YOTTAA
Cache Experience

Advanced prefetch anticipates customer intent by delivering instant page loads for hyper-personalized shopper experiences

Your customers have high expectations for your ecommerce site. They demand fast-loading pages and a personalized experience. Your site needs to keep them engaged by delivering fast pages at every step. Campaigns and ad spend is expensive, so how do you achieve ROAS goals and reduce abandoned carts? To meet those demands you need to be one click ahead.

The Cache Experience Solution

Yottaa's Cache Experience is the solution that transforms website performance and user experience. It reduces abandoned carts, drives conversion rates, improves SEO, and increases brand loyalty by delivering instant page loads and enhanced visitor experience to maximize digital sales.

Superior user engagement, due to faster site performance, reduces user frustration. Happier users respond to campaigns better, stay longer, and tend to buy more. Prefetched and cached pages make it seem like the user's visit is personalized for them. Combined with an increased SEO ranking it is a win for you and a win for your customers.

With Cache Experience - FCP	With Cache Experience - LCP
2.38 s	3.40 s
Without Cache Experience - FCP	Without Cache Experience - LCP
2.90 s	4.04 s

Impact on CWV metrics FCP, LCP

Reap the Benefits

Lightning-fast page loads: Users experience instantaneous page transitions, increasing satisfaction, engagement, and brand loyalty.

Conversion rate increase: Faster page loads result in Improved shopper engagement and better buy-in, increasing revenue.

Enhanced SEO: Improved site speed leads to a better Google ranking and organic traffic growth.

Optimized ROAS: Faster experiences keep the user's attention to improve the effectiveness of ad campaigns, resulting in higher return on ad spend.

Core Web Vitals improvement: With better LCP, FCP, and other Core Web Vitals metrics, SEO is improved, and user experience is enhanced, delivering a better user experience and increased loyalty.
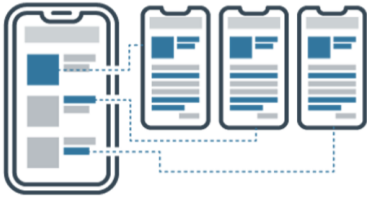
With Cache Experience

Before navigation, **proactively prefetches resources** for predictable next pages

Without Cache Experience

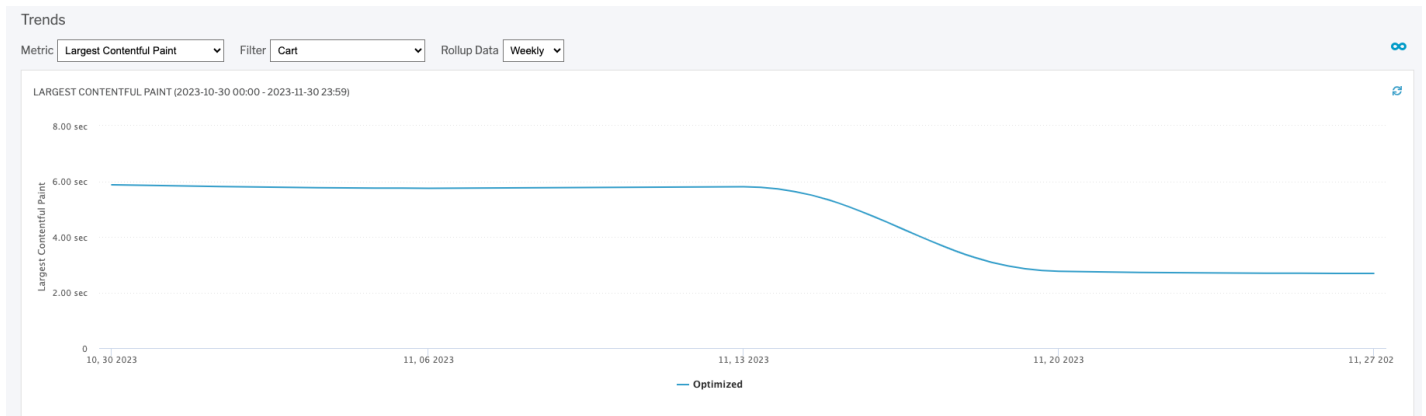Each subsequent page may take **a significant time to load**

How Cache Experience Works

Predictive Prefetching will preload high volume pages, anticipating the next link. This eliminates network latency to speed load time.

Journey Caching caches every page visited on a user's browsing journey for instant page loads of any page revisited, boosting engagement and conversion rates.

Smart Caching: Cache content adapts to individual user journeys. The cached cart page is refreshed with any changes to stay current and provide immediate availability.

Browser-Level Control: Unlike CDN or Edge-based caching, Yottaa operates within the browser, maximizing speed and personalization. Developers retain full control over cached content and triggers.

Yottaa's Cache Experience capability provides an extra boost to site performance that will excite and energize visitors. Using a service worker and advanced analytics to predict the user's path through the website, resources and pages are prefetched and stored locally on the client. Any page visited on a user's journey, and key pages such as the cart are also cached. Any visit to a cached page will load instantly, engaging and retaining visitors, leading to better business results.

Largest Contentful Paint before and after enabling Cache Experience

Getting your site optimized is simple. Two lines of JavaScript to install the Yottaa solution, and a JavaScript API to enable Cache Experience gives immediate results. Yottaa's solution includes greater functionality: Cache Experience accelerates the user journey, while loading any non-cached pages is optimized with Application Sequencing. Performance improvements are monitored and analyzed with the built in dashboards, and anomaly detection and deep diagnostics highlight areas for further improvement.

All digital optimizations working seamlessly together will soon delight your visitors as they surf your site from landing to purchase.

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