



LEADER IN ECOMMERCE SITE OPTIMIZATION AND SHOPPER CONVERSIONS

Faster page loads and increased revenue using YOTTAA eCommerce Acceleration technology

YOTTAA is trusted by over 1,500+ of the top eCommerce sites to enable faster load times with higher conversion rates resulting in a better shopping experience. Through its proprietary technology, YOTTAA provides sites the power to analyze, optimize, control, and secure the performance of all 3rd party technologies, images, and other dynamic content on every page, browser, and device, all managed from a centralized portal. Through YOTTAA, online brands gain greater visibility and control over all site elements that impact site speed and performance, allowing them to quickly identify and remedy performance problems before they impact shoppers. As a result, these brands typically see up to 50% faster loading pages and up to 15% higher conversion rates.

“In evaluating YOTTAA, we set very aggressive site speed and conversion goals to justify the investment. YOTTAA easily beat those goals and provided additional value around security and visibility into the performance of all site elements.”

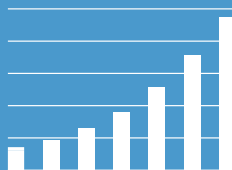
Tom Hassell
VP of eCommerce
Life is Good

LIFE IS GOOD®

THE IMPACT YOTTAA MAKES ON ECOMMERCE SITES



UP TO
60%
FASTER SITE SPEED



UP TO
20%
HIGHER CONVERSION RATES

Over 1,500 eCommerce websites use YOTTAA to create faster and more consistent shopping experiences

A great eCommerce experience starts with YOTTAA



PERFORMANCE

Application Sequencing

Optimally schedule the execution of 3rd parties and other assets on your site to ensure the fastest time to shopper interaction.

InstantOn

Accelerate the performance of dynamic pages and content, resulting in significantly faster page load times.

Image Optimization

Optimize all images on your site through transcoding, image compression, image resizing, lazy loading, and caching.



CONTROL

Control all Browser Assets

Turn on/off 3rd parties and image lazy loading with 1-click.

Traffic Management

Deep, real-time visibility including specific global location, device type, browser, and error codes.

Content Transformation

Deliver content to shoppers based on their device, browser, and location for personalized and more efficient page loads.



VISIBILITY

RUM, Alerting, & Anomaly Detection

Leverage machine learning to quickly and precisely detect delays from individual page elements and prevent costly site outages.

3rd Party Technology Knowledgebase

Inventory all 3rd party technologies and visualize 3rd party performance and violations.

Advanced Analytics

Gain insight into real-time site and 3rd party performance, security & traffic, behavioral security, performance anomalies, unknown services, and more.

Google Core Web Vitals

Monitor and improve Google's new metrics (First Input Delay (FID), Cumulative Layout Shift (CLS), Largest Contentful Paint (LCP)) and gain a comprehensive view of site performance.

Conversion Insights

Understand how your site speed is impacting conversion rates with real-time performance data on every page load.



SECURITY

Additional Layer of Defense

Comprehensive multi-layer Web Application Firewall (WAF) security controls to limit the performance impact from malicious traffic.

Governance Solution

Gain control over when and where services are allowed to execute, determine service restrictions, and stop unwanted services putting your shoppers' data at risk.

Bot Detection & Mitigation

Detect and block malicious bot traffic before it can reach a targeted site to combat DDoS attacks and SQL Javascript injection issues.

Behavioral Analytics

Fingerprint-based tools, behavioral analysis, and predictive security intelligence that can detect even the most sophisticated bots.

Edge Deployment of PerimeterX

Go live through YOTTAA in minutes vs. weeks with no deployment work and gain security, visibility and control across your entire site.



The complexity of the Carter's multiple eCommerce websites, each with a multitude of 3rd party technologies and high-resolution images, resulted in slow page load speeds. Understanding that website performance has a direct impact on online conversions, Carter's recently evaluated solutions to improve desktop and mobile site speed for all of its sites.

In its evaluation of YOTTAA, Carter's ran a two-week trial where it split live site traffic between YOTTAA and its standard infrastructure. During the trial, Carter's saw significant site performance and business metric improvements including a 27% decrease in web page loading times and a 10% conversion rate increase.

27%

Decrease in Page Load Times

10%

Increase in Conversion Rates

27%

Improvement in Site Speed

3.5%

Increase in Conversion Rates



As a digitally-native brand, it is critical that e.l.f. Cosmetics' website is engaging and highly performant. In order to ensure that its sophisticated website pages, which include many 3rd party technologies and high resolution images, load as quickly as possible, e.l.f. Cosmetics recently evaluated multiple web performance optimization solutions.

In its evaluation of YOTTAA, e.l.f. Cosmetics ran half of its live traffic through YOTTAA and half through its standard environment. During the trial, e.l.f. Cosmetics saw a 27% improvement in site speed and a 3.5% lift in conversion using YOTTAA. Following the trial, the company purchased YOTTAA and rolled it out across all of its eCommerce sites.



Samsonite recently launched an initiative to improve website performance in order to increase online conversions and provide shoppers with more engaging online experiences.

Following its acquisition of eBags, a longtime YOTTAA customer, Samsonite began piloting YOTTAA on several of its sites. Through YOTTAA, Samsonite experienced over 30% faster web performance and increased online conversions.

30%

Faster Page Load Times

15%

Increase in Revenue per Visitor

HERE ARE JUST A FEW OF THE RETAIL BRANDS THAT RELY ON YOTTAA TO SPEED UP THEIR SITES



YOTTAA.COM