



Edgio Releases Enhancements to Applications Platform Aimed at Accelerating Web Performance for Enterprises

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Edgio's improved application features streamline content delivery and improve insights to gauge user satisfaction

PHOENIX--(BUSINESS WIRE)--Oct. 3, 2024-- Edgio, the platform of choice for security, speed and simplicity at the edge, today announced several new enhancements to its applications platform, designed to help companies deliver a high-performing web experience with ease. Updates to the company's Real User Monitoring (RUM) and low-code prefetching capabilities allow Edgio to redefine industry standards for web performance and user experience.

[Chrome usage data reveals](#) that users spend 90% of their time on a site after it loads, making it crucial to carefully measure site responsiveness throughout the entire page lifecycle. RUM is essential for web performance monitoring, helping companies ensure their websites and applications deliver a satisfactory user experience. The latest iteration of Edgio's RUM feature simplifies web performance assessment by offering deeper insights into user interactions. With a 90-day data retention, companies gain increased visibility into Interaction to Next Paint (INP) metrics, enabling them to track multi-month trends and perform month-over-month comparisons for deeper insights. By leveraging these insights into user behavior and system performance, companies can make data-driven decisions to ensure that their websites constantly operate at peak efficiency.

Predictive prefetching is a powerful technique that enables web browsers to load content ahead of time, significantly boosting website performance, navigation speed between pages and driving increased revenue as users stay on higher performing sites longer, which often has a direct correlation to increased order value. With Edgio's enhanced low-code prefetching capabilities, companies can now more easily integrate this feature to accelerate page transitions without needing to modify their website or server code.

Predictive prefetching is a core component of Edgio Applications page speed performance optimization offering used by [Tapestry \(coach.com\)](#), [katespade.com](#), [Akira](#), [Shoe Carnival](#), [Annie Selke](#), [Universal Standard](#) and many other customers to improve page load speed by up to 80%, resulting in pages that load in under one second and deliver up to 30% more organic traffic, 40% lower bounce rate and 200% lift in conversion rate

Both features are further enhanced by Edgio's new Edge Functions Editing UI, which simplifies the optimization of application performance through edge computing. The browser-based GUI streamlines the process, ensuring maximum efficiency without modifying web application project code.

"As digital expectations evolve, users are increasingly demanding faster and more seamless web experiences," said Todd Hinders, CEO, Edgio. "At Edgio, we're dedicated to constantly innovating our platforms to revolutionize the traditional browser experience, enabling both companies and users to benefit from quicker, more efficient interactions and flawless performance."

For more information, visit <https://edg.io/>

About Edgio

Edgio helps companies deliver online experiences and content faster, safer, and with more control. Our developer-friendly, globally scaled edge network, combined with our fully integrated application and media solutions, provide a single platform for the delivery of high-performing, secure web properties and streaming content. Through this fully integrated platform and end-to-end edge services, companies can deliver content quicker and more securely, boosting overall revenue and business value. To learn more, visit edg.io and follow us on [X](#), [LinkedIn](#) and [Facebook](#).

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