

YOTTAA

Better Performing eCommerce Apparel Sites with YOTTAA



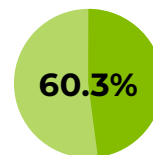
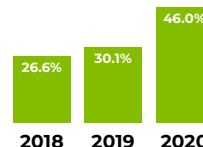
Online apparel sales have been trending upward and hit an all-time high in 2020. The closure of brick-and-mortars due to the COVID 19 pandemic, combined with dressing rooms remaining off-limits even after stores re-opened, spurred the popularity of buying clothing online. [Online apparel sales in the U.S. totaled 46.0% of total U.S. apparel sales in 2020, up from 30.1% in 2019 and 26.6% in 2018.](#) And it appears that this upward trajectory will continue. [Estimates project](#)

[that by 2024, 60.32% of apparel, footwear, and accessory sales will be digital.](#)

The increase in online shopping means site performance is more important than ever before. Shoppers have grown savvier and expect an engaging, efficient, and secure digital experience. These expectations are a big challenge for eCommerce brands in general, but the demands on apparel retailers are even greater.

Online apparel sales in the U.S.

[Digital Commerce 360](#)



It's estimated that by 2024, 60.32% of apparel, footwear, and accessory sales will be digital.

[Common Thread Co.](#)

Boden

"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

After on-boarding RAPID CTRL, Boden saw a 20% improvement in site performance and a 1.7% lift in conversion.

[READ THEIR FULL STORY](#)

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

During a trial of Super Accelerator by YOTTAA, Life is Good experienced a 30% speed increase and 2.4% conversion lift. 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 increase security controls.

[READ THEIR FULL STORY](#)

THE eCOMMERCE CHALLENGE: FEATURES VS SPEED

Features like high-resolution imagery which allows shoppers to view the texture and color of clothing, and advanced technologies like augmented reality and virtual try-on are a must have for eCommerce apparel brands. Shoppers want to be comfortable with product quality and know that their purchases will fit well. Add in modern 3rd party technologies like live chat, personalization, reviews, etc. and page load times can be reduced dramatically.

The [Apparel benchmark data](#) now available on the [Site Speed Standard](#) proves that page load time is a critical factor in increasing conversion rates and decreasing bounce rates. Even a 1 second decrease in page load time can make a big difference in a brand's bottom line. Should brands sacrifice performance for features or choose speed over shopper experience?

THE SOLUTION: BRANDS CAN OFFER BOTH

The YOTTAA eCommerce Optimization Platform helps 1,500+ eCommerce sites, including Ralph Lauren, J.Crew, Express, Indochino, Theory, Bombas, J.Jill, Loft, Carter's, Boden, and more improve site speed resulting in higher conversion rates and better shopping experiences. YOTTAA's technology provides eCommerce apparel 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



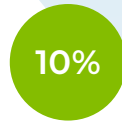
The complexity of Carter's multiple eCommerce websites, each with a multitude of 3rd party technologies and high-resolution images, resulted in slow page load speeds. Understanding that website performance has a direct impact on online conversions, Carter's evaluated solutions to improve desktop and mobile site speed for all its sites.

In its evaluation of YOTTAA's eCommerce Acceleration Platform, Carter's ran a two-week trial where it split live site traffic between YOTTAA and its standard infrastructure. During the trial Carter's, which runs on the Salesforce Commerce Cloud eCommerce platform, saw significant site performance and business metric improvements, including a 27% decrease in web page loading times and a 10% conversion rate increase.

The split traffic trial provided Carter's with a significant decrease in page load time and increases in conversion rates. The Carter's team saw the link between site speed and online success. Additionally, these performance enhancements rendered a better user experience for Carter's customers. YOTTAA's Acceleration Platform continues to be paramount to Carter's site speed and overall online success.



**Improvement
in Site Speed**



**Lift in
Conversion**



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



EXPRESS

carter's

fullbeauty

RALPH LAUREN

LANDS' END

Laura

TILLY'S

FASHIONNOVA

LOFT



Tommy John

J.Jill

Buckle

JOCKEY

INDOCHINO

Boden



GARAGE

DXL

Theory

ANN INC.

TOAD&CO

knix

Hanna Andersson

BOMBAS

BANDIER

BELSTAFF

J.CREW



DU/ER

felina

bebe

LIVELY

vuori

Saks Fifth Avenue

WINDSOR

PETER MILLAR
COLLECTION

chubbies

OSHKOSH
Boys

CLUB MONACO

LOU GREY

How is your
apparel site
performing?

Find out today with a personalized
site performance snapshot report!

YOTTAA