



## Performance Update

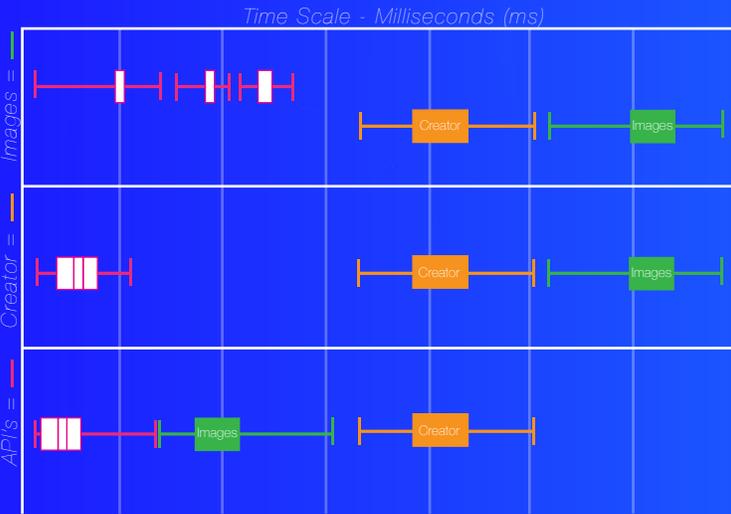
Performance is a top priority for our customers and their consumers, making it our top priority. We've made substantial improvements to how we render content published via Creator Native Content (CNC). The results are powerful!

With our recent releases, we saw an improvement of up to 110% in Performance Page Speed Scores.

This update means that on pages where utilizing Zmags, you will see a meaningful improvement to the performance scores and a faster site load for your customers. We've outlined what we built, how we measured the impact, and how you can use this optimization below.

### What We Did

Our team is completely rethinking how Creator starts and how it loads content. We've delivered the first two phases of improvements, having tested them extensively in the lab and the field with 8 beta customers.



#### Before the Change:

As Creator starts up, it requests the data necessary to render an experience in 3 consecutive calls. Once these complete, text and fonts begin to load and render, but images are not requested until Creator is completely up and running.

#### Phase 1:

With Phase 1, we combined those 3 initial requests into 1, giving Creator the information it needs to render at least parts of the experience sooner. This improved Time to First Meaningful Paint, a standard metric for the delay in initial page render.

#### Phase 2:

In Phase 2, we began loading images in parallel with Creator startup. Now, when Creator is ready to display images to the screen, the images are already available to paint. For image-heavy experiences, this yields massive improvements to Largest Contentful Paint: the moment at which the user sees the bulk of the visual content they're awaiting.

### What Metrics We Are Tracking

We look at metrics based on Google Page Speed Insights (which is derived from [Google Lighthouse](#)). Google Lighthouse provides audits for performance, accessibility, SEO, and more. We use these metrics because they are third-party, commonly used, and help identify the most common reasons for poor performance.

Google uses the performance score as a factor in SEO, which means the improvements we have made have the potential for significant business impact. A summary of the metrics, their weighting, and full definition can be found [here](#).

Factors that may impact these results:

- + While testing on your live site, you may see slight differences in the metrics. This is largely due to factors such as additional content on the page and additional third-party applications that may be included on your site.
- + Phase 1 benefited all experiences. Phase 2 primarily benefits image-heavy experiences. Pages with few or no images will see less improvement.

We are excited to share these substantial improvements, and we are already hard at work on Phase 3: reducing the startup time of CNC itself. This will further improve performance for all experiences. If you have any questions, please reach out to your Customer Success Manager or [support@zmags.com](mailto:support@zmags.com).

### What You Need To Do

This feature is now enabled in your account. Performance improvement will be included for all newly created and published content using the Creator Native Content. For existing published content, if you want to benefit from the changes, you will need to:



Re-push the group (if it is a multi-variant experience) or re-push the experience.



Re-copy the code available for the experience.



Re-publish to your eCommerce or CMS platform.