

PROFILE:

Leading online auto parts retailer with annual revenues of \$40-75M

Every online retailer wants to optimize their site for faster performance, however almost all online retailers face the same set of problems:

- Serving high-resolution images
- Page assets being served from multiple locations
- Complicated CSS and JavaScript code
- Making time to prioritize ongoing content optimization

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In the case of one leading auto parts retailer who works with **Exclusive Concepts** to accelerate their site's performance, these challenges were magnified by another problem. As a Yahoo! store, there were limited ways of improving user experience without making the website slower.

"In order to personalize our site, we are forced to use heavy JavaScript files, which force our customers' browsers to do most of the work when downloading and using the site," says the company's Webmaster.

"We can't perform anything server side, and all code and advanced functionality is front end. This leaves us in a tight corner when it came to front-end optimization."

CHALLENGE:

Find a way to work around platform constraints to make pages faster

Like many site owners, page speed was a real concern, but making the time for front-end optimization was an ongoing obstacle:

"Our customers expect to see a lot of high-resolution images -- product details, videos, and other assets that are heavy and need to be pulled in from various servers."

Balancing functionality and speed was a major pain point. At the same time, our SEO team was concerned about the impact of our page speed

on our search ranking, and they were leaning on us to prioritize site optimization.

While we knew we needed to address this problem, it's difficult to prioritize resources for optimization unless you have powerful in-house advocates. We were at a point where our dev team could spend a few hours a week dealing with some front-end optimization tasks, but this simply wasn't enough."

Many site owners spend years struggling to manually optimize their pages, but they are challenged by the fact that front-end optimization (FEO) is a moving target as web browsers constantly update. New FEO practices continue to evolve with changes to browsers and user behavior, and many advanced techniques are either proprietary or not widely known by site owners.

“We were aware of our performance problems for four or five years and initiated a number of projects to address them. We manually edited

the code and reduced the file sizes for images, but we weren’t able to maintain quality.

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SOLUTION:

Exclusive Concepts’ site speed optimization service delivers front end optimization powered by Strangeloop technology and a Content Distribution Network (CDN)

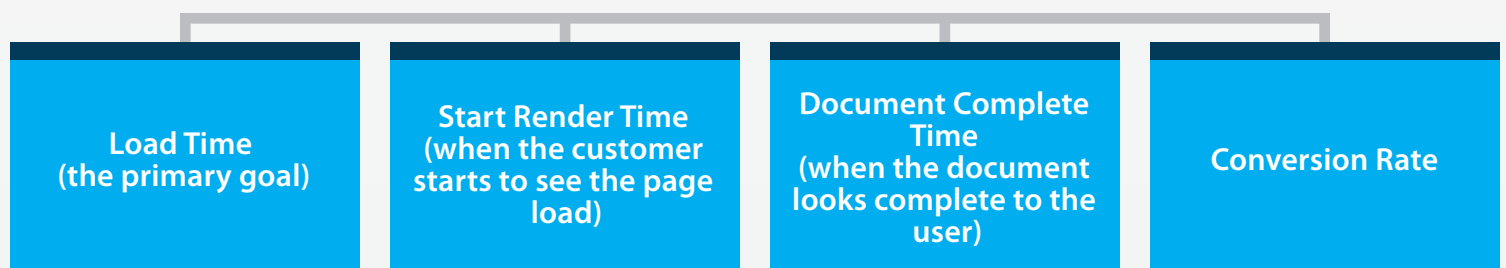
Finding the right optimization solution relies heavily on finding a provider that has delivered real results for a comparable site.

“When we started researching optimization solutions, we came across a case study from another auto parts retailer, AutoAnything.com. They implemented the Strangeloop technology

and reported some impressive metrics. They cut their page load times in half, which led to a 9% increase in conversions and a 13% revenue increase. We were interested, so we talked to Exclusive Concepts. As a Strangeloop partner, they made it simple and cost effective for us to implement and test Strangeloop’s Site Optimizer technology on our store.”

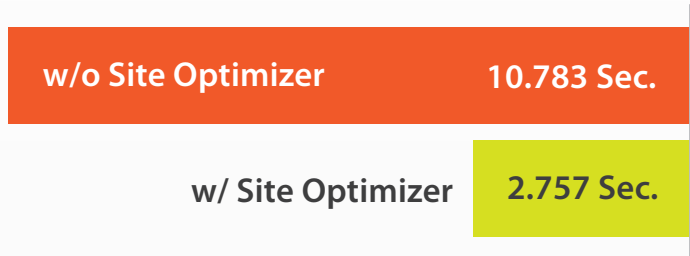
BENEFITS

An A/B test -- in which half the site’s traffic was not affected and the other half was served Site Optimizer-accelerated pages -- allowed the company to measure the impact of Site Optimizer on four key metrics:



Painless implementation

"Implementation was painless. Adjusting to the configuration and QA of our development process initially took some time to work out, but Exclusive Concepts was able to help immediately and address any challenge we faced. What's great is that Exclusive Concepts gave us the power to debug issues quickly."



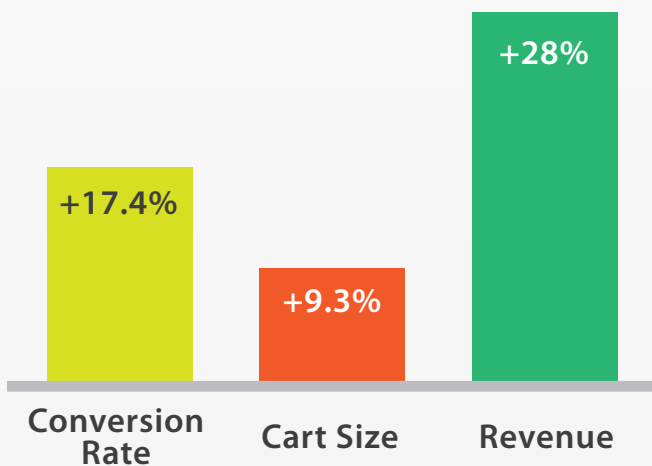
Page load improvements of up to 73%

In A/B tests of the home page and several landing pages across all major browser types and versions, Site Optimizer consistently delivered faster pages.

One of the most dramatic differences was seen on the site's home page. Before acceleration, the page took 10.383 seconds to load in Firefox 6. After implementing Site Optimizer, the page's load time dropped to 2.757 seconds, a 73% improvement.

Dramatic increases in conversion rate, cart size, and overall revenue

During the A/B test period, the site experienced significant growth in top-line metrics:



"Our main concern was delivering a faster user experience, so that our customers could better engage with our site. We weren't focused on bottom-line metrics during the evaluation stage. We just wanted the improvements to offset the cost of implementation. But the gains ended up being so much better than we expected that I am now very impressed with Site Optimizer and Exclusive Concepts' service."

Performance education

"Exclusive Concepts is a great partner in helping us figure out any issues, and we learned a great deal about the deeper problems that affect front-end performance. The implementation process has made us a lot more aware of the various factors that affect site speed, and where we can utilize Site Optimizer and where we can still do more on our side."

Keeping up with performance trends and best practices

"It's hard to prioritize in-house resources for site speed. With Site Optimizer, we have one less thing to worry about. We can finally table our big list of optimization projects."

Unexpected benefit

"We recently launched a redesign and had a problem in the middle of the rollout that resulted in losing all of our files. But because Site Optimizer had cached the site, we had a backup that looked and worked fine for our end customers, which was a lifesaver."

Learn more and request a site speed audit by visiting:

<http://www.exclusiveconcepts.com/site-speed-optimization.php>