

Challenge

Like many online retailers, eBags faces the challenge of serving an increasingly mobile customer base. Historically, conversion rates for mobile customers remained low on eBags.com, even as traffic from smartphones and tablets rapidly grew. In addition, performance of the eBags desktop application suffered from the addition of personalization, third-party scripts, and other dynamic elements. As a result, eBags expended significant resources to combat these performance challenges. eBags had for years used a CDN for static content delivery, but looked to extend the capabilities in this portion of the technology stack to drive more value. In particular, eBags sought to improve mobile and web conversion rates, improve desktop performance, and increase the speed and breadth of user experience innovation.

Solution

eBags worked with Iterate Studio, an independent testing company, to test three competing web application optimization solutions and chose Yottaa's platform because performance was accelerated more than 30% over the competitors, user engagement and conversion rates increased across all channels, and revenue per visitor was improved by 15%.

Results

Once eBags deployed the Yottaa platform, the company experienced an immediate, noticeable impact on crucial business metrics, including:

- 20-30% improvement in performance on key pages
- 10% increase in conversion rate for mobile devices
- 3.4% increase in conversion rate for tablet devices



"The Results we have experienced with Yottaa, particularly in areas of page loading performance and mobile conversion rate, have far exceeded our expectations."

Mike Frazzini, Chief Technology Officer, eBags