

YOTTAA

CUSTOMER CASE STUDY

TULA

SKINCARE

CHALLENGE

TULA Skincare is a "mobile first" retailer with more than 80% of its online traffic coming from mobile devices. In order to provide its mobile shoppers with rich, engaging experiences, TULA has added many 3rd party technologies to its site. Unfortunately, these 3rd parties were causing slow page loads resulting in poor mobile and desktop experiences for the brand's customers.

SOLUTION

With a goal of providing its shoppers with both fast site performance and awesome experiences, TULA recently evaluated several digital optimization solutions, including Yottaa's RAPID CTRL. During a two week trial with Yottaa, TULA saw immediate improvements in site speed: **32% on desktop on 29% mobile**. Following its full deployment of RAPID CTRL, TULA has seen higher conversions due to faster page loads. And since TULA has a small tech team, Yottaa's ability to "set it and forget it" has enabled the company to focus on other things than site performance.

SNAPSHOT: TULA SKINCARE

TULA, which means "balance" in Sanskrit, is a leading skincare brand built on the power of probiotics and superfoods. The company believes that the same ingredients which are good for your body are also great for your skin. TULA Skincare focuses on helping people be healthy, not perfect, and feeling confident in the skin they're in. It is committed to bringing clean, clinically-proven, and effective skincare to the market, and relies on research to determine which ingredients it does and does not include. TULA, which is available on tula.com, at Ulta Beauty, and in selected Nordstrom and Neiman Marcus stores, is proudly cruelty free. The company is headquartered in New York City.

eCommerce Platform: Shopify



"Discovering the value of Yottaa was simple. We started with an easy install of RAPID inSITE, which provided granular details about our 3rd party inventory and overall site performance. We then upgraded to RAPID CTRL and our site is now 30% faster and converting better than ever."

Ilan Levine, Head of Technology & Digital Product
TULA Skincare

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