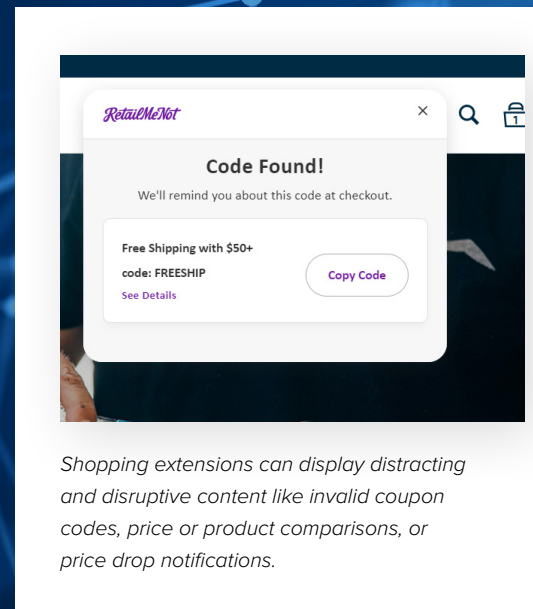


YOTTAA

Journey Shield

What are shopping extensions?

Shopping extensions, like other browser extensions, are small applications that can be installed onto any web browser. Shopping extensions are used by website visitors to help them find the best deals on products. They accomplish this in several ways. Some extensions have settings that allow users to place specific items on “watch lists” to notify them if the price drops. Others provide cash back offers, price comparisons, or discount coupon codes. Shopping extensions can have a positive or negative impact on a website’s business, and visitor behavior. By applying coupons or discount notifications, shopping extensions can incentivize visitors to make a purchase. But, in many cases, shopping extensions display product price comparisons, or price drop alerts, which entice visitors to go to a different site, delay or end their purchase.



Shopping extensions can display distracting and disruptive content like invalid coupon codes, price or product comparisons, or price drop notifications.

Yottaa detects and continuously monitors browser shopping extensions installed by website visitors. And when those extensions use HTML, CSS, and JavaScript to display elements onto the user’s browser, either via a pop-up window, toolbar, or other UI elements, Yottaa provides the ability to prevent the extension from displaying content over your website user interface. A single line of JavaScript on the web page, and 90% of the most popular shopping extensions will be detected, monitored and diagnosed within Yottaa’s Journey Shield portal.

Journey Shield Dashboard

Yottaa’s Journey Shield dashboard provides insight into extension behavior. This is where users can find how often it appears on their site and on which devices and browsers. They can also learn how often extensions are blocked vs unblocked, which extensions are most prevalent on their website, and which pages display extension content. Users can also see the number of detections, displays, and blocking trends via a 6-hour timeline report.

- **Session Level Insight** – This includes total sessions with an extension detected, number of sessions with extension content displayed, and the number of sessions with blocked extension content.
- **Individual Extension Detection** – Identification of extensions (e.g. Honey, Capitol One, Rakuten, etc.) found on visitor’s browsers, including the number of sessions.
- **Page/Session Insight** - View how often individual pages on your site are impacted by extensions.
- **Extension Share** – A breakdown of which extensions are found on your site and used most often by your visitors.
- **Device and Browser Type** – A view into which web devices (desktop, mobile and tablet) and browsers (Chrome, Safari, Firefox) visiting your website have the most shopping extensions installed.

Extension Detection, Monitoring & Blocking

Once configured Journey Shield can detect, monitor, and block over 30 shopping extensions including Honey, CapitalOne and Rakuten, across mobile, tablet, and desktop devices using any of the Chromium and Safari based browsers. Once enabled retailers can choose to configure Journey Shield rules to ignore, detect, or detect & block for the entire site or specific pages containing individual or all extensions. When Journey Shield is configured, customers will be able to access their Journey Shield reporting dashboard via Yottaa’s customer portal.

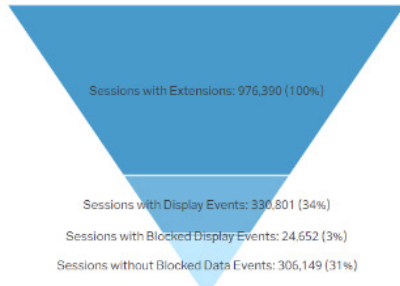
Extension	Category	Rule
Honey	Coupon	Detect
Amazon Assistant	Shipping	Ignore
Amazon Assistant	Coupon	Detect
Refuqat	Coupon	Detect
ONE Shopping	Coupon	Detect
Capital One Shopping	Coupon	Detect
Genie	Coupon	Detect
Quipit	Coupon	Detect
Capitol One	Coupon	Detect
Capitol One	Coupon	Ignore
Capitol One	Coupon	Ignore

Journey Shield rule configuration. Choose to ignore, detect, or detect and block extensions and then publish your rule.

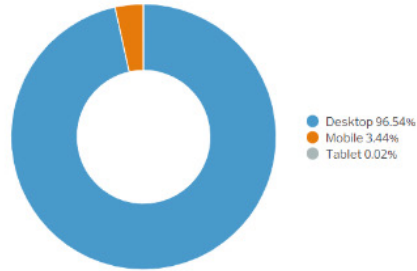
- **Detect vs Display Rate** – A daily view of how often shopping extensions are found and what percentage they display content (cashback offer, coupon, price comparison, etc.) to your users
- **Extension Funnel** – A waterfall view that breaks down all shopping extension sessions to represent how often extensions are detected, display content, or are blocked.
- **Real-time Reporting** – A real-time inventory of how many sessions and the pages that are having a shopping extension display content, and how many sessions are having shopping extension content blocked over the previous six hours.

Insights

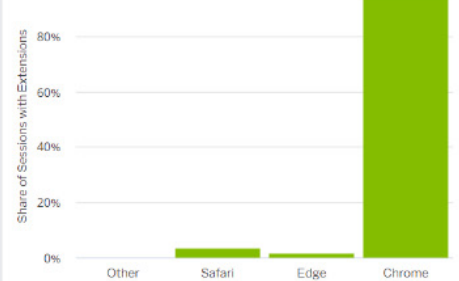
Extensions Funnel



Extensions by Device



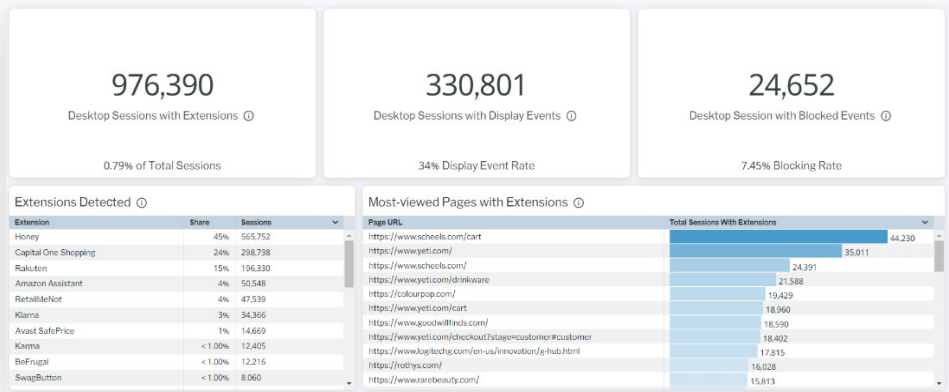
Extensions by Browser



Journey Shield decision funnel, device type, and browser type dashboard insight.

YOTTA's shopping extension management application, Journey Shield, provides site owners and marketers with a powerful tool that will allow them to take back control of their shopping experiences, and manage browser shopping extensions. Journey Shield allows users to:

- **Detect** – Discover shopping extensions being used by customers.
- **Detect and Block** – Watch and prevent extensions from displaying content during sessions.
- **Monitor** – Report on the impact extensions have on your user's journey.
- **Ignore** – Do not detect or report extension behavior. Configurable for all extensions supported in Journey Shield.



Dashboard insights with extension event counts, number of extensions by type, and most prominent pages with extensions.

Install a single line of code and Journey Shield will detect all popular shopping extensions across Chromium based browsers as well as Safari, and Firefox. Once configured it will provide controls to ignore, detect, or detect & block shopping extensions across your site. Our dashboard insights will then provide you with in-depth details about the shopping extensions found on your site, including which devices and page level details.

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 YOTTA trial. Start the process today with a FREE Performance Snapshot. [Click HERE for more information.](#) You can't afford not to.