

Challenge

Highlights for Children is a global family media brand dedicated to helping children learn and grow. When the company, founded seventy years ago, recently set out to modernize and expand its online business it encountered a number of challenges. These included the consolidation of multiple domains, updates to an old code base and, on top of it all, a planned migration to a new content management system.

Highlights was counting on its eCommerce business to take off, but it found that slow web performance and a high bounce rate amounted to lost conversion opportunities. The company did not have a performance technology in place and required a solution that could ensure optimized web performance throughout its numerous application modernization projects.

Solution

After evaluating several web optimization solutions, Highlights selected the Yottaa platform and the impact was immediately evident, as every page element within Highlights' Drupal-based web application was instantly accelerated. Yottaa does not require code changes and its simple configuration-based rules engine evaporated levels of complexity, which had previously inhibited efficient web development and performance.

Results

Yottaa has helped to improve the performance, and thus the profitability, of Highlights' website. Yottaa-optimized pages showed significant performance and revenue improvements, including:

- 40% Improvement in website performance
- 42% More visitor sessions
- 6.5% Improvement in online revenue



Learn how your eCommerce site can achieve similar results at yottaa.com.

“The benefits of Yottaa go far beyond performance optimization. It is a highly flexible solution that automatically optimizes and accelerates content for every user context; it can support a move to re-platform without code changes; and lastly, it protects our site and user information at every turn.”

Kevin McCauliffe, VP of eCommerce, Highlights