



Apica Cyber Monday Index Details & Rankings

About Apica

Apica provides the most comprehensive cloud and mobile application performance testing and monitoring tools, the largest testing and monitoring network, and access to battle-tested performance professionals. Since 2005, Apica has been shipping solutions that bring the capabilities of much more expensive solutions to modern APM solutions. That's why global leaders such as HBO, Virgin America, JPMC and Activision have chosen Apica as their performance testing and monitoring solution that completes their DevOps initiatives. Apica is based in Stockholm, Sweden and Santa Monica, CA, with offices in London and New York.

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Overview

- The 2016 Cyber Monday Web Performance Index evaluates different aspects of the web performance of the [Internet Retailer 100](#) top ecommerce sites.
- The index is based on a weighted average of the document object model complete (DOM) time, stability, and total render time of the websites.
- The individual retailer scores are then averaged giving an overall web performance indicator called the Cyber Monday Web Performance Index.



Key Fact

The index provides insight into how the top 100 ecommerce sites perform



Key Fact

The higher the index, the better the industry is performing

Why is Cyber Monday Important?



Web performance is essential to completing transactions for ecommerce sites. Multiple studies have demonstrated that load time has a direct correlation to sales. While research is underway to determine current shopper expectations, research has shown that about half of consumers expect a website to load in two seconds or less and that every extra 100ms results in approximately one percent drop in sales. 40 percent of shoppers abandon sites that take longer than three seconds to load.

- **One study** stated that every extra 100ms of load time on a page equates to a one percent drop in sales.
- **Another study says** 47 percent of consumers expect a web page to load in two seconds or less and 40 percent abandon websites that take more than three seconds to load.
- **McKinsey found** that 61 percent who are a dissatisfied with website performance won't return, and two-thirds will shop at competitors sites.
- **Moz found** that decreasing load times from 15 seconds to 2 seconds can increase conversions by 30 percent

Methodology

The 2016 Cyber Monday Web Performance Index evaluates different aspects of the web performance of the [Internet Retailer 100](#) top ecommerce sites. The index is based on a weighted average of the document object model complete (DOM) time, stability, and total render time of the websites. The individual retailer scores are then averaged giving an overall web performance indicator called the Cyber Monday Web Performance Index.



Key Findings



Top Ten eCommerce Websites are Healthy, But Rest Are Lagging Behind Expectations



Scaling and Stability is a Major Issue Across the Industry



Deception Through Progressive Page Loading is Key to Speed



Individual Performance reviewed

Top 100

Index Rank	Company Name	Web Performance Score	DOM Complete Score	Total Render Time Score	Stability Score	DOM Complete*	Total Render Time*	Min. Load Time*	Max Load Time*
1	Apple Store	94.8	96.2	100.0	88.9	1.5	1.7	1.2	10.0
2	Homedepot	94.5	97.2	85.1	96.4	1.5	3.8	1.0	4.2
3	Dell	92.0	89.6	95.7	93.4	2.1	2.3	1.8	7.3
4	Ruelala	91.9	92.3	80.4	99.0	1.9	4.5	1.5	2.8
5	Groupon	91.6	93.4	80.3	96.1	1.8	4.5	1.5	4.5
6	Ae	89.7	100.0	68.6	86.4	1.2	6.2	1.0	8.6
7	Thebay	88.5	86.7	85.0	93.7	2.3	3.9	2.0	6.8
8	Zappos	86.0	89.7	84.8	80.7	2.1	3.9	1.6	12.9
9	Target	86.0	86.0	87.9	84.8	2.4	3.4	1.7	12.4
10	Costco	85.5	89.2	55.6	99.3	2.1	8.0	1.8	2.9
11	Microsoftstore	85.4	91.5	69.5	85.9	1.9	6.1	1.6	10.0
12	Drugstore	84.5	90.5	77.2	79.4	2.0	5.0	1.6	17.4
13	Abercrombie	83.6	83.2	62.4	98.3	2.6	7.1	2.3	4.1
14	EsteeLauder	82.1	84.5	80.4	79.3	2.5	4.5	2.2	18.2
15	Build	81.9	77.6	67.5	98.7	3.1	6.3	2.1	4.2
16	Walgreens	81.8	86.4	74.4	79.0	2.4	5.4	1.8	17.6
17	Tigerdirect	81.6	73.0	85.5	93.4	3.5	3.8	2.9	8.1
18	Anthropologie	81.5	87.6	78.4	73.4	2.3	4.8	1.8	13.6
19	Dickssportinggoods	80.0	75.9	81.1	86.0	3.3	4.4	2.4	11.6
20	BlueNile	79.6	75.7	84.0	83.1	3.3	4.0	1.9	14.2
21	Jcrew	79.4	70.1	79.3	95.0	3.8	4.7	1.6	9.3
22	Grainger	77.7	85.1	66.8	72.8	2.5	6.4	2.0	17.8
23	Crateandbarrel	77.4	90.4	13.8	98.3	2.0	14.0	1.8	3.1
24	Kmart	77.4	85.3	30.8	95.2	2.5	11.5	2.2	6.3
25	Urbanoutfitters	76.6	64.6	76.7	96.4	4.2	5.0	3.4	6.5

*in seconds

Index Rank	Company Name	Web Performance Score	DOM Complete Score	Total Render Time Score	Stability Score	DOM Complete*	Total Render Time*	Min. Load Time*	Max Load Time*
26	Sears	76.1	84.2	39.9	86.8	2.6	10.2	2.3	12.1
27	Overstock	75.4	69.9	70.7	87.7	3.8	5.9	3.2	12.4
28	Landofnod	74.9	76.3	48.6	89.9	3.2	9.0	2.3	9.4
29	Advanceautoparts	74.7	85.9	27.1	87.7	2.4	12.1	1.5	9.4
30	Bestbuy	74.1	68.9	48.2	100.0	3.9	9.1	3.4	4.3
31	Coach	73.9	66.7	77.8	83.3	4.1	4.9	3.8	17.0
32	Zulily	73.2	69.6	61.8	86.8	3.8	7.1	2.7	12.2
33	Keurig	73.2	83.2	80.5	51.7	2.7	4.5	2.1	38.4
34	Orientaltrading	73.1	68.5	78.3	77.5	3.9	4.8	3.6	20.2
35	Staples	72.0	91.3	0.0	87.7	2.0	19.7	1.5	5.8
36	Babiesrus	71.7	89.9	0.0	89.2	2.1	19.0	1.8	10.4
37	Macys	71.5	67.0	77.0	75.3	4.0	5.0	3.4	21.4
38	Officedepot	70.0	60.6	58.6	93.3	4.6	7.6	3.5	10.7
39	Anntaylor	69.7	81.0	74.3	47.6	2.8	5.4	2.3	32.0
40	1800flowers.com	69.5	81.8	18.8	82.8	2.8	13.2	2.2	15.2
41	Llbean	67.8	80.8	74.3	42.0	2.9	5.4	2.1	28.4
42	Rei	66.6	54.7	57.2	92.9	5.1	7.8	2.5	10.5
43	Bn	66.3	65.6	64.7	68.5	4.2	6.7	3.4	22.4
44	Restorationhardware	66.2	51.4	69.0	88.8	5.4	6.1	4.0	11.9
45	Shopjustice	65.4	62.7	60.6	73.3	4.4	7.3	2.3	25.0
46	Lowes	64.0	67.1	35.7	77.8	4.0	10.8	3.3	18.0
47	Fanatics	62.9	45.0	63.6	92.3	5.9	6.9	4.1	11.0
48	Bodybuilding	62.1	41.7	61.5	96.4	6.2	7.2	5.2	8.1
49	Toysrus	62.0	67.9	0.0	93.7	4.0	18.1	3.0	7.4
50	Pcconnection	61.9	86.1	25.5	46.0	2.4	12.3	2.0	40.6

*in seconds

Index Rank	Company Name	Web Performance Score	DOM Complete Score	Total Render Time Score	Stability Score	DOM Complete*	Total Render Time*	Min. Load Time*	Max Load Time*
51	Gilt	61.3	52.9	41.6	88.4	5.2	10.0	4.6	13.0
52	Newegg	61.1	67.4	64.8	48.1	4.0	6.7	3.4	18.8
53	Gamestop	59.3	61.6	61.2	54.2	4.5	7.2	4.0	38.4
54	Deluxe	59.0	53.3	70.4	60.8	5.2	5.9	4.5	34.4
55	Amazon	58.9	71.2	0.0	77.5	3.7	29.3	2.0	17.5
56	Ebgames	58.6	62.3	63.2	49.6	4.4	7.0	3.7	39.9
57	Costplus	58.2	61.6	53.5	55.6	4.5	8.3	4.1	38.1
58	Disneystore	57.2	48.0	67.2	66.0	5.7	6.4	2.8	30.4
59	Bathandbodyworks	56.4	60.1	44.0	58.6	4.6	9.7	2.5	34.9
60	Justfab	55.2	76.2	0.0	56.8	3.2	17.1	2.7	32.0
61	Ralphlauren	53.0	38.2	58.3	74.0	6.5	7.6	5.6	22.6
62	Jcp	51.6	70.1	3.7	52.8	3.8	15.4	2.8	20.7
63	Wayfair	51.0	48.6	41.7	61.2	5.6	10.0	3.7	28.3
64	Eddie Bauer	51.0	36.7	58.9	69.4	6.6	7.6	5.1	18.9
65	Lulu Lemon	50.2	44.1	55.9	56.5	6.0	8.0	4.1	25.0
66	Express	50.0	61.3	0.0	64.5	4.5	16.9	3.0	11.9
67	Walmart	49.9	63.3	0.0	60.8	4.4	25.5	2.1	31.3
68	Backcountry	47.9	63.0	0.0	54.6	4.4	16.0	2.8	32.5
69	Bedbathandbeyond	46.3	57.2	72.6	10.5	4.9	5.6	3.6	39.0
70	Musiciansfriend	45.5	46.4	39.1	48.2	5.8	10.4	4.0	36.3
71	Chicos	45.2	64.1	65.9	0.0	4.3	6.6	3.6	42.2
72	Bloomingdales	44.1	30.5	21.8	81.6	7.2	12.8	5.4	12.2
73	Qvc	43.8	58.6	72.4	0.0	4.8	5.6	3.9	131.8
74	Hayneedle	43.2	26.8	47.9	67.4	7.5	9.1	3.8	27.6
75	Etsy	42.7	42.7	20.8	57.4	6.1	13.0	4.2	33.8

*in seconds

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76	Nordstrom	41.4	51.1	68.6	7.1	5.4	6.2	4.6	40.2
77	Nike	36.4	39.7	0.0	88.4	6.4	37.6	0.5	17.7
78	Oldnavy	35.9	67.4	46.9	9.5	4.0	9.3	0.5	58.8
79	Hsn	35.2	21.7	0.0	81.3	7.9	87.7	5.4	19.4
80	Shutterfly	34.7	61.0	0.0	47.4	4.5	16.1	1.4	37.5
81	Neimanmarcus	34.5	38.1	32.1	29.9	6.5	11.4	3.7	49.9
82	Freshdirect	34.3	33.2	10.9	51.9	6.9	14.4	5.3	37.2
83	Kohls	31.6	15.6	0.0	79.4	8.4	19.0	6.8	15.7
84	Williams-sonoma	31.3	56.7	13.7	0.8	4.9	14.0	3.4	48.8
85	Guitarcenter	30.4	50.6	19.3	4.0	5.4	13.2	3.9	64.6
86	Cdw	28.5	23.3	0.0	56.1	7.8	16.0	5.8	32.9
87	Cabelas	27.7	33.7	54.0	0.0	6.9	8.2	5.2	126.8
88	Bananarepublic	25.6	36.5	0.0	57.8	6.6	18.3	0.9	33.5
89	Potterybarn	25.2	29.9	0.7	33.5	7.2	15.8	4.9	43.4
90	HP	24.7	12.8	0.0	61.0	8.7	21.7	6.1	35.6
91	Landsend	23.4	36.3	0.0	17.4	6.7	16.6	5.6	43.8
92	One Kings Lane	23.3	7.0	18.9	53.3	9.2	13.2	6.7	27.5
93	Victoriassecret	22.6	27.5	44.5	0.0	7.4	9.6	6.5	121.0
94	Lenovo	20.7	40.4	0.0	1.6	6.3	20.5	5.0	48.1
95	Rakuten	19.2	0.0	14.6	54.4	10.8	13.8	7.2	41.3
96	Footlocker	16.5	3.0	43.0	21.2	9.5	9.8	6.4	64.5
97	Buy	15.2	0.0	2.7	49.0	11.9	15.5	6.3	45.9
98	Fingerhut	13.8	0.0	0.0	45.9	16.0	17.4	10.3	36.0
99	Gap	13.3	21.3	13.2	0.0	7.9	14.0	6.0	156.8
100	Avon	4.5	0.0	22.3	0.0	11.6	12.7	7.1	147.0

*in seconds