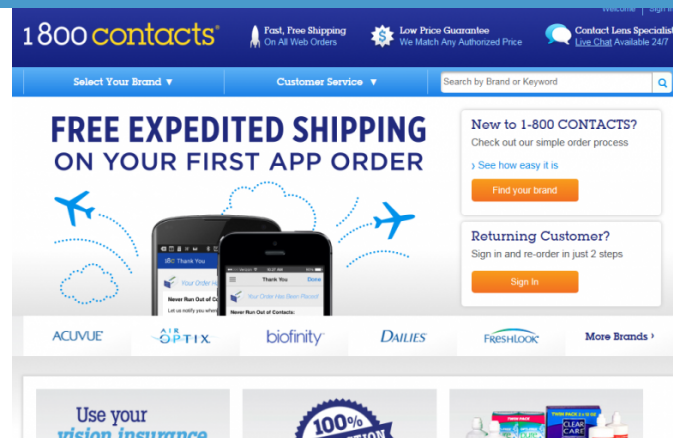


Challenge

1-800 CONTACTS has always been focused on providing the very best experience for its customers. The company started as a call center operation with agents that would answer phones and provide customers with a great experience. Once the company moved online, it struggled to provide that same level of customer experience on its website and other digital devices. One of the unique things about 1-800 CONTACTS is that its customers can only buy the products their doctors have prescribed for them. As a result, shoppers want to be able to order their contact lenses online simply, easily, and quickly. With the understanding that fast website performance was key to delivering great online customer experiences, 1-800 CONTACTS sought a new web optimization tool to speed up its website.

Solution

When 1-800 CONTACTS evaluated Yottaa, it ran an A/B test with half of its traffic going through Yottaa and the rest through its previous web optimization solution. At the end of the test 1-800 CONTACTS experienced not only improved website performance, but also a **3% increase in overall revenue**. Recently ranked third out of 80 retailers evaluated by Retail System Research in terms of website performance, 1-800 CONTACTS is not resting on its laurels. Working with Yottaa, the company has recently cut page load time from three and half seconds to just under three seconds. This has resulted in even greater revenue increases.



Snap Shot: 1-800 CONTACTS

As the world's largest contact lens store, 1-800 CONTACTS has filled more than 30 million orders for over 8 million customers. In a single day, it delivers more than 200,000 contact lenses to customers. The company's large volume and central distribution facility help keep costs down—and allow it to pass the savings on to its customers. And with an inventory of more than 15 million contacts, 1-800 CONTACTS is more likely to have a prescription in stock than anyone else, which means customers receive their contacts fast.

"What we were able to find from the A/B test we ran with Yottaa is that we did see that a corresponding increase in revenue as page performance improved. In fact, we saw a 3% increase in overall revenue based on the improved web performance with Yottaa."

Kevin Jensen, Senior Director of Software Engineering, 1-800 CONTACTS