







## Community Benchmarking

Discovering whether your website outshines or lags your competitors in terms of user experience is pivotal for directing your marketing, development, and customer engagement activity. YOTTAA dynamically tracks an array of key performance indicators across its entire clientele and delivers them as community benchmarks, providing a golden opportunity for comparison. These metrics include conversion and bounce rates, session numbers, and several page load time indicators. By comparing your website's speed with others in the same industry or using the same e-commerce platform, you'll unlock invaluable insights into your site's performance, empowering you to optimize and elevate your customers' experience.

Which communities' web sites are performing faster than yours?

-  Electronics
-  Food & Beverage
-  Apparel
-  Salesforce Commerce Cloud
-  SAP Hybris Commerce
-  Shopify

## How Does Your Site Rate?

Community Benchmarking is a capability built into YOTTAA to provide valuable insight and understanding of website performance. It allows you to view your website performance against an aggregate of other companies in select eCommerce sectors, or companies using some of the most popular platforms.

The Insights dashboard provides comparisons on key metrics covering number of Sessions, Conversion Rate, Bounce Rate, Session Depth, and Page Load Time. These metrics, particularly Page Load Time, when compared against other eCommerce communities and platforms give an indication of the potential influence on revenue generation from site visitors.

- **Conversion Rate**  
The rate at which your shoppers' sessions reach the order confirmation page.
- **Bounce Rate**  
The rate at which sessions end with only one page view.
- **Session Depth**  
Shows the average number of pages viewed per session.

### What is Page Load Time?

Page Load Time is an important indicator that can have a significant impact on website performance. The YOTTAA Community Benchmark dashboards enable you to compare your site against similar eCommerce communities, and eCommerce sites running on the same platform as you. This indicator uses the browser's Load metric, which is used by Google as part of their SEO algorithm. It influences customer satisfaction, which affects conversion and bounce rates, leading to an impact on potential sales.

#### Site Speed Impact

Click the chart legend to change the data set for each graph.

Site Speed Impact on Conversion Rate



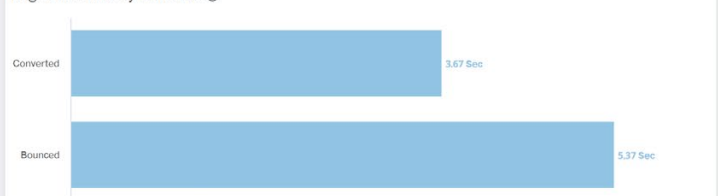
Site Speed Impact on Bounce Rate



Site Speed Impact on Session Depth



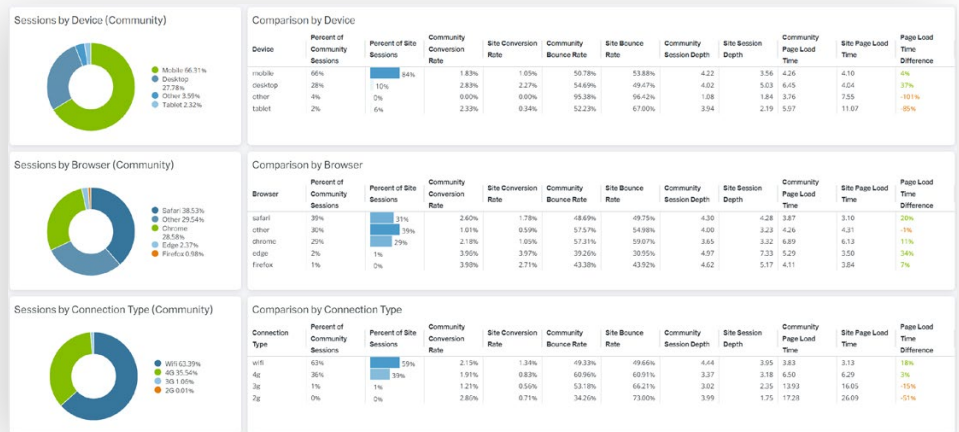
Page Load Time by Outcome



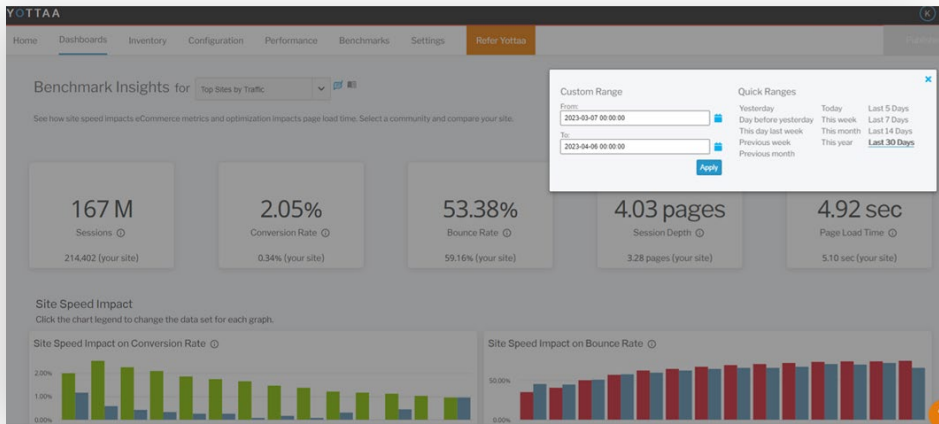
Site Speed Impact comparison for conversions, bounce rate, and session depth against a selected community.

Comparing how visitors access and use your site versus different communities is shown in a series of detailed charts. The charts breakdown the device type, browser type, and page category for several key metrics. Each metric is shown across the categories and lists your site numbers versus the chosen community group. The metrics listed in each table show sessions, conversion rate, bounce rate, session depth, and Page Load Time, providing a very granular understanding of your site and the community behavior.

Additional tables display the aggregated optimized, versus unoptimized data for the selected community group across the different categories of devices (desktop, mobile, tablet, other), browser (Chrome, Safari, Edge, Firefox, Other), and connection type (wifi, 4g, 3g, 2g).



Community comparison tables show Sessions, Conversion and Bounce rates and Site Session Depth across different categories.



Different time ranges available for Insight benchmarks.

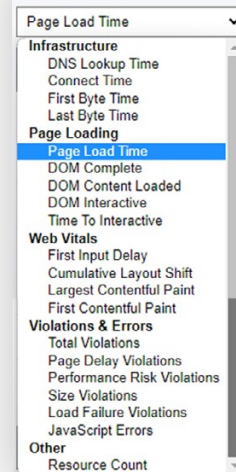
Two trend charts show community data for the similar categories of Page Load Time, Sessions, and Page Views in one chart, and conversion rate, bounce rate, and session depth in the second chart. The benchmark data can be viewed for different time periods using the list of predefined ranges or by setting custom dates.

Comparison data reports can be downloaded as required or scheduled to run and be sent out when ready. Output format varies depending on the data being looked at and can include TXT, JSON, HTML, CSV, PDF, or as PNG images, and others. Scheduling can be monthly, weekly, daily, hourly or every 10 minutes. Hourly and shorter can be set to run over specific time frames, longer reports can be triggered for a specific time of day. Scheduled reports can be sent out to email, SFTP, Webhook, or Amazon S3.

## Performance Dashboard

In the Performance Benchmark dashboard, other Key Insight information shows comparisons for the average number of third parties, the number of Page Delay Violations and the average number of violations. Many other metrics may be selected for comparison to allow different aspects of your site to be examined and understood more deeply. The Performance Benchmark dashboard has different categories of metrics including Infrastructure metrics such as DNS Lookup Time, and Last Byte Time; several Page Loading metrics show the Page Load Time, DOM Complete, DOM Interactive and Time To Interactive. The web vitals individual metrics may be compared, as well as different violations and JavaScript Errors which can be selected. Selecting any of these will populate three tables showing your traffic percentage versus the community. Community comparisons include your site performance versus the fastest, average, and slowest aggregate performance for the community.

### Metric Comparison



Metric Comparison Options Available.

The selected metric for comparison will be shown for your site's performance, versus the aggregate performance of the community groups selected, across three tables breaking down the device type, browser, and Page Category:

- **Device** – Desktop, Mobile, Tablet, Other, All
- **Browser** – Chrome, Safari, Firefox, Edge, Other, All
- **Page Category** – Cart, Category, Home, Landing, Product, Search, Order Confirmation, Other, All

BROWSER (.com / Top Sites by Traffic)	TRAFFIC %	YOUR SITE	FASTEST SITE	AVG PAGE LOAD TIME	SLOWEST SITE
Chrome	56.3/ 31.15 %	4.34 sec	> 2.19 sec	> 4.28 sec	< 8.69 sec
Safari	21.25/ 51.84 %	4.15 sec	> 1.64 sec	> 2.97 sec	< 4.55 sec
Firefox	4.01/ 1.19 %	3.71 sec	> 2.14 sec	> 3.19 sec	< 5.05 sec
Edge	0.02/ 0.11 %	4.03 sec	> 2.34 sec	< 4.30 sec	< 6.48 sec
Other	9.87/ 15.7 %	4.57 sec	> 2.35 sec	> 3.79 sec	< 6.29 sec
All	100/ 100 %	4.24 sec	> 2.10 sec	> 3.57 sec	< 6.40 sec

PAGE TYPE (.com / Top Sites by Traffic)	TRAFFIC %	YOUR SITE	FASTEST SITE	AVG PAGE LOAD TIME	SLOWEST SITE
Cart	1.8/ 7.04 %	3.79 sec	> 1.88 sec	< 4.51 sec	< 8.14 sec
Category	35.19/ 31.34 %	4.08 sec	> 1.83 sec	> 3.44 sec	< 6.47 sec
Home	2.59/ 9.14 %	3.89 sec	> 2.12 sec	< 3.83 sec	< 6.08 sec
Landing	3.32/ 4.47 %	3.08 sec	> 1.99 sec	< 3.62 sec	< 5.79 sec
Order-Confirmation	0.05/ 0.55 %	4.69 sec	> 2.40 sec	> 4.24 sec	< 6.36 sec
Product	28.22/ 35.31 %	4.93 sec	> 1.72 sec	> 3.50 sec	< 8.18 sec

Traffic and Site Speed comparison by Browser and Page Category

YOTTAA provides the ability to compare key metric information for your site with data gathered from different communities of over 1,500 optimized eCommerce sites. The data gathered is updated daily and aggregated into the 18 different community categories. The ability to gain in-depth insight into the wider eCommerce and platform communities allows more informed decisions to be made. Setting up regular reports and returning to the portal to review the data regularly will help understand changes to your site performance and the community, which may require further investigation.

### Third-Party Knowledge Base

The YOTTAA third-party Knowledge Base provides application details of all third parties implemented in the YOTTAA user community. It can be used as an excellent reference resource as it identifies which of the third parties are running on your site and the percentage of the user community that is also using the same third party. The category for each third party is listed, which allows a comparison to be made of what you are using, how many in the community are also using it, and what alternative third parties are available and being used in the same category. Each third party may be expanded to show more detailed information, including the hosts, application usage over the last year, and its Performance Index Rating (PIR). The PIR measures how much a third party negatively impacts site performance, categorized as high, medium, or low, so allowing a quick view of where the largest performance impact may be and what alternatives could be considered.

## Community Categories

### eCommerce

- Top sites by Traffic
- All Apparel
- Active Apparel
- Electronics
- Food & Beverage
- Footwear
- General Apparel
- Health & Beauty
- Home Products
- Jewelry
- Specialty & Sporting Goods
- Supplements

### Platforms

- Adobe Commerce
- Home Grown Platform
- Salesforce Commerce Cloud
- SAP Hybris Commerce
- Shopify
- Sitecore

Community benchmark information helps to understand what customers' experience and their visit satisfaction may be on your site versus other sites. It can also provide an insightful snapshot on areas which may not be performing as well as other similar companies. When comparisons are made with eCommerce platforms it provides an indication of what other users of that platform can achieve. While this is valuable information for marketing and business operations, it can also help focus development's investigation on enhancements for greater site performance optimization, and a better site visitor experience.