**Metrics for client projects – Awards 2024**

**TFG London – Site Speed Performance Metrics**

For Hobbs, all our metrics improved compared to June-23 to date

• Time to first byte (TTFB) improved from 2.1 Secs to 1.4 Secs

• First contentful paint (FCP) improved from 2.6. Secs to 1.9 Secs

• Large contentful paint (LCP) improved from 3.0 Secs to 2.4 Secs

For Phase-Eight, all our metrics improved compared to June-23 to date

• TTFB improved from 1.4 Secs to 1.0 Secs

• FCP improved from 1.8. Secs to 1.5 Secs

• LCP improved from 2.2 Secs to 2.0 Secs

Whistles all our metrics improved compared to June-23 to date

• TTFB improved from 0.9 Secs to 0.8 Secs

• FCP improved from 1.4 Secs to 1.3 Secs

• LCP improved from 1.8 Secs to 1.7 Secs

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**Graham & Brown – Conversion and AOV increase from 2022/23 to 2023/24**

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| Metric | Apr 2022-2023 | Apr 2023-2024 |
| Conversion Rate | 1.33% | 1.42% |
| AOV | £89.63 | £97.3 |