

YOTTAA

e.l.f.

Challenge

As a digitally-native brand, it is critical that e.l.f. Cosmetics' website is engaging and highly performant. In order to ensure that its sophisticated website pages, which include many 3rd party technologies and high resolution images, load as quickly as possible, e.l.f. Cosmetics recently evaluated multiple web performance optimization solutions.

Solution

In its evaluation of Yottaa's eCommerce Acceleration Platform, e.l.f. Cosmetics ran half of its live traffic through Yottaa and half through its standard environment. During the trial e.l.f. Cosmetics saw a **27% improvement in site speed and a 3.5% lift in conversion** using Yottaa. Following the trial, the company purchased the Yottaa platform and rolled it out across all of its eCommerce sites.

Snap Shot: e.l.f. Cosmetics

e.l.f. Cosmetics is a leading cosmetics brand based in Oakland, California that makes high-quality, prestige-inspired cosmetics and skin care products offered at an extraordinary value. Founded in 2004, the company sells color cosmetics and skin care products, including professional tools, eyeliner, lipstick, glosses, bronzers, brushes, and mascara, among other items. e.l.f. Cosmetics' products, which are 100% vegan, are sold online and in 17 countries in retail stores including Target, ULTA, and Walmart.



"e.l.f. Cosmetics has a young customer base that demands very fast online interactions. With Yottaa, we can ensure fast site performance while enhancing shopper experience by being able to add more dynamic digital elements to our site."

Ekta Chopra, Vice President of Digital, e.l.f. Cosmetics

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