



## TABLE 2 — LATENCY IMPACT ON BUSINESS OUTCOMES

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ADDED LATENCY	USER EXPERIENCE IMPACT	BUSINESS RESULT	+++++	+++++
<b>+20–40 MS</b>	Slight delay	Small conversion drop	+++++	+++++
<b>+80–120 MS</b>	Noticeable lag	Higher abandonment	+++++	+++++
<b>+150–250 MS</b>	Frustrating	Sever revenue / trust loss	+++++	+++++
<b>300+ MS</b>	Broken experience	User quit immediately	+++++	+++++
+++++	+++++	+++++	+++++	+++++
+++++	+++++	+++++	+++++	+++++
+++++	+++++	+++++	+++++	+++++
<b>LEADERSHIP INSIGHT:</b> For citizen-facing or revenue-dependent platforms, <b>Saudi-anchored or nearby GCC hosting is strategically superior.</b>				