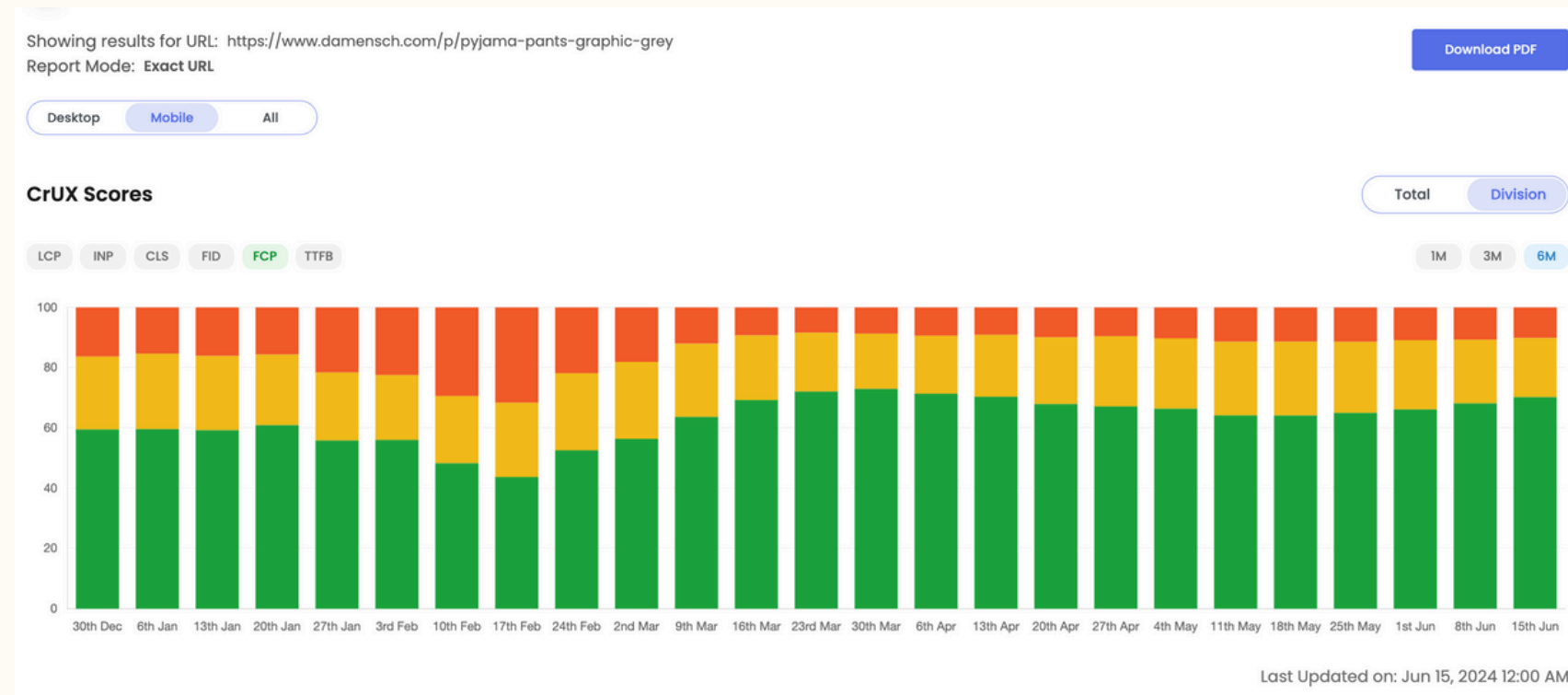
■ 10.76% ($> 4.00s$)

- **3.71 sec** improvement in LCP Load Time
- LCP Good Experience has Increased from **28%** to **73%**

Metrics Analysis (FCP) (PDP)

As of 15th June 2024

<https://www.damensch.com/p/pyjama-pants-graphic-grey>



Before

First Contentful Paint

2.39s P75

till 30/12/2023

Division

■ 59.49% ($\leq 1.80s$)

■ 24.2% (1.80s - 3.00s)

■ 16.31% ($> 3.00s$)

After Optimisation

First Contentful Paint

1.98s P75

from 8/6/2024 to 15/6/2024

Division

■ 70.22% ($\leq 1.80s$)

■ 19.64% (1.80s - 3.00s)

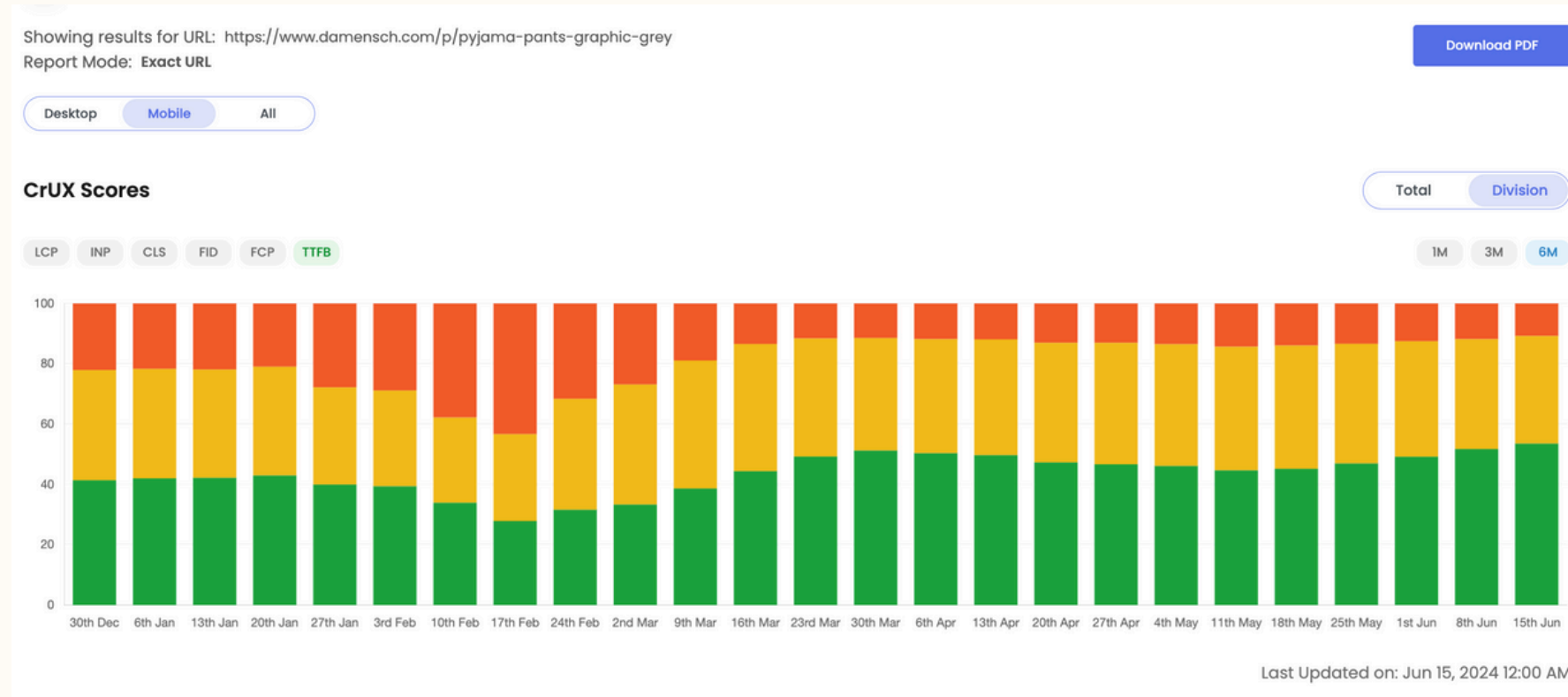
■ 10.14% ($> 3.00s$)

- **0.41 sec** improvement in FCP Load Time
- FCP Good Experience has Increased from **59%** to **70%**

Metrics Analysis (TTFB) (PDP)

As of 15th June 2024

<https://www.damensch.com/p/pyjama-pants-graphic-grey>



Before

After Optimisation

Time to First Byte

1.71s P75

till 30/12/2023

Division

41.37% ($\leq 800\text{ms}$)

36.55% (800ms - 1.80s)

22.08% ($> 1.80\text{s}$)

Time to First Byte

1.18s P75

from 8/6/2024 to 15/6/2024

Division

53.51% ($\leq 800\text{ms}$)

35.71% (800ms - 1.80s)

10.78% ($> 1.80\text{s}$)

- **0.63 sec** improvement in TTFB
- TTFB Good Experience has Increased from **41%** to **53%**

PLP Approach

PLP pages are also important for DaMensch because they directly drive conversions.

Hence, we start with below URL in Mobile:

- <https://www.damensch.com/p/pyjama-pants-graphic-grey> (PLP)

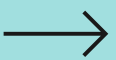
NOTE: DaMensch uses a template-based structure for PLP pages rendering. We selected one page to start optimizing, and due to the nature of the code, the improvements applied were effective across all PLP pages.

Tools We Used:

- **Auditzy Synthetic Monitoring** with Performance Budgeting
- **Auditzy RUM** (Real User Monitoring)
- **Auditzy Core Web Vitals History Checker**
- PageSpeed Insights
- Chrome WebPerformance Recorder

Time Frame: 6 months

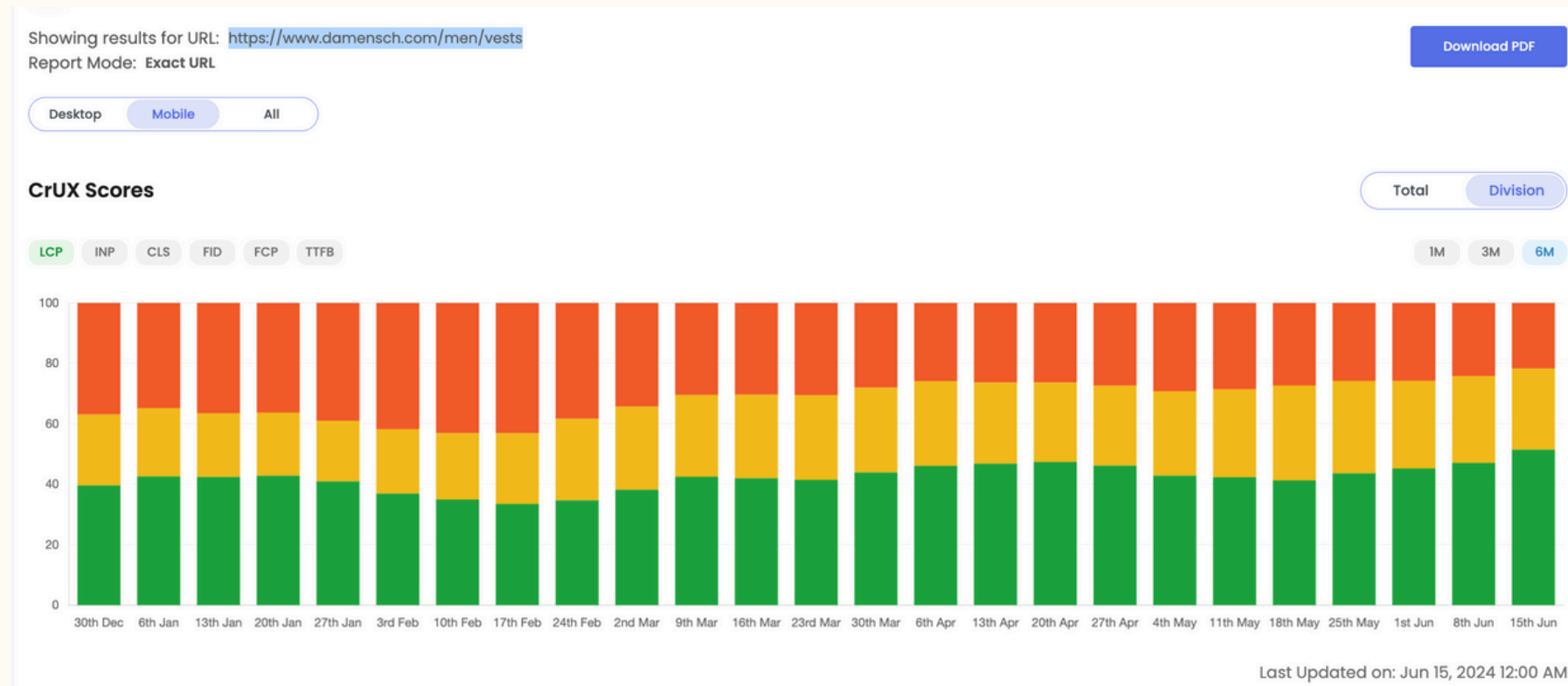
- **Analysis Type:** Page Level (PLP)
- **Device Type:** Mobile Users
- **Metrics:** LCP, FCP, TTFB



Metrics Analysis (LCP) (PLP)

As of 15th June 2024

<https://www.damensch.com/men/vests>



Before

After Optimisation

Largest Contentful Paint

5.20s P75

till 30/12/2023

Largest Contentful Paint

3.76s P75

from 8/6/2024 to 15/6/2024

Division

39.62% ($\leq 2.50s$)

23.47% (2.50s - 4.00s)

36.91% ($> 4.00s$)

Division

51.42% ($\leq 2.50s$)

26.88% (2.50s - 4.00s)

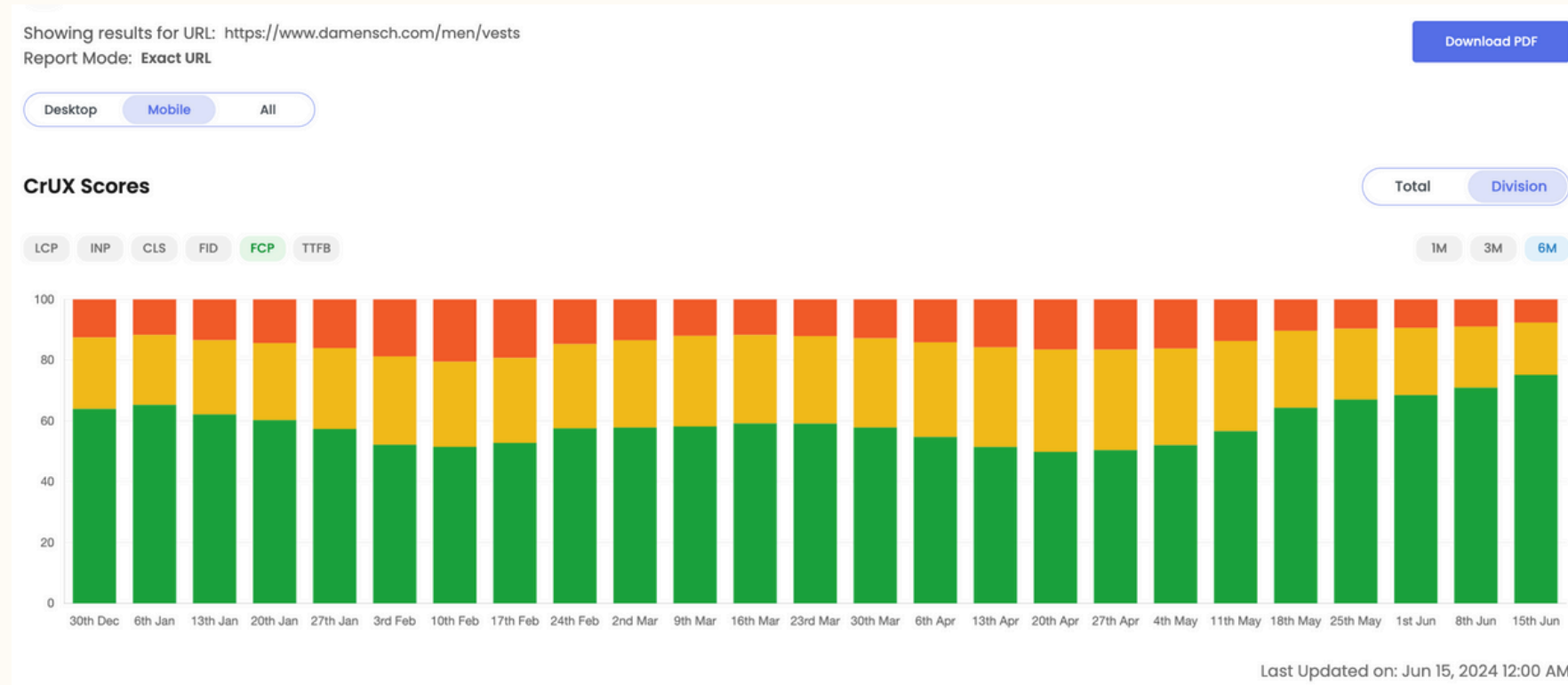
21.7% ($> 4.00s$)

- **1.23 sec** improvement in LCP Load Time
- LCP Good Experience has Increased from **39%** to **51%**

Metrics Analysis (FCP) (PLP)

As of 15th June 2024

<https://www.damensch.com/men/vests>



Before

After Optimisation

First Contentful Paint

2.20s P75

till 30/12/2023

Division

63.97% ($\leq 1.80s$)

23.52% (1.80s - 3.00s)

12.51% ($> 3.00s$)

First Contentful Paint

1.81s P75

from 8/6/2024 to 15/6/2024

Division

75.18% ($\leq 1.80s$)

17.2% (1.80s - 3.00s)

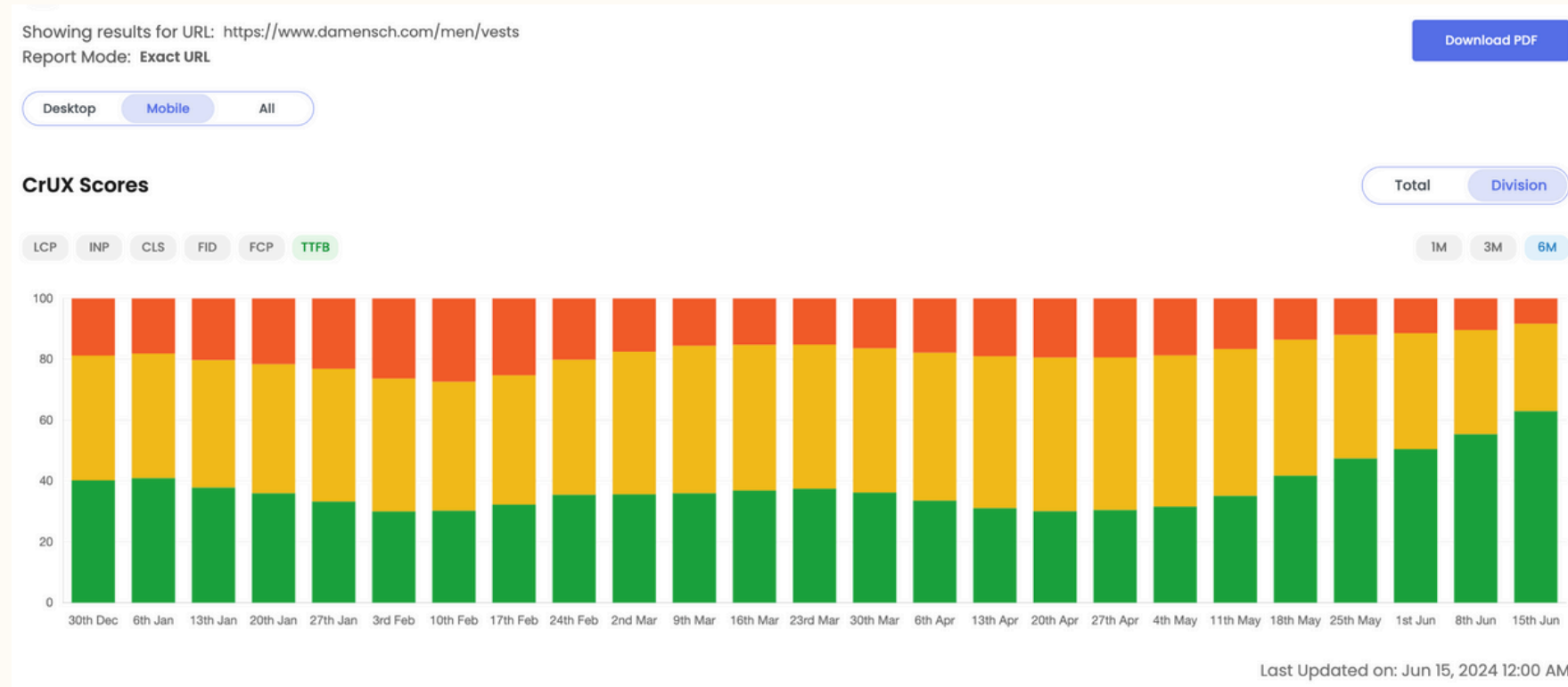
7.63% ($> 3.00s$)

- **0.39 sec** improvement in FCP Load Time
- FCP Good Experience has Increased from **63%** to **75%**

Metrics Analysis (TTFB) (PLP)

As of 15th June 2024

<https://www.damensch.com/men/vests>



Before

After Optimisation

Time to First Byte

1.57s P75

till 30/12/2023

Division

40.21% ($\leq 800\text{ms}$)

41.05% (800ms - 1.80s)

18.74% ($> 1.80\text{s}$)

Time to First Byte

1.05s P75

from 8/6/2024 to 15/6/2024

Division

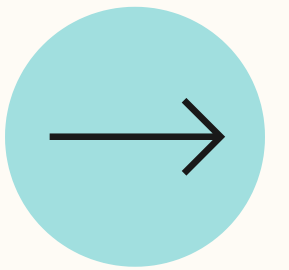
62.95% ($\leq 800\text{ms}$)

28.75% (800ms - 1.80s)

8.29% ($> 1.80\text{s}$)

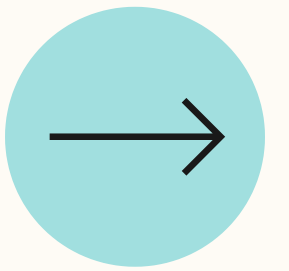
- **0.52 sec** improvement in TTFB Load Time
- TTFB Good Experience has Increased from **40%** to **62%**

Speed Outcomes



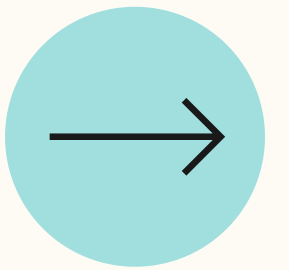
- **2.4x** faster PDP Pages for mobile visitors (**6.33s** to **2.62s**).
- **2x** faster PDP Pages for desktop visitors (**4.40s** to **2.35s**).
- **1.6x** faster PLP Pages for mobile visitors (**5.20s** to **3.26s**).
- **2x** faster PLP Pages for desktop visitors (**5.20s** to **3.26s**).
- **1.8x** faster Domain Level load times for mobile visitors (**5.70s** to **3.19s**).
- **1.6x** faster Domain Level load times for desktop visitors (**4.22s** to **2.60s**).

Business Outcomes



- **18%** increase in add to cart
- **26%** reduction in bounce rate for mobile users on PDP pages
- **30%** reduction in bounce rate for mobile users on PLP pages
- Improved search engine rankings
- Real-time website performance automation with alerts and insights
- Enhanced developer efficiency with web-perf focused PDLC

Good to Know, that



- We haven't concentrated on hitting specific Lighthouse scores, you can learn more about this approach here. We used **Lighthouse report from Auditzy across 20+ Lab Test Profiles to simulate near real-world situations to fix technical problems.**
- **Achieving 90+/A+ scores will boost the SEO is a myth**, for SEO what matters is Core Web Vitals Passing Signals across page(s), and **Core Web Vitals are real user experience, not 90/100 or 100/100.**
- To monitor Core Web Vitals in real-time (because PageSpeed CWV data is 28-days delayed), we used **Auditzy RUM (Real User Monitoring)**, which helped us figure out the “Why” and “Whom” behind the websites, like for “whom” website performance is slow/fast/moderate and “why”?

DaMENSCH Appreciation



Shubham & the Auditzy team are to be credited 100% for optimising our web performance!
– **Auditzy team expertise has led to significant improvements in all key metrics, which, in turn, has positively impacted our business outcomes – something we consider crucial!**

They're unparalleled in this field...their first principles approach ensures that the foundation of our website is robust and future-proof – in addition to delivering one time fix, they also guided us on how to maintain good real user experience performance scores over time.

Their accountability & execution skills are exceptions – it felt as if they're part of my own team...we're still continuing to work w/ them cos i believe they have much more to offer

It was fairly easy for key stakeholders at DaMensch to understand the value Shubham and team is able to generate...because all of the tech interventions eventually led to better business outcomes - which is ultimately what matters most!

In summary, partnering w/ auditzy is a no-brainer! We highly recommend Auditzy Team for website speed and performance process enablement and also for optimisation consultancy. ”



Niraj Patel

SVP Product & Technology

DaMENSCH

Is Your Website Speed and Performance Holding You Back?

Talk To Us

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[Start 14-Day Free Trial](#) ↗

[Explore PageSpeed GPT](#) ↗