

## Customer Case Study

### PERRY ELLIS INTERNATIONAL

#### Challenge

Providing online shoppers with great experiences is a top priority for Perry Ellis International. Unfortunately, the many third party technologies sites were slowing down page load times. Based on his prior experience using Yottaa, to speed up sites at Samsonite and eBags, Vice President of eCommerce Jay Nigrelli contacted Yottaa to improve site performance.

#### Solution

In a short trial with Yottaa, Perry Ellis International saw its average site speed improve over 30% across all pages and on all devices. The brand also received a 15% lift in conversion rates. Every marketing channel's traffic instantly became more productive. The team has since rolled out Yottaa across all six of the Perry Ellis International sites.



**30% Faster Page Loads**



**15% Conversion Lift**



With Yottaa, we saw our average site speed improve by over 30% resulting in a 15% lift in conversion."

**Jay Nigrelli**

Vice President of eCommerce, Perry Ellis International



#### Snapshot: Perry Ellis International

Perry Ellis International is an American fashion, cosmetics, and beauty company that includes a portfolio of brands distributed through multiple channels worldwide. The company's brands include Perry Ellis, Original Penguin, Callaway Apparel, Golf Apparel Shop and more. The company focuses primarily on sportswear and casual clothing for niche markets.