# Cloudflare is now the fastest global cloud network for web applications.

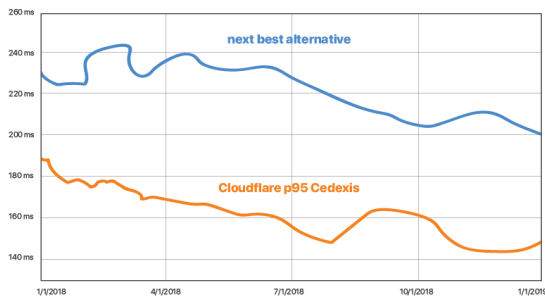## Faster performance is better for business.

### Faster page speeds increase conversion rates and user engagement.

Studies have consistently shown that improving page speed will result in better user engagement, higher conversion rates, and lower bounce rates. For this reason, providing a great user experience is one of the top initiatives for any web or mobile application.

Google research has shown that sites loading in less than five seconds have 35% lower bounce rates than sites taking nearly four times longer at 19 seconds[1]. Another study by Google and Bing concluded that on average, a two-second delay in a website's page rendering led to a 4.3% loss in revenue per visitor[2]. Research shows that 1 additional second of load time reduces conversions by 7%[3]. Additionally, U.S. Xpress, a Cloudflare customer, raised conversions by 62% after improving page load speed.
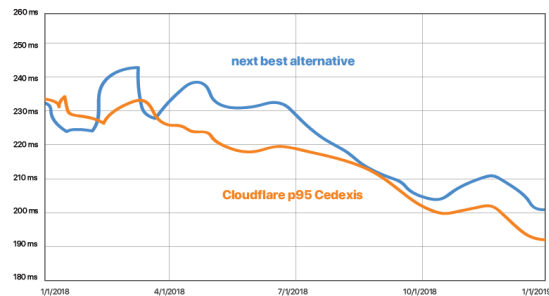
### Independent research show Cloudflare provides the fastest website speed and web performance.

Cloudflare boosts performance for web and mobile application performance around the globe. The Cloudflare CDN, with over 165 locations around the world, reduces latency by caching content as close as possible to end users. Our CDN is Anycast, meaning content can be delivered from any point of presence around the globe. Cloudflare also optimizes content for the web so that it can load as quickly as possible.

Independent testing from Cedexis and DNSPerf has confirmed that Cloudflare content delivery and DNS services are in fact the fastest in the industry:

**CONTENT DELIVERY**

Over HTTPS, Cloudflare is more than 50 milliseconds or nearly 23% faster than the nearest competitor[4]



Over HTTP, Cloudflare performs better than all competitors at the 50th and 95th percentile[4]



**DNS**

Cloudflare is the fastest authoritative DNS provider, 30% faster than the next-fastest competitor[5]

| | DNS name | Query Speed | 0 20 40 60 80 100 120 140 160 180 200 |
|---|---|---|---|
| 1 | 1.1.1.1 | 16.07 ms | |
| 2 | OpenDNS/Umbrella | 22.67 ms | |
| 3 | Google | 36.87 ms | |
| 4 | SafeDNS | 43.13 ms | |
| 5 | Norton | 43.36 ms | |
| 6 | Neustar | 44.95 ms | |
| 7 | Quad9 | 46.44 ms | |
| 8 | Verisign | 62.63 ms | |
| 9 | Comodo | 69.18 ms | |
| 10 | Yandex | 126.67 ms | |

Cloudflare is the fastest public resolver, almost 30% faster than the next-fastest public DNS resolver[5]

| | DNS name | Query Speed | 0 20 40 60 80 100 120 140 160 180 200 |
|---|---|---|---|
| 1 | Cloudflare | 11.79 ms | |
| 2 | DigitalOcean | 14.54 ms | |
| 3 | WordPress.com | 15.42 ms | |
| 4 | No-IP | 17.01 ms | |
| 5 | Route53 | 19.07 ms | |
| 6 | UltraDNS | 19.23 ms | |
| 7 | RcodeZero | 20.72 ms | |
| 8 | Dyn | 21.68 ms | |
| 9 | Zilore | 22.7 ms | |
| 10 | Constellix | 22.93 ms | |
| 11 | DNSMadeEasy | 22.96 ms | |
| 12 | Akamai | 23.84 ms | |

## The results of faster performance? Higher conversion rates, better user engagement, and lower bounce rates.

**CLOUDFLARE CUSTOMERS SEE HUGE IMPROVEMENTS IN PERFORMANCE.**

From small businesses to large enterprises, a wide variety of companies have leveraged Cloudflare to boost web performance.

- Zendesk saw a 10x improvement in global response time after deploying Cloudflare
- OKCupid cut page load times by up to 50%
- U.S. Xpress boosted conversions by 62%
- Bidu got 30% more leads year-over-year thanks to reducing page load times
- Zenprint has seen its website load times improve by up to 300%

**CLOUDFLARE HELPS BUSINESSES ACHIEVE THESE RESULTS VIA A VARIETY OF TECHNOLOGIES.**

- **CDN:** The Cloudflare globally distributed CDN caches and optimizes web content across 165+ global data centers to supercharge web performance.
- **DNS:** Cloudflare DNS services shave crucial milliseconds off requests for a DNS lookup.
- **Smart Routing:** Cloudflare Argo finds the fastest, least congested path across the Cloudflare network.
- **Anycast:** The CDN can deliver content from any data center, and traffic is routed to the geographically closest CDN server to reduce latency.
- **Load Balancing:** Cloudflare balances traffic across multiple servers or regions and uses health checks to identify offline servers.

## Start improving user engagement today.

**TALK TO CLOUDFLARE:**

1 888 99 FLARE | enterprise@cloudflare.com | www.cloudflare.com/enterprise

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|---|---|---|---|
| 1 | Google: "Why Performance Matters" | 3 | Yottaa |
| 2 | Schurman, Eric, Bing and Brutlag, Jake, Google Search, "Performance Related Changes and their User Impact" 2009 Velocity Conference | 4 | Cedexis |
| | | 5 | DNSPerf |