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

[Graph showing the relationship between latency and abandon rate, with data points and trend lines for abandon rate and total pages.]
Performance and abandons