YOTTAA

GREAT WOLF LODGE

Challenge

For Great Wolf Resorts, creating engaging guest experiences, whether it is at one of the company's resorts or on its websites, is a top priority. And when it comes to ensuring great experiences on Great Wolf Resort's websites, fast page load time is a key requirement. With over 30 third party technologies, many high resolution images, and a legacy eCommerce platform, Great Wolf Lodge found it difficult to achieve fast site performance. The biggest factor slowing down the site were 3rd party technologies which require over 300 calls to external servers. Mobile performance, in particular, was a big concern since 70% of Great Wolf Resort's online traffic comes from mobile devices. In order to speed up its sites, the company evaluated a number of web optimization software solutions.

Solution

During Great Wolf Resort's evaluation of Yottaa, it conducted an A/B split test running half of its traffic through Yottaa and half through its existing environment. At the end of the trial the company saw a 20% improvement in site performance using Yottaa. Great Wolf Resorts also saw online conversions increase 18% with Yottaa. Following the trial Great Wolf Resorts selected Yottaa as its web optimization solution and deployed the Yottaa eCommerce Acceleration Platform across all of its website pages.

Snapshot: Great Wolf Resorts

Great Wolf Resorts is a chain of indoor water parks and hotels. The company owns and operates its family resorts under the Great Wolf Lodge brand. In addition to a water park, each resort features a hotel, restaurants, arcades, spas and children's activities. Great Wolf Resorts is headquartered in Chicago, Illinois.

"Since we have deployed Yottaa we have seen a 20% improvement in page load speed and an 18% increase in conversion rates."

Ramki Srinivasan, Vice President of Digital, Great Wolf Resorts