YOTTAA

Conversion Zone

Get *your* brand's optimum site speed for better performance and more shopper conversions

The Wait is Finally Over!

Conversion Zone is a YOTTAA solution to help your eCommerce brand discover the site speeds that best convert shoppers to buyers. By analyzing your site traffic, Conversion Zone determines the page load times where conversion rates are highest. This data driven solution allows you to know how fast your eCommerce site should be to convert the maximum numbers of online shoppers.

It's no secret that fast page load times are key when it comes to increasing online retail sales; the **Site Speed Standard**, a data benchmark that analyzed data from over 250 leading eCommerce brands across 16 billion page views, reveals that saving just one second of page load time increases conversion rates by 5.6% and reduces bounce rates by nearly 12%.

But not every eCommerce site is the same which is why a personalized analysis is helpful. Brands have needs specific to their product line, market size, and vertical that dictate how their site is built and which technologies offer shoppers the best digital experiences. Different architectures and platforms, the use of video and images, the number of 3rd parties on a site, and unoptimized JavaScript all affect site speed.

With YOTTAA, brands leverage Conversion Zone to discover the site speed that converts best. A comparison of conversion rate, bounce rate, and conversion volume illustrates the impact of sessions being in the Conversion Zone.

	In Conversion Zone	Out of Conversion Zone
Conversion Rate	9.91%	5.24%
Bounce Rate	36.46%	56.55%
Percent of Conversion	70.46%	29.54%
Percent of Sessions	55.77%	44.23%

| Optimized	Unoptimized	Yottaa's Impact
55.77%	**29.14%**	**91.36%**
Sessions in Conversion Zone	Sessions in Conversion Zone	More Sessions in Conversion Zone

Once site speed optimizations are in place, users can see the percentage of sessions that are in the Conversion Zone for both optimized sessions and unoptimized sessions. YOTTAA provides an average page load time improvement of 30% so brands can be confident that they are offering shoppers a great digital experience and also maximizing revenue on their site.

The graph below reveals that this brand's Conversion Zone is below 2.5 seconds and compares the distribution of sessions optimized with YOTTAA vs. those that are unoptimized. It also shows that when YOTTAA is optimizing the site that there is a 91% increase in sessions that occur in the Conversion Zone time frame.
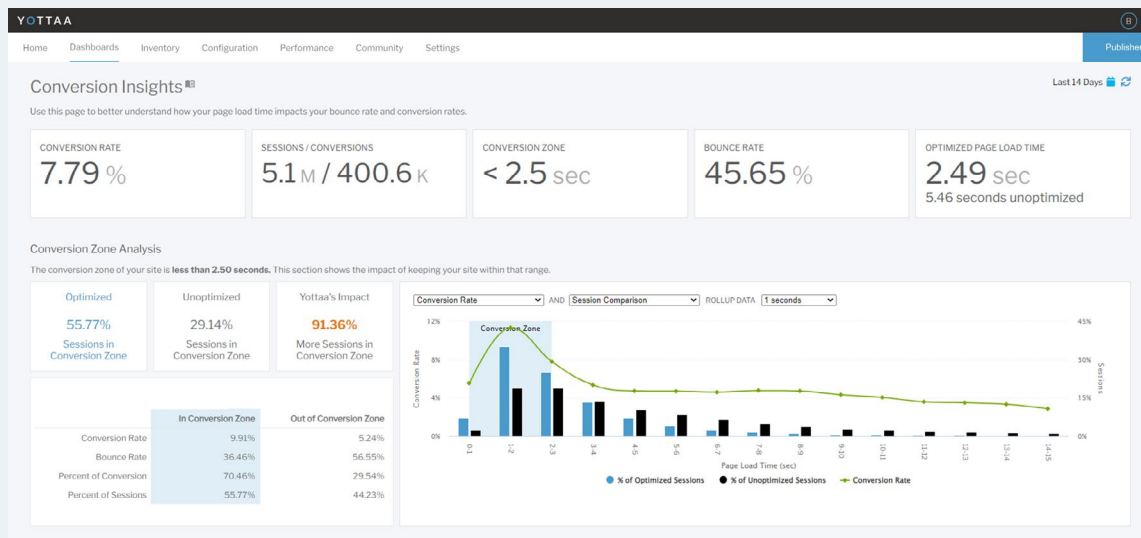
How Conversion Zone Works

Using an eCommerce site's onload metrics, Conversion Zone identifies the load time range where at least 60% of conversions take place and the cumulative conversion rate is highest. The cumulative conversion rate is calculated by taking all the conversions in a time range and dividing it by all the sessions in the same time range.

EXAMPLE (0 - 4 SECOND SESSIONS)

50	÷	1000	=	5%
CONVERSIONS		SESSIONS		CUMULATIVE CONVERSION RATE
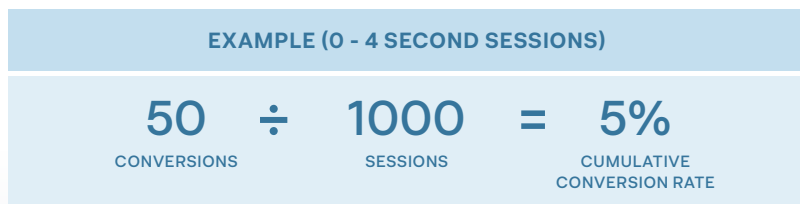
This method works well because it identifies the best converting site speed while accounting for significant volume on an eCommerce site.

> "While increasing online revenue is a top priority for eCommerce executives, many are struggling to make this a reality. YOTTAA's new Conversion Zone solution provides online brands with a customized, powerful tool to determine the exact page load time periods that result in the highest conversions."

RICH STENDARDO, CEO

YOTTAA

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

With Conversion Zone, eCommerce brands can be more confident in setting site speed goals that will convert more shoppers to buyers. Don't waste your customer acquisition dollars by just guessing! Start now with a FREE Site Performance Snapshot and an intro to the Conversion Zone!

YOTTAA

GET STARTED