

Customer Case Study



Challenge

As a digitally-native brand, it is critical that e.l.f. Cosmetics' website is fast, engaging, and easy to navigate. In order to ensure that its sophisticated website pages, which include many 3rd party technologies and high resolution images, load as quickly as possible, e.l.f. Cosmetics recently evaluated multiple web performance optimization solutions.

Solution

In its evaluation of Yottaa, Yottaa's comprehensive eCommerce acceleration solution, e.l.f. Cosmetics ran half of its live traffic through Yottaa and half through its standard environment. During the trial e.l.f. Cosmetics saw a 27% improvement in site speed and a 3.5% lift in conversion using Yottaa. Following the trial, the company purchased the Yottaa platform and rolled it out across all of its eCommerce sites.



27% Faster Page Loads



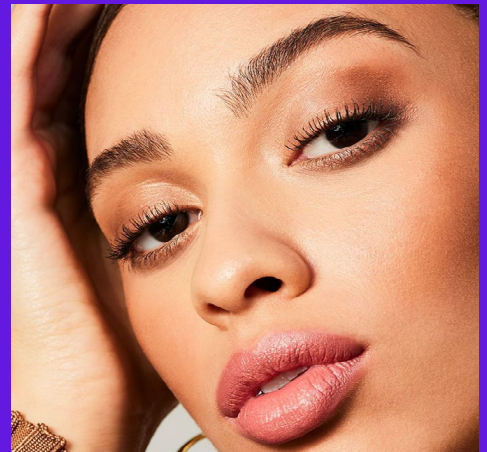
3.5% Conversion Lift



With Yottaa, we can ensure fast site performance while enhancing shopper experience by being able to add more dynamic digital elements to our site."

Ekta Chopra

Vice President of Digital, e.l.f. Cosmetics



Snapshot: e.l.f. Cosmetics

e.l.f. Cosmetics is a leading cosmetics brand based in Oakland, California that makes high-quality, prestige-inspired cosmetics and skin care products offered at an extraordinary value. e.l.f Cosmetics' products, which are 100% vegan, are sold online and in 17 countries in retail stores including Target, ULTA, and Walmart.