

DATA SHEET

Conversion Insights

In today's competitive ecommerce landscape, making your website more performant is essential to retaining and converting shoppers. Equally as important is tracking how performance improvements affect business outcomes. Yottaa conversion insights enables you to measure the impact of site speed optimizations on key performance indicators (KPIs) such as conversion rate and revenue, helping you determine the return on investment (ROI) of these improvements.

As you add more technologies to meet shopper expectations and create a seamless online experience, it's important to remember that these assets may slow down your site. Yottaa not only maximizes site speed but also provides detailed insights into how these optimizations impact your KPIs. This allows you to assess the effectiveness of your tech stack and make informed decisions for continuous site improvement.

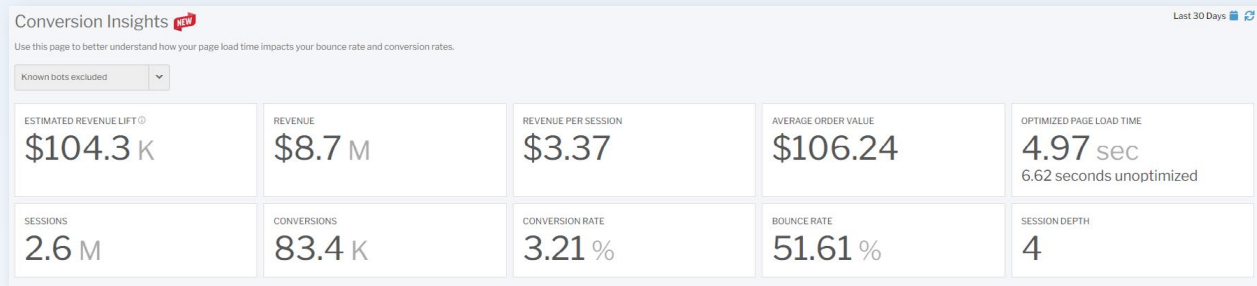


Maximize your eCommerce's site potential by understanding the impact of performance optimizations. Yottaa Conversion Insights measures how site speed improvements directly influence key metrics like Conversion Rate and Revenue, clearly demonstrating the benefits of a faster site on your bottom line.

Overview

Yottaa Conversion Insights tracks crucial business eCommerce metrics (see Metrics Assessed), while filtering out non-malicious web crawlers from diluting your site data. With dynamic charts highlighting priority metrics, Conversion Insights compares the efficacy of traffic optimized by Yottaa versus unoptimized traffic to demonstrate the impact of faster page loads on business outcomes. Graphically displaying the correlation between page load times and key business metrics helps you understand the impact of site speed on your KPIs, allowing you to fine-tune your business strategies for maximum impact.

Conversion Insights identifies the optimal page load time for your site where visitors convert most often, called the Conversion Zone, by analyzing user behavior and performance data to pinpoint the speed at which Conversion Rates peak. This quantifies the impact of maintaining traffic in this zone on Conversion Rates. Additionally, Conversion Insights enables you to estimate the Conversion Lift from Yottaa's optimizations and assess the Estimated Revenue Life achieved with Yottaa implemented on your site. This provides clear demonstration of ROI from including Yottaa in your tech stack. Yottaa also monitors eCommerce metric changes over time, providing insight into trends and measuring the long-term impact of site optimizations.



Conversion Zone Analysis

According to the [Site Speed Standard](#), a one second reduction in page load times can correlate to a 5.9% conversion rate lift and an 8.9% bounce rate reduction.

Using an eCommerce site's onload metric, the Conversion Zone is identified by two factors:

1. At least 60% of Conversions must occur within a specific time range.
2. Within that same time range, the Conversion Rate must be the highest compared to other time ranges.

By meeting both criteria, the Conversion Zone can be pinpointed. For example, in Image A, the Conversion Zone is identified within the optimal Page Load Time range of less than 3.00 seconds. The bar chart displays the number of sessions (blue bars) corresponding to different Page Load Times, while the green line indicates the Conversion Rate for each load time interval. Visualize other metrics like Revenue Per Session, Average

Conversion zone analysis identifies the range where the highest conversion rates occur, demonstrating the impact of maintaining traffic within that range.

Order Value, and Bounce Rate to see how they change at different Page Load Times, and compare sessions optimized by Yottaa to sessions that are not optimized.

Yottaa's Impact is a measure of how many more optimized sessions fall into the Conversion Zone than unoptimized.

The Conversion Zone Comparison visualizes the differences in Conversion Rate, Bounce Rate, Percent of Conversions, and Percent of Sessions between Sessions that fall in and out the Conversion Zone to see the impact more granularly.



Image A

Optimization Impact

Optimization Impact quantifies the effectiveness of Yottaa's site speed enhancements by comparing the performance of optimized traffic against unoptimized traffic. This highlights the tangible impact of optimization across key eCommerce metrics (see Metrics Assessed), offering both absolute and percentage differences in value.

Optimization Impact shows the absolute numerical difference in value of the aforementioned metrics, offering a comparison view of optimized to unoptimized traffic, and Optimization Impact % shows the relative percentage difference in value of the metrics by comparing optimized to unoptimized traffic.

For example, in Image B, a 31.19% reduction in Page Load Time can significantly improve the user experience, resulting in a 1.44% uplift in Estimated Revenue.

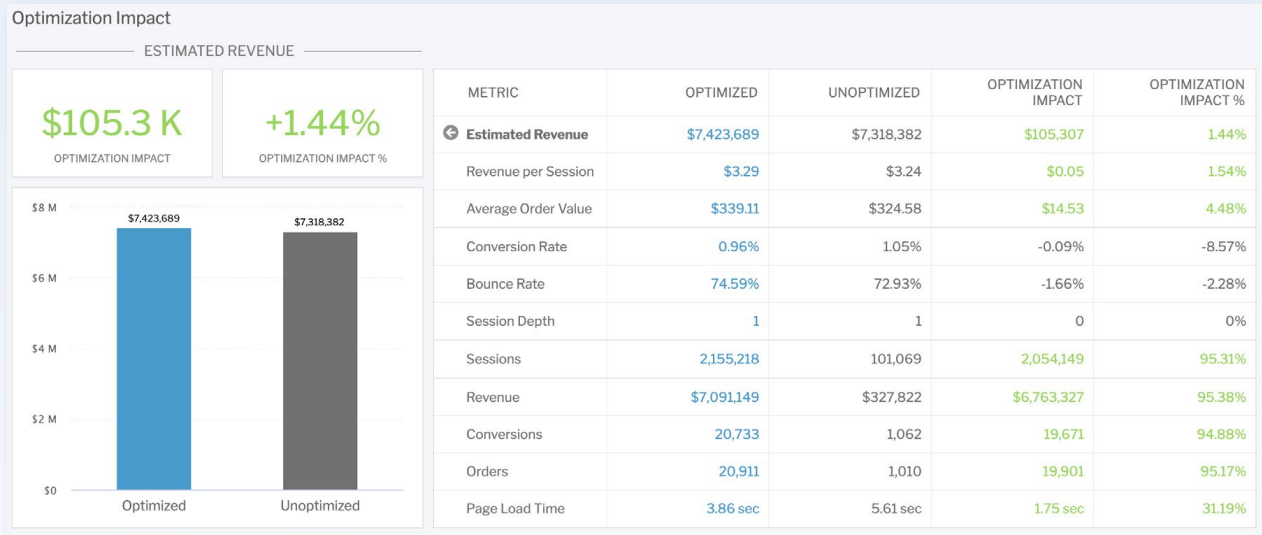


Image B

Performance Impact on Metrics

Performance Impact on Metrics is a set of reports that display the correlation between site speed and user behavior across deciles. The charts are Site Speed Impact on Conversion Rate, Site Speed of

Converters vs. Non-Converters, and Site Speed Impact on Conversion Rate and Bounce Rate. Representing data as deciles normalizes the data over ten equal parts so that each time range has the same number of sessions.

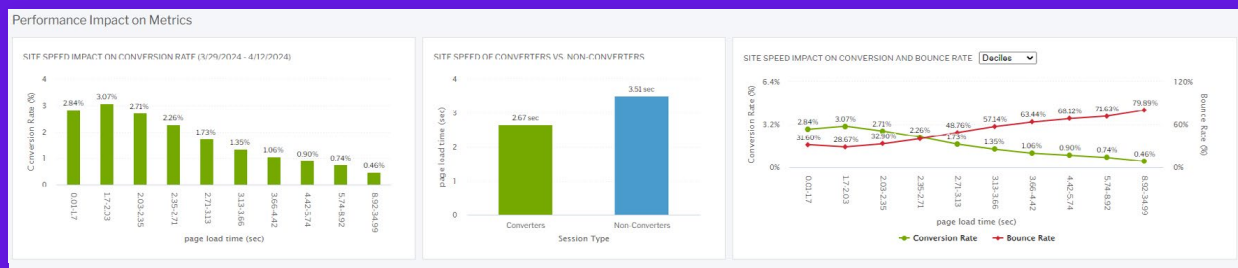


Image C

Site Speed Impact on Conversion Rate shows the correlation between Page Load Time and Conversion Rate, distributed across deciles. This shows which site speeds result in the highest conversion rates.

Site Speed of Converters vs. Non-Converters examines how Page Load Times of converting visitors differ from those who do not convert. This is helpful to visualize how site speed directly impacts whether a user converts.

Site Speed Impact on Conversion Rate and Bounce Rate plots these metrics against various Page Load Time ranges including deciles. This is useful to understand user behavior at different page load times, and the dual impact of site speed on both attracting and retaining visitors.

Data Trends

Data Trends shows eCommerce metrics as a longitudinal graph over time, with the ability to compare optimized to unoptimized traffic. With monthly, weekly, daily, or hourly rollup views, you can compare two metrics per view and quickly identify trends in your traffic that may highlight areas for further analysis. For example, in a weekly view

(Image D), you may notice a peak in Conversion Rate but a dip in Sessions, as shown in the final week represented in the graph. This visual helps you identify trends over selected time periods to investigate what is driving these activities, like seasonality, campaigns, out-of-stocks, etc.

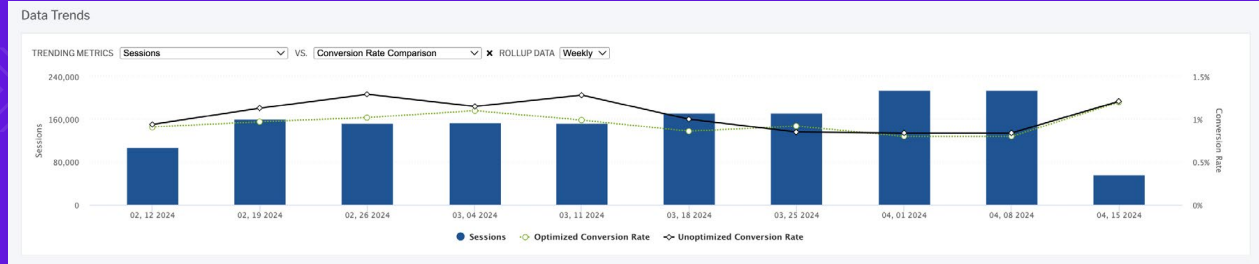


Image D

Metrics Assessed

Yottaa optimizes the majority of site traffic, allocating a small percentage of unoptimized traffic to use as a control. To determine values for optimized and unoptimized, Yottaa splits traffic at the session level, which is defined in greater detail in the Yottaa Continuous Impact Datasheet. Conversion Insights measures the following metrics to assess your site's performance:

Sessions

Represents total sessions. A Session is the period a site visitor is active on a website. A Session ends or times out after 30 minutes of user inactivity. A Session may comprise one or several page views, and the depth and quality of Sessions are vital for assessing user engagement.

Conversions

Represents total Conversions. A conversion is defined as a Session that culminates in a user taking a desired action in response to a prompt, such as making a purchase, signing up for a subscription, or engaging with a piece of content. It represents a successful outcome aligned with a site's objectives. This indicates the site's effectiveness for turning a visitor into a paying consumer. This is binary data, where a Session with either result in a Conversion (1) or not (0). Each Session can have only one Conversion.

Conversion Rate

Measures the percentage of Sessions that results in a Conversion.

Orders

Represents the total purchase transactions completed based on unique Order IDs. This is count or continuous data. A Session can have one or more Orders and is represented as one total Conversion. Multiple Orders within a single Session can occur due to various factors, such as multiple shipping addresses, additional products added to the cart, or separate payment methods.

Revenue

Represents the total Revenue generated from every Session that results in an Order.

Revenue per Session

Measures the average Revenue per Session by dividing total Revenue by number of Sessions. This indicates the monetary value each session contributes to the overall business.

Revenue Lift

Calculates the incremental revenue gain attributed to Yottaa's optimizations by directly comparing Revenue from optimized traffic to unoptimized traffic. Revenue Lift is utilized if traffic is evenly split between optimized and unoptimized traffic.

Estimated Revenue

Calculates the estimated revenue for optimized and unoptimized traffic by multiplying Revenue Per Session for each respective traffic segment and extrapolating across all Sessions within a given time frame.

Estimated Revenue Lift

Calculates the incremental revenue gain attributed to Yottaa's optimizations by calculating the difference between optimized and unoptimized Revenue Per Session and extrapolating across all Sessions within a given time frame. The dashboard presents Estimated Revenue Lift when the site's traffic split is skewed towards either optimized or unoptimized sessions.

Known Bot Filter

The Known Bot Filter excludes data from non-malicious bots that identify themselves with a User Agent String, such as Google, Bing, and Facebook crawlers. Because these crawlers bounce at nearly 100% and rarely result in conversion, removing them from the dataset ensures analysis is not skewed. With the Known Bot Filter enabled, all sessions identified as bots are filtered out from Session, Conversion, Bounce Rate, and Revenue data. You can then view Conversion Insights data free from crawler activity for a more accurate assessment of your site's real user experience.

Page Load Time

Leverages onload time which measures the time it takes for the initial HTML document to fully load, including all stylesheets, images, and subframes necessary for user interaction. Fast page load times are critical for user retention and can significantly impact Conversion Rates and Revenue per Session.

Bounce Rate

Tracks the percentage of Sessions that end after viewing only one site page.

Session Depth

Measures the average number of page views in a Session. Deeper Sessions often indicate higher shopper interest and purchase intent.

Average Order Value

Measures the average Revenue per Order by dividing total Revenue by total number of Orders. This helps to evaluate spending habits of shoppers and impact of sales strategies on buyers.

Technical Dependencies

Yottaa Conversion Insights requires the use of Google Analytics 4 (GA4), Adobe Analytics, or Shopify Analytics for performance data analysis, and involves collecting Conversion and Revenue data (Orders, Revenue, Currency) from your site. For tracking revenue data, GA4 or Adobe Analytics must be implemented following the respective vendors' purchase event specifications. For sites on the Shopify eCommerce platform, revenue data is collected directly from Shopify.

Yottaa Conversion Insights enables eCommerce sites to measure the impact of Yottaa site speed optimizations on KPIs such as Conversion Rate and Revenue. By comparing optimized and unoptimized traffic, it provides valuable insights into how performance improvements drive business outcomes, helping you maximize ROI and make informed decisions for continuous site enhancement.

The Next Step

Don't just assume that your eCommerce site is performing as fast as it needs to – be sure with a free, no obligation Yottaa trial.

Start the process today with a FREE Performance Snapshot. [Click HERE](#) for more information. You can't afford not to.