



DON'T LET Top Offending 3rd Parties Slow Down Your eCommerce Site THIS HOLIDAY SEASON

Retailers are preparing for the holiday rush earlier and earlier each year.

Most brands start planning for the holiday season in September¹



Nearly 40% of those brands plan to start 1-4 months earlier in 2019

¹ 2018 Holiday eCommerce Plans Survey - BigCommerce

What is the focus of 2019 Holiday Planning?

40% of retailers rank site stability and performance as their biggest business concern this holiday season.²

★ SITE STABILITY

★ PERFORMANCE

And that makes sense, because in order for retailers to meet shopper expectations, they are adding more and more 3rd party technologies, such as:

LIVE CHAT

PERSONALIZATION

CUSTOMER REVIEWS

...even if it means they lose some control over the speed and performance of their website due to heavier pages.

66% of surveyed shoppers ranked product reviews and ratings as the online features that make shopping most enjoyable.³



² 2018 Holiday eCommerce Plans Survey - BigCommerce

³ 2019 RSR Report - YOTTAA

eCommerce sites are adding more and more 3rd parties...



50% growth in the number of 3rd party calls per page from 2017 to 2018

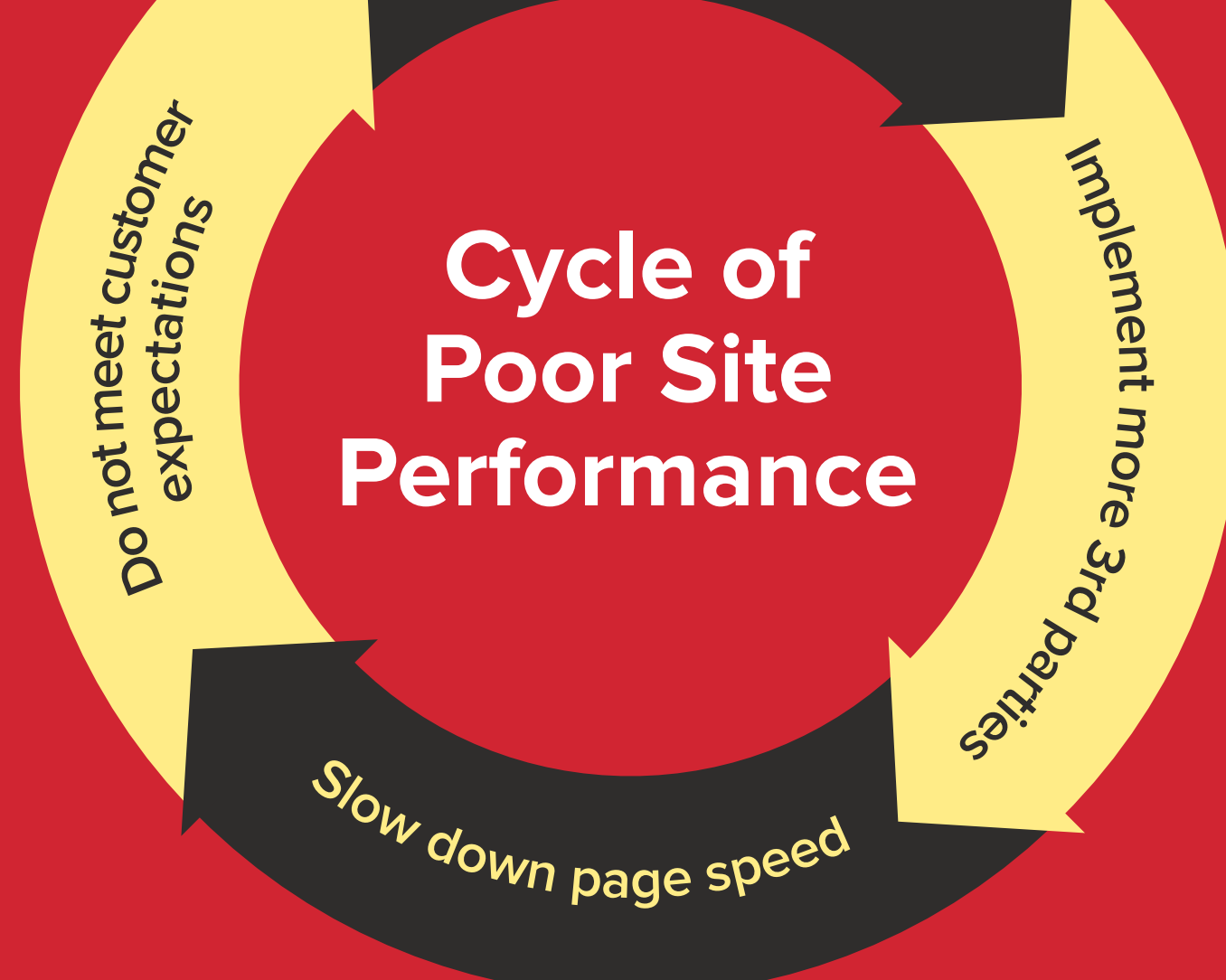
The average eCommerce site has

40-60

3rd Parties⁴



⁴ 2018 3rd Party Index - YOTTAA

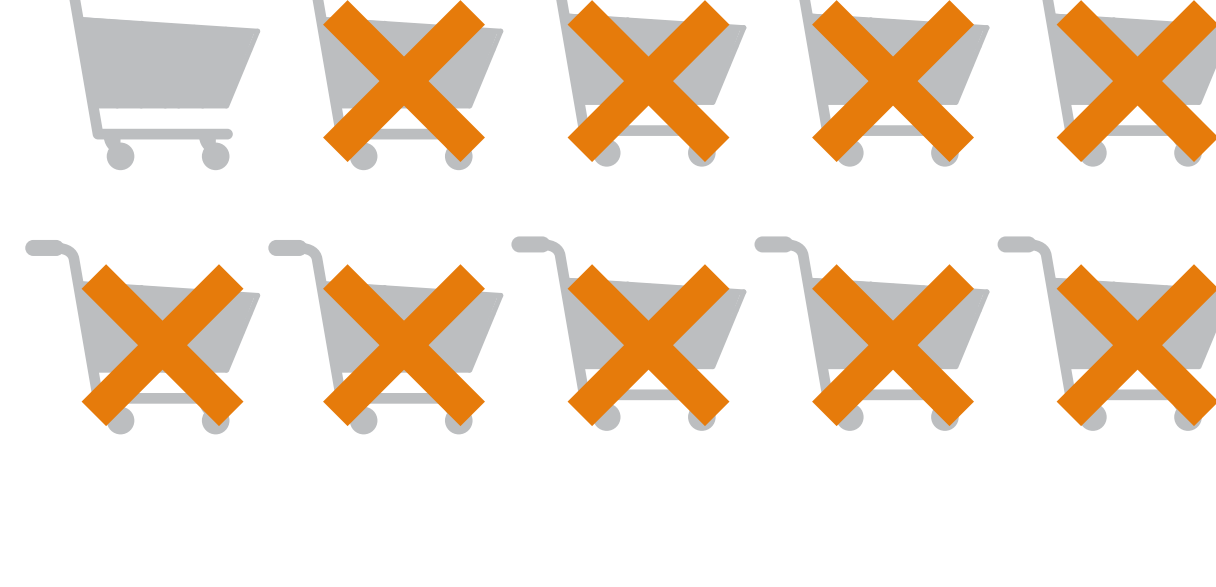


Unfortunately, 75% or more of page load times are attributed to 3rd party features meaning these technologies can have a **negative impact** on your site speed, even though you need them.

How much of an impact?



3rd parties caused delays of 4.2 seconds per page during the 2017 Cyber 5 Holiday. Yikes!



90% of respondents said they've left a site because it did not load in the expected time. That's a lot of lost sales.



The 3 Second Rule

After waiting 3 seconds for a page to load, 66% of shoppers will leave the site. According to Walmart and Amazon, every second after the 3 second mark costs retailers up to 7% in conversion.

Which technologies have the worst impact?

In reality, any 3rd party technology can cause an unexpected issue with your site at the worst time.

But which technologies are the top offenders? Because YOTTAA measures the saturation and usage of individual 3rd parties across our entire client base, we've made a list for you separated out by category:

Personalization

	Dynamic Yield
	Evergage
	Fullstory
	Google Translator
	Jivox
	Moveable Ink
	MyBuys (Magne+IC)
	Rich Relevance
	Salesforce CQuotient

Tag Manager

	Adobe Tag Manager
	Ghostery

Customer Reviews

	Bazaar Voice
	Power Reviews
	Turnto

Ad Tech

	Adroll
	AdSafe
	App Nexus
	Casale Media
	Google Ads
	Google Syndication
	KruX
	Moat
	OpenX
	Rubicon Project
	ShopperRunner
	Smarter Remarketer
	spotxchange.com
	Steelhouse
	WebCollage

Social Media

	Instagram
	Photorank

WARNING: Do NOT get rid of these technologies!

Although they slow down page speeds, you should not remove them — your online shoppers want them! But you should understand the performance impact of these technologies and apply optimizations that will speed up overall load times.

You don't have to live with the negative performance impact of 3rd party technologies. Get a free analysis of your 3rd parties with a Yottaa performance expert today.

GET FREE ANALYSIS

YOTTAA