YOTTAA

2019 PRODUCT RELEASE

The Yottaa eCommerce Acceleration Platform helps online brands create faster websites that increase conversion rates and improve the shopper experience. Our latest release expands your ability to quickly detect and resolve website performance and security problems. As a result, your pages load faster, more consistently, and more securely the longer your site operates on the Yottaa platform.

This release is part of Yottaa's continued push to leverage our deep knowledge of eCommerce technologies, and to become the hub of all browser-side eCommerce technologies. As the industry shifts toward embracing a services-driven frontend architecture, Yottaa becomes a critical technology that gives you the power to analyze, optimize and control the performance of all 3rd party and dynamic content services within the online shopping experience.

#1

Anomaly AI
Anomaly Detection and Resolution

Anomaly AI introduces machine learning to improve the speed and accuracy of detecting errors from individual page elements. Online brands benefit from a lower incidence of page load delays that hurt online sales. Here's how it works:

1. AI Set Performance Thresholds

Anomaly AI starts by automatically assigning performance thresholds to the behavior of your pages and the underlying technologies. These thresholds are used to identify when a page is encountering a problem. Anomaly AI sets thresholds by analyzing historical data collected from your site, and determining the expected normal performance and variation.

The longer a site operates on the Yottaa platform, the more accurate these thresholds become in detecting performance errors. Machine learning algorithms continually analyze your website data to understand which performance fluctuations are natural and expected, and which ones represent a true problem. These findings are used to automatically refine the thresholds that trigger alerts. The result is faster detection and resolution of errors (i.e. faster mean time to detection and mean time to resolution), and fewer alerts triggered by false positives.

2. Alerting & Resolution

Once performance thresholds are consistently exceeded, Anomaly AI will alert you that an optimization is needed. Anomaly AI may also recommend specific optimization techniques based on the nature of the performance violation. Alerts are sent on any of the following types of problems:

- 3rd party delays or outages
- Image placement & sizing errors
- Traffic errors and response codes
- Security and BOT threats
- JavaScript errors
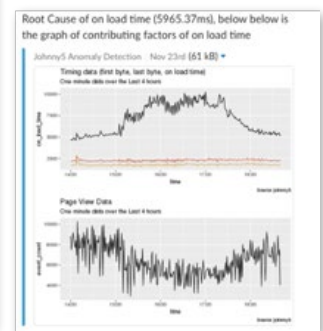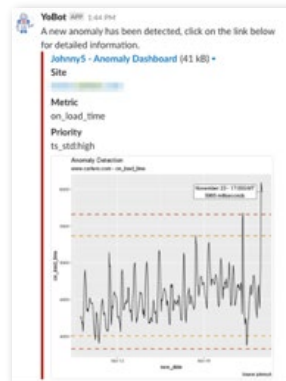
#2 3rd Party Knowledgebase
Unparalleled Performance Insights

The average eCommerce site today uses over 40 3rd party technologies to deliver website content and features, requiring almost 300 calls to 100+ servers to load a single page. It's no surprise that these 3rd parties are responsible for as much as 75% of a page's load time. Given that shoppers will start leaving the site if a page doesn't load in 3 seconds, addressing 3rd party delays should be a top priority for any eCommerce team focused on performance. The Yottaa 3rd Party Knowledgebase gives you the data to tackle this problem.

Broad Visibility into 3rd Party Performance

Yottaa's 3rd Party Knowledgebase is the industry's only database collecting performance data on more than 900 3rd party technologies from over 1,500 eCommerce websites. It gives you visibility into the performance of each 3rd party across hundreds of attributes - device type, browser, geography, category of website, page placement, etc. This data is aggregated anonymously and feeds Yottaa analytics views. Here is a small sampling of the data collected for each 3rd party:

- Functionality category (e.g. ad tech, personalization, etc.)
- Installation method - tag or source coded
- Dependencies and bundling with other 3rd party javaScript
- Average total load time for all calls and content (per 3rd party)
- Average load time variability
- Frequency of violations (i.e. performance errors)
- Performance Impact Rating (how a 3rd party impacts page load times)

Online brands can now compare 3rd parties on their website with performance data from the larger eCommerce community, or within a specific category of websites. It becomes an invaluable source for finding the best implementation and optimization approaches for each 3rd party, identifying 3rd party SLA issues, and comparing 3rd party vendors.

> "Using Yottaa's 3rd party eCommerce technology knowledgebase we identified the 3rd party causing the most page load delays for our site. After we optimized and sequenced the 3rd party through Yottaa, we saw a 500 ms improvement in page load times. We were pleased it was so simple to investigate and remediate this problem."

Napon Pintong, eCommerce Manager, UNTUCKIT

Which 3rd Parties Slow eCommerce Websites?

The data within the 3rd Party Knowledgebase allows Yottaa to gain unique insights into the most widely adopted eCommerce technologies and their impact on website page speed performance. Download Yottaa's latest research in the 2018 eCommerce 3rd Party Technology Index at www.yottaa.com/3rd-party-index/

#3 Bot Detection & Mitigation
### *Eliminating Unwanted Traffic*

Yottaa has expanded its advanced security to include bot detection and mitigation capabilities from PerimeterX, the market leader in bot protection. Adding this security capability applies bot protection at the edge through the Yottaa network, before bots ever make contact with your site.

Bot Detection: Fingerprint-based tools and behavioral analysis

Bot Edge Protection: Bot Defender installed on the Yottaa Network blocks malicious bot traffic before it reaches your site

False Positive Resolution: Identifies legitimate traffic caught in bot detection and resolves the false positives so no shoppers are turned away

Real Time Analytics: Dashboards that monitor incidents, manage bot traffic, and adjust security rules in real-time
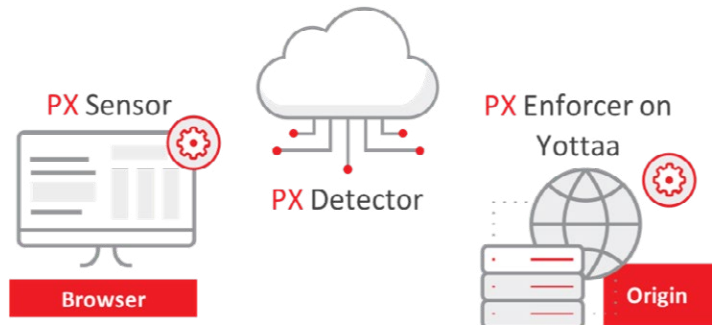
#4 Grafana and Slack Integration
Rapid Detection and Response

Yottaa has integrated Grafana as part of the performance analytics capabilities to make it easier for you to analyze and monitor the significant volume of website data available today and into the future. Grafana is the market leading open platform for data monitoring and analytics, and allows Yottaa to quickly create graphical visualizations that summarize key findings from performance and 3rd Party Knowledgebase information.
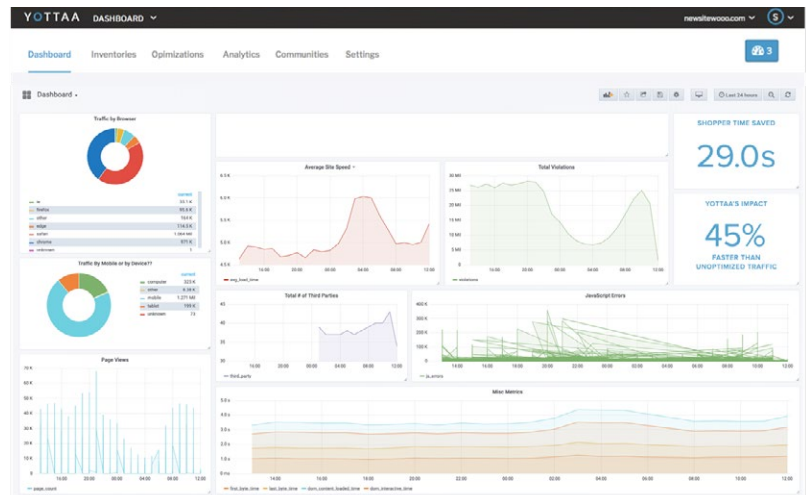
Slack: Facilitate Faster Response

Slack integration allows Yottaa to send performance alerts through your existing Slack messaging platform. Slack is the world leading collaboration tool for efficient business communications and alerts. Slack alerts from Yottaa generate faster response times to critical performance issues.

Open API
Rapid Detection and Response

These integrations with market-leading technologies are made possible by continued investment in the Yottaa Open API. The documented Yottaa API is made available to customers so they can leverage Yottaa functionality and data in unique ways. Examples include:

- Accessing the Yottaa Image API to deliver compressed images to Single Page Apps.
- Extracting data for use in your own analytics and dashboarding solution.
- Grafana, PerimeterX and Slack integrations from the most recent release.

Foundation for Faster Online Experiences

This latest release continues Yottaa's commitment to delivering innovative technology that creates faster online experiences, especially as the technology behind eCommerce websites becomes more varied and complex. These new capabilities improve how online brands use Yottaa to analyze, optimize, and control website performance, and create the foundation for faster, more secure, and more profitable shopping experiences now and into the future.

About Yottaa

Leading retailers, such as Carter's, The Container Store, Hallmark, eBags, Jockey, JoAnn Fabrics, and Rockport, rely on Yottaa's Cloud platform to accelerate and optimize the loading of 3rd party eCommerce technologies, high resolution images, and other website elements, resulting in up to 60% web performance improvements and up to 20% increases in online conversion. To learn more about how Yottaa can accelerate your eCommerce site and increase conversions, please visit www.yottaa.com or follow @yottaa on Twitter.

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