

YOTTAA

SHOP LC

Challenge

From its origin as a TV-based retailer, Shop LC's eCommerce operation has evolved a lot over the last couple of years due to the company's executive team's goal of driving online sales to 50% of total revenue.

In terms of online shopper experience, one of the most important things for Shop LC is having a high performance website with the company's live TV feed embedded in it, allowing customers to check out online at a fraction of the time it would take to make a traditional phone call.

Previously, Shop LC relied on a content delivery network (CDN) for site performance optimization, which delivered page load times that did not meet shoppers' expectations. In order to improve site performance on both desktop and mobile devices, Shop LC evaluated several web performance optimization solutions.

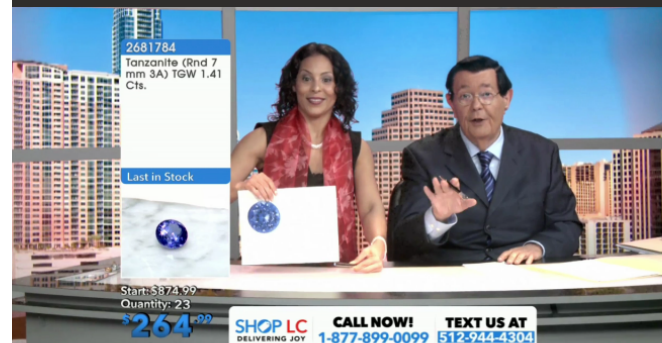
Solution

During its evaluation of Yottaa's eCommerce Acceleration Platform, Shop LC saw a **50% increase in performance**. This type of performance improvement has led to more engaging shopper experiences, a better return on investment for site assets, and, ultimately, increased online revenue. Based on the evaluation results, Shop LC decided to replace its existing CDN in favor of the full Yottaa platform.

Snap Shot: Shop LC

Established in 2007, Shop LC (formerly the Liquidation Channel) is a value-conscious, interactive retailer focused on the fine jewelry, beauty, fashion, home décor, and lifestyle product categories.

Headquartered in Austin, Texas, Shop LC reaches approximately 80 million U.S. households via live high-definition programming offered 24 hours a day, seven days a week, 365 days a year.



"The performance increases we have seen so far with Yottaa have been outstanding and far greater than our previous content optimization solution."

Vineet Vashisht, Chief Technology Officer, Shop LC