

# YOTTA Travel & Hospitality

## Increase online engagement & bookings

Purpose-built to solve the performance challenges of today's sophisticated travel and destination websites, Yottaa's cloud-based acceleration platform significantly overall site speed and delivers consistent, engaging experiences across every page, device, and browser.



### HIGHER ENGAGEMENT

Faster page loads on every page, browser and device, make it easier for visitors to explore and engage with your content



### FASTER LANDING PAGES

Content loads and becomes interactive faster after a click on email or SEO/SEM campaigns



### HIGHER BOOKING RATES

Fewer visitors abandon the site and the booking process due to slow-loading content from 3rd party technologies

Up to 60%  
Faster Websites

Up to 20% Higher  
Booking Rates

### CASE STUDY:

## Hotels & Resorts

A chain of family resorts wanted to increase its online booking conversion rates. More than 2/3 of its bookings came through the website, and the company invested heavily in online advertising to drive new traffic. Delivering a fast and engaging website experience was essential to creating new bookings.

With pages taking too long to load - sometimes up to 12 seconds - the company's mobile-focused customers (50%+) were abandoning the site before completing a reservation. The travel chain deployed Yottaa on a portion of its traffic to test the improvement in website speed and to gain more visibility and control over the 3rd party technologies on their pages.

Once live, Yottaa technology gave them new visibility and control over the performance of all page elements and 3rd parties on their site. Yottaa optimized and sequenced the content and 3rd parties, resulting in significantly faster website pages and a double digit improvement in booking rates. In the process, they also discovered 3rd parties on their pages that they didn't even know they were using. The company quickly expanded Yottaa across all of its traffic and online properties, and realized a 40%+ sustained improvement in website speed.

40%+ faster  
website pages

10%+ higher  
booking rates

Higher Pages  
Per Visit

Higher Session  
Duration



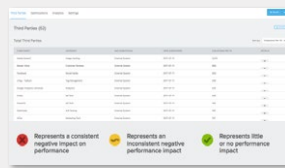
# THE YOTTA PLATFORM ENABLES TRAVEL WEBSITES TO:



## DISCOVER

Discover the inventory and performance of all elements and assets on your website, including 3rd party technologies, images, JavaScript errors, HTML, and CSS.

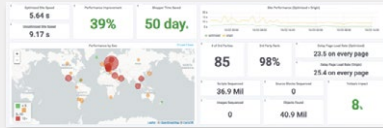
### Inventory and Performance Impact Rating (PIR)



### RUM Performance Monitoring



### Deep Performance Reporting



### Compare to Industry



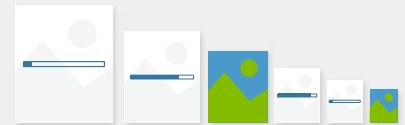
## DETERMINE

Determine the negative impact website elements have on site performance and customer experience, and identify the most effective optimizations to make those elements load faster.

### Compare To 3rd Party Knowledge



### Image Problem Identification



### JS Error Task List



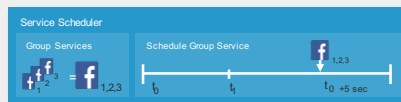
### ID Traffic and Security Threats



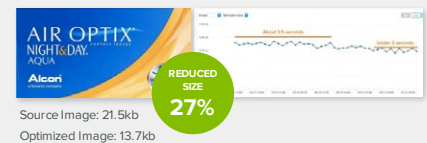
## OPTIMIZE

Deploy proven optimizations across your entire site resulting in faster page loads, improved customer experience, and increased conversions.

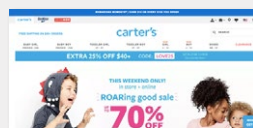
### 3rd Parties: Application Sequencing



### Images: Lazy Load, Compression, API, etc

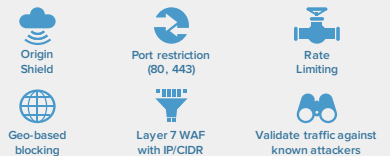


### First Byte & Static Content: Instant On



- Fast Site - Improves first byte and start render metrics
- Configurable, one click on and off

### Secure Traffic: Platform WAF



## IDENTIFY

Identify and protect your site from 3rd party technology anomalies and failures. These anomalies happen to every site and result in bounced traffic, inconsistent customer experiences, lost carts, and decreased conversion rates.

### Anomaly AI

#### Anomaly Detection



- 3rd Parties problems & outages
- Image placement & size
- Traffic errors & response codes
- BOT & other security threats

#### Self-Tuning Algorithm



- Machine Learning
- Auto thresholds on over 100 attributes

#### Resolution Management



- Recommendations
- Apply fix & change