

## Customer Case Study



### Challenge

KUIU is a hunting apparel company looking to improve conversion rates on their eCommerce site. They wanted to understand the impact faster page loads would have on conversion, and how the 27 third party applications they had might be negatively impacting their site functionality.

### Solution

In a trial, Yottaa was able to immediately help improve site speed by optimizing third party loading. Once the initial test data was presented to the KUIU team, they decided to use Yottaa to optimize and control all browser-based site elements. Within the first 48 hours of launching, KUIU saw almost a 50% improvement in site speed, resulting in mobile load times under 3 seconds.



**48% Faster Page Loads**



**5-7% Conversion Lift**



The introduction to Yottaa was critical to ensure our site was loading as fast as possible not only for our major sale period, but any time a shopper visits our site. As a result of faster site speed, our online conversions have increased significantly."

**Senior Director of Site Experience**

KUIU



### Snapshot: KUIU

Based in Dixon, California, KUIU was founded in 2011 to provide customers with the world's most advanced hunting layering system and equipment on the market. KUIU performance hunting gear is light, packable, and dependable.