

Shopify & Yottaa: Creating a Faster eCommerce Experience

Faster Shopify websites with Yottaa eCommerce Acceleration Technology

The Shopify platform enables retailers to create great online experiences. You can select from thousands of 3rd party technology plug-ins, templates, and customizable features to build into your site. However, this flexibility to customize can often reduce your website speed and performance across all your shoppers' devices. High resolution images, slow-loading 3rd party JavaScripts, and unoptimized code add seconds to page load times. This results in a large percentage of visitors that leave your brand before purchasing.

Yottaa's Rapid CTRL technology is uniquely designed to help Shopify-powered websites increase page speed and conversion rates. This innovative technology inventories and optimizes the 3rd party JavaScripts on your website so your eCommerce pages load faster on both mobile and desktop web applications. Unlike other hosted solutions, Rapid CTRL can be deployed within a few hours into your Shopify web application. As a result, Shopify retailers can make their websites load faster and increase conversion rates without removing the features that make your customers' experience great.

Case Study - Brand Apparel

A fast growing apparel brand & retailer had just launched their new website on the Shopify platform over the summer. The new website was a dramatic step forward, with innovative, customer-engaging features powered by over 40 third party technologies. However, in their push to deliver these new features, the new website launched with 12 second page load times. The company made improving performance an immediate priority. They wanted to deliver on their promise of a great and fast online experience by the holiday shopping season.

The company's small eCommerce team was already working on 5 different performance projects, causing them to postpone more strategic projects for the website. After testing the Yottaa Rapid CTRL technology, the eCommerce team determined that Yottaa could immediately improve performance and eliminate 60% of those projects upon roll-out. Upon going live on Yottaa, website pages loaded in 3-5 seconds (over 50% faster and developers were freed up to work on other strategic projects).

Behind the Scenes: The retailer estimated that Yottaa's fast and effective deployment tools saved them weeks of developer time compared to what they've learned to expect from other eCommerce technologies

Yottaa on Shopify Websites

*32% faster
loading pages*

*4% higher
conversion rates*

Result

*3-5s page load
times*

50% faster pages

Case Study - Sporting Goods

A sporting goods retailer had just started deploying 3rd party technologies into their online experience to attract new customers and drive more traffic to their website. However, as they added these technologies, their eCommerce pages began to slow down. The slower page load times resulted in a 20% fall in conversion rates despite containing features that their customers had requested.

The retailer did not want to remove the 3rd party features from their site because customer feedback had been positive. After investigating multiple solutions, they deployed Yottaa Rapid CTRL to accelerate the speed of their eCommerce pages and recapture those lost conversions. Upon going live with Yottaa, website pages loaded 21% faster.

Behind the Scenes: The retailer deployed Yottaa during the Thanksgiving - Cyber Monday holiday period. Despite the peak period traffic, they deployed without any problems. With Yottaa their pages loaded even faster than before adding the 3rd party technologies to their website, and the impact was a corresponding lift in conversion rates.

Result

21% faster pages

Case Study - Apparel Retailer

A multi-channel men’s apparel retailer was experiencing rapid year-over-year growth through their eCommerce site. However, as their online experience was enhanced and became more innovative, their page load times increased to over 9 seconds. The management team believed that their web performance was beginning to hurt conversion rates, and that it could jeopardize their annual revenue goals if not addressed immediately. The retailer deployed Yottaa Rapid CTRL to improve their page load times without sacrificing any of their online features. As a result, their website pages loaded 30% faster and they saw a 3% increase in conversion rates.

Behind the Scenes: The retailer viewed Yottaa technology as a game changer and decided to deploy it during the December holiday shopping season. They saw an immediate performance improvement, and Yottaa allowed their eCommerce team to focus on more strategic projects for the next fiscal year.

Results

30% faster pages

3% higher conversions

Below are just a few of the retailers that rely on Yottaa to accelerate their websites:

