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2025
SaaS Website Performance Benchmark Report

Catchpoint Industry Benchmarks

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Why is digital experience critical for SaaS?

In the race to win trust and retain customers, milliseconds matter more than ever. In today's SaaS-first world, a slow or unreliable experience doesn't just frustrate users—it disrupts productivity and can drive entire teams to switch platforms. Whether someone is collaborating on a project, analyzing data, or communicating with their team, they expect speed, reliability, and stability—everywhere, every time.

The stakes are high:

- **Over three months, SaaS products lose** 70% of users—only 30% remain active by month 3, underscoring the cost of poor performance.

- **Enterprises now deploy an average of** 106 SaaS apps each, intensifying competition for user attention and performance budgets.

- **A 100 ms delay can cut sign-up conversions by** ~7%, eroding growth at scale.

That's why Catchpoint has benchmarked the performance of leading SaaS platform websites to understand how they're delivering on this digital promise. This isn't about naming and shaming. It's about spotlighting the real experiences users face, surfacing opportunities to improve, and starting a deeper conversation about what best-in-class SaaS looks like in 2025.

Whether you're a global SaaS giant or a fast-growing disruptor, one thing is clear: in the modern SaaS economy, a fast, resilient, and globally consistent digital experience isn't just a differentiator—it's the foundation of customer trust, adoption, and growth.

Key takeaways

Tableau and Trello set the SaaS gold standard

Tableau loaded a full page in just 1.1 seconds; **Trello** delivered key content in 0.8 seconds and maintained perfect availability.

Fast content is rare: just 6 out of 19 load in under 3 seconds

Just 32% of companies—including Tableau, Trello, and Microsoft 365 —loaded key content in under 3 seconds. ClickUp took 8.4 seconds; Monday.com, 4.5 seconds.

Slow full page loads are the norm

Just 42% (8 of 19) met the 5-second Total Page Load target. The slowest (ClickUp) took 9.6 seconds on average.

Monday.com is consistent, but consistently slow

Monday.com's layout never shifts (CLS: 0.00019), but slow server response (1,755 ms) and main content load (3.8 s) drag down performance.

Microsoft 365 quietly excels at scale

Strong across the board with fast document load (2.2 s), quick DNS (41 ms), and 96.7% uptime—despite its size.

Regional performance gaps persist—even for top brands

Trello, Tableau, and Oracle shine in North America and Europe, but nearly all platforms—including leaders—deliver their slowest experiences in Middle East & Africa.

No SaaS company meets every benchmark

No company hit all 8 benchmarks. There's room for every brand to improve—especially outside North America and Europe.

Testing methodology

Catchpoint's Professional Services team conducted [Internet Performance Monitoring](#) (IPM) on SaaS websites. Here's how the data was collected and scored.

Timeframe
All data in this report was collected between June 5th and June 19th, 2025, providing a consistent two-week snapshot of performance across the industry.

Monitored Pages
For each company, we monitored the **public homepage**, focusing on the initial user experience for typical visitors. This allowed for consistent comparison across institutions.

It should be noted that this analysis is limited to homepage performance and may not reflect the performance of the broader web experience.

Locations
Tests were executed from **123 global monitoring agents**, simulating end-user traffic across a diverse range of geographies.
- **26** agents were based in the United States
- **97** agents were located internationally, including locations in **the UK, Germany, South Africa, Brazil, India, Hong Kong, Japan, and Australia**

This approach enabled us to capture both global averages and regional disparities in performance.
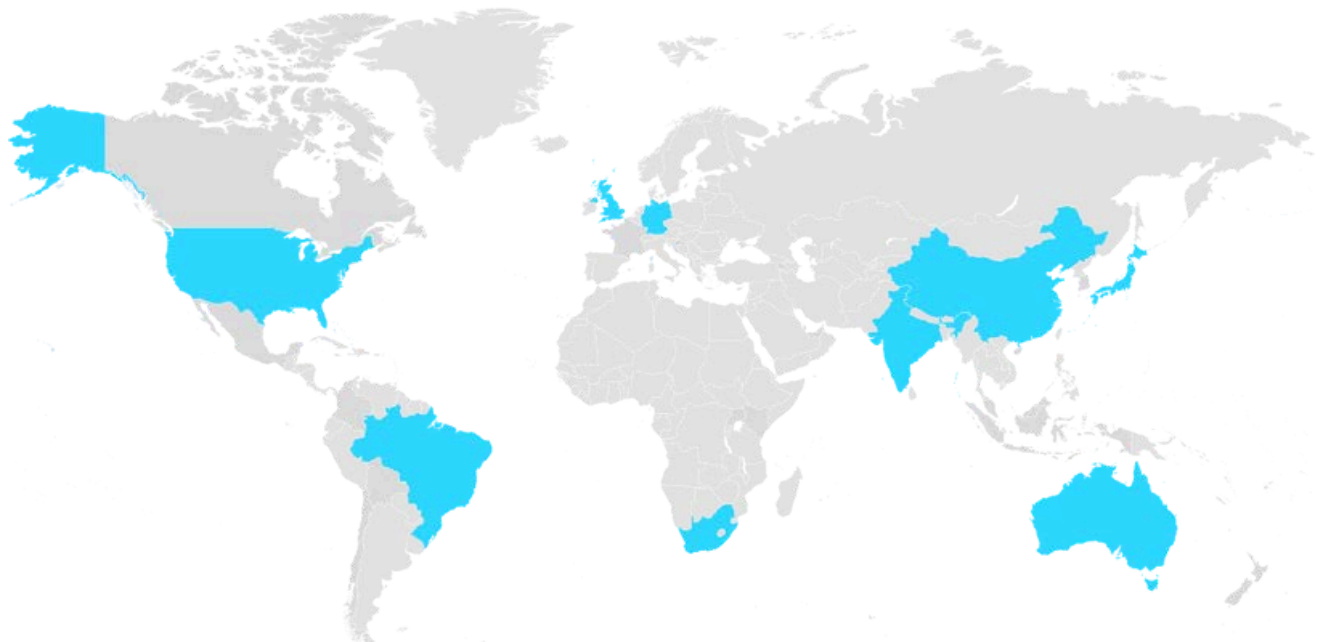
Metrics tested

Each website was evaluated across **eight critical performance metrics**, normalized and weighted to reflect real-world impact.

Metric	Definition	Weight	Recommended Target
Availability	Uptime percentage	16%	≥99.9%
Document Complete	Time until all key page elements are loaded	12%	≤3 seconds
Page Load Time	Time until entire page is fully loaded	12%	≤5 seconds
Response Time	Time to complete a full request	12%	≤500ms
Time to First Byte (TTFB)	Time to receive first byte from server	12%	≤200ms
Largest Contentful Paint	Time to load main content block	12%	≤2.5 seconds
Cumulative Layout Shift (CLS)	Visual layout movement during load	12%	<0.1
DNS Lookup Time	Time to resolve domain to IP address	12%	≤100ms (ideal <50ms)

Ranking methodology
Each website was scored using a weighted composite model that reflects both uptime and user experience.
- **Availability (16%)** was given additional weight to reflect its critical importance in banking, where even brief outages can erode customer trust.
- The remaining **seven performance metrics (each weighted at 12%)**—including page load time, TTFB, and visual stability—were treated equally.

Why? Because in today's digital world, **slow is the new down.** A perfectly available site that takes too long to load still delivers a poor user experience. This balanced approach rewards both reliability and real-world performance.
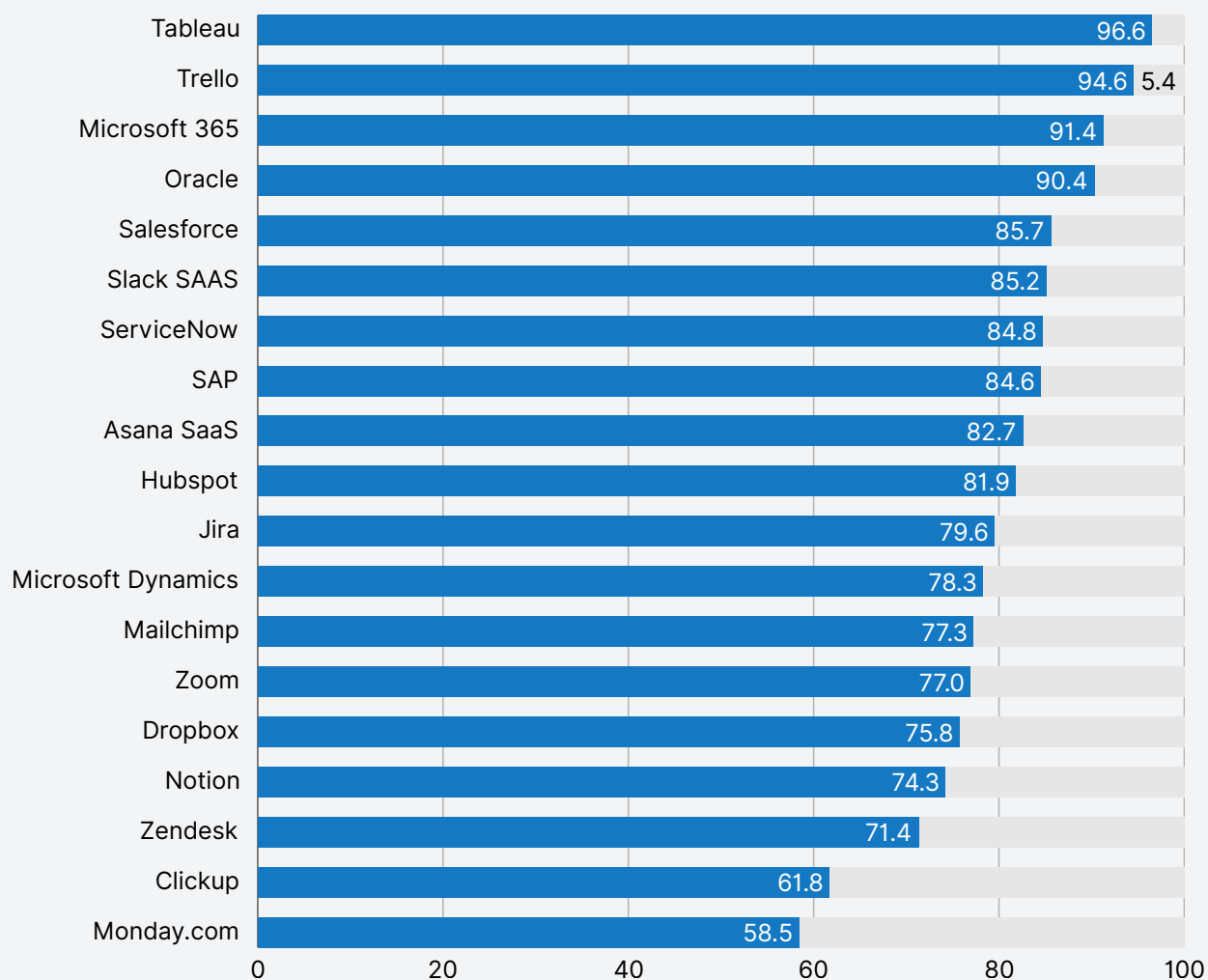
Full rankings: SaaS Website Performance Benchmark

The table below shows all evaluated banking websites ranked by their overall performance score (higher composite scores denote better performance). The composite score (0–100) encapsulates each site's availability and performance, according to our weighted model.

How to read the scores:
- **Leading (85–100)**: Best-in-class digital experience — fast, reliable, and seamless.
- **Strong (75–84)**: Solid performance with opportunities for optimization, especially on front-end metrics.
- **Competitive (60–74)**: Functional but with clear areas for improvement to meet user expectations.
- **Challenged (<60)**: Performance gaps that may impact user satisfaction and engagement.

SaaS Web Perf Rankings - Composite

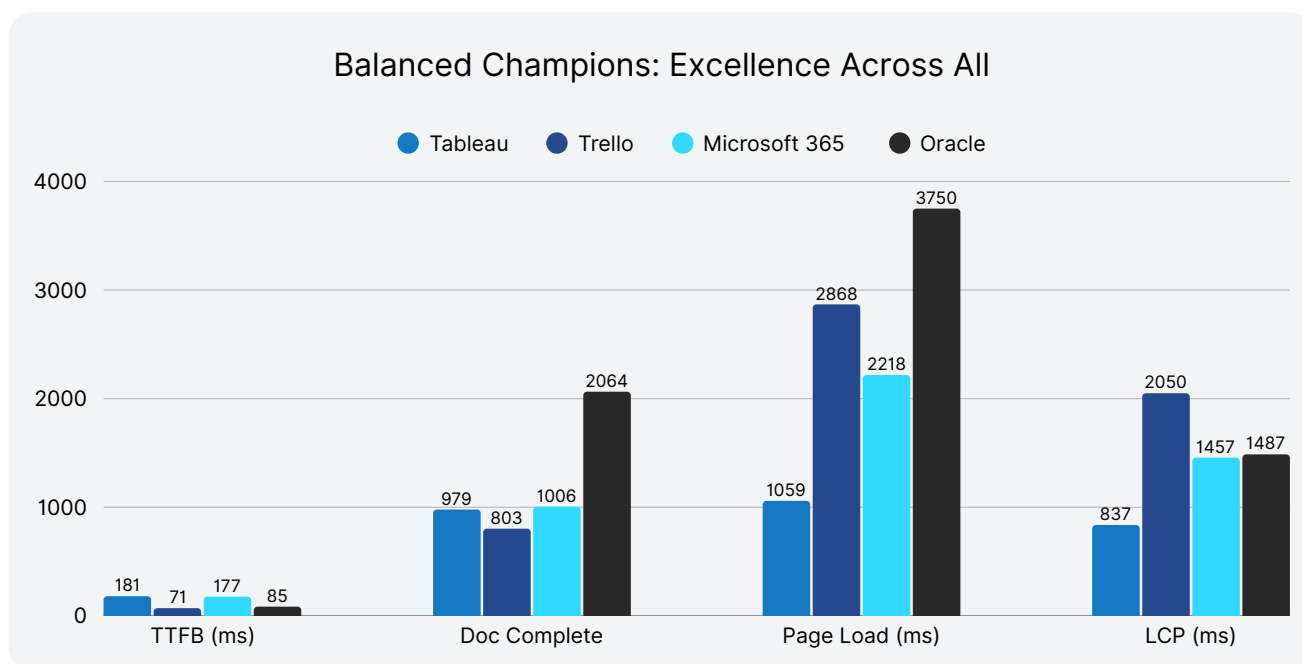| Site	Score
Tableau	96.6
Trello	94.6 (5.4)
Microsoft 365	91.4
Oracle	90.4
Salesforce	85.7
Slack SAAS	85.2
ServiceNow	84.8
SAP	84.6
Asana SaaS	82.7
Hubspot	81.9
Jira	79.6
Microsoft Dynamics	78.3
Mailchimp	77.3
Zoom	77.0
Dropbox	75.8
Notion	74.3
Zendesk	71.4
Clickup	61.8
Monday.com	58.5

SaaS performance: what the rankings reveal

Our benchmark reveals a clear hierarchy among the 19 SaaS platforms tested, shaped by how well each balances speed, reliability, and stability across eight critical web performance metrics. The most successful platforms aren't just fast—they're consistent across geographies and resilient under pressure.

#1 End-to-end excellence separates the leaders

Some companies stand apart by doing everything well—not just excelling in a single area, but balancing infrastructure, rendering, and stability. Four companies have achieved the coveted "Balanced Champions" status by demonstrating excellence across multiple performance dimensions without sacrificing any critical metric.

- **Tableau (1st):** Blazing fast page load, near-perfect layout stability, and flawless DNS.
- **Trello (2nd):** Perfect across availability, DNS, document completion, and CLS.
- **Microsoft 365 (3rd):** Microsoft 365 proves that enterprise-scale platforms can achieve comprehensive excellence with no weak spots—just consistent, enterprise-grade excellence.
- **Oracle (4th):** Backend speed and DNS leadership, with some trade-offs in page rendering.

Balanced Champions: Excellence Across All

Legend: ● Tableau ● Trello ● Microsoft 365 ● Oracle

Metric	Tableau	Trello	Microsoft 365	Oracle
TTFB (ms)	181	71	177	85
Doc Complete	979	803	1006	2064
Page Load (ms)	1059	2868	2218	3750
LCP (ms)	837	2050	1457	1487

Takeaway: These balanced champions demonstrate that sustainable competitive advantage comes from avoiding the trap of single-metric optimization. Performance isn't about being the fastest at one thing—it's about not being slow anywhere.
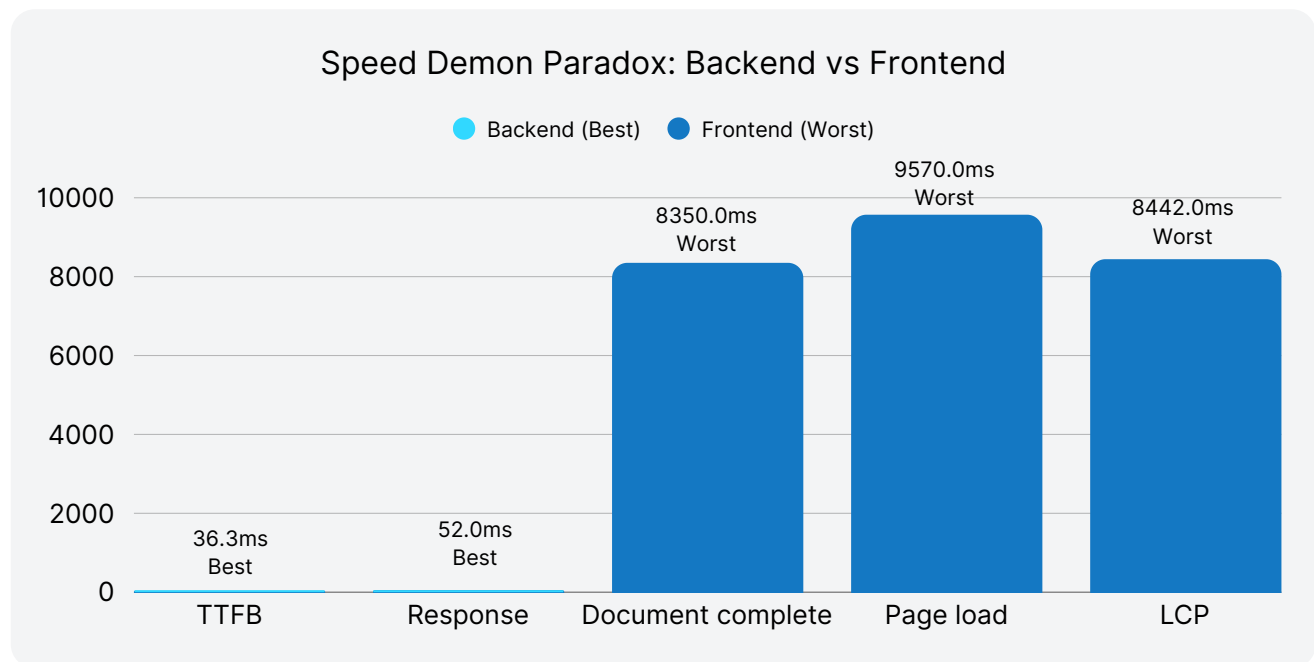
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#2 Optimizing in isolation creates performance blind spots

While top performers balanced speed, stability, and responsiveness, others fell short by optimizing just one layer of the experience. Fast servers, perfect uptime, or clean layouts meant little when other fundamentals lagged. Here are the platforms most affected by these trade-offs—starting with ClickUp

Speed demon vs. rendering runner-up: ClickUp

ClickUp (18th) leads on raw server metrics but falters on front-end metrics.

Speed Demon Paradox: Backend vs Frontend

● Backend (Best)   ● Frontend (Worst)

TTFB	36.3ms Best
Response	52.0ms Best
Document complete	8350.0ms Worst
Page load	9570.0ms Worst
LCP	8442.0ms Worst

The Speed Demon Paradox: ClickUp achieves the fastest backend performance but delivers the slowest user experience

Under the hood: where the time goes

The bottom of the table told a very different story. First Data Corporation took nearly 1.8 seconds just to respond with the first byte and **over 10 seconds** to fully load the homepage.

Site	DNS (ms)	Connect (ms)	SSL (ms)	Wait (ms)	Load (ms)	Response (ms)
ClickUp	0	6	16	13	11	52
Monday.com	1	4	20	1717	14	1767

- **Initial server handshake** happens in under 100 ms for ClickUp.
- **The Document Complete** and **Page Load** metrics spike because the page must download and execute **144 resources, 115 of them JavaScript.**

Site	# Items (Total)	Webpage Response (ms) GM	# Script GM
ClickUp	144	9570	115
Dropbox	177	4335	82
Notion	101	4242	74
Asana SaaS	100	5444	63
Zoom	96	6144	49
Mailchimp	121	6042	49
Salesforce	61	3933	36
Oracle	63	3750	31
Monday.com	41	4603	29
Jira	44	3818	28
Trello	42	2868	28
ServiceNow	48	4425	13
Hubspot	30	3181	12
Slack SAAS Report	31	3109	12
Tableau	19	1059	8
Zendesk SAAS	22	2209	7
Microsoft 365	18	2218	6
Microsoft Dynamics	15	2146	5
SAP	9	2057	1

Root cause: Heavy client-side rendering (CSR)

- **ClickUp's 144 total requests** (115 JavaScript files) must be downloaded **and executed** before Document Complete and LCP can occur.
- By contrast, **Tableau** with **19 resources** (only 8 JS) completes in just ~1 second.

Takeaway: ClickUp's performance reveals a critical flaw in single-metric optimization strategies. Their servers respond faster than any competitor, yet users wait **8-9 seconds for usable pages**, demonstrating that backend speed alone cannot deliver superior user experience. Organizations must **balance backend efficiency with frontend delivery excellence** to achieve meaningful performance outcomes.

Consistency chameleon: Monday.com

Monday.com (19th) flips the script—rock-solid visual stability but glacial server response.

Metric	Monday.com Value	Rank
TTFB	1 717 ms	19th (slowest)
Response Time	1 767 ms	19th

Root Cause: Exceptionally high wait times during the initial HTML response are the main driver of **Monday.com's** sluggish server performance.

Site	DNS (ms) GM	Connect (ms) GM	SSL (ms) GM	Wait (ms) GM	Load (ms) GM	Response (ms) GM
Clickup	0	6	16	13	11	52
Monday.com	1	4	20	1717	14	1767

While DNS, Connect, and SSL steps are on par with competitors, wait time alone accounts for over 1.7 seconds—compared to just 13 ms for **ClickUp.**

Takeaway: Perfect layout stability is commendable, but if users are left waiting for the page to start loading, the experience still suffers. Performance must begin at the first byte—not just at the visual finish line.

Uptime illusionist: HubSpot

HubSpot boasts perfect availability yet stumbles on visual stability:

Metric	HubSpot Value	Rank
Availability	100 %	1st
CLS	0.285	18th (worst)

Root Cause: Infrastructure reliability overshadowing frontend health
– Upkeep of servers and networks is excellent, but third-party scripts or CSS load patterns introduce layout shifts.

Takeaway: "Always up" is meaningless if your page jumps all over the screen. CLS must be treated as seriously as uptime in any holistic performance strategy.

Strategic insight: no single metric can define success

True competitive advantage comes from balancing backend speed, frontend rendering, and visual stability—avoiding extremes in any single dimension.
1. Server speed without render optimization (**ClickUp**) leaves users waiting.
2. Render stability without server performance (**Monday.com**) frustrates with lag.
3. Reliability without UI health (**HubSpot**) erodes trust through janky experiences.

Organizations should prioritize comprehensive performance optimization rather than focusing on individual metrics. The analysis reveals that balanced performance across all eight dimensions correlates with higher overall rankings. Companies like **Tableau** and **Trello** succeed by maintaining consistently high scores rather than achieving perfect performance in select areas while neglecting others.

For enterprise decision-makers evaluating SaaS platforms, these performance metrics directly impact user experience, productivity, and operational efficiency. The top-tier performers demonstrate that excellent web performance is achievable and should be considered a critical factor in platform selection.

#3 Availability is table stakes, not a differentiator

Four companies—**Asana, Hubspot, Trello, and Zoom**—achieved perfect 100% availability. Once a headline-worthy feat, this level of uptime is now simply expected.

Yet, as the data shows, **availability alone doesn't guarantee a great user experience:**
- **Hubspot** posted a concerning **CLS of 0.285**, ranking 18th—well below acceptable thresholds for visual stability.
- **Asana** delivered 100% uptime, but struggled with **4,560 ms Document Complete** and **5,444 ms Page Load**—slower than many lower-ranked peers.
- **Zoom**, another uptime leader, faced a similar paradox with **5,409 ms Document Complete** and **6,144 ms Page Load.**
- **Trello** stands out as the exception—pairing perfect uptime with top-tier performance across DNS, document load, and layout stability.

Takeaway: Uptime is no longer a differentiator—it's the baseline. What separates leaders like Trello is their ability to maintain perfect availability while excelling in front-end speed, stability, and user experience.

#4 Web performance varies dramatically by region.

Users in North America and Europe enjoyed significantly faster experiences, with average TTFB around 313ms and 365ms respectively. Conversely, users in Middle East & Africa faced average TTFB of over 725ms, nearly **2.5 times slower**. Latin America and parts of Asia also experienced notable slowdowns.
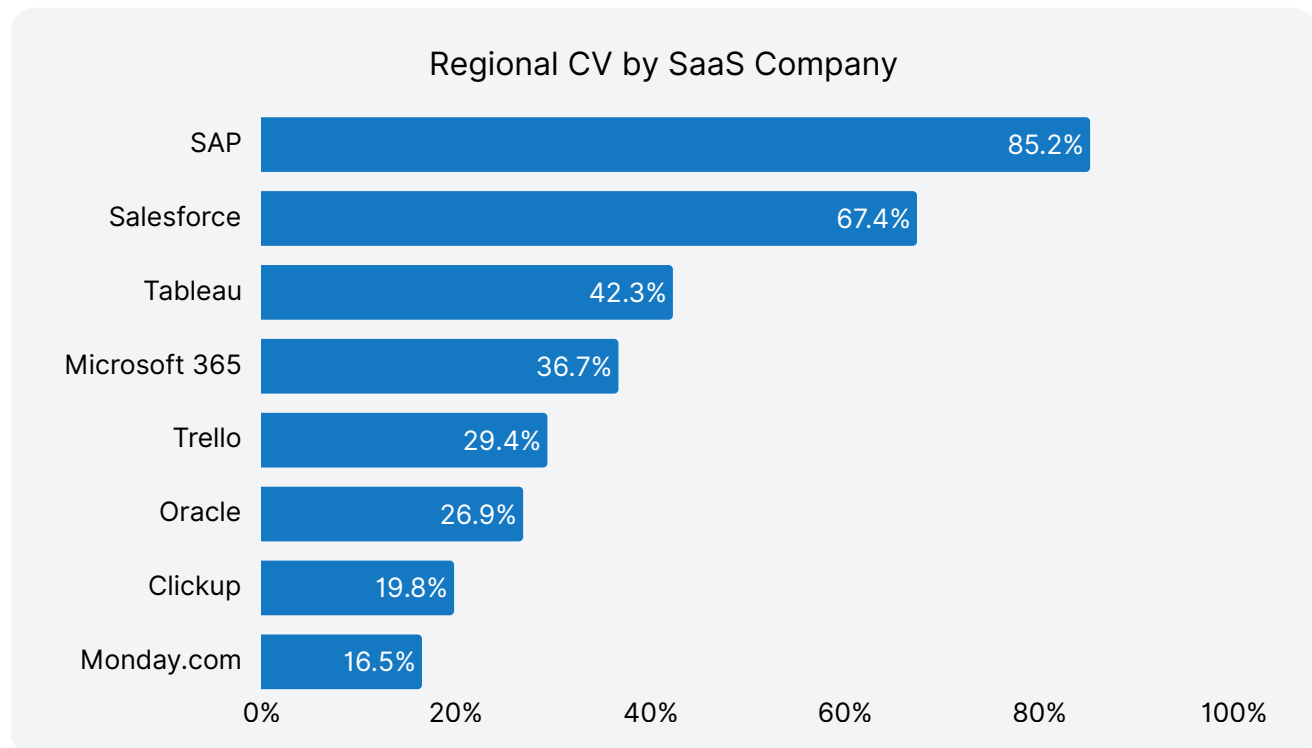
Regional TTFB Performance
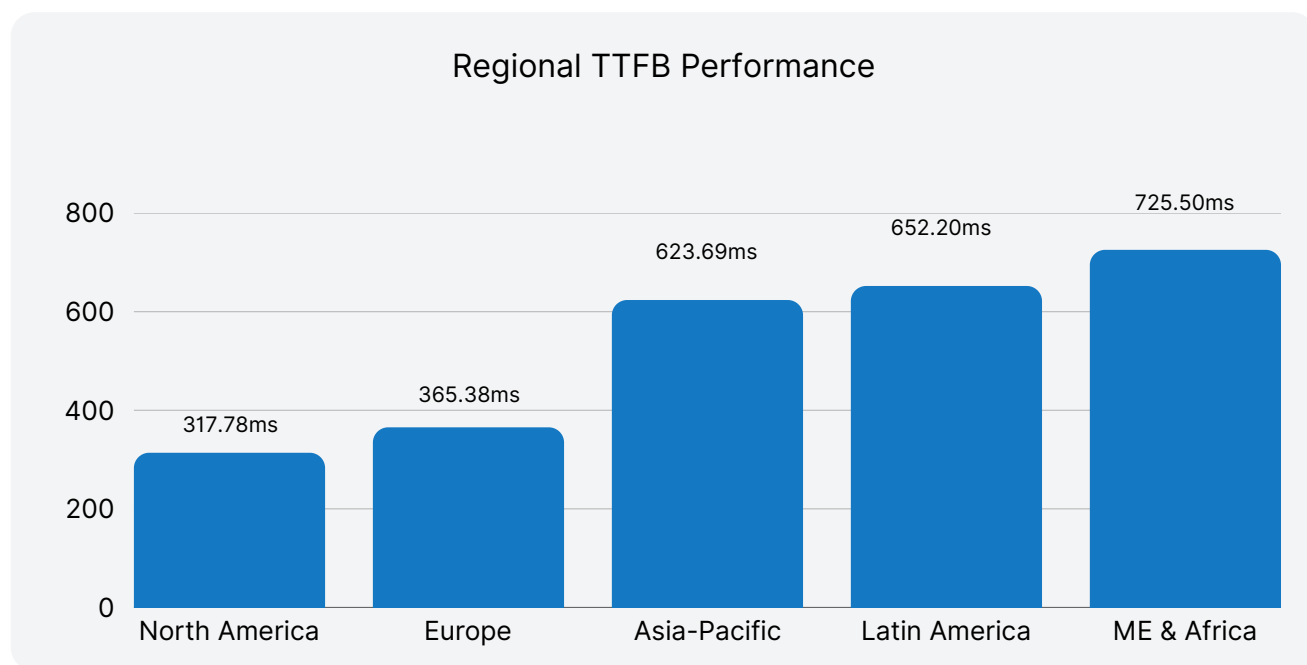
Regional TTFB performance (milliseconds) - lower is better

Performance struggles in emerging markets

- **Middle East & Africa:** The region presents the most significant challenges for SaaS providers, with 13 out of 19 companies experiencing their worst performance here. Companies showing performance gaps exceeding 200% in this region include Trello (236% worse), Slack SAAS Report (214% worse), and Notion (252% worse).
- **Latin America:** Several companies faced performance penalties of 150-200% compared to North America, indicating significant optimization opportunities.
- **Asia-Pacific:** Poses particular challenges for infrastructure-heavy services, with SAP, Tableau, and Service Now all experiencing their worst global performance in this region. This pattern suggests that companies with complex backend architectures face greater difficulties optimizing for Asian markets.

#5 Consistency matters: uneven performance undermines global reach

Regional CV by SaaS Company

Company	CV
SAP	85.2%
Salesforce	67.4%
Tableau	42.3%
Microsoft 365	36.7%
Trello	29.4%
Oracle	26.9%
Clickup	19.8%
Monday.com	16.5%

Regional Consistency: Coefficient of Variation Across Markets (Lower is Better)

A high-performing SaaS platform isn't just fast in one market—it delivers reliably across geographies. To measure this, we calculated the **Coefficient of Variation (CV)** for each company's web performance across regions. CV quantifies performance consistency, with **lower values indicating steadier delivery across global users**, and **higher values revealing greater disparity.**

The results expose a critical divide:

- **SAP (85.2%)** and **Salesforce (67.4%)** show the highest variability, meaning users in some regions experience vastly slower performance than others. This level of inconsistency can damage trust and adoption in emerging markets.
- In contrast, **ClickUp (19.8%)** and **Monday.com (16.5%)** exhibit remarkably consistent regional performance. While their overall speed lags, users globally receive a relatively uniform experience.
- **Trello (29.4%)** and **Oracle (26.9%)** strike a strong balance—pairing global consistency with high overall performance.

Takeaway: Global SaaS success isn't just about peak speed—it's about predictable, reliable delivery across all regions. Consistency builds user confidence, reduces friction, and scales trust worldwide. Platforms like **ClickUp** and **Monday.com** prove that even with performance challenges, **regional uniformity can be a hidden strength**—while **SAP** and **Salesforce** highlight the risks of uneven optimization.

Recommendations for Improving Web Performance

Based on our analysis of 19 global SaaS websites, the following recommendations are designed to help digital, DevOps, and performance teams deliver faster, more reliable, and more consistent web experiences for users across the globe.

1

Deliver a fast, consistent experience everywhere

The top-ranked SaaS providers combined near-perfect uptime with page load times under 3 seconds. This proves that fast, reliable performance is not only possible—it's expected.

- Track all 8 metrics equally—no single "hero metric" guarantees success.
- Set performance baselines of 99.9%+ availability and sub-3-second document complete times.
- Eliminate weak points in server response, frontend delivery, and visual stability.

2

Shift from availability-only monitoring to Experience Level Objectives (XLOs)

Most SaaS companies maintain strong uptime, but many fail to detect the real-world issues users face.

- Experience Level Objectives (XLOs) shift the perspective. They measure from where users really are—on backbone networks, regional ISPs, or mobile connections—offering visibility into real-world issues that cloud checks can't see.
- If SLOs tell you your system is available, XLOs tell you whether it's usable. This outside-in view turns monitoring data into actionable business insight.

3

Optimize for global reach, not just local performance

Many SaaS providers perform well in their home region but falter abroad due to latency, poor DNS resolution, or lack of CDN coverage.

- Optimize DNS Globally. Companies with DNS lookup times >300ms lose 4.1 ranks on average vs sub-200ms peers.
- Use anycast DNS and distributed CDN infrastructure to serve international users efficiently.
- Deploy Internet Performance Monitoring from global locations for deep and wide visibility into regional performance.

4

Prioritize Front-End Optimization

Backend response time is crucial—but poor frontend practices can erase that advantage.

- Fix layout shifts (CLS) before speed optimizations—visual instability often correlates with lower user satisfaction and site rankings.
- Aim for LCP ≤2.0s to stay competitive.
- Compress and defer non-critical assets, reduce third-party scripts, and streamline DOM complexity.

5 **Monitor APIs as mission-critical infrastructure**

SaaS apps are powered by APIs. But poor-performing APIs can silently degrade customer experience.

- Proactively monitor internal and third-party APIs for reachability, availability, performance, and reliability.
- Monitor from where users actually are—not just cloud regions—using backbone, cloud, and last-mile nodes.

6 **Don't overlook emerging market gaps**

African and South American users regularly experienced 2–4x slower speeds than those in North America or Europe.

- Treat underserved regions as strategic growth areas, not afterthoughts.
- Extend CDN and DNS coverage into these markets and evaluate user journeys region-by-region.

7 **Benchmark continuously and learn from leaders**

Performance is a moving target. Small improvements can elevate a mid-ranked company into the top tier.

- Monitor against both competitors and your historical baselines.
- Establish performance budgets tied to KPIs and routinely test for peak demand scenarios.

**8** **Make web performance a cultural priority**

Digital-first companies outperform legacy competitors not just because of better tools—but because they treat performance as core to customer experience.

Visualizing dependencies with Catchpoint's Internet Stack Map

Understanding performance isn't just about measuring page load or uptime. Catchpoint's Internet Stack Map enables you to visualize the Internet dependencies impacting service or application performance at a glance.

The stack map below shows how various services—including DNS providers, CDNs, APIs, microservices, and third-party trackers—interact in real time to deliver a modern SaaS experience.
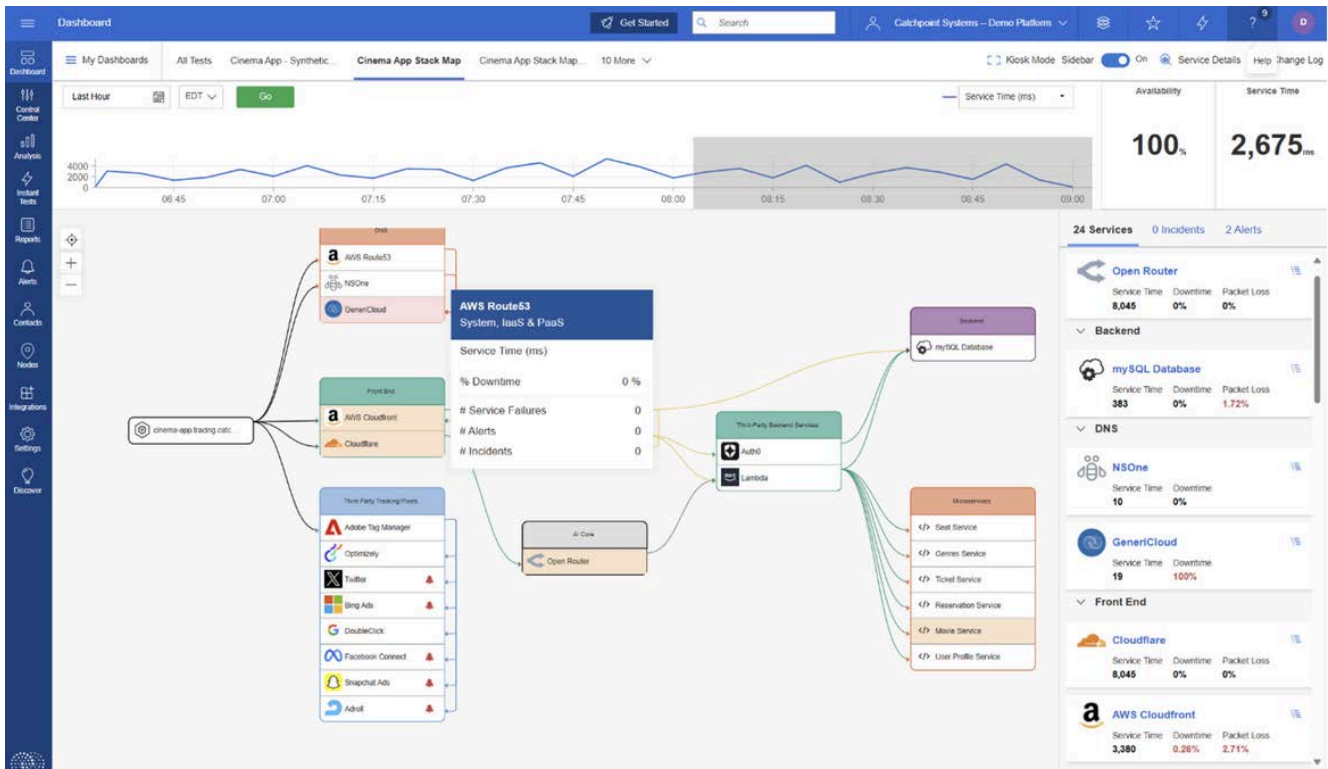
Internet Stack Map visualizing DNS, frontend, backend, and third-party dependencies

Powered by our industry leading Internet Performance Monitoring platform, you can correlate global Internet Sonar signals with your own application tests, giving you a unified view of availability, service time, and incidents across the Internet Stack

This level of visibility helps teams:

- **Reduce MTTI/MTTR** and save money by diagnosing issues in minutes—not hours
- **Visualize the Internet Stack** from the perspective of your applications, not scattered alerts
- **Investigate issues instantly** by drilling into live, interactive maps
- **Share application status** through simple, real-time dashboards anyone can understand

Test Drive Internet Stack Map

About Catchpoint

Trusted by the world's leading brands who understand in the digital age performance is paramount, Catchpoint is dedicated to monitoring what matters from where it matters to catch issues across the Internet Stack before they impact business.

The Catchpoint Platform offers a comprehensive suite of Internet Performance Monitoring capabilities, including Internet Synthetics, RUM, BGP, Tracing, performance optimization, and advanced analytics, all supported by high-fidelity data and flexible visualizations. Leveraging thousands of global vantage points inside the critical systems that make the Internet work, Catchpoint provides unparalleled visibility into what affects customer experiences, workforce efficiency, network performance, websites, applications, and APIs.

Today's digital world requires resilience and exceptional performance, which is why *The Internet Relies on Catchpoint.*

Find out more at catchpoint.com or follow us on LinkedIn