

YOTTAA

Purpose-built to solve the performance challenges of today's sophisticated eCommerce sites, YOTTAA's cloud-based Experience Optimization Platform optimizes, controls, and secures eCommerce sites. Robust and customizable products enable significant improvement of overall site speed while creating consistent, engaging shopper experiences on every page, device, and browser. The result is the perfect site performance solution for your individual brand, delivering up to 60% faster page loads, resulting in up to 20% improvement in conversion.

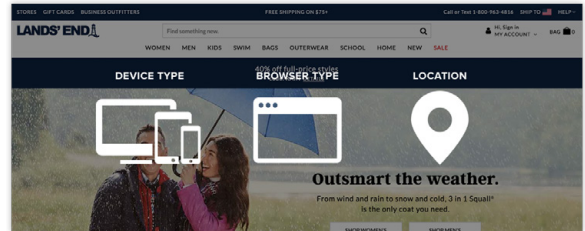


Yottaa's Experience Optimization Platform Enables eCommerce Brands With:



CONTEXT INTELLIGENCE

Yottaa's patented Context Intelligence provides instant awareness of the specific device, browser, network, and dimensions of brands' shopper view ports.



SITE INVENTORY

A complete inventory of all your site elements including 3rd parties, hidden services, and a waterfall view of when and how each element loads.

Inventory and Performance Impact Rating (PIR)

Third Parties (52)	Category	URL	First Load	Load Time	Impact
Analytics	Analytics	https://www.google.com	2017-01-15	100ms	Low
AdSense	Advertising	https://www.google.com	2017-01-15	100ms	Low
Facebook	Social	https://www.facebook.com	2017-01-15	100ms	Low
Google Analytics	Analytics	https://www.google.com	2017-01-15	100ms	Low
jQuery	Script	https://code.jquery.com	2017-01-15	100ms	Low
Twitter	Social	https://www.twitter.com	2017-01-15	100ms	Low
LinkedIn	Social	https://www.linkedin.com	2017-01-15	100ms	Low
YouTube	Video	https://www.youtube.com	2017-01-15	100ms	Low
Google Maps	Map	https://www.google.com	2017-01-15	100ms	Low
Font Awesome	Font	https://fontawesome.com	2017-01-15	100ms	Low
Font Squirrel	Font	https://www.fontsquirrel.com	2017-01-15	100ms	Low
Font Bundles	Font	https://www.fontbundles.com	2017-01-15	100ms	Low
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Legend:
Red X: Represents a consistent negative impact on performance
Yellow Y: Represents an inconsistent negative performance impact
Green G: Represents little or no performance impact



PORTAL & ANALYTICS

A user-friendly portal plus analytics that give you and your team the tools to understand and control the site performance, services, security, and traffic.

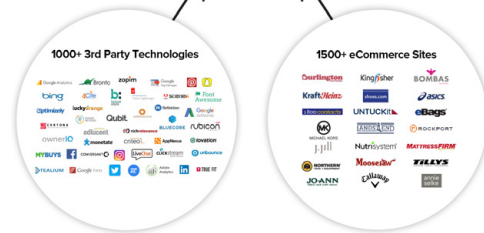
RUM Performance Monitoring



3RD PARTY KNOWLEDGEBASE

A granular database that captures performance data on every page load across the 1,500 sites we optimize to create actionable insights and optimizations on all 3rd parties across the industry.

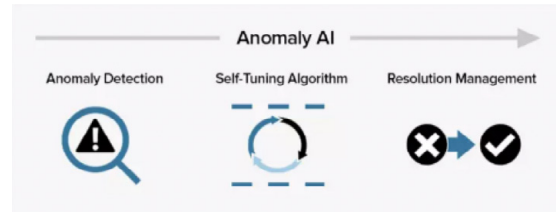
YOTTAA 3rd Party Knowledgebase



ANOMALY AI

Our proprietary technology alerts you to unusual behavior on your site and helps brands get to the root of the problem, whether it is a 3rd party, image, hidden service, firewall error, or traffic issue.

Anomaly AI – Machine Learning



No matter the need, our robust products will accelerate, optimize, and secure your eCommerce site:



RAPID CTRL

RAPID CTRL enables online brands to optimally view, manage, and sequence the loading of all browser elements. Optimize and control all 3rd parties using application sequencing and JavaScript error capture.

3rd Parties: Application Sequencing

- Inventory and schedule 3rd parties
- recommendation based on 3rd party knowledgebase

JS Error Task List

3rd Party Detail and Control

3rd Party Optimization Cart



SERVICE CTRL

Control all services, when and where those services and 3rd parties execute, and block them from where they shouldn't be. This technology also protects forms from skimming, promotes privacy compliance, and enables information governance.

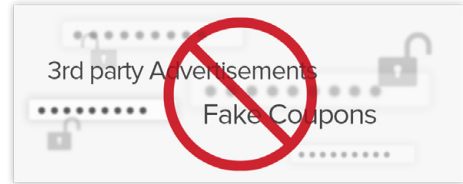
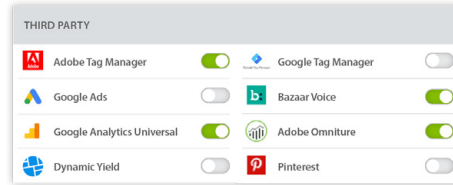
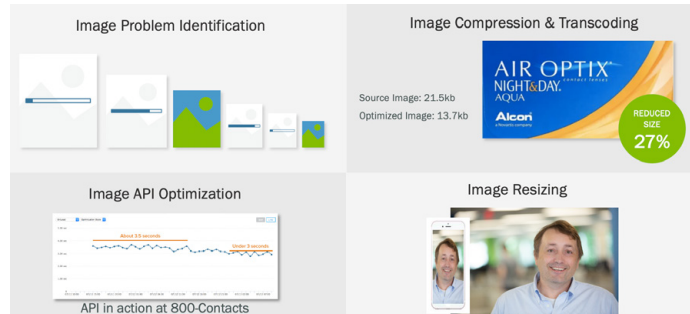


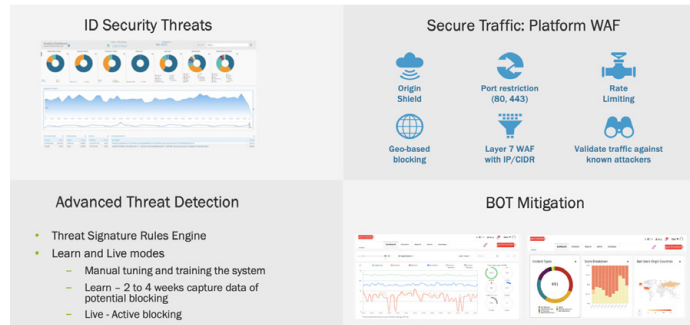
IMAGE CTRL

Comprehensive image optimization is critical to the speed and success of eCommerce sites. IMAGE CTRL ensures optimal image size and formatting, and lets you lazy load the entire site with a click of a button.



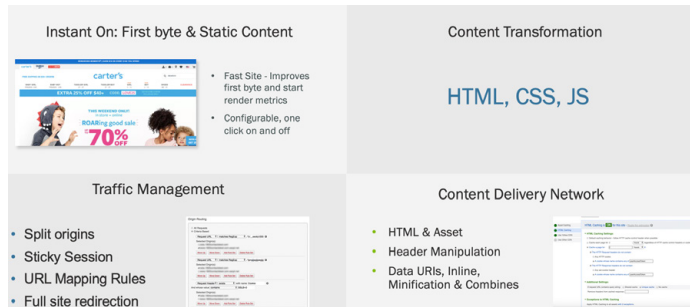
SECURITY CTRL

Defend your website with Yottaa's SECURITY CTRL, providing a WAF that you can control regardless of your eCommerce platform restrictions. Enable advanced threat detection or BOT mitigation to control all aspects of eCommerce browser security.



SUPER ACCELERATOR

Want even more speed? SUPER ACCELERATOR gives you full page caching through our patented Instant On, enables content transformation and traffic management.



Easy, fast, and custom deployment for your unique environment

YOTTAA provides flexible options so you can either augment or replace your current CDN to speed up your site. There are several deployment options to best fit your brand's needs and unique combinations of eCommerce technologies.



Speed Increase **36%** Conversion Increase **17%**



Speed Increase **27%** Conversion Increase **10%**



Speed Increase **30%** Conversion Increase **10%**

Here are just a few of the retail brands that rely on YOTTAA to speed up their sites:

