

YOTTAA

Faster Home Goods eCommerce Sites with YOTTAA



“ We're seeing 40% to 43% site improvement since we've started working with YOTTAA ”

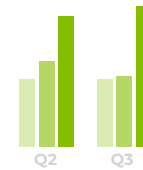
The Company Store

Now more than ever, shoppers are focused on making their home their personal oasis. Across the home furnishings industry, a survey conducted by [Furniture Today Strategic Insights](#) found that consumer demand throughout the second and third quarters of 2020 reached record levels.¹ The same survey found that when it comes to sprucing up their homes during the pandemic, living rooms and bedrooms top the priority lists of the highest percentage of consumers.

The benefits of upgrading in comfort and style are undeniable. By spending so much time at home, it's natural for shoppers to want to make their houses more comfortable, take on organizing and

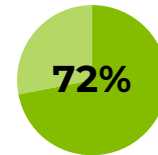
other home improvement efforts, not to mention gardening and patio projects as the weather becomes nicer. [According to a YOTTAA survey](#), 72% of the eCommerce leaders say their brands have experienced an increase in online traffic with home improvement/home goods seeing one of the highest levels of traffic growth.

As a result, the home furnishing industry is pushing towards digital innovation based on the demand for strong eCommerce-focused retailers. Aspects like fast page load time, fast site speed, and granular visibility and control of 3rd parties will determine which brands will be successful in this competitive arena and which will not.



The home furnishings industry saw record levels of consumer demand in Q2 and Q3 of 2020

[Furniture Today Strategic Insights](#)



72% of eCommerce leaders say their brands have experienced an increase in online traffic

[2020 eCommerce Leaders Survey](#)



Fast site speed was a critical success factor for our recent eCommerce site design. Through YOTTAA we were able to speed up site performance by 21% and this led to a significant conversion uplift.



Hugh Hunter, Chief Technology Officer, Boll & Branch

[READ THE FULL ARTICLE HERE](#)



SITE CHALLENGES

Lots of 3rd parties causing slow page loads

3rd parties are excellent for adding features such as live chat and personalization, which significantly improves the shopper experience. On the other hand, these 3rd parties can wreak havoc on sites, slowing down page load times and damaging first impressions with customers.

No visibility or control over 3rd parties

Visibility is fundamental in managing 3rd parties. Lack of deep insight into 3rd party performance and limited control over how they load onto a page, results in lower conversion rates and higher bounce rates.

High-res images

For most brands, high-res images play an integral part in delivering quality content to their sites. Today's home goods eCommerce sites need full visibility into how high-res images can negatively impact page load time and shopper experience.

SOLUTION

The YOTTAA eCommerce Optimization Platform helps 1,500+ eCommerce sites, including many home goods brands such as Brooklinen, The Container Store, and Ashley Furniture, enable faster websites with higher conversion rates and better shopping experiences.

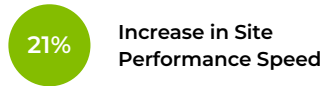
The home goods industry is innovating rapidly. Through its proprietary technology, YOTTAA can provide these brands with the power to analyze, optimize, control, and secure the performance of all 3rd party technologies, images, and other dynamic content on every page, browser, and device, all from a centralized portal. Through YOTTAA, home goods retailers gain greater visibility and control over all site elements that impact speed and performance, allowing them to quickly identify and remedy any issues before impacting shoppers.

YOTTA in Action



While luxury bedding retailer Boll & Branch sells its products in select retail stores, such as Nordstrom, most of the retailer's sales are through its website. Realizing slow site performance has a serious impact on online conversions, the company evaluated several web performance optimization solutions prior to their site redesign launch to make sure the site loaded as fast as possible.

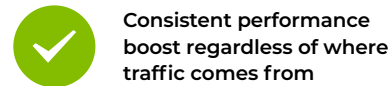
For all of the solutions evaluated for its web performance project, Boll & Branch set aggressive performance and conversion success criteria metrics. YOTTA easily surpassed these metrics as **Boll & Branch experienced a 21% improvement in site speed and a 11% conversion increase.**



[Check out the full story here](#)



YOTTA helped The Company Store maintain an optimal customer experience despite a big traffic surge over the past year. "We're seeing **40% to 43%** site speed improvement since we started working with YOTTA" Corinne Bentzen, CEO of The Company Store said. Noting that **60%** of traffic to the site comes from mobile devices, she added that the performance boost is the same whether the visitor comes from mobile or desktop.



Ashley HomeStore is a furniture store chain that sells products at over 800 store locations and online at ashleyfurniture.com. With a multitude of 3rd party tech on the Ashley Furniture site, these elements were significantly slowing down page load times. Through YOTTA, the retailer was able speed up pages by 23% and increase conversion.



Here are just a few of the home goods brands that rely on YOTTA to speed up their sites:



How is your home goods site performing?

Find out today with a personalized site performance snapshot report!

YOTTA