YOTTAA

# Faster Health & Beauty eCommerce Sites with YOTTAA

eCommerce is growing rapidly with online sales now accounting for 21% of total purchases. This is especially true for health and beauty brands as self-care is at the top of many shoppers' minds. In fact, the beauty and personal care online market is predicted to surge to 48% in the United States by 2023. Shoppers are looking for a way to relax, take care of their bodies, and feel confident about

their appearance (even if they aren't leaving the house very much), making it no surprise that these types of brands are experiencing significant spikes in online traffic.

This influx of online shoppers means site performance is more important than ever before, as customers are expecting a seamless transition between in-store and online shopping.

21%
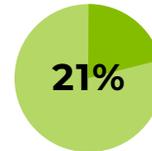
Online sales now account for 21% of total purchases
Digital Commerce 360

48%
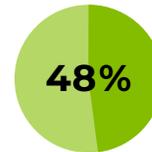
By 2023, beauty and personal care online purchases predicts to surge to 48%
Common Thread Co.

---

e.l.f.
eyes lips face

"

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

WATCH THE VIDEO HERE ▶

SITE PERFORMANCE CHALLENGES

Health and beauty brands are often digitally-native or mobile-first companies, meaning it's critical that their sites are highly engaging and performant. Features like high-resolution images (which allow shoppers to view the texture and color of the product) and advanced technologies like augmented reality and virtual try on (which enable customers to visually test products on their skin tones) are a must have for these brands. Yet these features, along with other 3rd party technologies, such as reviews and live chat functions, can have a significant negative impact on site speed. Shoppers often spend a lot of time researching health and beauty products before purchasing and they will not be willing to spend more time waiting for slow pages to load. This means that health and beauty brands need to deploy a solution that allows them to balance the shopper experience against site performance.

- Site performance challenges
- Rich, high-res images
- Advanced technologies like AR/virtual try on
- Mobile-first/digitally native approach

- Lots of 3rd party technologies – Personalization, Reviews, Live chat
- Consumers often research products and won't wait for slow loading pages

SOLUTION

The YOTTAA eCommerce Optimization Platform helps 1,500+ eCommerce sites, including e.l.f. Cosmetics, GNC, Tarte Cosmetics, Burt's Bees, and The Vitamin Shoppe, improve site speed resulting in higher conversion rates and better shopping experiences. YOTTAA's technology provides health and beauty brands with the power to analyze, optimize, control, and secure the performance of all 3rd party technologies, high-resolution images, and other dynamic content on every page, browser, and device. Through YOTTAA, online brands gain greater visibility and control over all site elements that impact site speed and performance, allowing them to quickly identify and remedy performance problems before they impact shoppers.

YOTTAA in Action

e.l.f.
eyes lips face

As a digitally-native and leading cosmetic brand, it's critical that e.l.f. Cosmetics' website is engaging and highly performant. In order to ensure that its sophisticated site pages, which include many 3rd party technologies and high-resolution images, load as quickly as possible. **YOTTAA helped e.l.f. Cosmetics achieve a 27% improvement in site speed and a 3.5% lift in conversion.**

27% Improvement in Site Speed

3.5% Lift in Conversion

Check out the full story here

GNC
LIVE WELL

As the leading retailer of performance and nutritional supplements, GNC prides itself on its exceptional innovation and product development capabilities. As a result, the company has a very sophisticated website built on the Salesforce Commerce Cloud eCommerce platform. However, with a large number of high-resolution images and 3rd party eCommerce technologies, GNC found that heavy website pages were slowing down page load times.

GNC uses YOTTAA to gain full visibility into how its website is currently performing and how 3rd parties and other site elements are impacting page load time. **GNC experienced a 30% improvement in site speed and a considerable conversion increase through the YOTTAA platform.**

30% Improvement in Site Speed

Here are just a few of the health & beauty brands that rely on YOTTAA to speed up their sites:

ANCIENT NUTRITION   TULA   BRAMBLE BERRY HANDCRAFT PROVISIONS   Bring the Salon Home KISS   CURRENTBODY THE BEAUTY DEVICE EXPERTS   Physician's CHOICE   YOUTH TO THE PEOPLE

Puritan's Pride   JOY ORGANICS   tarte high-performance naturals   BURT'S BEES   THE VITAMIN SHOPPE   VANITY PLANET   e.l.f. eyes lips face

Briogeo   NUTRAFOL   Bath & Body Works   UMZU   1800contacts   ALL ABOUT VISION   SAKARA EAT CLEAN EAT WHOLE

How is your health and beauty site performing?

Find out today with a personalized site performance snapshot report!

YOTTAA