YOTTAA

Continuous Impact

There are many applications that undergo a trial or POC to determine their value. Once value is established and the application is put into production the visibility of that value is often no longer apparent. YOTTAA constantly validates the impact it is having on your website and provides a dashboard displaying several key metrics. By allowing you to see at a glance, the difference between the YOTTAA optimized site and the unoptimized alternative, it is easy to assess the continued value delivered for your company.

To have confidence in any solution, it is essential to verify its performance at any time and ensure it delivers on its promises. YOTTAA, as a reliable solution, continuously monitors its performance and provides its customers with the ability to view both optimized and unoptimized data for their websites. This level of transparency fosters shared confidence in the value of YOTTAA's services.

When put into production, YOTTAA runs a continuous test which allows it to determine and display the performance impact YOTTAA is having on a website. This is achieved by applying a page view split so that the majority of visitors to the site will have a fully optimized experience for their full session. Randomly, however, there will be a very small number of pages which will be unoptimized enabling measurements to be taken for both optimized and unoptimized performance. This means that if a visitor goes to an unoptimized page they will experience that page as if YOTTAA is turned off. This allows certain key indicators to be collected, compared, and displayed in the Impact Dashboard, without imposing any significant negative experience to visitors.

Top line indicators for optimized versus unoptimized performance are displayed so it is possible to immediately gauge the improvement. The indicators are over a selected time period and include:

- Percentage faster Page Load Time for optimized v. unoptimized pages – the amount of time it takes for a web page to fully load.

- The number of optimized sessions and page views over the selected timeframe.

- Percentage fewer third-party violations that occur – A third-party violation is when a third-party application takes longer than a defined time (in milliseconds) to load.

- The percentage increase in the number of sessions that land in the conversion zone – The conversion zone is the Page Load Time range where site visitors convert best (highest cumulative conversion rate and majority of conversions occur).

- Total amount of shopper time saved over the selected time period, and average time saved per session.

These measures are for the time period selected for analysis and can range from 'Today' to 'This Year' with 19 different quick ranges to choose from, and a custom range that can be specified.
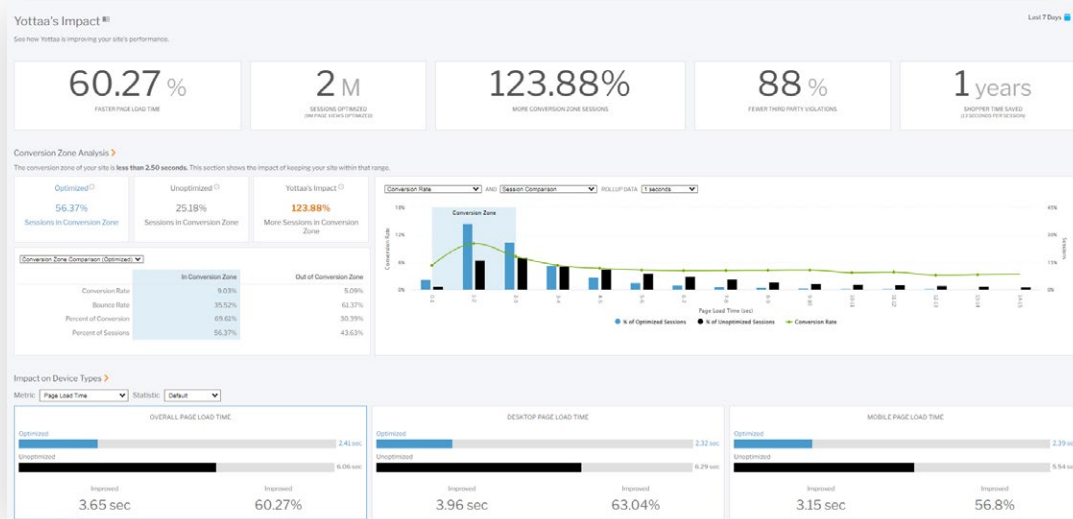
Regular monitoring of website performance is essential to gain valuable insights into the real impact of optimization. By consistently comparing metrics over time, businesses get visibility of the impact of website changes and traffic volume fluctuations. This enables informed decisions for further optimizations and improvements to their website's performance.

YOTTAA site impact with optimized versus unoptimized comparison for conversions and key metrics

To determine values for optimized versus unoptimized YOTTAA utilizes a 99/1 pageview split. This means that for every 100 pages viewed, 99 will be optimized and one will be unoptimized. Using a 99/1 ratio allows for a performance comparison to be made without having any significant impact on the visitor experience. The majority of pages viewed by any visitor will either be totally optimized, or they may encounter one unoptimized page.

While different ratios can be defined, to be able to get statistically significant results a large volume of page views is required. 99/1 is good for obtaining a performance view of the split. Moving to a 90/10 ratio will enable directional indicators such as Google Analytics data. However, the greater the percentage of unoptimized page views the poorer the visitor experience will typically be.

A more detailed breakdown is available showing metrics for the optimized versus unoptimized performance for the Page Load Time and Time to Interactive metrics. Tables can also show the Web Vitals metrics: First Contentful Paint, First Input Delay, Cumulative Layout Shift, Largest Contentful Paint, and Interaction to Next Paint. These are shown as the actual time

measured, the difference in time (milliseconds), and percentage difference, between optimized and unoptimized for overall, desktop, and mobile interactions. A trend graph shows the selected metric over the specified time period.

A page category table is updated depending on the metric and timeframe chosen. For each page category, the table lists:

- The percentage of all visitors to that page category
- The optimized value
- The unoptimized value
- The YOTTAA Impact (difference)
- The percentage change
- Number of optimized page views for that page category
- Number of unoptimized page views
- Percentage of optimized versus total page views for that page category.

PAGE LOAD TIME FOR ALL DEVICES BY PAGE CATEGORY

PAGE CATEGORY	PAGE %	OPTIMIZED PAGE LOAD TIME	UNOPTIMIZED PAGE LOAD TIME	YOTTAA IMPACT	% CHANGE	OPTIMIZED PAGE VIEWS	UNOPTIMIZED PAGE VIEWS	% OPTIMIZED
Product Detail Pages	26.61%	2.26 sec	7.45 sec	5.19 sec	69.7%	2363925	20391	99.1%
Men's Shop	0.53%	2.71 sec	6.91 sec	4.21 sec	60.9%	46767	410	99.1%
Women's Shop	1.59%	2.66 sec	6.66 sec	4.00 sec	60%	140783	1243	99.1%
Women's Categories	18.13%	2.16 sec	6.44 sec	4.27 sec	66.4%	1609779	14307	99.1%
Men's Categories	2.99%	2.03 sec	5.90 sec	3.86 sec	65.5%	265107	2389	99.1%
Order Confirmation	2.09%	3.77 sec	6.68 sec	2.90 sec	43.5%	185163	1693	99.1%
Home Page	8.5%	3.95 sec	6.17 sec	2.22 sec	36%	755024	6393	99.2%
Cart	11.42%	1.38 sec	4.29 sec	2.91 sec	67.9%	1013993	9620	99.1%
Account Pages	5.18%	3.39 sec	3.86 sec	467 ms	12.1%	459544	4691	99%
Search Pages	8.69%	2.04 sec	4.98 sec	2.94 sec	59.1%	771287	7139	99.1%
Customer Service	0.97%	2.97 sec	3.81 sec	838 ms	22%	85690	833	99%
Uncategorized	13.33%	2.59 sec	6.18 sec	3.59 sec	58.1%	1183979	10219	99.1%

Breakdown of Page Category comparison for optimized versus unoptimized performance.

A final impact table lists all third parties on the web site, the third-party category and the percentage of website pages the third party appears on. For each third party there is then a listing of the number of optimized page delay violations, the number of unoptimized page delay violations and the percentage impact YOTTAA is having on violations for that third party.

During a trial a different comparison is run and typically consists of a 50/50, optimized/unoptimized split and is based on sessions rather than page

views. This configuration allows a statistically valid comparison of conversion and bounce rates (not possible with a 99/1 page view setup), as well as performance. However, having 50% of visitors experiencing the unoptimized site for their full session (arrival at site until leaving) will not achieve the conversion rate increase possible which is why the 99/1 page view configuration is typically proposed for full production deployment. If a different split ratio is required for any reason, this is easily accommodated in either a session or page view split setup.

Understand the ongoing value YOTTAA is bringing to your website and business. Continuous impact measurement ensures full visibility of the performance impact of YOTTAA as well as allowing for anomalies or changes in behavior to be identified. This could be through ongoing changes to the web site configuration, changes to third parties being deployed, or possibly a change in traffic patterns. These could flag a performance optimization review to ensure visitors continue to receive the optimum experience from your website.

The Next Step

Don't just assume that your eCommerce site is performing as fast as it needs to – be sure with a free, no obligation YOTTAA trial. Start the process today with a FREE Performance Snapshot. **Click HERE for more information. You can't afford not to.**