

## Customer Case Study



### Challenge

One of Hunter Fan Company's key differentiators is its proprietary technologies, which includes an exclusive line of WiFi enabled fans. So it's not surprising the retailer relies on innovative 3rd party technologies to create an impressive shopper experience. Unfortunately, heavy 3rd parties were slowing down page load times. Hunter needed to ensure great online experiences and fast site speed.

### Solution

With a goal of improving site speed to lift conversion for the critical holiday shopping season, Hunter ran a trial of Yottaa's eCommerce acceleration solution that optimizes and controls all browser-based site elements, including 3rd party technologies. Yottaa improved page load time by 40%, and Hunter Fan was able to see the direct impact a faster site has on online revenue. After fully deploying Yottaa, Hunter now has a consistently fast site and greater visibility into 3rd party performance.



**40% Improvement in Average Page Load Time**



**Significant Conversion Lift Due to Faster Page Loads**



"We were completely blown away by Yottaa. After installing the Yottaa solution we immediately saw a 40% improvement in site speed."

**Erica LeBlanc**

Senior Manager, eCommerce, Hunter Fan Company



### Snapshot: Hunter Fan Company

Keeping homes 'Quietly Cool since '1886', Hunter Fan Company is the world's original ceiling fan manufacturer. As the No. 1 most installed ceiling fan for 135 years, Hunter fans are available on Hunterfan.com, as well as in lighting showrooms, home centers and online retailers nationwide. The company is based in Memphis, TN.