

Customer Case Study

Hanna Andersson

Challenge

Hanna Andersson understands that a fast website is critical to eCommerce success, which led its internal development team to dedicate many resources and countless hours working to optimize site performance. One retail brand that Hanna Andersson viewed as a benchmark in terms of site performance was Carter's. Upon learning that Carter's was a Yottaa customer, Hanna Andersson decided to evaluate Yottaa with the hope that it could speed up the site and free up its development team to focus on other strategic initiatives.

Solution

After aligning on what metrics and measurement tools were needed to determine the success of its evaluation, Hanna Andersson began a two-week trial of Yottaa. During the trial, Hanna Andersson saw a 36% improvement in site performance. This resulted in higher conversions and faster, more engaging shopper experiences. In addition, for the first time, Hanna Andersson had deep visibility into its entire eCommerce ecosystem through Yottaa's comprehensive analytics. As a result, the retailer now can see how all the third-party technologies on its site are impacting page load speeds and deploy Yottaa optimizations to speed them up.

eCommerce Platform

Salesforce Commerce Cloud



36% Faster Page Loads



Greater visibility & control
over all third-party tech



Snapshot: Hanna Andersson

Hanna Andersson was founded in 1983 and is a leading premium children's apparel and lifestyle brand. Hanna Andersson is known for its iconic, globally recognized products with superior quality, classic styling and unique designs. The Company's products are designed for babies, boys and girls, ages newborn to 12 years with a complimentary assortment of women's apparel. Hanna Andersson reaches its customers through a seamless omni-channel platform eCommerce, catalog and retail. The company can be found online at www.hannaandersson.com.