eCommerce websites are becoming increasingly complex. Retailers are relying on outside vendors ("3rd party applications") to provide key features such as recommendations, reviews, analytics (etc.), and today the average eCommerce website includes over forty 3rd party applications. Calls to 3rd parties are responsible for over 50-75% of page load time, and frequently cause delays that lead to visitors abandoning the site.

Yottaa's Rapid CTRL is an eCommerce website acceleration technology that helps you grow your online businesses. The technology allows you to view and manage the execution of 3rd party applications on your website, resulting in faster page load times, lower bounce rates, and higher conversion rates.

Technology Overview

Rapid CTRL technology fits cleanly within your current web infrastructure. It is deployed as a piece of JavaScript inserted into your website code, and gives you the power to view, manage, and control how all 3rd party JavaScript is executed on your website. The result is a faster website without removing the great features and Javascript that power your site.

Manage and Control 3rd Party JavaScript

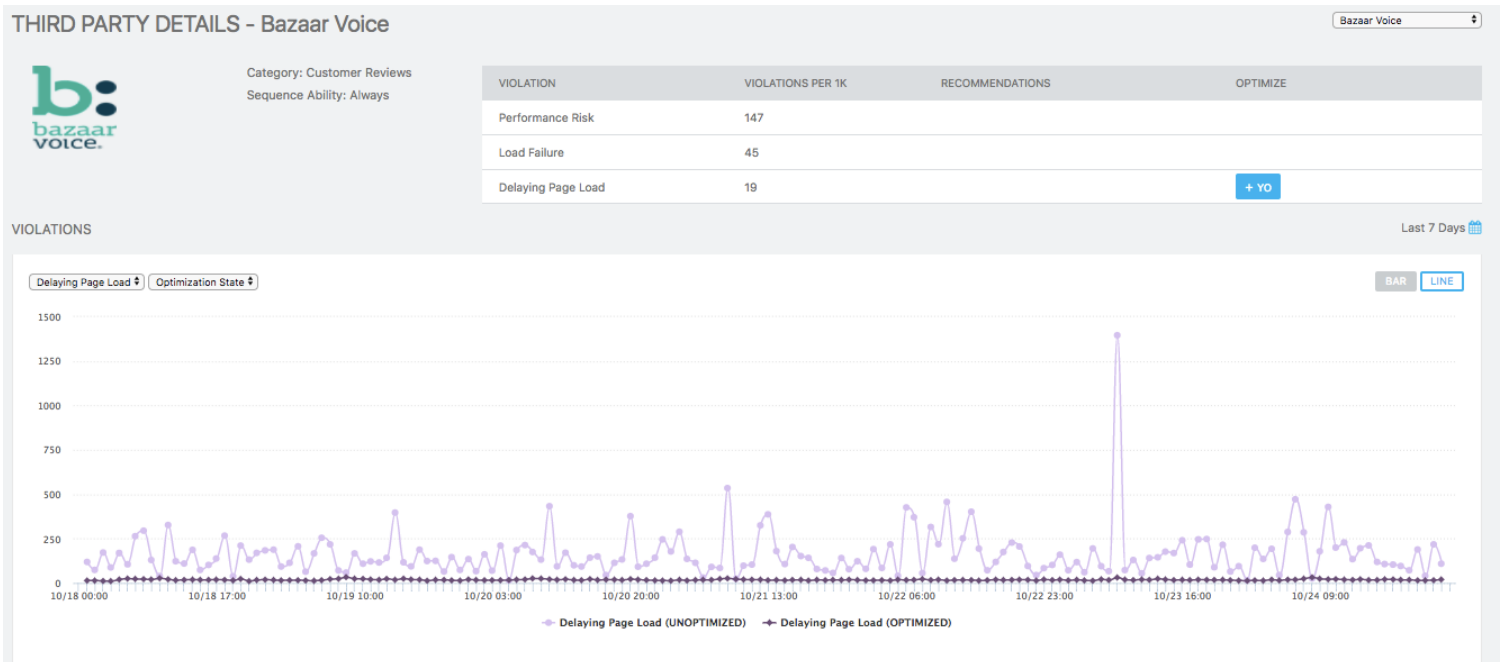Rapid CTRL applies three components of the Yottaa proprietary website acceleration technology:

Application Sequencing: Enables you to orchestrate the order of execution for 1st and 3rd party assets and responsibly load images so a page is more immediately interactive. In contrast to asynchronous loading which can tie up browser resources and delay page loading until all 3rd parties have completely loaded, Application Sequencing initiates the loading of the most crucial elements first. This allows customers to immediately interact with the page, while pushing the execution of selected 3rd parties until after the on-load event.

Context Intelligence: Uses active feedback loops to detect and react to each visitor's context in real-time. As a result, Rapid CTRL is able to adjust and deliver the right content and optimization configuration to each visitor based on their device type, screen size, browser information, and viewport dimensions. This makes it possible to optimize the experience on every user session, whether a Millennial is shopping on a mobile device in Manhattan or a long time customer is on a laptop in Iowa.

Control Portal: Leverages Yottaa's ability to inventory all 3rd parties on your site in order to identify and sort the most severe violations (i.e. sources of page load delays) by frequency, severity, or category. Once identified, you can configure optimizations directly in the portal to address these violations, test the improvement, and publish to production. For the most severe violations, you can "Turn Off / On" a 3rd party asset with the click of the button, and temporarily remove or add it back to the web page.

Visibility and Analytics

The technology provides you unprecedented real-time insight into website performance and 3rd party assets so you can quickly identify and react to issues as they occur. You can view 3rd party compliance with SLAs, isolate problematic 3rd parties, manage by exception, and even bypass offending 3rd parties. Analytics views include:

Visibility into 3rd party JavaScript performance at page, site, or group level.

Site Level Performance: Real-time insight into average page speed, page views, violations, and JavaScript errors.

3rd Party Application Performance: Load time delays, load failure, and performance risks.

Community Benchmarks: Compare performance of a website, page, or 3rd party assets against benchmarks calculated from the broad community of Yottaa powered eCommerce websites.

Performance Data

- Optimized vs. Unoptimized
- Device, Browser, Page Type
- 3rd Party Applications
- Time-based Trends

Simplified Deployment

Rapid CTRL is deployed using a JavaScript that is directly inserted into your website code. Once inserted, the optimizations applied to your site are configured through the Rapid portal, so changes can be tested and pushed to production without any additional code changes. This approach enables retailers to be up and running in a matter of hours and make configuration changes on the fly.

Discover the Impact

Yottaa Rapid CTRL is a technology solution that helps eCommerce companies grow online sales by increasing the speed and performance of 3rd party heavy pages. Request a live test of Rapid CTRL or the Rapid visibility beacon to see how Rapid CTRL can improve website performance for your site.

MATTRESS FIRM

SUCCESS
Speed increase **31%**
Conversion increase **10%**

JO-ANN fabric and craft stores

SUCCESS
Speed increase **22%**
Mobile conversion increase **48%**

Callaway

SUCCESS
Speed increase **35%**
Conversion increase **8%**

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