

Coolibar Increases E-Commerce Transaction Speeds Using Gomez Web Performance Management Solutions



“As we started reducing the number of hosts and connections, it was paramount that we could monitor our most important Web pages and transactions to ensure that they performed properly for our customers. Gomez’s Web performance monitoring not only provided a 360 degree perspective of our site’s performance during this transition but also helped us achieve a 50 percent reduction in the duration of our most important seven step transaction.”

— Alan Higley,
VP of Marketing

Based in Minneapolis, Coolibar was founded in 2001 to bring Australia’s world-leading approaches to sun protection to the American market. The company’s mission is to develop superior sun protective products including sun protective clothing, SPF clothing, sun hats, sun protection swimwear, sunglasses, umbrellas, sunscreens and sunblock, which allow people to enjoy life in the sun.

Background:

Coolibar understands that the performance of its Web site and applications, particularly in areas like speed, can have a huge impact on conversion rates and revenues. Like many e-businesses, Coolibar uses multiple third party services for functions like shopping cart, search, analytics and content delivery, and overall speed depends on the performance of each and every one of these elements. With Gomez, Coolibar is able to optimize performance across the entire Web application delivery chain, which has enabled the company to cut in half the time it takes for customers to complete a seven step product search, shopping cart and checkout transaction. Furthermore, Coolibar achieved this dramatic improvement while in the midst of a significant infrastructure change.

Business Objectives:

- Increase revenues through a higher conversion rate
- Minimize check-out and product search abandonments
- Streamline infrastructure while maintaining performance excellence

Capabilities Required:

- Active monitoring to measure the speed and availability of key Web pages and transactions 24 hours a day from specific locations on the Internet backbone, with alerting to performance issues
- Real-user monitoring to measure customers’ experiences in real-time and see how performance differs by browser type, geography, ISP and connection speed

Benefits Realized:

- Ability to identify and quickly troubleshoot performance issues before they escalate and jeopardize conversions.
- Derived greater insight into the performance of external third-party services
- Gained confidence and peace of mind by monitoring performance levels throughout infrastructure transition
- Achieved clearer understanding of which user segments are affected by performance issues, which helps to prioritize troubleshooting and track the results

Quick Success Fact

Cut in half the time it takes for a customer to complete a seven step product search, shopping cart and checkout transaction

Gomez, Incorporated
10 Maguire Rd, Bldg3, Suite 330, Lexington, MA 02421

General Inquiries: +1 781-778-2700

Sales:
USA +1 781-778-2760
UK +44 (0)1753 626 632
Germany +49 (0)40 53299 207

www.gomez.com

©2009 Gomez, Inc. All rights reserved. Gomez® is a registered service mark, and the tagline “Ensuring Quality Web ExperiencesSM” is a service mark of Gomez, Inc. All other trademarks and service marks are the property of their respective owners.

About Gomez

Gomez, Inc. (www.gomez.com) is the leader in Web application experience management, providing an on-demand platform that organizations use to optimize the performance, availability, and quality of their Web and mobile applications. The Gomez platform identifies business-impacting issues by testing and measuring Web applications from the “outside-in” — across all users, browsers, devices, and geographies — using a global network of over 100,000 locations. The self-service Gomez platform integrates Web load testing, Web performance management, cross-browser testing, and Web performance business analysis. Over 2,500 customers worldwide, ranging from small companies to large enterprises — including 12 of the top 20 most visited US Web sites — use Gomez to increase revenue, build brand loyalty, and decrease costs.