YOTTAA

The Need for Third Party Optimization

Third Party Tech is "Must Have" not "Nice Have"

In order to compete in today's shifting landscape, brands need to get shoppers to their eCommerce sites and deliver personalized, engaging experiences to drive conversions. To deliver these experiences brands rely on third party technologies, such as live chat, personalization, and ratings and reviews.

Today, the average eCommerce site has between 40-60 third party technologies. Some brands such as J. Crew and Lands' End, have hundreds of third parties on their sites. These technologies serve a very important purpose, however, they often slow down page load times. So, what's the solution? Get rid of the third parties? You can't, they're too valuable. In fact, you can't afford NOT to add more third parties to your site.

Your eCommerce site needs to maximize every visitor you have, which is why adding more third parties is so critical to provide the best experience to your customers. You need a tool that allows you to have as many third parties as you need without hindering your site speed.

That's where YOTTAA comes in.

One of the very first impressions a potential customer is going to make about your eCommerce site is whether it loads fast or not. A common misconception is that removing third party technologies to make pages lighter is the only way to improve site performance.

That is simply false.

Why should you remove third parties if they're so incredibly valuable to your customers? YOTTAA ensures that you can have your cake and eat it, too. Add as many third-party technologies as you'd like AND improve your site performance.

YOTTAA is super easy to get up and run quickly, even with your other optimization initiatives, with very light lifting on your end. All you have to do is add a line of code. You'll see a difference in your site within 24 hours or less. Prioritizing YOTTAA is an initiative eCommerce sites must take today both for short- and long-term success.
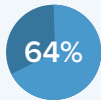
64%
of shoppers bounce when page load time exceeds 4 seconds

Optimized sites save 23 seconds per journey for buyers
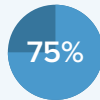
75%
of page load time latency is attributed to third parties

Every second of third-party latency costs you 7% conversions per second

If You're Experiencing any of These Symptoms

- Adding third parties is critical to deliver the customer experience shoppers' demand
- IT makes you take third party tags off your site because they make pages too heavy
- Third parties are the #1 factor in slowing down your page load times

YOTTAA is the Solution for You

- YOTTAA identifies third parties that are impacting site performance
- YOTTAA improves load time of all third-party technologies on your site
- YOTTAA detects and remediates third party performance issues

Brands Speed Up Their Sites and Lift Conversion with Yottaa

PERRY ELLIS INTERNATIONAL

15% Conversion Lift

carter's

27% Improvement in Average Page Load Time

1800 contacts

3% Increase in Overall Revenue

KUIU

50% Faster Site

J.CREW

1.8% Conversion Lift

The Company Store

40% Site Speed Improvement

The Next Step
Get started with YOTTAA today and we guarantee at least 15% performance improvement. Start the process today with a FREE Performance Snapshot. **Click HERE** for more information. You can't afford not to.