YOTTAA

RAPID CTRL for Faster eCommerce Sites

eCommerce brands rely on 3rd party technologies, high-resolution images, and custom code to offer shoppers feature-rich and engaging online experiences. Although these technologies are necessary to attract and retain site traffic, 3rd parties slow site speed way down and negatively affect conversion rates.

RAPID CTRL by YOTTAA solves this problem. Using patented application sequencing, Rapid CTRL optimizes 3rd party technologies and high-resolution images making the average eCommerce site 33% faster and offering brands up to a 20% lift in conversion rates.

RAPID CTRL lets eCommerce brands use all the 3rd parties they want without sacrificing site speed.

How does RAPID CTRL work?

RAPID CTRL is a robust eCommerce acceleration solution that analyzes, optimizes, and controls all browser-based elements on your eCommerce site. It increases site speed and protects against 3rd party performance anomalies with the following:

- Uses patented 3rd Party Application Sequencing to ensure that 3rd parties are loaded in the best order for optimum site performance.

- Optimizes high resolution images and uses tag-based lazing loading to fast load times.

- Monitors site performance with 13 different metrics including Core Web Vitals (CWV), and drills down by device, browser, connection speed, and page categories to determine performance inconsistencies.

- Pinpoints performance or JavaScript issues down to the page and resource level with diagnostic data.
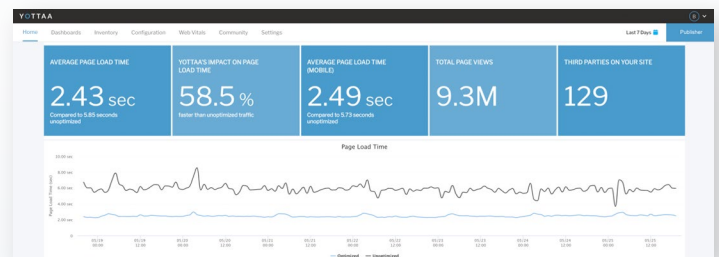
- Provides real-time alerts with anomaly detection.

- Inventories all 3rd parties with performance analysis.

- Discovers the optimum site-speed range for the highest conversion rate with **Conversion Zone**.

RAPID CTRL lets eCommerce brands offer online shoppers the features they expect like personalization, chat, and customer review without pushing page load times over the 4 second mark where shoppers are more likely to bounce. In fact, data shows that when pages heavy with 3rd party technologies are optimized, they load 2 seconds faster than their lightweight counterparts. This is valuable on category pages and product detail pages because when pages load faster, shoppers consume more pages, allowing brands to show them more of their product line. Additionally, when page load times decrease by just 1 second, conversion rates rise by nearly 6% on both desktop and mobile devices; conversely, bounce rates decrease 11.7% on desktop devices and by 9% on mobile devices.
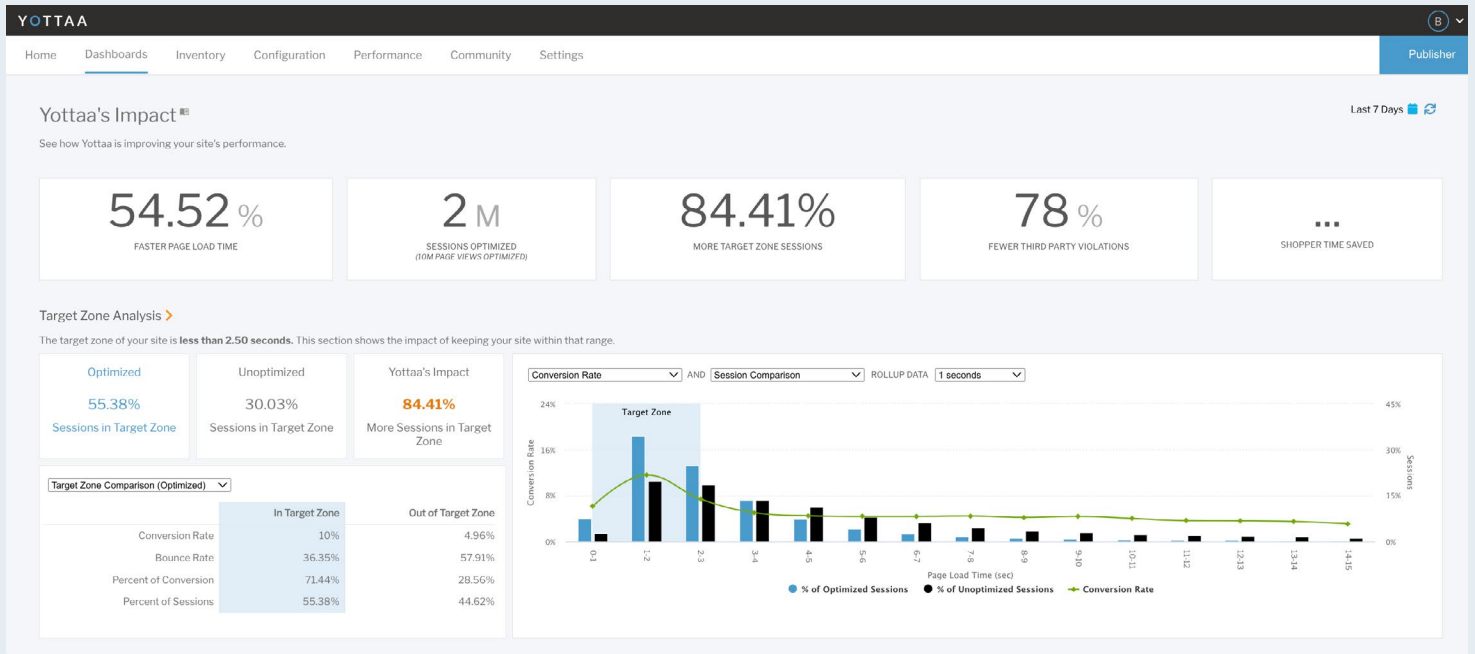
Conversion Zone is a YOTTAA solution that helps eCommerce brands determine the site speed where their individual site traffic is likely to convert. The image above reveals that this brand's conversion zone is below 2.5 seconds. It also shows that when YOTTAA is optimizing the site there's nearly an 85% increase in shopping sessions that occur in the target zone timeframe.

What's Next

YOTTAA's patented application sequencing, actionable analytics, and image optimization speed up eCommerce sites, deliver a superior digital experience, and increase conversion rates within just a few hours of installation. See how your brand can realize immediate speed gains with a FREE trial of RAPID CTRL.

LEARN MORE

These brands have already started their site performance improvement journeys with RAPID CTRL

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