

# PRODUCTSPEC Chooses Aptimize

*PRODUCTSPEC, a directory for the architecture and building industry in New Zealand accelerates its website with Aptimize Wax and records a 1.8x speed improvement.*



## ABOUT

PRODUCTSPEC is a New Zealand website used by 50,000+ Architects, designers, engineers, building industry professionals, contractors, specifiers and homeowners each month to source and specify architecture, design and landscape products, access technical specifications, environmental data, and download CAD & BIM content.

PRODUCTSPEC also offers a popular free project management tool - MyProjects - used by design teams to manage product selections, request quotes, and share project folders with other project participants, consultants, the client etc.

## WHY

PRODUCTSPEC.net delivers over 1,000,000 pages each month and we wanted to increase visitor satisfaction by decreasing the load time of our web pages. It was this simple requirement for greater page load speed that led us to investigate the Aptimize Website Accelerator (WAX).

## RESULTS

During testing we quickly realised that it was significantly more cost-effective to invest in WAX rather than continuously spending time tweaking our web pages in-house to increase their speed.

The decision to use the Aptimize solution ensured that our Systems Architect could focus on major projects with very little time dedicated to the seamless and maintenance-free Aptimize integration.

Following the simple installation, WAX immediately reduced our page size (in bytes) and compressed our images, script files, and style sheets into smaller and fewer files. Aptimize immediately gave us an impressive 1.8x faster page load speed, decreased bounce rate plus more page views per visit.

<b>Name:</b>	PRODUCTSPEC
<b>Type:</b>	Website
<b>Website:</b>	<a href="http://www.productspec.net">www.productspec.net</a>
<b>Industry:</b>	Architecture & Building
<b>Monthly Visitors:</b>	50,000
<b>Technology:</b>	ASP.NET

*“It is significantly more cost-effective to use WAX than manually hand-tune each page for speed”*

Jon Thompson, CEO, PRODUCTSPEC

