YOTTAA

Fathead

Challenge

Fathead, a web-only seller of life-sized wall graphics, leveraged a responsive web design strategy to accommodate its growing numbers of mobile shoppers. Responsive design worked to re-size Fathead's app for mobile users, but page load times were unacceptably slow. The issue stemmed from Fathead's heavy desktop application being downloaded and re-formatted across weak mobile networks and onto less powerful devices. Slow performance, especially for mobile shoppers, was hurting Fathead's bottom line. Because load times were slow, Fathead users were bouncing from the site before they could engage with content. Site latency also prevented Fathead from pursuing other user experience initiatives, like personalization, and the team could not adjust content and image layout without incurring negative impacts to page performance.
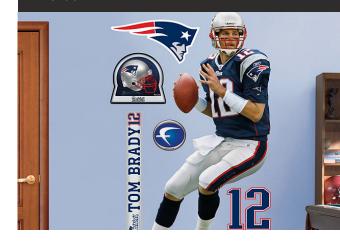
Solution

Since deploying Yottaa, Fathead has been able to transform web pages in real time and prioritize page content to be lighter, significantly speeding up time-to-interact with its customers, a key factor for online retailers to engage with shoppers. Fathead's web pages are now quicker to load, especially on mobile devices, and engagement has improved markedly. Moreover, in less than a month, Fathead's revenue increase covered the costs of onboarding with Yottaa.

Results

After deploying the Yottaa platform, Fathead experienced an immediate, noticeable impact on crucial business metrics, including:

- 37% Decrease in Page Load Time

- 53% Decrease in Page Weight

- 16% Increase in Revenue-per-Visitor

"Yottaa attacks the fundamental flaw in responsive design, which is sending everything and then hiding a bunch of stuff. It looks at the viewport first and says, 'Tell me what you need."

Michael Layne, Director of Internet Marketing, Fathead