

AutoAnything.com cuts page load time in half and revs up sales by 13%

"The Strangeloop Site Optimizer has obviously improved conversion and revenue for us. When you affect conversion by 9%, that is very significant on an annual basis."

Parag Patel, CTO, AutoAnything



AutoAnything is one of the largest and fastest growing online retailers of custom automotive accessories and performance parts, with over four million items to choose from. The website delivers dynamic applications such as live chat, a recommendation engine, and site personalization, all of which are potential performance-zappers.

The Performance Challenge

In the fall of 2009, AutoAnything was busy gearing up for Black Friday. They were determined to create a premium shopping experience that would not only minimize cart abandonment, but also yield high "browse-to-cart" and "cart-to-buy" conversion rates. To do this, they knew they had to create the ultimate shopping experience: an image-rich website with fast-loading pages and reliable performance.

Despite already using a content distribution network (CDN), AutoAnything knew they could be even faster. The site's home page took up to 10 seconds to load -- far too slow by today's performance standards.

"The site was getting slightly bloated. As you get bigger pages, you lose focus and control on what the user experience is like," says Parag Patel, AutoAnything's chief technology officer.

With November quickly approaching, AutoAnything needed a solution fast. With a small engineering team and site traffic of over 2 million unique visitors each month, it was crucial that the company partner with a vendor who could deliver easy implementation.

The Solution

After careful research, AutoAnything chose to implement the cloud-based Strangeloop Site Optimizer service.

AutoAnything conducted a set of tests to identify Strangeloop's impact on key management metrics: conversion, cart size, cart abandonment and revenue. During the test period, 50% of AutoAnything's visitors received website content that was accelerated by Strangeloop, while the other 50% of website visitors received content served from AutoAnything's centralized servers and existing CDN.

The Results

The test results confirmed that Strangeloop enabled the AutoAnything to deliver a significantly improved visitor experience, resulting in lower cart abandonment rates, higher conversion rates, and larger purchases.

- Instant Revenue Increase - Site Optimizer cut AutoAnything's page load times in half, which resulted in a 9% increase in conversion rate, an 11% increase in average ticket size, and a 12-13% increase in sales.
- Easy Integration, World-Class Support - AutoAnything.com is a very large site, containing hundreds of thousands of pages. Site Optimizer was implemented without changing any code or touching the site's servers.
- CDN Cost Savings - Implementing Site Optimizer allowed AutoAnything to significantly reduce its monthly CDN costs.