

Challenge

In order to better manage and control the many third-party eCommerce technologies on its site and provide shoppers with the best possible online experiences, Dune London recently evaluated multiple web optimization solutions to improve site performance.

Solution

During its live evaluation of Yottaa Rapid CTRL, Dune London saw **page load times reduced by between 2-3 seconds (30-45%)** and the number of online shoppers experiencing page load times over seven seconds reduced by almost 90%. Most importantly, Dune London saw an **increase in conversion rates between 4-5%**. Yottaa seamlessly integrated with and enhanced Dune London's eCommerce platform, Paraspar, and Akamai, its Content Delivery Network.

Snap Shot: Dune London

Based in London, Dune London is one of the most influential global players in fashion footwear and accessories. The company has 40 UK standalone stores, 175 concessions in the major global department stores such as Topshop, John Lewis, Selfridges and 64 franchised stores and concessions in 10 countries around the world. Online, customers can shop the latest and most extensive collections and trends at dunelondon.com across desktop, mobile, and tablet.



“Yottaa was consistently far faster and provided a much more consistent experience than the other web optimization solutions we tested. The performance and conversion improvements we have experienced with Yottaa will be critical as we approach the upcoming peak season.”

Sarah Woodbridge, Head of Digital Product, Dune London