

YOTTAA



CHALLENGE

In order to maximize conversions during the holiday shopping season, Boden wanted to boost site speed by gaining greater visibility and control over the many 3rd party technologies on its sites. After changing its site speed metric from viewable to shoppable, Boden realized the 3rd party challenge couldn't be solved with the company's tag manager and decided to evaluate other solutions. Nicola Huet, Boden's Digital Director, who had used Yottaa to optimize 3rd party tech loading at her previous position at Ralph Lauren, arranged for a trial of Yottaa's RAPID CTRL.

SOLUTION

Once RAPID CTRL was live, Boden had full visibility into the performance of all 3rd parties on its site, and through Yottaa's Application Sequencing technology, was able to significantly speed up 3rd party loading. As a result, Boden saw a **20% improvement in site performance and a 1.7% lift in conversion**. Huet was particularly happy with the improvement in critical new visitor conversions Yottaa was able to generate. Boden is now deploying RAPID CTRL across all of its global sites.

SNAPSHOT: BODEN PLATFORM: HOMEGROWN

Renowned for its bright, patterned clothes and quality, casual basics, Boden was founded by Johnnie Boden in 1991 as a mail-order business. While still retaining its traditional catalogue, the omnichannel retailer now has a flagship store on London's King's Road and concessions in select John Lewis stores across the UK. However, 95% of trade takes place online across the UK, Germany, Austria, France, Australia and the US. Boden has more than 1000 employees creating clothes that are timeless and tasteful, British and bold. The results are impressive; Boden's business generates £350 million annually, with more than 1.7 million customers worldwide. Boden's winning formula? Fun + Style = Joy.



"We know that site speed drives conversion so speeding up the loading of 3rd parties on our site was critical. Yottaa made this possible resulting in a significant lift in conversion. We look forward to working with Yottaa to explore other ways it can optimize all of our global sites."

Nicola Huet, Digital Director
Boden