
Do Web Measurements Measure Up?

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Why measure performance?

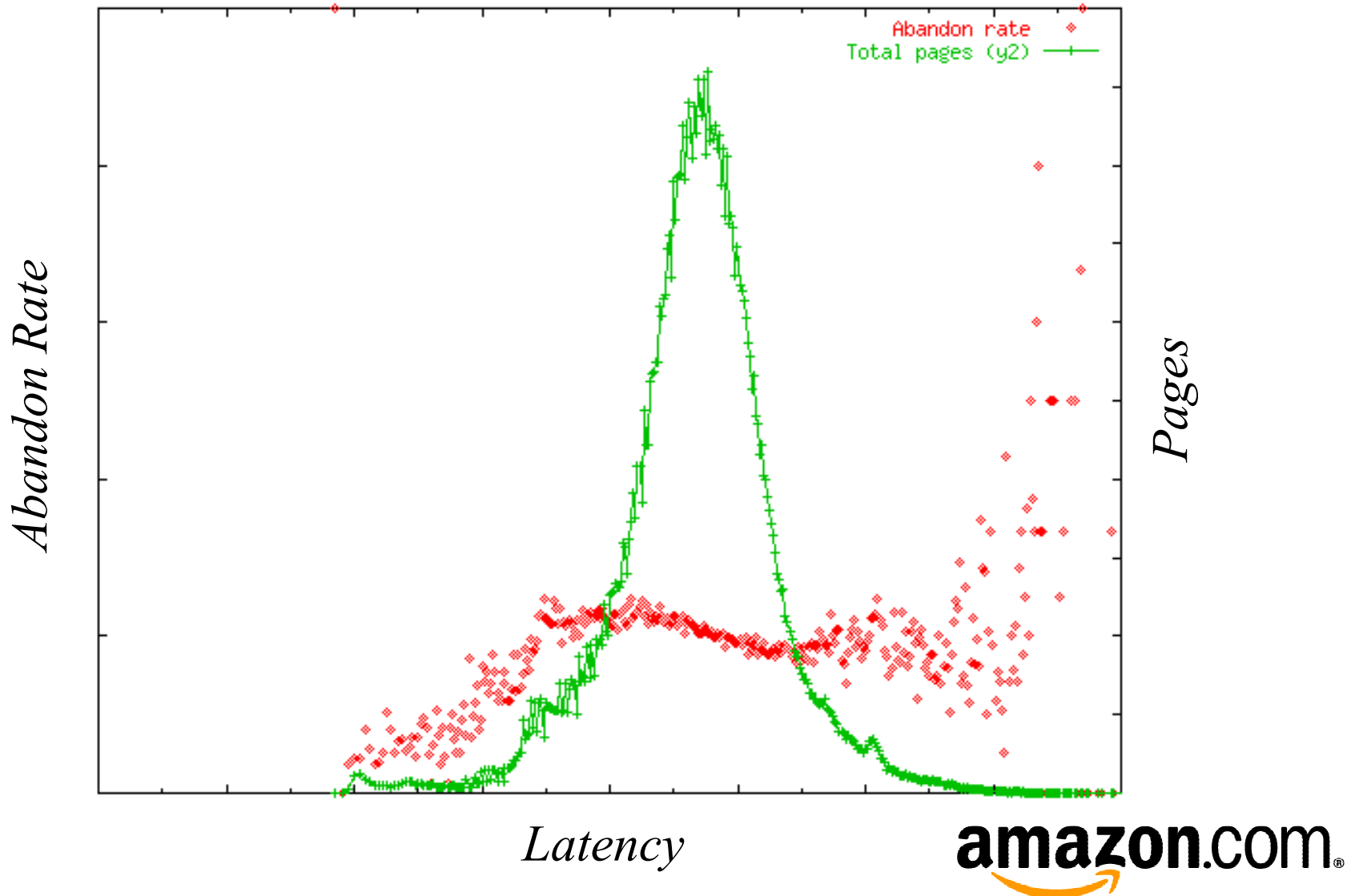
- Vendor evaluation/SLA monitoring
 - CDNs
 - Hosting companies
 - Application providers
- Explaining customer behavior
- Problem detection/troubleshooting

Why measure performance?

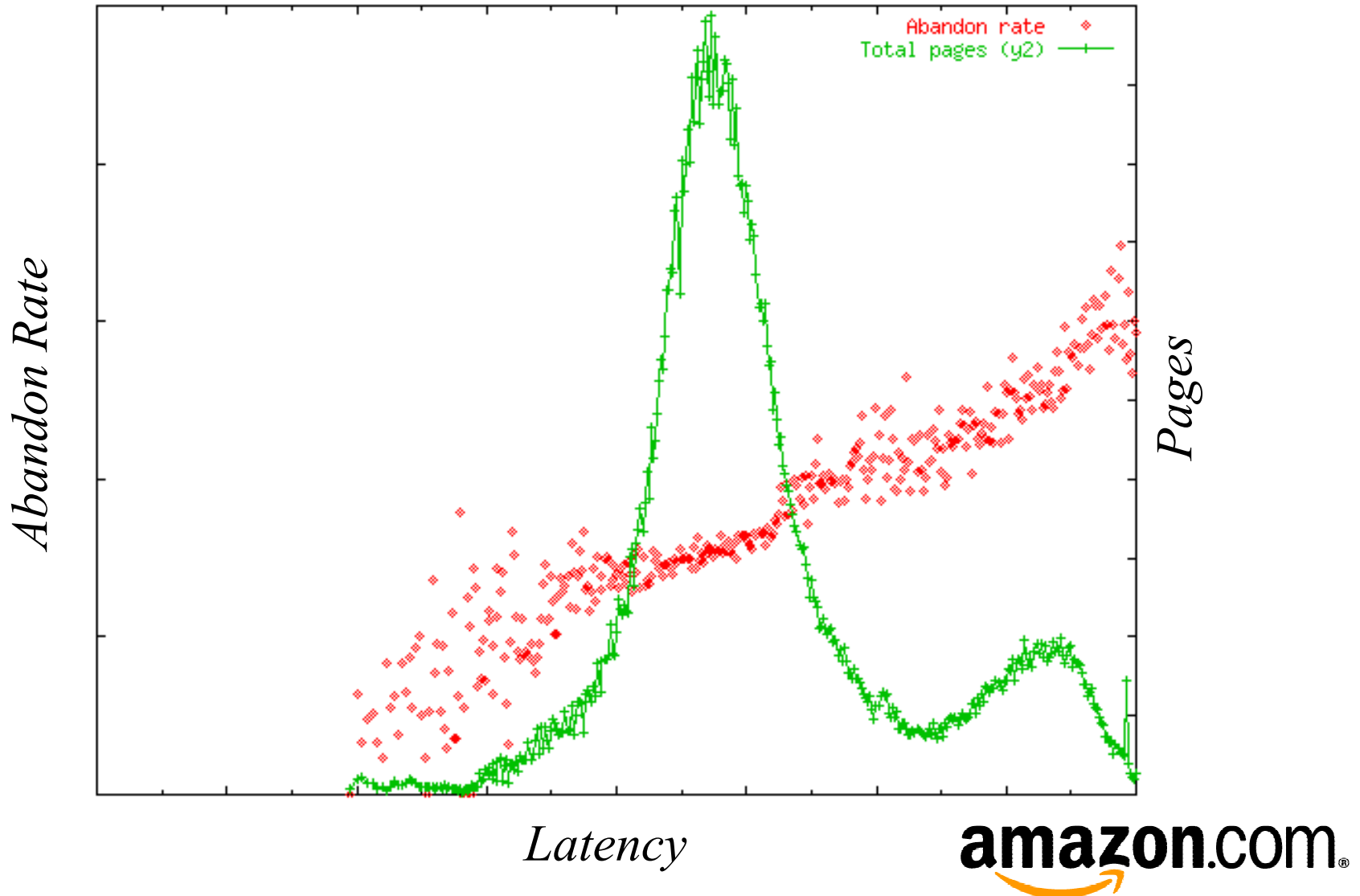
Performance = Money

(Right?)

Performance and abandons



Performance and abandons



Performance and abandons

