

Boost Performance and Maximize ROI of Shopify Stores



Unlock the full potential of your Shopify store by seamlessly optimizing and monitoring performance in real-time to deliver faster load times, a smoother shopping experience, and higher conversions.

Shopify, known for its flexibility and industry-leading platform, enables brands to quickly stand up engaging, customer-first stores that maintain a competitive edge in the dynamic eCommerce landscape. With over 8,000 apps available through the Shopify App Store, brands can easily customize their stores to deliver tailored shopping experiences, from product recommendations to AI-powered search, to personalized landing pages.

Navigating the Complexity of Third-Party Apps

However, with each added app, the potential for performance challenges increase. These issues may occur unnoticed in the background, impacting site speed, the user experience, and conversions. For example:

- A product recommendations app might load out of sync with the analytics tool it depends on, causing delays across the page.
- A live chat widget might demand resources too early, slowing down critical elements like product images.
- Occasionally, apps malfunction entirely – such as a JavaScript error in a review widget stalling the entire page, leaving shoppers unable to complete their journey.

Without proper monitoring tools in place, identifying the root cause of performance issues can be challenging, even when customers flag concerns. Unless the issue is blatantly obvious, such as a missing page element, troubleshooting becomes tedious for IT teams who are left piecing together feedback and logs without clear insights. This lack of visibility not only slows down problem resolution but can also result in missed opportunities to optimize overall site performance.

Yottaa's Impact on Shopify Stores



Up to 10% increase in conversions



300 Shopify stores optimized



24% page speed improvement*

*on average

Did You Know? Third-party applications are responsible for 70% of performance issues on a site!

Shopify's Performance Dashboard: A Helpful Start

To help brands monitor storefront performance, Shopify offers a Performance Dashboard that tracks Core Web Vitals (speed, stability, and interactivity) using Real User Monitoring (RUM). This tool provides valuable insights but has some limitations:

- It excludes Safari traffic, missing critical data on iPhone shoppers.
- It only reflects the last 28 days, limiting the ability to track long-term trends.
- While it identifies performance impacts from third-party apps, it doesn't provide tools to resolve them.

These gaps can leave brands struggling to uncover and resolve critical issues that affect user experience and revenue.

Turning Third-Party Challenges into Performance-Drivers

For brands striving to maximize site performance and ROI without sacrificing app functionality, Yottaa provides a complementary solution tailored for app-heavy Shopify environments. While Shopify's infrastructure is optimized for speed, it cannot fully manage performance impacts introduced by third-party applications. Yottaa addresses this head-on by intelligently sequencing app loading, prioritizing critical elements, and controlling performance-draining requests. By delivering consistent performance across all device types, Yottaa helps brands achieve significant improvements, including a 41% reduction in page load times for mobile users, averaging just 3.55 seconds compared to unoptimized sites. This approach ensures that third-party integrations enhance the shopper journey, resulting in faster load times, improved user engagement, and measurable increases in conversions.

With performance monitoring rooted in real user interactions – not synthetic data audits – Yottaa delivers insights into true site performance. Real-time data empowers brands to proactively resolve issues before

they affect shoppers, optimizing site performance to consistently deliver fast, reliable, and engaging experiences that maximize ROI.

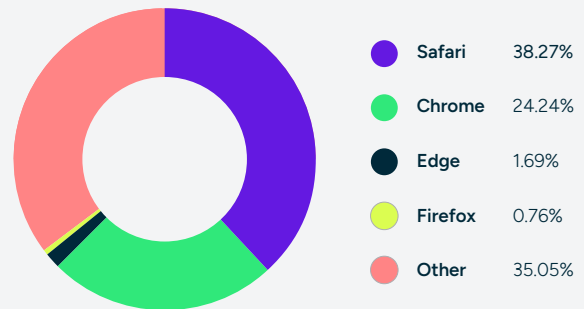
With performance monitoring rooted in real user interactions, Yottaa delivers comprehensive insights into site performance. Yottaa complements Shopify's Performance Dashboard by:

- **Filling browser gaps** with insights from all major browsers, including Safari.
- **Providing extended visibility** with up to 13 months of historical data for long-term trend analysis.
- **Delivering actionable insights** into how third-party apps impact performance and offering tools to resolve those issues.

Real-time data from Yottaa empowers brands to proactively resolve issues before they affect shoppers, optimizing site performance to consistently deliver fast, reliable, and engaging experiences that maximize ROI.

Shopify Sites Monitored by Yottaa

Sessions by Browser



Synthetic or Real User Data?

Unlike synthetic data that relies on controlled scenarios and assumptions, real user data provides accurate, actionable insights into how your site performs for actual shoppers. Synthetic testing often misses context-specific issues, while Yottaa's real-time monitoring ensures performance optimizations are based on real-world user behavior and conditions.

Think of synthetic data as a controlled test drive on an empty track, while real user data reflects your car's performance in rush-hour traffic. Yottaa ensures optimizations are based on how your Shopify store performs in real-world conditions.

Yottaa Benefits for Shopify Stores

- **Performance Optimization**

Load third-party apps intelligently, prioritizing essential content to ensure fast, seamless interactions in app-heavy environments. Automated rules and user-specific profiles reduce latency, delivering a high-performance experience for every shopper, regardless of device or location.

- **Enhanced Visibility & Proactive Issue Detection**

Real-time monitoring, integrated within optimization tool, provides continuous performance insights. Brands can quickly address

issues, measure the impact of optimizations, and make data-driven decisions that sustain performance improvements and enhance customer satisfaction.

- **Increased Conversion Rates**

Improve load times and site reliability to reduce bounce rates and drive higher conversions. Actionable insights into performance-related user behavior enable merchants to fine-tune their stores, while automated processes ensure consistent, quality experiences that build loyalty and maximize revenue.

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15% conversion lift
30% reduction in page load



5-7% conversion lift
50% reduction in page load

Yottaa Core Capabilities and Features:

- **Application Sequencing**

Ensures that third-party applications load in an optimal order, with essential content prioritized for faster shopper interactions. Uses Context Intelligence which applies user-specific profile rules to optimizations so each shopper experiences the best, most-performant site, tailored to their unique context.

- **Anomaly AI**

Uses machine learning to identify performance anomalies, including peaks and dips in traffic, page load times, and Core Web Vitals, and provide real-time alerts, allowing brands to resolve issues before they impact the user experience.

- **Community Benchmarking**

Allows brands to compare their site's performance against other Shopify stores and industry peers, offering insights for continuous optimization and to remain competitive.

- **Conversion Insights**

Identifies the optimal site speed where conversions happen most frequently and delivers actionable insights on how site performance impacts conversion rate and revenue.

- **Real-Time Monitoring**

Provides real-time insights into site performance and user experiences through Real User Monitoring (RUM) and Core Web Vitals Diagnostics to pinpoint problem areas. Audit Third-Party Tags and Third-Party Violations and JavaScript Errors proactively identify issues that could disrupt site stability – empowering brands to resolve third-party impacts before they affect shoppers.

Yottaa empowers Shopify brands to leverage the full potential of third-party applications without compromising site speed or user experience, driving tangible ROI from their site investments. Through a unique combination of performance optimization and real-time monitoring, Yottaa enables faster load times, smoother interactions, and improved site reliability that translate to reduced bounce rates, higher shopper retention, and increased conversions.

As a complement to Shopify's platform, Yottaa addresses the complexities of an app-rich eCommerce environment, enabling brands to balance site functionality with optimal performance. By enhancing the shopper experience and supporting operational scalability, Yottaa builds shopper loyalty and helps brands thrive in today's competitive eCommerce market.

Up-Level Your Shopify Store with Yottaa

Ready to unlock the full potential of your Shopify store? Partner with Yottaa to transform third-party challenges into performance drivers and deliver fast, engaging, and revenue-driving experiences for your shoppers. Visit yottaa.com to schedule a demo today.

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