

YOTTA

Intelligent Optimization for Faster eCommerce Sites

eCommerce brands rely on third 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, third parties slow site speed way down and negatively affect conversion rates.

Yottaa solves this problem with intelligent rule based optimization. Using patented [Application Sequencing](#), Yottaa optimizes third party technologies and high-resolution images making the average eCommerce site **33% faster** and offering brands up to a **20% lift** in conversion rates.

Third-party Knowledge Base[®]

This dashboard contains data Yottaa has gathered from our user base. Click a third party to see details about how commonly it is used and how it generally performs.

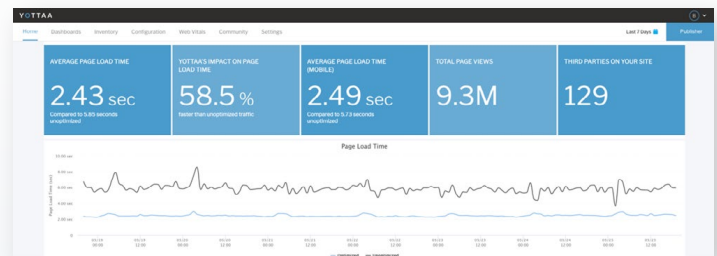
THIRD PARTY	PIR	SITE USAGE	INSTALLED	CATEGORY
Acuity	✓	3%		Marketing Tech
Automatly	✓	4%		Automation Tools
Automatic Coupons	✓	<1%		Coupons
Auth0	✓	<1%		Identity Management
Avazt	⚠	<1%		Other
AvaztEye	⚠	2%		Accessibility
Avazt	✗	<1%	Yes	EComm Tech
Avazt	⚠	26%		Marketing Tech
Avazt	✓	<1%		Other
Avazt Gaming	✗	<1%		Electronics
Avazt	✓	<1%		Influencer Marketing
Avazt	⚠	<1%		Identity Management

Yottaa lets eCommerce brands use all the third parties they want without sacrificing site speed.

How does Yottaa work?

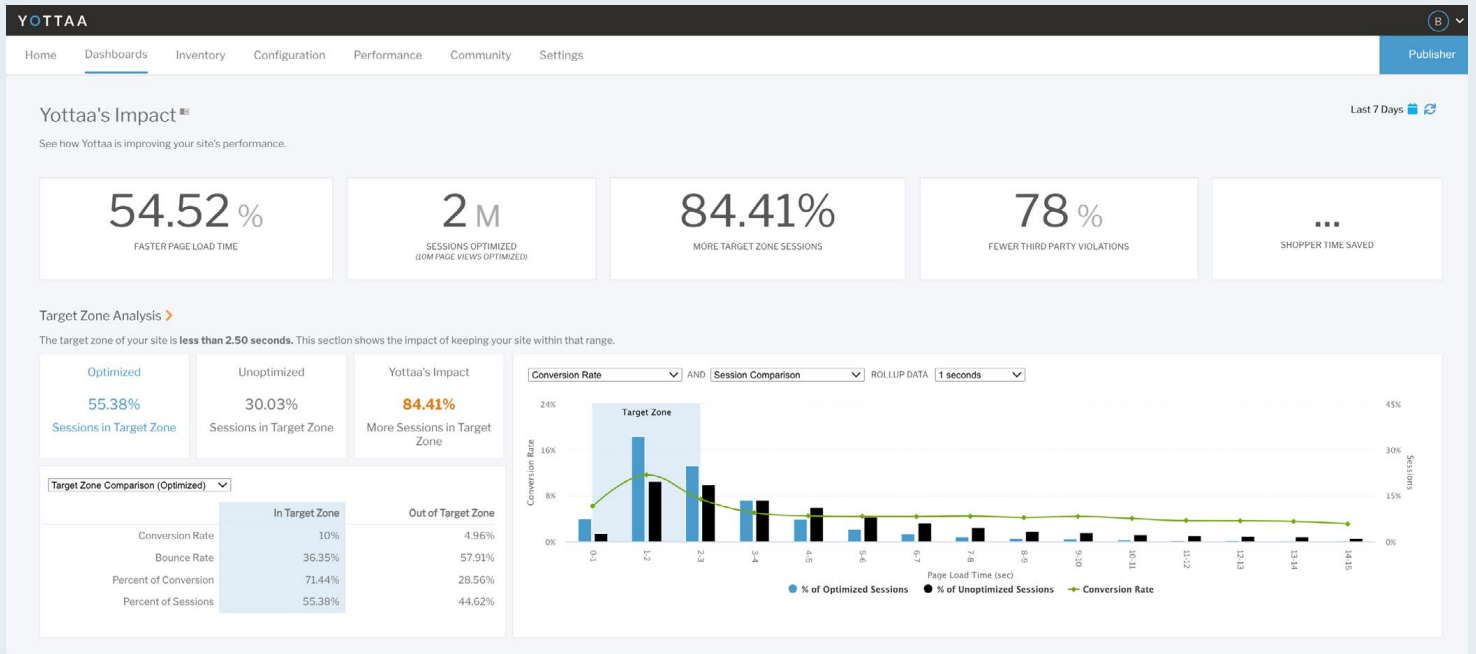
Yottaa is a robust, intelligent, platform agnostic eCommerce acceleration solution that analyzes, optimizes, and controls all browser-based elements on your eCommerce site. It increases site speed and protects against third party performance anomalies with the following:

- Uses patented Third Party Application Sequencing to ensure that third parties are loaded in the best order for optimum site performance.
- Optimizes high resolution images and uses tag-based lazy 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 third parties with performance analysis.
- Is platform agnostic and can migrate with you if you change providers.
- Discovers the optimum site-speed range for the highest conversion rate with [Conversion Zone](#).

Yottaa 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 third 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 Yottaa.

[LEARN MORE](#)

These brands have already started their site performance improvement journeys with Yottaa

fullbeauty

vsp

carter's

J.CREW

RALPH LAUREN

FLOOR DECOR

Ashley HOMESTORE

Saks Fifth Avenue

Madewell

PANDORA

The Company Store

LANDS' END

YETI

Callaway

asics

GNC

GODIVA Chocolatier

HONEST

BISSELL

Hanna Andersson

claire's

YOTTAA