

SITE OPTIMIZER



Benefits

Blazingly Fast Site performance.
No coding Required.

Success in ecommerce depends on the ability to serve shoppers across a wide array of devices, browsers, networks and geographies with blazingly fast performance. To ensure success, merchants need to scrutinize their customer experience and optimize all interactions through their web store. Traditional methods of site optimization, be it re-coding, manual optimization or content delivery networks, are no longer flexible and powerful enough. Merchants need a scalable, affordable solution that enables them to cater to a variety of shopper profiles in order to drive SEM, shopping cart conversion and shopper lifetime value.

Tenzing Site Optimizer is a new advanced managed service that optimizes web site performance across every browser, device, network and location. The solution identifies the performance profile of your shoppers and then automatically applies application sequencing, front-end optimization and caching techniques to ensure that they see the best version of your web store optimized just for their profile. This makes transactions more personalized, compelling and engaging, and results in increased pageviews and time on site, while lowering bounce rate and decreasing abandonment across mobile and desktop. Best of all, Tenzing Site Optimizer is completely agentless. It requires no codes changes or additional infrastructure. This fully managed, cloud-based service can be deployed and configured in a matter of hours with no disruption to your web store.

Improved SEM

With the release of new search algorithms like Google Panda, search ranking is increasingly dependent on the speed of your web store. Tenzing Site Optimizer dramatically improves site performance, typically improving page speeds by 40%-80%. This results in high page rank and ultimately more visitors reaching your site at lower cost.

Higher Conversion Rates

Poor site performance is a leading contributor of shopping cart abandonment. Most shoppers say they will leave a web store after waiting only 2 seconds for a page to load, and 57% of shoppers say they will not return after experiencing poor performance. Tenzing Site Optimizer can increase the performance of your web store by as much as 80%, dramatically reducing shopping cart abandonment and increasing lifetime customer value.

Minimal Impact to Operations

Tenzing Site Optimizer is a fully managed, cloud-based service that is easy to deploy. The solution requires no code changes to your web store or additional infrastructure, and can typically be deployed in a matter of hours with no disruption to your commerce operations. In addition, our team continually monitors and optimizes the platform to ensure that you continue to deliver a remarkable shopping experience anywhere and anyway that your shoppers choose to do business with you.

Features

Application Sequencing

By applying custom application sequencing, based on visitor characteristics, Tenzing Site Optimizer focuses attention, creates a sense of involvement and keeps visitors engaged. A more engaged visitor improves interaction across devices, resulting in increased pageviews, time on site and conversion.

Front End Optimization


Front end optimization (FEO) is a key contributor to conversion success and site scalability and is integrated into Tenzing Site Optimizer. The solution automatically applies traditional FEO principles to increase page speed and responsiveness. By applying these techniques as part of the holistic optimization solution, you can control which measures are applied based on visitor context, and thus optimize every engagement.

Federated CDN

Tenzing Site Optimizer delivers content caching and edge delivery from a global network of cloud-based delivery endpoints, ensuring scalability on demand. In addition, the solution can easily integrate with any existing CDN and will apply application sequencing and front end optimization to all content.

End to End Visibility

Robust testing and 24/7 monitoring and alerting capabilities gives you complete visibility into your mobile and web performance. In addition, built in reporting provides actionable insight from traditional IT metrics like load, render and interact times to strategic measures like conversion, retention and engagement. This fully managed, cloud-based service can be deployed and configured in a matter of hours with no disruption to your web store.



Case Study: **Optimized** Tenzing Site Optimizer increases conversions and revenue for LiveCareer

Key Challenges

Slow page load times result in a poor user experience.

Solution

Tenzing Site Optimizer

Business Benefits

Increases in Conversion Rates within two months

"Site Optimizer really helped us improve our performance across key metrics by improving engagement and lowering bounce rates, all without any disruptions to our operations".



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The Client: LiveCareer

LiveCareer is a leading online career destination platform. Over 10 million registered subscribers have used their websites to build their resume or cover letter and find better jobs. In an environment where competition has never been stiffer, LiveCareer and its sister websites are committed to helping job seekers with every aspect of their careers by creating transformational products, tools and platforms.

The Challenge: Slow load times impacting revenues

LiveCareer was concerned about their page load times. Even though users were interacting with their websites, load times varied from page to page, resulting in a poor user experience. They needed to improve overall performance to reduce shopping cart abandonment.

"We needed a proven, easy to implement solution that would help us get things in order and prevent us from losing any more revenue from poor performing web pages", said Grant Bartone, Optimization Product Manager. As a manager with an engineering and mobile background, his immediate challenge was clear: fix the slow load times that were causing low engagement, high abandonment and lost revenue.

Bartone's engineering team compared different optimization platforms and after reviewing Tenzing's cloud-based Site Optimizer, they knew it had all the features they wanted: a flexible platform that would allow them to apply different front-end optimization techniques to deliver a highly personalized experience regardless of the user's browser, device, network or location.

The Solution: First Impressions

"Site Optimizer really helps us improve our performance across key metrics by increasing engagement and lowering bounce rates, all without any disruptions to our operations." said Bartone.

After less than two months using the product LiveCareer saw significant improvements. Conversion rates increased by as much as to 7% on their sites.

While most IT solutions offer a high value with a matching price tag, Site Optimizer goes against the grain by delivering a high impact solution with minimal disruption and at a relatively low investment.

"We weren't aware of other solutions that bundle these features with CDN, that's the main advantage of having a service like this." said Bartone. "For the volume of page requests that we have, Tenzing had the best solution. And the monthly rate made it more flexible and reasonably priced than the competition."

"With other optimizations, the goal is to reduce page requests and Site Optimizer has done a great job with this. We can now clearly see how changes affect our metrics over time. You can do this with other tools, but they're not as robust a solution. The dashboard is very easy to use and allows you to do what you want. Overall, it's been a very positive experience", says Bartone.

Looking Ahead

LiveCareer continues to enhance and adjust their site performance with Site Optimizer to consistently deliver a personalized and engaging experience to their users.

"As a team, we're learning from these optimizations and moving forward in building better performing software in the future," said Bartone.

When speed and performance are so critical to ecommerce success, the ability to securely track and optimize user engagement is what ultimately helps them increase their bottom line.

"Before Site Optimizer, things were more manual, more fire drill-like, with a lot of pressure to optimize as quickly as possible." said Bartone. "Now, we can relax a bit. With this technology in place, we can be certain that it's helping all of our websites perform better."