

# YOTTAA + Listrak GXP

## Improve Customer Experience and Gain Significant Revenue

A critical factor in growing conversion rates is the experience that customers have when they interact with your site. Long load times, often caused by third-party integrations, can cause frustration, disengage site visitors, and interrupt the customer journey. 66% of shoppers will leave an eCommerce site if it doesn't load within 3 seconds. A fast, user-friendly site, on the other hand, sets you apart from competitors and bolsters overall revenue.

YOTTAA, a Listrak Technology Partner, offers a comprehensive solution to the issue of website speed. By completing an audit of your site, YOTTAA can evaluate how digital elements such as 3rd parties, high resolution images, and custom code might be impacting your site's page load times. Then, they work with you to fix the issues the audit has identified and optimize your site performance.

### Improved Performance for Listrak Client

A luxury cleaning products retailer was able to take advantage of a free YOTTAA site audit as a standard practice with all GXP implementations. The audit provided additional confidence in GXP's ability to recognize more anonymous site visitors by determining that the addition of GXP's personalized onsite treatments did not increase the site's load time. In addition to the third-party JavaScript review, YOTTAA's site audit also reported on current Web Vitals, Page Content, and Image sizes with recommendations that led to a 27% improvement in page load speed.

For more information on how you can power results with Listrak and YOTTAA, contact [Channel@Listrak.com](mailto:Channel@Listrak.com).

### About GXP's Identity Resolution

120-Day Risk-Free GXP Pilot Period with Guaranteed ROAS

Accelerates List Growth, Triggered Revenue and Onsite Conversions

Full-Service Strategic Solution

Minimal Onboarding Lift

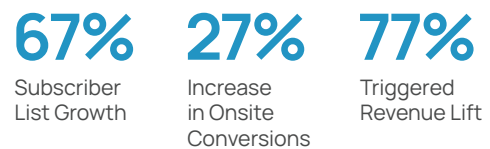
Integrations with Major ESPs (SFMC, Sailthru, Klaviyo and more)

### Free Audit with YOTTAA to Ensure Site Speed Optimization

**"We are thrilled with YOTTAA and GXP. Since deploying YOTTAA we have seen a 27% improvement in page load speed, plus impressive, immediate engagement from GXP's onsite popups that truly makes it simple to capture zero- and first-party data and drive incremental revenue."**

- Luxury Cleaning Products Retailer

### GXP First 30-Day Results



### YOTTAA Performance Results

