Average Violations per day

1,543,137

Average Time Lost Per Day

1,900
MINUTES

Third Parties Are Revolutionizing eCommerce

Most eCommerce sites use up to 50 third party applications to provide richer experiences for their shoppers. These applications, such as live chat, personalization, ads, and social media channels, are essential in terms of building brand loyalty and engaging customers. How many do you have?
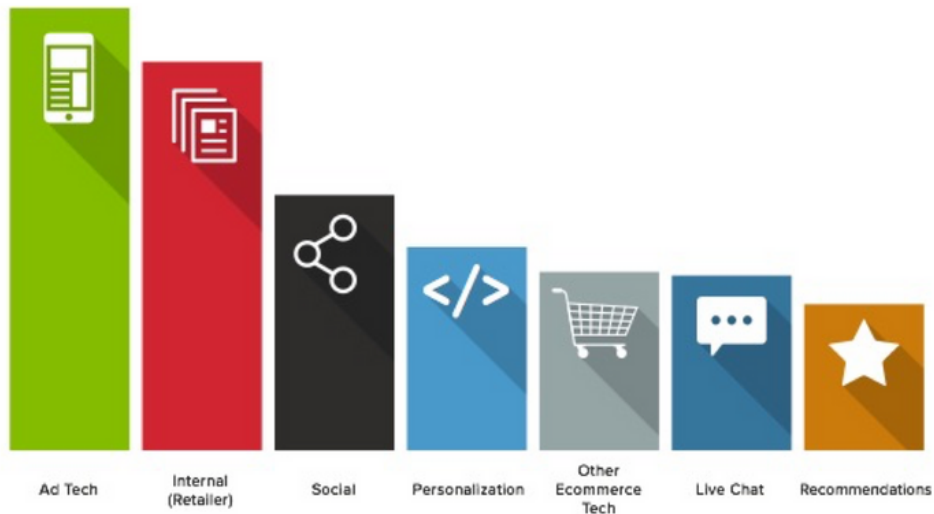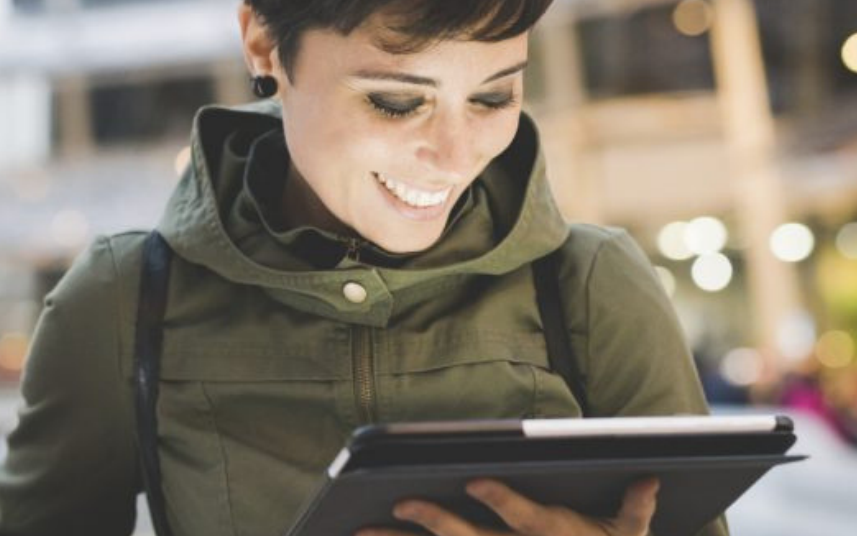
Third Parties = Slow Performance

While third party applications provide better shopper experiences, they also significantly affect the performance of eCommerce sites. Why? Today's sophisticated retail websites are heavy with an average of 220 calls to 80 servers for every page. To better balance performance with third party applications, eCommerce leaders should ask the following questions:

- Do you know if third parties are negatively impacting your site performance?
- What controls do you have in place to offset performance latency due to third parties?

- Can you quickly take action to resolve third party performance issues?
- Does slow performance from third parties affect your revenue?

The Biggest Offenders

The more third parties you have on your site increases the chance that you will have third party violations. These violations occur when applications take an extended time to load, are very large in size, fail to load, or block the entire page from loading completely. ***The average retail website has over 1.5 million third party violations per day.*** Here are some of the biggest offenders of third party violations.
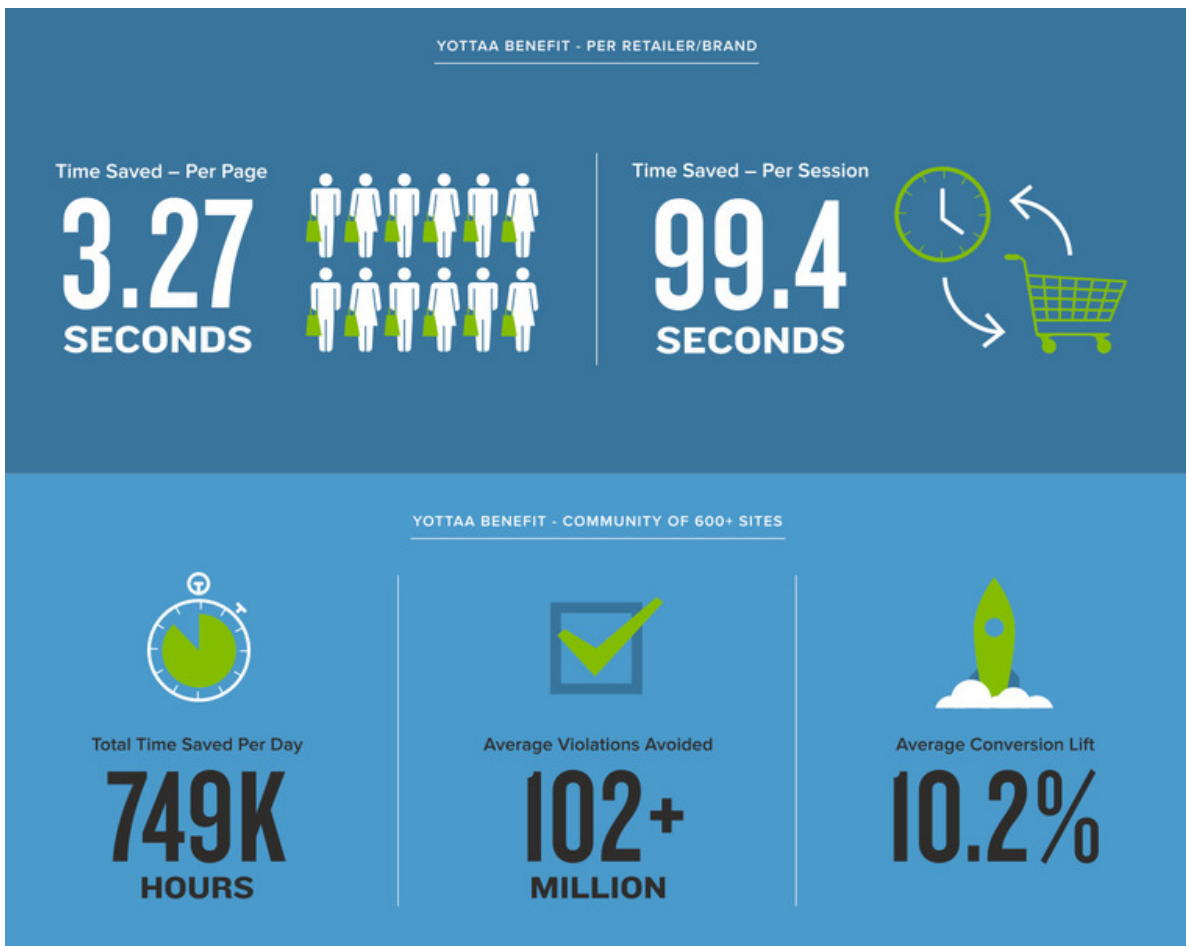
Ad Tech · Internal (Retailer) · Social · Personalization · Other Ecommerce Tech · Live Chat · Recommendations

Introducing Yottaa Rapid CTRL

Control Third Parties & Increase Conversions

Yottaa's Rapid CTRL allows you to have both great performance while providing engaging shopper experiences through rich third party applications and content.

Combining acceleration, third party control, actionable analytics, and simple deployment, Rapid CTRL enables you to accelerate, optimize, and sequence your site in a matter of hours. The end result is reduced third party violations, thousands of hours of time saved, and increased conversions.

YOTTAA BENEFIT - PER RETAILER/BRAND

Time Saved – Per Page
3.27 SECONDS

Time Saved – Per Session
99.4 SECONDS

YOTTAA BENEFIT - COMMUNITY OF 600+ SITES

Total Time Saved Per Day
749K HOURS

Average Violations Avoided
102+ MILLION

Average Conversion Lift
10.2%

Proven Success

Yottaa's Rapid technology has been used to optimize over 700 eCommerce sites and influence over $5 billion in additional revenue.

JO-ANN fabric and craft stores   Crayola   The Container Store   Kraft   Burlington coat factory   BILLABONG

Hallmark   Moosejaw   SERENA & LILY   shoebuy   Jelly Belly The original gourmet jelly bean   eBags Your Journey Starts Here   charming charlie