



ModCloth Weekly Performance Update

December 11-17, 2016

Internet Retailer Top 500 Performance Index

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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 ☒				3.33	227	1.73	1.44	
187  15	46	Apparel / Accessories	The Clymb	2.83 (+0.02)	58	1.19	1.1	▼ \$0,000
190  17	47	Apparel / Accessories	DrJays.com	2.85 (+0.19)	30	0.93	0.86	▼ \$0,000
194  26	48	Apparel / Accessories	Hanna Andersson	2.9 (+0.28)	318	1.52	1.13	▼ \$0,000
196  3	49	Apparel / Accessories	Gymboree	2.91 (+0.11)	2	1.47	1.34	▼ \$0,000
198  6	50	Apparel / Accessories	Dressbarn	2.92 (+0.16)	22	1.47	1	▼ \$0,000
202  2	51	Apparel / Accessories	Bare Necessities	2.95 (+0.14)	13	1.86	1.71	▼ \$0,000
214  24	52	Apparel / Accessories	ModCloth	3.06 (+0.04)	553	1.8	1.23	▼ \$0,000
216  11	53	Apparel / Accessories	The Childrens Place	3.06 (+0.09)	16	1.81	2.01	▼ \$0,000
222  20	54	Apparel / Accessories	Urban Outfitters	3.11 (+0.05)	122	1.2	1.21	▼ \$0,000
224  27	55	Apparel / Accessories	National Hockey League	3.12 (-0.03)	114	1.75	1.74	▲ \$0,000
225  14	56	Apparel / Accessories	Madewell	3.13 (+0.09)	35	1.47	1.34	▼ \$0,000
231  44	57	Apparel / Accessories	L.L. Bean	3.17 (+0.43)	191	1.83	1.55	▼ \$0,000

Date Range: 12/11 – 12/17

Overall Rank: 214

Industry Rank: 52

What changed?

- Overall Rank: -24
- Page Onload: +0.04 sec

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

Performance Over Time

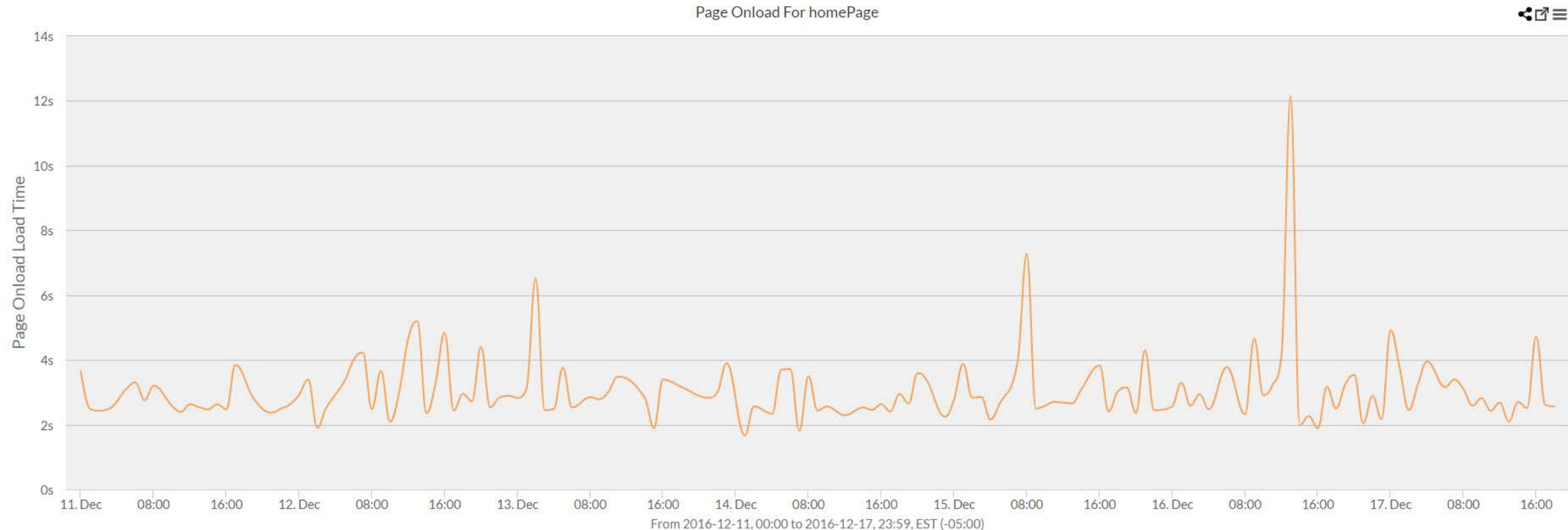
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Performance Metrics

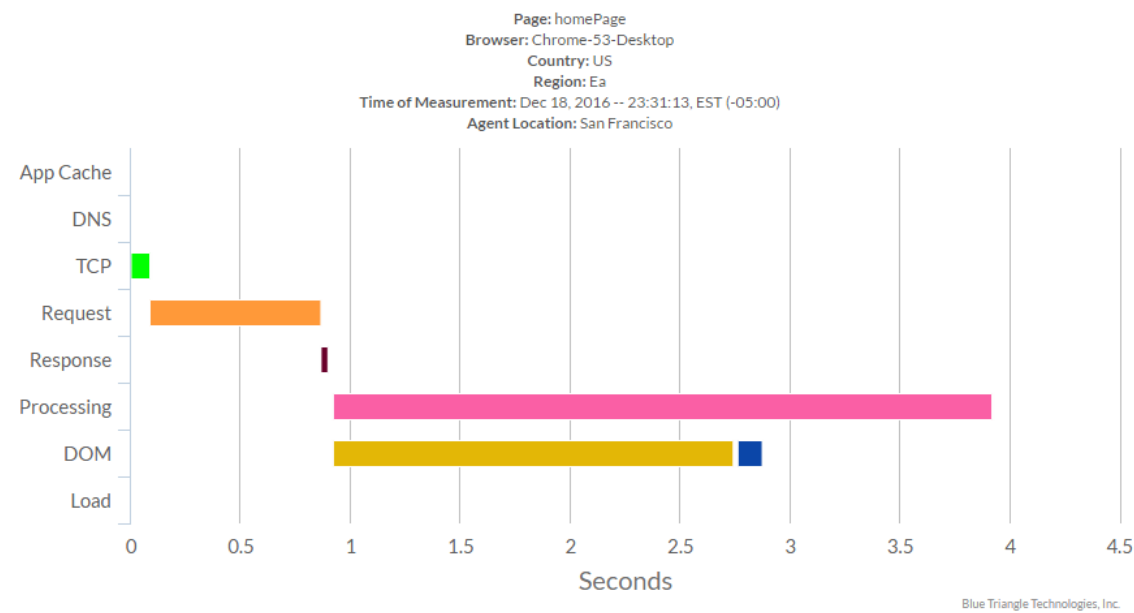
- Included: Page Onload
- Not Included: SSL, TCP Connect, DNS, Redirect, Base Page, 1st Byte, DOM Interactive, DOM Content Loaded, DOM Complete

Agent Locations: San Francisco, Washington DC, Dallas, Chicago, Seattle

Date Range: 12/11 – 12/17



Page Response Time Breakdown



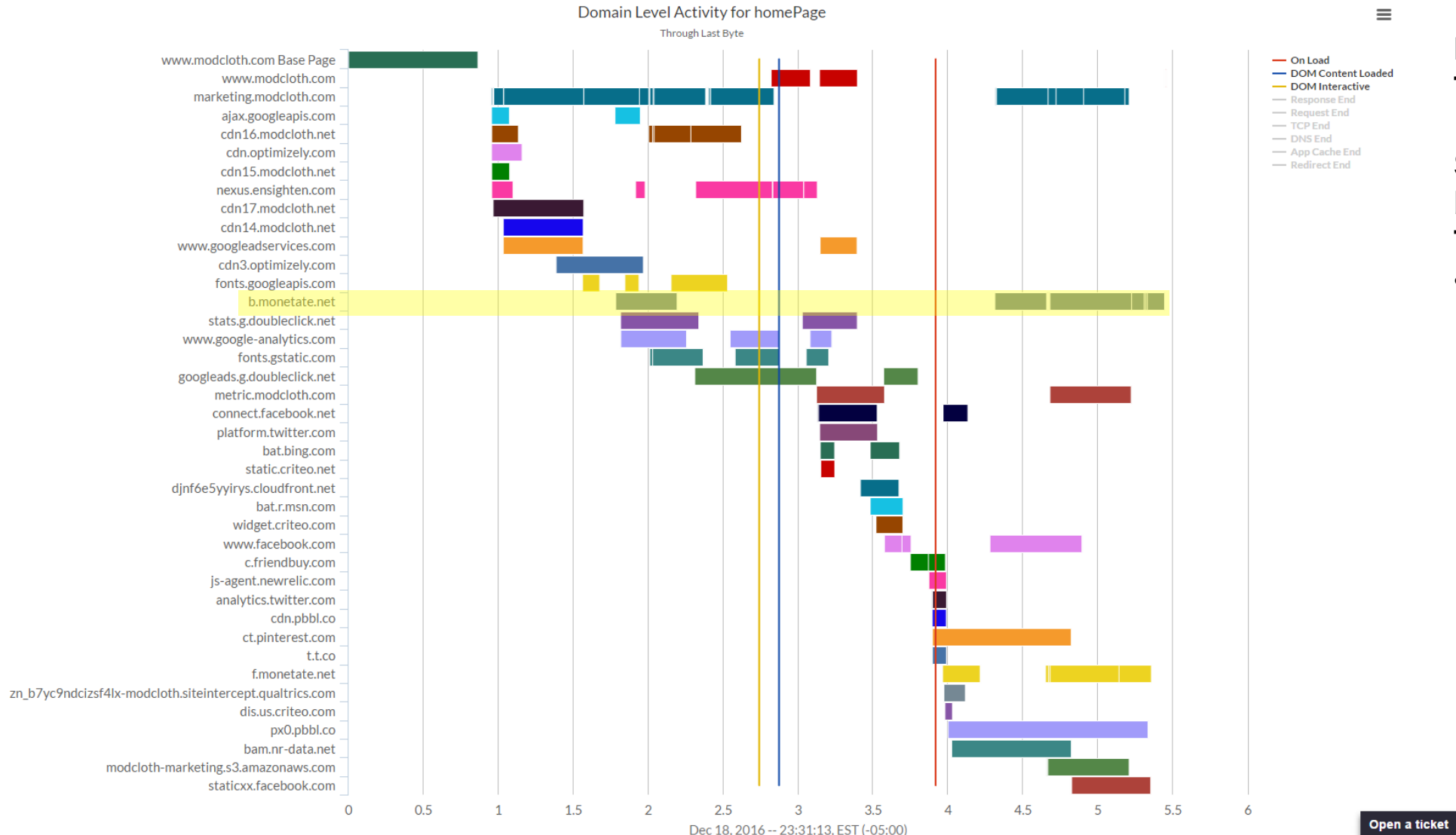
URL Hit: <http://www.modcloth.com>
HTTP Code: 200

Screen Shot



Performance Detail – San Francisco Measurement on December 18

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Domain Count: 39
Total Files Loaded: 146

Slowest 3rd Party Domain:
b.monetate.net
Total Duration: 0.639 sec
• **Total Files Loaded: 171**

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.

Learn More: <https://www.bluetriangletech.com/solutions/>



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