

Spend Time on Performance or Miss Out

Jordy de Blecourt · RUMvision

Meet Magento Germany · Mainz · 22 October 2026

RUMVISION

GERMAN ONLINE RETAIL, 2025

€92.3 billion

69% of it came through a mobile device.

Every millisecond on that screen is a business decision.

Introduction

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Did you know? **Groningen to Mainz** is five hours by car. Worst TTFB of my life.



Agenda

- | | | |
|----|-----------------------------|-----------------------------|
| 01 | The cost of waiting | Why slow is expensive |
| 02 | Core Web Vitals | In plain business language |
| 03 | Where Magento stands | And where it hurts |
| 04 | Show me the money | What faster pages earned |
| 05 | The excuses | And why they don't hold |
| 06 | The shortcut | MCP + your first four hours |
| 07 | What's next | Performance × conversion |

The cost of waiting

Performance isn't an IT metric. It's a revenue line nobody owns.

01

"We'll look at performance after
the replatform."

— Every merchant, at least once. Also the BER airport planning committee.

Slow is an invisible tax

Nobody sends you an invoice for a slow shop. You pay it anyway, in four places.

01

Conversion

Shoppers who wait, leave. Most never tell you why. They just buy somewhere else.

02

Ad spend

Slow landing pages drag down your Quality Score. Every click costs more.

03

Search

Core Web Vitals feed Google's ranking systems. A tiebreaker, but a real one.

04

NEW

AI agents

In one test, 63% of AI agents' first clicks bounced. Slow pages were one reason.

Core Web Vitals

runvision

Three numbers Google measures. Three questions your customers ask.

02

Three questions shoppers ask

LCP

"Does it show up?"

2.5 s

INP

"Does it react when I tap?"

200 ms

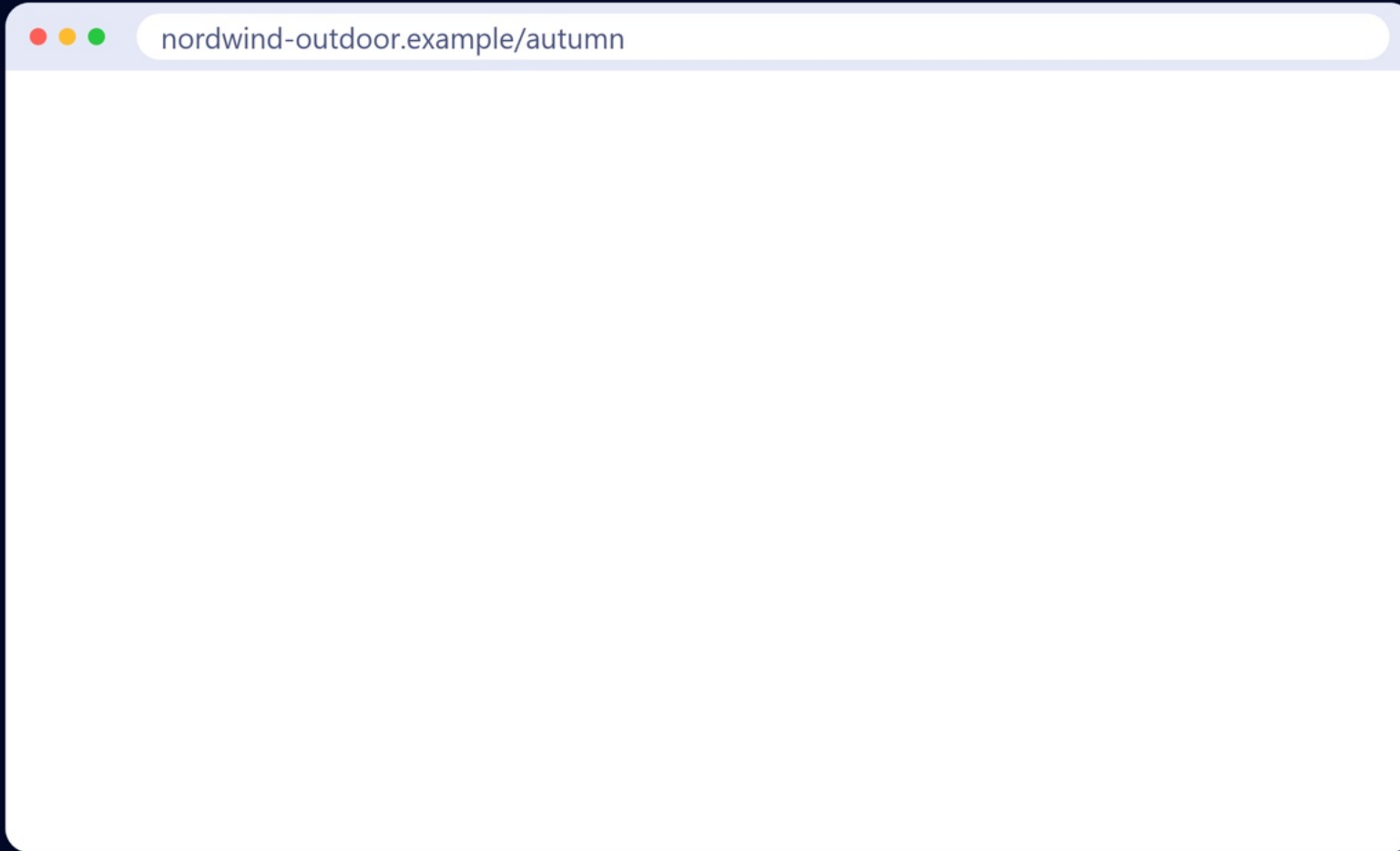
CLS

"Does it stay put?"

0.1

Good = at or below the limit, for 75% of real visits. All three must pass.

One page, three ways to lose a shopper



LCP

Does it show up?

0.3 s

CLS

Does it stay put?

—

INP

Does it react when I tap?

—

Lab scores are not your customers

LAB

Lighthouse / PageSpeed score

- One simulated device and network
- Cold cache, first visit only
- No taps, so no INP

FIELD

Real-user monitoring

- Every device, browser and network
- Every visit, every tap
- What Google uses for Core Web Vitals

New: iPhones now report LCP and INP (Safari 26.2). Google's CrUX still leaves them out. RUMvision doesn't.

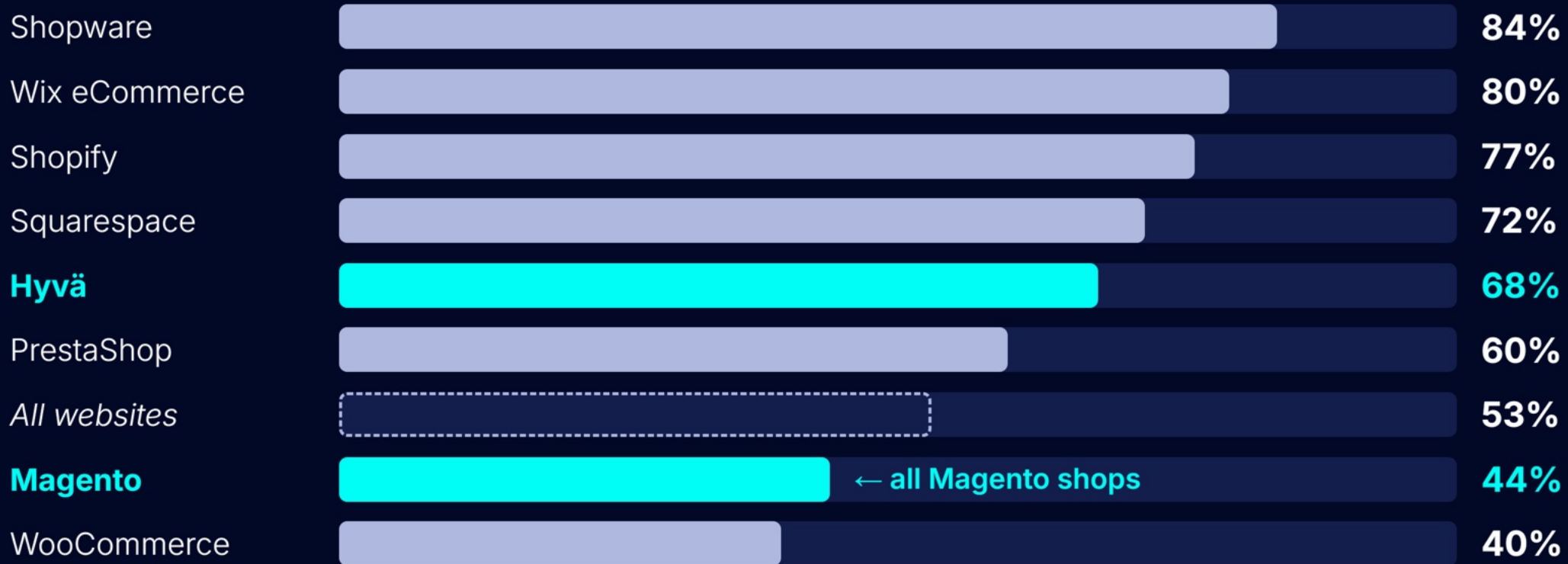
Where Magento stands

How Magento shops score against the rest of the web, and where the time goes.

03

Only 44% of Magento shops pass

Share of origins with good Core Web Vitals on mobile, August 2026



Magento's problem: showing up

MAGENTO SHOPS THAT PASS, MOBILE

Reacts to taps · INP **85%**



Stays put · CLS **70%**



Shows up fast · LCP **58%**



The usual suspects

- 01 Pages not served from cache
- 02 Images too big, or loaded too late
- 03 Too many extra scripts: tags, chat, consent

Are you paying Google to send shoppers to your slowest pages?

ORGANIC VISIT

/women/sneakers

Cache HIT

Served from cache. Fast.

AD CLICK

/women/sneakers?gclid=Cj0K...

Cache MISS

Built from scratch. Slow. And you paid for this click.

Fix: let Varnish or Fastly ignore marketing parameters.

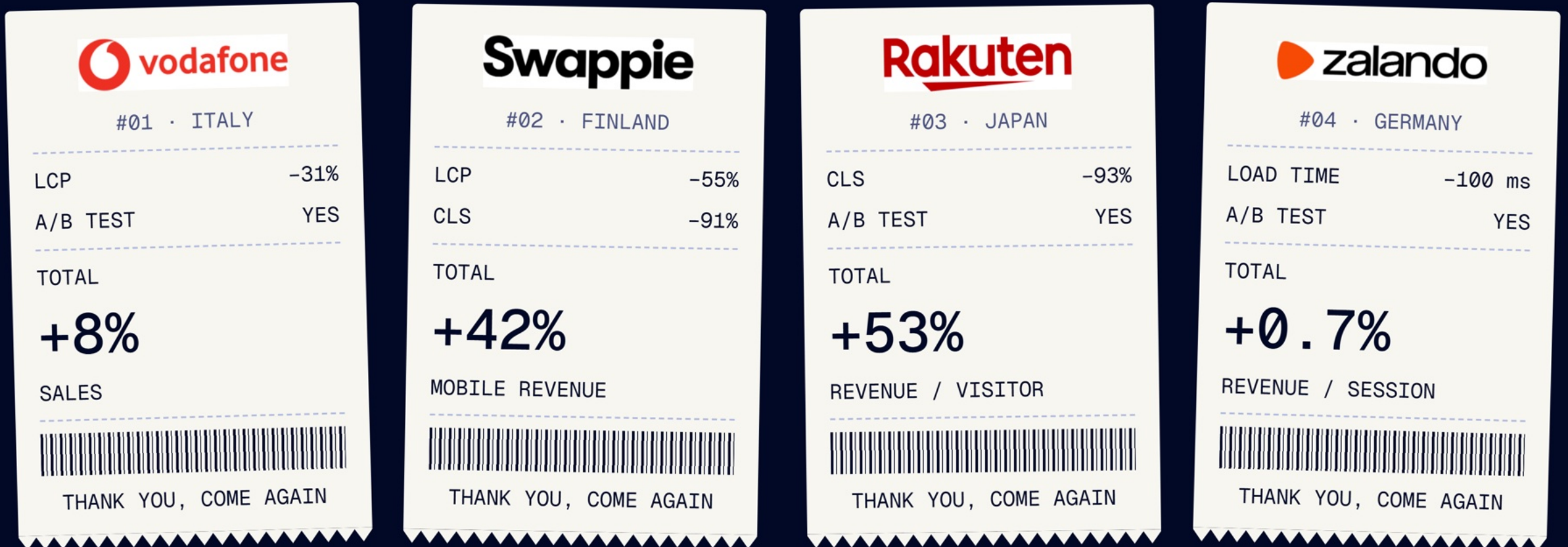
`gclid` = Great, Cache Lost Immediately, Dude

Show me the money

What faster pages earned real companies.

04

Speed pays: the receipts



More receipts



#05 · FRANCE

CWV ALL 3
EVENT BLACK FRIDAY

TOTAL

+6%

REVENUE



THANK YOU, COME AGAIN



#06 · INDIA

INP -72%
PAGE SEARCH

TOTAL

+7%

SALES



THANK YOU, COME AGAIN



#07 · FRANCE

LCP -1 s
VISITS 10M

TOTAL

+13%

CONVERSIONS



THANK YOU, COME AGAIN



#08 · RAY-BAN.COM

LCP 4.7 → 2.7 s
PRERENDER YES

TOTAL

+101%

MOBILE CONVERSION



THANK YOU, COME AGAIN

Milliseconds make millions

Deloitte for Google

37 brands, 30+ million sessions. Just 0.1 s faster on mobile moved every step of the funnel.

THE FINE PRINT

Paid for by Google, using older metrics. Your numbers will differ, so measure them.

PER 0.1 S FASTER, MOBILE

+8.4%

retail conversions

+9.2%

retail spend

+10.1%

travel conversions

The excuses

Why smart teams still don't fix this, and why the reasons don't hold.

05

Six excuses we hear every week

The excuse	The reality
"We don't have time."	The first wins take hours, not sprints.
"Our backlog is already full."	Then put this on top. It pays for the rest of the backlog.
"Our Lighthouse score is 90."	Your shoppers don't browse in Lighthouse. And INP isn't in that score.
"Our agency handles it."	Great. Ask them for real-user p75 per page template. Today.
"We can't prove the ROI."	You can, if you measure real users. More on that in ten minutes.
"We'll fix it in the replatform."	See you in 2029.

None of these are about technology. They're about priorities and data.

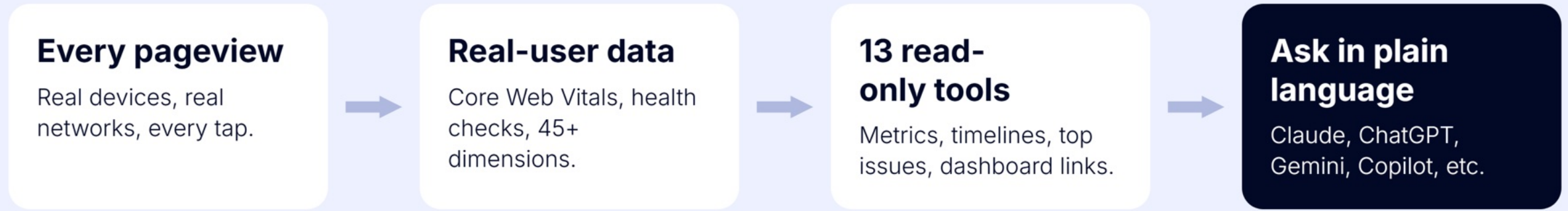
The shortcut

Your performance data, inside the AI assistant you already use.

06

Talk to your performance data

The RUMvision MCP connects your real-user data to the AI assistant you already use.



🌐 Data stored in the EU

Where are we losing the most?

Nordwind Outdoor · your AI assistant

RUMvision MCP

Which templates cost us the most on mobile?

⚡

☑ Checked your RUMvision data

Category pages: 41% of mobile traffic, and LCP is 0.9 s over the limit.

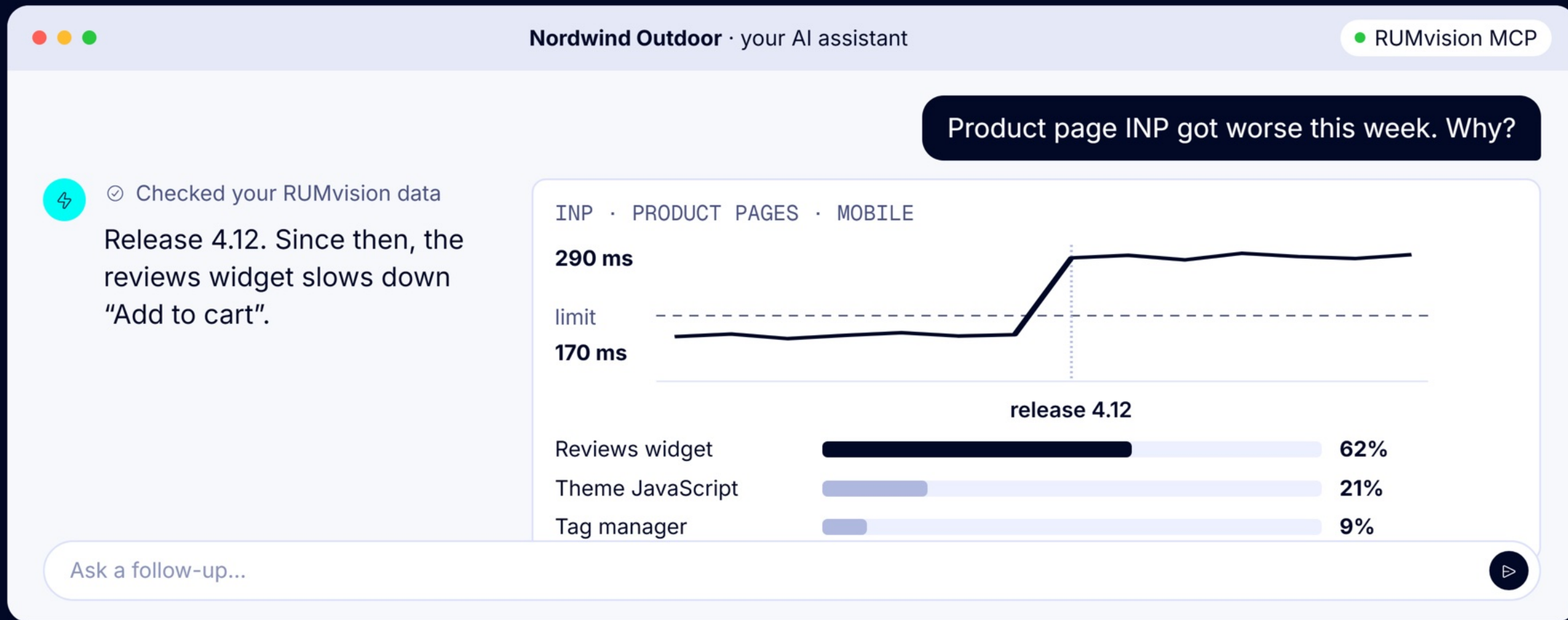
MOBILE · P75	TRAFFIC	LCP	INP	CLS
Category	41%	3.4 s	180 ms	0.04
Product	33%	2.4 s	260 ms	0.14
Home	9%	2.1 s	150 ms	0.02
Search	7%	2.9 s	230 ms	0.03

dark = over Google's limit

Ask a follow-up...

▶

What changed after Tuesday's release?



What should we fix first?

Nordwind Outdoor · your AI assistant

RUMvision MCP

Top 3 issues, and how do we fix them?

 ⚡

☑ Checked your RUMvision data

Ranked by impact, each with a fix. Done with one? Say “mark it as fixed” and RUMvision re-checks it.

01

Ad clicks miss the cache
Ignore marketing parameters in Varnish.

02

First product image is lazy-loaded
Load it eagerly, with high priority.

03

Promo banner shifts the page
Reserve its space up front.

Ask a follow-up... 

Did it pay off this month?

Nordwind Outdoor · your AI assistant

RUMvision MCP

Write a five-line CEO update on this month's performance.



☑ Checked your RUMvision data
October vs September,
no jargon:

TO: CEO · RE: SHOP SPEED, OCTOBER

- Good Core Web Vitals on mobile: 48% → 61%.
- Category pages 0.9 s faster (LCP 3.4 → 2.5 s).
- New risk: reviews widget slows "Add to cart".
- Next: fix the promo banner layout shift.
- Ask: half a day of developer time.

Ask a follow-up...

Our happy partners and customers

Nordwind is made up. These aren't.

The logo for vendic, featuring the word "vendic" in a stylized, italicized, dark blue font.The logo for RUN AS ROOT, featuring a circular icon with a stylized tree branch and the text "RUN AS ROOT" in a bold, sans-serif font.The logo for CUSTOMGENTO, featuring a stylized green and yellow diamond shape and the text "CUSTOMGENTO" in a bold, sans-serif font.The logo for maxcluster by teamblue, featuring the word "maxcluster" in a bold, sans-serif font with "by teamblue" in a smaller, blue font below it.The logo for tideways, featuring a stylized colorful icon and the word "tideways" in a bold, sans-serif font.The logo for MOTEL ONE, featuring a stylized blue "1" icon and the text "MOTEL ONE" in a bold, sans-serif font.The logo for SUZUKI, featuring a stylized red and blue "S" icon and the word "SUZUKI" in a bold, sans-serif font.The logo for Chrome for Developers, featuring the Chrome logo icon and the text "Chrome for Developers" in a bold, sans-serif font.The logo for 7days, featuring the word "7days" in a bold, sans-serif font with a stylized red "7" icon.

Your first four hours

Spread over two weeks, so real-user data has time to come in.

1h

DAY 1

Measure

Add RUMvision. Magento and Hyvä templates are detected automatically.

2h

DAY 3

Ask

Connect the MCP to your AI. Ask for your top issues.

3h

DAY 4

Fix one thing

Cache rules, LCP image priority, or one heavy third party.

4h

DAY 14

Prove it

Compare on real users, mark it fixed, update the CEO.

Then repeat once a month. That's the whole strategy.

What's next

From "speed matters" to "this much, for your shop".

07

Coming soon: speed x conversion

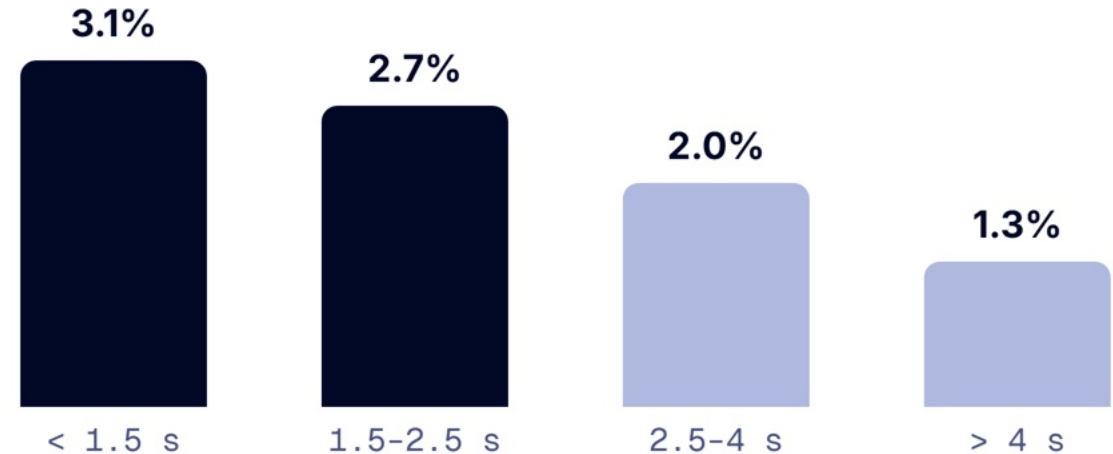
Case studies show the direction, not what speed is worth in your shop.

So RUMvision will correlate your web performance with your conversions.

LIVE: END Q4 2026 / EARLY Q1 2027

MOCK-UP · ILLUSTRATIVE DATA

Conversion rate by LCP · mobile



"What would 500 ms faster LCP on category pages be worth per month?"

Three things to take home

01

Speed is revenue.

Measure it on real users, not in a lab. Your Lighthouse score is not your customer.

02

Magento can pass.

Most of the gap is LCP: caching, image priority, third parties. Start with the cache.

03

You don't need a performance team.

You need the right questions, and an AI that can answer them with your own data.

Thank you!

Danke! Questions?

Liked it? Knock on the table. Didn't? Knock faster.

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