

JavaScript Interception dramatically accelerates performance and increases reliability of web applications that are laden with 3rd party JavaScript code.

Today, the average web page is:

- More sophisticated, more personalized, more interactive
- 5x heavier in the last 3 years with a significant portion attributed to scripting code
- Stuffed with innumerable 3rd party widgets that are a leading cause of slow page load times and one of the most common points of failure for websites.

Nearly 20% of the increased website weight is attributed to scripting code. The amount of JavaScript code used by the top 100 websites has almost tripled in the last 3 years. **Specifically, the use of 3rd party JavaScript such as ads, widgets, and analytics has accelerated and are a leading cause of slow page load times.**

Customers on average have 15 third party JavaScript widgets being pulled down with varying degrees of performance impact that can make your page unusable, block rendering, or prevent users from seeing the content of your page. Web publishers have little to no control over the performance issues that third party content can cause.

Our JavaScript Interception is a feature like no other.

It considerably improves page load times and ensures reliability that simply wasn't possible before.

Key Benefits



Delivers Blazing Fast Web and Mobile Performance for 3rd party JavaScript



Greatly improves page load times, leading to an improved user experience, reduction in bounce rates, and an increase in conversions



Provides increased reliability to improve website usability and put your mind at ease



The rise of 3rd Party JavaScript Widgets is a leading cause of poor website performance

Top 3rd Party Widget Offenders

Third party JavaScript powers some of the most popular web integrations today, but the impact that these have on your page load time can be drastic.

Here is a result of some popular 3rd party JavaScript widgets and the associated performance impact.

3rd Party JavaScript Widget	# of Requests	Performance (msec)
DoubleClick	3,036	567
Google	1,631	663
Facebook	1,312	1,072
Google - Analytics	1,270	339
Score Card	983	784
Adnxs	660	425
Twitter	594	1,204

Our JavaScript Interception solution optimizes performance for all JavaScript widgets.

JavaScript Interception: How it Works

With our unique cloud-client architecture, we are able to determine what components of a webpage are 3rd party content and redirect both static and dynamic content to our service. Once the 3rd party content is redirected to our service, our unique SmartSequence machine learning algorithm will be applied to accelerate 3rd party JavaScript, enabling browsers to load only the code that's needed, which greatly reduces download size and speeds up performance. SmartSequence watches the application's behavior to determine which components of the 3rd party JavaScript are most frequently used and downloads the most used 3rd party JavaScript components while

ignoring unused code. In the case of 3rd party static content, the content can be cached on our service and served from a single point such that the additional overhead from a large number of 3rd party domains is greatly reduced.

Today, no solutions exist to mitigate the performance impact of 3rd party content. Our JavaScript Interception solution is the only one of its kind. With no changes to the underlying code, our solution greatly improves performance and provides increased reliability in the case of a 3rd party origin server going down.

