

YOTTAA

LIFE IS GOOD®

CHALLENGE

Much of Life is Good's tremendous success comes from the strong relationships the brand has built with its customers. From the start, the company has received rave reviews from customers who found strength, simple wisdom, or a much-needed laugh in its products. However, one area where customer interaction was sub-optimal was Life is Good's website, which had slow page load times. With a small technical team and multiple ongoing internal projects to drive digital growth, the brand decided to evaluate external digital optimization solutions to speed up its site and enhance online customer experiences.

SOLUTION

Following a recommendation from its digital agency, PixelMedia, Life is Good began a trial of Yottaa's Super Accelerator. During the trial, Life is Good experienced tremendous results including a **30% speed increase** and **2.4% conversion lift** (resulting in \$1.6 million more revenue annually). In addition, Super Accelerator provided the retailer the ability to add more 3rd parties to its site to further drive digital growth, as well as much tighter security controls.

**SNAPSHOT: LIFE IS GOOD
PLATFORM: SALESFORCE
COMMERCE CLOUD**

In 1994, after five years of less-than-stellar sales and just \$78 left to their names, brothers Bert and John Jacobs designed their first Life is Good t-shirt—and discovered how those three simple words could help people to focus on the good. Over the years, Life is Good has expanded its product line from T-shirts and caps to a full line of apparel for men, women, and children, as well as an increasing number of accessories categories. Today, the brand offers over 900 different items in 14 categories, sold online via the company's website, and in approximately 4,500 retail stores in the U.S., and 30 countries around the world. Life is Good is headquartered in Boston, MA.



"In evaluating Yottaa, we set very aggressive site speed and conversion goals in order to justify the investment. Yottaa easily beat those goals and provided additional value in terms of security, anomaly detection, and complete visibility into the performance of all site elements."

Jonathan Herrington, Director, eCommerce Technology
Life is Good