

YOTTAA

Faster & More Secure Sports & Footwear eCommerce Sites with YOTTAA

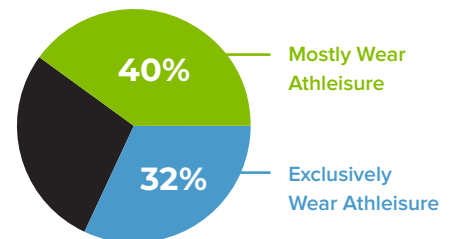


Now more than ever, consumers are itching to get outdoors, and they're turning to eCommerce as a fast, engaging, and convenient way to get the gear they need. The outdoors has become a safe place for people to escape. As a result, shoppers are shifting away from high-end clothes and are adopting athleisure and casual sports clothes that are better suited for their everyday activities and work-from-home environments.

According to Fashionista, [an estimated 40% of consumers](#) report mostly wearing athleisure and 32% report wearing sweats all day every day.¹ With this uptick in athleisure, shoppers are depending more and more on retailers and their eCommerce

presence to buy apparel and footwear products. The last thing these active shoppers want to do is waste time inside their houses, waiting for your site to load.

However, higher online traffic can cause issues for site security. For example, many footwear brands launch shoe drops, or limited-edition product releases, which can quickly become a feeding ground for malicious bots. For example, a hoarding attack is when bots lock up products in carts, artificially depleting availability, frustrating customers and reducing sales. Bots can also grab all the products and attempt to resell them at a profit.



Popularity of Athleisure wear

[Fashionista Survey](#)



"There's no denying the value. We put YOTTAA in place and saw a 30% increase in site speed and we are now consistently converting twice as much, which is mind blowing."

Jenna Posner, VP Digital, Snipes USA

[READ THE FULL ARTICLE HERE](#)

LIFE IS GOOD®

"In evaluating YOTTAA, we set very aggressive site speed and conversion goals to justify the investment. YOTTAA easily beat those goals and provided additional value around security and visibility into the performance of all site elements."

Tom Hassell, Vice President of eCommerce, Life is Good

[READ THE eBook HERE](#)

SITE CHALLENGES

Slow Site Performance (lots of 3rd parties & high-res images)

The average eCommerce site has 40-60 3rd party technologies. These 3rd parties such as personalization and ratings and reviews improve shopper experience, but can also slow down page load times. This is also the case with high-res images.

Bots and Malicious Traffic

Not all traffic is good. One of the things that YOTTAA sees given our visibility into site traffic on over 1,500 eCommerce sites, is that **40% of internet traffic is bots** — and sometimes even more per site. Bots create a drain in resources and skew site data but can also be very harmful by stealing site information, products (like during shoe drops), and shopper data, among other things.

Responsive Web Design

Sites not optimized for mobile lose a significant advantage in shopper satisfaction and conversion. If shoppers have trouble navigating a site, they will leave without visiting any other pages, resulting in high bounce rates and lost revenue.

SOLUTION

The YOTTAA eCommerce Optimization Platform helps 1,500+ eCommerce sites, including Asics, Snipes, Shoes.com, Life is Good, Callaway, Allbirds, Ugg, and Moosejaw, have faster websites with higher conversion rates and better shopping experiences. YOTTAA is on the forefront of helping sportswear retailers optimize their digital channels. YOTTAA provides sports and footwear 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 managed from a centralized portal. Through YOTTAA, online sports and footwear 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



Shoe and sportswear retailer SnipesUSA.com had seen a massive increase in online traffic during the pandemic from a ton of buzz they had built up through marketing. As a result, Snipe's traffic grew 300% year over year on average. Jenna Posner, the VP of Digital for Snipes, knew the importance of the brand's shoppers experiencing a fast site and fully understood the correlation between site speed and conversion rate.

YOTTAA has helped Snipes speed up its site by 30%, double conversion rate, prioritize the loading of site content, optimize its 3rd party site technologies, and secure and manage traffic. [Watch the Video.](#)



LIFE IS GOOD®

A leading apparel retailer that sells t-shirts, hoodies, sweat pants, activewear, and other casual clothing items and accessories, much of Life is Good's tremendous success comes from the strong relationships the brand has built with its customers. 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.

During its trial of YOTTAA, Life is Good experienced tremendous results including a 30% speed increase and 2.4% conversion lift. In addition, YOTTAA 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.



Here are just a few of the sports and footwear brands that rely on YOTTAA to speed up their sites:



How is your sports and footwear site performing?

Find out today with a personalized site performance snapshot report!

YOTTAA