

Challenge

The complexity of the Carter's multiple eCommerce websites, each with a multitude of third party technologies and high-resolution images, resulted in slow page load speeds. Understanding that website performance has a direct impact on online conversions, Carter's recently evaluated solutions to improve desktop and mobile site speed for all of its sites.

Solution

In its evaluation of the Yottaa eCommerce Acceleration Platform, Carter's ran a two-week trial where it split live site traffic between Yottaa and its standard infrastructure. During the trial Carter's, which runs on the Salesforce Commerce Cloud eCommerce platform, saw significant site performance and business metric improvements including a **27% decrease in web page loading times and a 10% conversion rate increase.**

Snap Shot: Carter's

The William Carter Company is the largest branded marketer in North America of apparel and related products exclusively for babies and young children. The Company owns the Carter's, OshKosh B'gosh, and Skip Hop brands, which are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold in more than 1,000 Company-operated stores in the United States, Canada, and Mexico and online at carters.com, oshkosh.com, cartersoshkosh.ca.



"Yottaa's software has enabled us to significantly speed up the performance of our websites, which allows our customers to instantly engage with us online."

Mike Baumgartner, Vice President of eCommerce, Carters