YOTTAA

Purpose-built to solve the performance challenges of today's sophisticated eCommerce sites, Yottaa's cloud-based acceleration platform significantly improves overall site speed and creates consistent, engaging shopper experiences on every page, device, and browser. The end result is up to 60% faster page loads and improved conversion up to 20%.
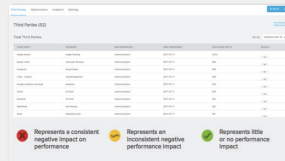
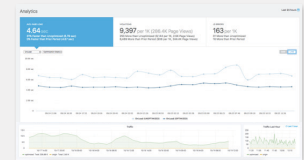## THE YOTTAA ECOMMERCE ACCELERATION PLATFORM ENABLES RETAILERS TO:

DISCOVER

Discover the inventory and performance of all elements and assets on your website, including 3rd party technologies, images, JavaScript errors, HTML, and CSS.
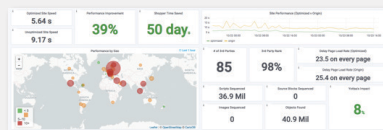
Inventory and Performance Impact Rating (PIR)

RUM Performance Monitoring

Deep Performance Reporting

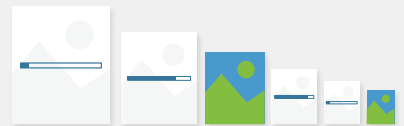
Compare to Industry

DETERMINE

Determine the negative impact website elements have on site performance and shopper experience, and identify the most effective optimizations to make those elements load faster.
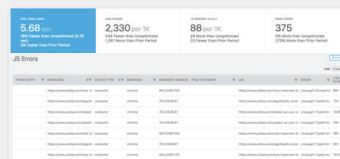
Compare To 3rd Party Knowledge

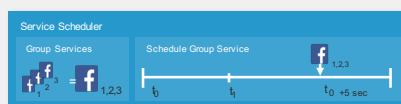**Image Problem Identification**

JS Error Task List

ID Traffic and Security Threats

OPTIMIZE

Deploy proven optimizations across your entire site resulting in faster page loads, improved shopper experience, and increased conversions.
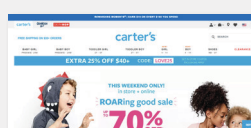
3rd Parties: Application Sequencing

Images: Lazy Load, Compression, API, etc

Source Image: 21.5kb
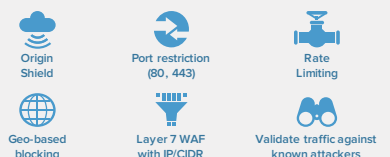Optimized Image: 13.7kb

REDUCED SIZE 27%

First Byte & Static Content: Instant On

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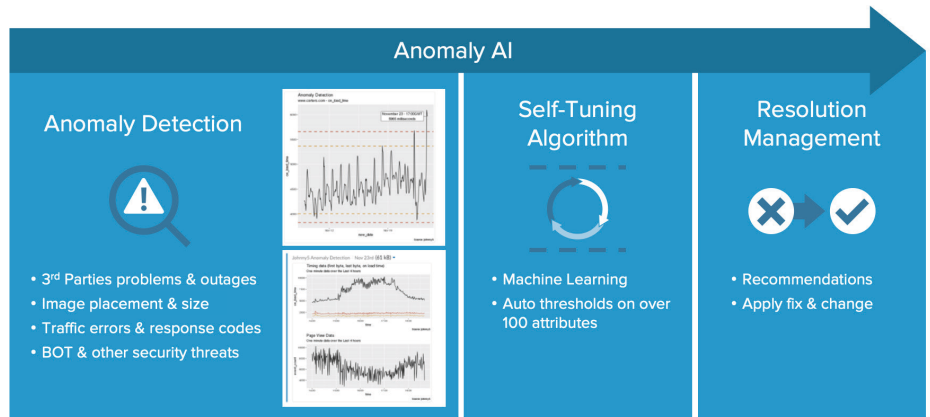- Configurable, one click on and off

Secure Traffic: Platform WAF

Origin Shield

Port restriction (80, 443)

Rate Limiting

Geo-based blocking

Layer 7 WAF with IP/CIDR

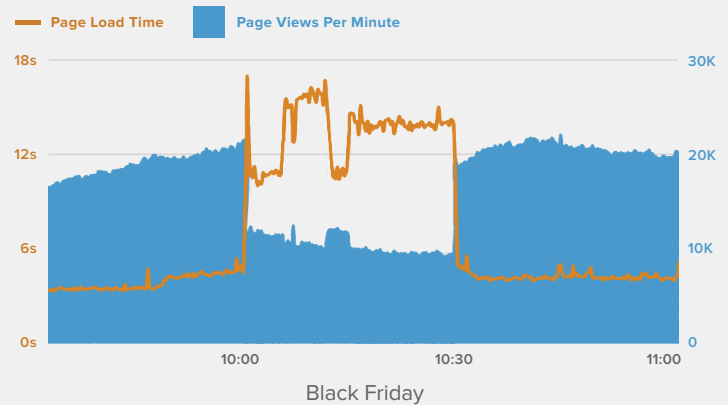Validate traffic against known attackers

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 shopper 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

IBM CORE METRICS ON BLACK FRIDAY

Here's an example of a single third party seriously impacting site performance. This happened over four hours during Black Friday and cost retailers over $100m in lost revenue. Through Yottaa's Anomaly AI, our customers were able to resolve the problem in seconds.

Page Load Time — Page Views Per Minute

Black Friday

YOTTAA CUSTOMERS KNOW SPEED = CONVERSION

Moosejaw / Walmart

Speed Increase	Conversion Increase
36%	17%

carter's

Speed Increase	Conversion Increase
27%	10%

Samsonite

Speed Increase	Conversion Increase
30%	10%

Here are just a few of the retail brands that rely on Yottaa to speed up their sites:

Burlington · Kingfisher · BOMBAS · carter's · DESTINATION MATERNITY · MICHAEL KORS · MATTRESS FIRM

Kraft Heinz · shoes.com · asics · LANDS' END · NORTHERN TOOL + EQUIPMENT · ROCKPORT · TILLYS

1800 contacts · UNTUCKit · eBags · Moosejaw · JO-ANN fabric and craft stores · Callaway · annie selke