

# YOTTA



# BOLL & BRANCH™

## Challenge

Boll & Branch recently launched a new redesign of its eCommerce website. Realizing slow site performance has a serious impact on online conversions, the company evaluated several web performance optimization solutions prior to the redesign launch to make sure the site loaded as fast as possible.

## Solution

In order to evaluate Yottaa, Boll & Branch moved its site into bypass for a few days and began a trial of Yottaa's Rapid CTRL solution. For all of the solutions evaluated for its web performance project, Boll & Branch set aggressive performance and conversion success criteria metrics. Yottaa easily surpassed these metrics as Boll & Branch experienced a **21% improvement in site speed** and a **11% conversion increase** through Yottaa.

## Snap Shot: Boll & Branch

Boll & Branch launched in January 2014 by a former third grade teacher, Missy Tannen, and her husband, a former Wrigley and Kraft Foods exec, Scott Tannen, who self-funded the venture. The company, which is headquartered in Summit, New Jersey, manufactures and sells luxury bedding products, including organic cotton bed linens, blankets, and bath towels. The majority of Boll & Branch sales are through its website. The company also has a brick & mortar store in New Jersey and sells its products in select retail stores, such as Nordstrom.



*"Fast site speed was a critical success factor for our recent eCommerce site design. Through Yottaa we were able to speed up site performance by 21% and this led to a significant conversion uplift."*

Hugh Hunter, Chief Technology Officer, Boll & Branch

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