

AutoAnything Cuts Page Load Time in Half and Revs Up Sales by 13%

AutoAnything™
Equip Any Vehicle for Any Lifestyle

AutoAnything.com (No. 204 in the Internet Retailer Top 500) is one of the largest and fastest growing online retailers of custom automotive accessories and performance parts. With over four million items in its inventory, the website delivers dynamic applications such as live chat, a recommendation engine, and site personalization, all of which are potential performancezappers.

By developing proprietary data and software applications, partnering with best-of-breed outsourced solutions, and providing topnotch customer service, AutoAnything has created an award-winning website that is one of the top online sources for purchasing auto accessories.



The Performance Challenges

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,” said 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.

“Radware FastView 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

After careful research, AutoAnything chose to implement the cloud-based Radware FastView*. AutoAnything conducted a set of tests to identify FastView'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 FastView, 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 FastView enabled AutoAnything to deliver a significantly improved visitor experience, resulting in lower cart abandonment rates, higher conversion rates, and larger purchases.

- **Instant revenue increase** - FastView 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. FastView was implemented without changing any code or touching the site's servers.
- **CDN cost savings** - Implementing FastView allowed AutoAnything to significantly reduce its monthly CDN costs.

*Radware FastView is formerly Strangeloop Networks Site Optimizer