



ModCloth Weekly Performance Update

December 4-10, 2016

Internet Retailer Top 500 Performance Index

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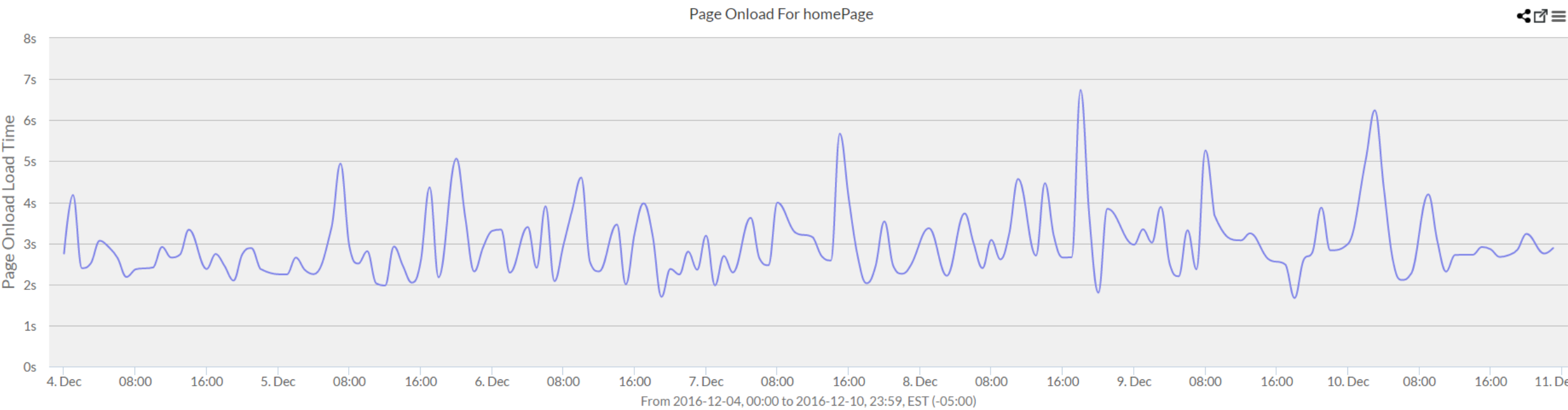
Overall Rank: 238
Industry Rank: 60

What changed?

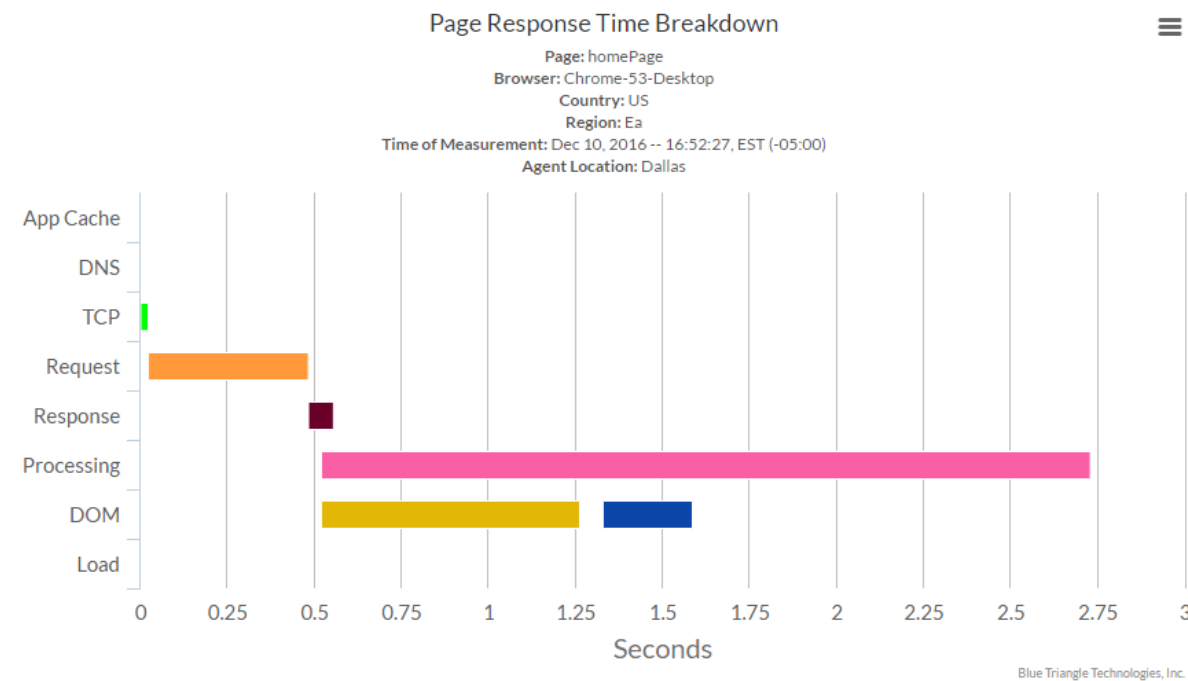
- Overall Rank: +15
- Page Onload: +0.08 sec

Overall Rank ▾	Industry Rank ▾	Industry ▾	Company ▾	Page Onload (sec) ▾	1st Byte (ms) ▾	DOM Interactive (sec) ▾	DOM Complete (sec) ▾	Revenue Impact From Performance Changes (\$)
Median	☒ Average			3.18	222	1.65	1.37	
202 ▲ 30	52	Apparel / Accessories	The Clymb	2.81 (-0.18)	65	1.16	1.08	▲ \$50,000
204 ▲ 9	53	Apparel / Accessories	Bare Necessities	2.81 (-0.08)	12	1.8	1.63	▲ \$50,000
210 ▲ 25	54	Apparel / Accessories	RevZilla	2.87 (-0.15)	174	1.38	1.21	▲ \$50,000
222 ▼ 38	55	Apparel / Accessories	Aldo Group	2.92 (+0.19)	38	2.08	2.07	▼ \$50,000
224 ▲ 63	56	Apparel / Accessories	Payless ShoeSource	2.94 (-0.44)	149	2.03	1.59	▲ \$50,000
227 ▲ 15	57	Apparel / Accessories	The Childrens Place	2.97 (-0.07)	18	1.76	1.94	▲ \$50,000
229 ▼ 23	58	Apparel / Accessories	MLB	2.98 (+0.14)	137	1.99	1.81	▼ \$50,000
236 ▲ 35	59	Apparel / Accessories	CustomInk	3.01 (-0.22)	92	1.49	1.09	▲ \$50,000
238 ▼ 15	60	Apparel / Accessories	ModCloth	3.02 (+0.08)	503	1.71	1.18	▼ \$50,000
239 ▲ 6	61	Apparel / Accessories	Madewell	3.04 (-0.02)	34	1.43	1.26	▲ \$50,000
242 ▼ 32	62	Apparel / Accessories	Urban Outfitters	3.06 (+0.22)	118	1.13	1.12	▼ \$50,000
251 ▼ 24	63	Apparel / Accessories	National Hockey League	3.15 (+0.18)	115	1.78	1.78	▼ \$50,000
255 ▲ 17	64	Apparel / Accessories	Gilt	3.16 (-0.08)	300	1.33	0.81	▲ \$50,000
257 ▲ 8	65	Apparel / Accessories	Sundance Catalog	3.16 (-0.04)	194	1.89	1.65	▲ \$50,000
260 ▲ 19	66	Apparel / Accessories	T.J.Maxx	3.18 (-0.14)	227	1.87	1.74	▲ \$50,000
262 ▼ 15	67	Apparel / Accessories	Destination XL	3.2 (+0.13)	284	1.29	1.05	▼ \$50,000

View More: <https://www.bluetriangletech.com/performance-index/>



Page Response Time Breakdown



URL Hit: <http://www.modcloth.com>
HTTP Code: 200

Screen Shot



Performance Detail – Dallas Measurement on December 10

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Domain Level Activity for homePage

Through Last Byte



On Load
DOM Content Loaded
DOM Interactive
Response End
Request End
TCP End
DNS End
App Cache End
Redirect End

Domain Count: 38

Total Files Loaded: 175

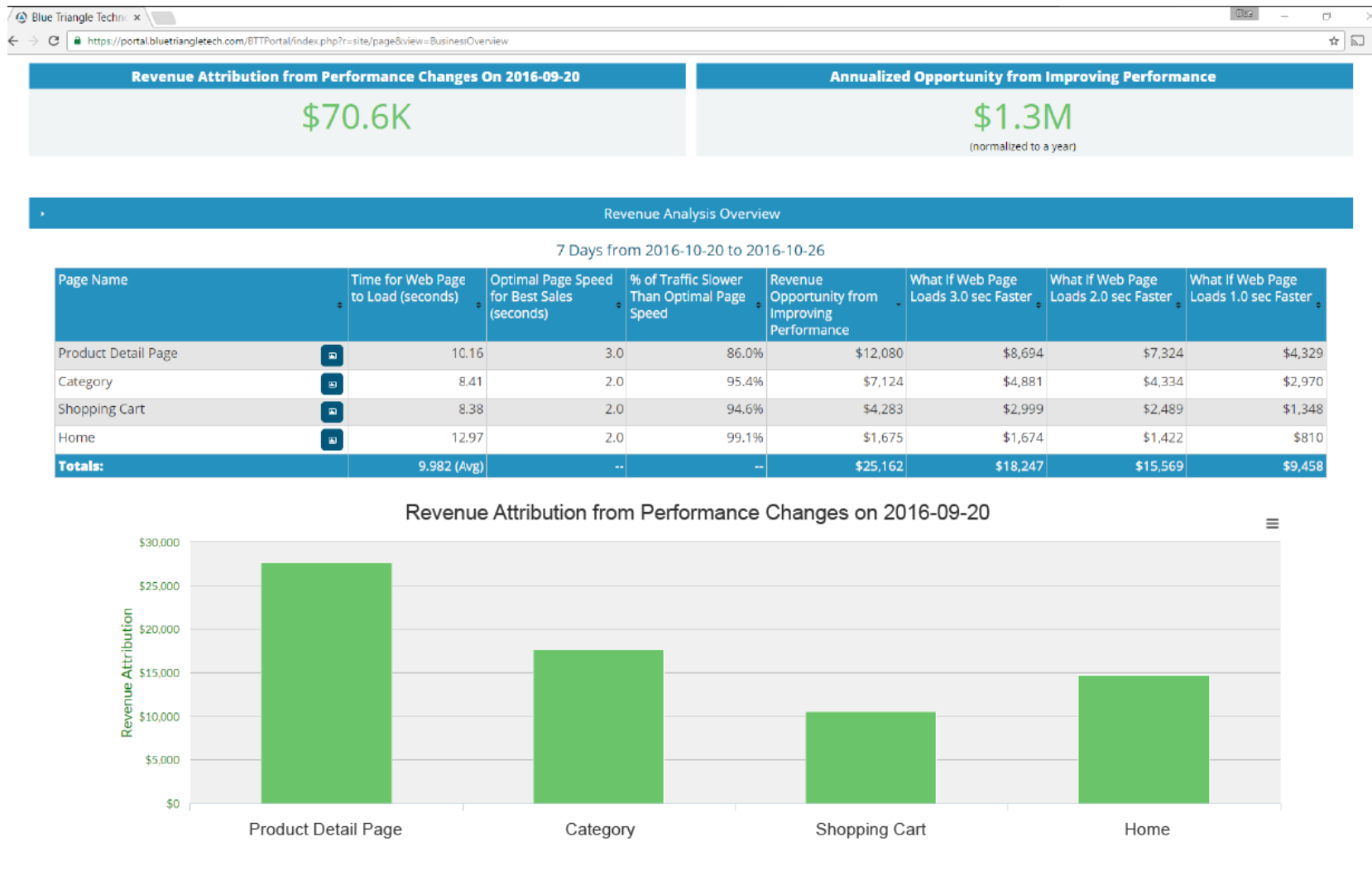
Slowest 3rd Party Domain: f.monetate.net

Total Duration: 0.46 sec

- Total Files Loaded: 5

More Blue Triangle Capabilities

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Predict and quantify the impact web performance has on your conversions and revenue.

Utilize robust, real-user analytics to pinpoint what is causing poor mobile, tablet and desktop experiences.

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