

Challenge

Moosejaw, a leading outdoor retailer, was an early adopter of Responsive Web Design (RWD) in order to deliver better online experiences across all devices. Following the launch of the RWD site, Moosejaw quickly realized that its website content was not optimized for mobile devices resulting in unacceptable mobile performance and load times. This was an especially big issue since Moosejaw's customers are outdoor enthusiasts and constantly on-the-go. The result was a high percentage of Moosejaw's mobile visitors bouncing from the site before engaging with any content. And each bounce represented lost sales from customers that might never come back.

Solution

Moosejaw deployed the Yottaa eCommerce Acceleration Platform to improve website performance across all devices and increase online conversion rates. **"Our ultimate metric is the same as the business users'. It really comes down to conversion. A more performant site improves conversion."** said Michael Moore, CIO of Moosejaw. Yottaa's InstantOn and third party application sequencing allowed Moosejaw to significantly accelerate website loading and improve shopper experience. All without requiring any code or configuration changes to the Moosejaw site.

Results

The Yottaa platform enabled Moosejaw to dramatically improve page load times and increase conversion rates. The results were impressive:

- 20% Page Load Improvement
- 20% Desktop Growth
- 50% Mobile Growth

Moosejaw achieved these results despite undergoing a site design and upgrading its eCommerce platform at the same time. This was possible because Yottaa required no configuration or code changes to Moosejaw's eCommerce platform or website in order to optimize performance.

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

"The critical benefit is optimization across all devices. It would be hard for us to continue with responsive design without Yottaa"

Eoin Comerford, CEO, Moosejaw