

CHALLENGE

Briogeo is a clean and conscious hair care brand for all hair types and textures. In preparations for the holidays, BVA, Briogeo's digital commerce agency, recommended a full audit of the brand's site performance with a goal of improving speed and overall user experience across all devices. Going into this project, success criteria had been set to an overall site performance improvement of 20%, which would lower the average page load time to 3 seconds.

SOLUTION

After a thorough audit of all the digital elements that might be impacting Briogeo's site performance, BVA recommended that the brand implement RAPID CTRL, Yottaa's acceleration technology. During its trial with Yottaa, Briogeo saw a **32% improvement in overall site performance**, reducing page load time from 5 to 3 seconds. With its site fully optimized for speed, Briogeo is ready for a successful and prosperous holiday season.

SNAPSHOT: BRIOGEO PLATFORM: SHOPIFY

Briogeo is the brainchild Nancy Twine, who left behind a successful Wall Street career to pursue her passion as a natural beauty entrepreneur. Nancy merged her worlds to create Briogeo, calling on her childhood experiences making high quality, homemade natural hair care with her grandmother on their West Virginia farm, and her current urban lifestyle in the East Village. Briogeo is inspired by New York City's vibrant culture, effervescent art scene and core values, which reflect an appreciation for individuality, positivity and transparency - "Brio" meaning "vibrant and full of life" in Italian, and "Geo" meaning "of Earth and nature," which represents the pure, yet potent, recipes of each formula.



"After implementing Yottaa's RAPID CTRL, our average site speed improved dramatically and now provides a superior shopper experience. We anticipate that this will result in higher conversions."

Chauncey Twine, VP of eCommerce
Briogeo