

Seatwave Case Study

About

Seatwave, the UK's #1 ticket exchange, is in the business of getting passionate fans to the events they love by making it easier and safer to buy and sell tickets. Seatwave offers over 1,000,000 tickets for sale at any one time and each and every one is fully guaranteed through Seatwave's market-leading TicketIntegrity™ promise.

Challenge

The user's online experience is heavily influenced by a company's ability to optimise their website's performance and as a result a 1 second delay in page load times equals 11% fewer page views, a 16% decrease in customer satisfaction and 7% loss in conversions. (UKFast.Net UK independent research).

The customer experience of both buying and selling tickets on the Seatwave platform is fundamental to their success. As a result they decided that identifying the factors which influence consistency across their customers chosen browsers was going to prove essential.

They outlined the following challenges:

- Improve user experience/Conversion rates/Customer retention
- Increased infrastructure capacity
- SEO Benefit
- Hard bandwidth ceiling and DB Server capacity
- Handle large traffic spikes

Seatwave decided that once these factors were addressed it would also be crucial to conduct regular reviews in order to keep on top of the sites performance to facilitate new releases.

Solution

After a review of the marketplace Seatwave chose to partner with the web assurance experts, Site Confidence and employ its Performance Analyser tool to get a holistic view of where the issues lay across different real browsers.

Performance Analyser is a powerful tool that analyses the performance of a website using real browsers. It provides the essential metrics that an organisation needstoidentify,verifyandaudittheon-goingperformanceofawebsiteacrossthe browsers that are important to its customers.

Performance Analyser provided the following key features which proved fundamental to Seatwave's success:

- A portal based SaaS means no cost for infrastructure or software licences
- Automated and scheduled site crawls, to test the whole site
- Identification of poor performing 3rd party tags and pages
- Quickly identifies the biggest, slowest and worst pages
- Detailed recommendations for troubleshooting performance
- Allows competitor site comparisons and analysis
- Use of real browsers allows capture of render times and other advanced timing metrics

Results

Seatwave undertook a project which at first seemed very daunting but with the right tools in place and the right attitude they triumphed.

The tangible results:

- Reduced HTTP Requests by 30%
- Reduced Page Load time by between 50% and 70%
- Reduced Page Size by between 22% and 33%
- Reduced Hard Bandwidth requirements by 43%
- Reduced DB CPU requirements by 75%
- Increased Concurrent Users ceiling by 300%

Seatwave decided that it was crucial to conduct regular reviews in order to keep on top of website performance.

Seatwave chose to partner with web performance experts, Site Confidence & employ its Performance Analyser tool to get a holistic view of where the issues lay across different real browsers.

"This project has been a huge success, reducing page load time between 50-70%. Page load performance has both improved & become more consistent. By identifying performance issues before they impact our customers we are giving them a smooth user experience, resulting in a high retention rate.

We already use Site Confidence's monitoring and load testing services; adding Performance Analyser has ensured we are optimising our site to its full potential to provide the best service possible to our clients." Perry Dyball, Ecommerce Operations Manager, Seatwave

"Seatwave have taken our advice on performance improvements to speed up their site, reduce bandwidth with compression and caching. The results speak for themselves and we look forward to continuing to work with the team at Seatwave." Bob Dowson, Director, Site Confidence