

YOTTAA FOR ORACLE COMMERCE CLOUD CASE STUDIES

Faster Oracle Commerce Cloud websites with Yottaa eCommerce Acceleration technology

The Yottaa eCommerce Acceleration Platform helps online brands on Oracle Commerce Cloud have faster websites with higher conversion rates and better shopping experiences. Through its proprietary technology, Yottaa provides Oracle Commerce Cloud sites the power to analyze, optimize, and control the performance of all 3rd party technologies and dynamic content services on every page, browser, and device, all managed from a centralized portal. Through Yottaa, online brands gain visibility and control over all site elements that impact site speed and performance, allowing them to quickly identify and remedy performance problems before they impact shoppers. As a result, brands typically see up to 60% faster loading pages and up to 20% higher conversion rates.

YOTTAA ON ORACLE COMMERCE WEBSITES

30%

faster loading pages

8%

higher conversion rates

Over 1,500 eCommerce websites use Yottaa to create faster and more consistent shopping experiences

CASE STUDY

Brand Apparel Multi-Channel Retailer

A large apparel and housewares retailer generating over \$1B in online sales on its Oracle Commerce Cloud platform was looking for ways to make its website load faster. Given the high rate of daily transactions on the site, the retailer understood that even a small increase in speed would lead to a meaningful increase in sales. The company was already using Akamai's CDN to cache images, but didn't have any way of viewing and controlling the performance of 3rd party technologies loading on their site. The 25 3rd parties loading on every page were a significant source of performance variability that slowed pages for many visitors to the retailer's site.

The retailer deployed Yottaa Rapid CTRL on Oracle Commerce Cloud in order to inventory and optimize the loading of 3rd parties on its pages. Within a matter of weeks the company measured a 40% improvement in site speed and a 5% reduction in bounce rates.

40%

faster pages

5%

lower bounce rates

CASE STUDY

Home Improvement Multi-Channel Retailer

A large home improvement retailer with over \$500M in online revenue recently embarked on an aggressive 5 year plan to increase profitability across the entire organization. While evaluating eCommerce projects on Oracle Commerce Cloud to meet their first year goals, the retailer engaged with Yottaa and saw the opportunity to increase sales and profitability without disrupting their operations.

The retailer deployed the Yottaa eCommerce Acceleration Platform on Oracle Commerce Cloud, conducting an A/B split traffic test on its biggest eCommerce site. The company saw immediate results, with pages loading 1.5s faster (a 30% improvement). The retailer quickly applied Yottaa to all traffic, and realized a 3% increase in site conversion rates.

30%
faster pages

3%
higher conversion rates

CASE STUDY

Online Pharmacy

An online medication provider recently launched an initiative to improve the online customer experience, and site speed and performance was an important piece. The retailer had already been working with both Oracle Commerce Cloud and an FEO vendor for several years, but were not happy with the quality of their service and support. The company also wanted to find new ways of making its site even faster beyond what Oracle Commerce and traditional FEO providers could deliver. The retailer turned to Yottaa, a technology that could optimize and sequences all page elements for better performance.

The retailer saw value in Yottaa's 3rd party sequencing, image optimization, and security against DDOS attacks that was distinct from other vendors. After conducting a test of the Yottaa eCommerce Acceleration Platform against several alternatives, Yottaa delivered the fastest results with 30% faster page load times and a 4% increase in conversion rates, and was subsequently rolled out across all sites and traffic.

30%
faster pages

4%
higher conversion rates

CASE STUDY

Health & Nutrition Multi-Channel Retailer

A multi-channel health products retailer had worked closely with Oracle and Akamai for years to ensure their site operated consistently. However, they were always looking for opportunities to shave seconds off their page load times. The company decided to deploy Yottaa Rapid CTRL on its Oracle Commerce Cloud website, initially testing the Rapid CTRL technology on 50% of their traffic. They were immediately rewarded by gaining visibility into the performance of every 3rd party technology loading on their site, and used Yottaa Rapid CTRL to optimally sequence these 3rd parties so that shoppers could interact with their pages faster.

By the end of the test, Yottaa had increased their site speed by 20%, and the retailer expanded Yottaa to optimize all traffic on the site. The faster shopping experience created by Yottaa resulted in a 2% increase in site conversion rates.

20%
faster pages

2%
higher conversion rates

Here are just a few of the retail brands that rely on Yottaa to speed up their sites:

