



THE MOBILE EXPRESSLANE



GOAT: Accelerating a Mobile Commerce Success

Background

The m-commerce market is rapidly growing and [forecasted](#) to reach \$284 billion, or 45 percent of the total U.S e-commerce market, by 2020. M-commerce accounts for 54 percent of total digital time relative to other mobile categories.

Mobile is the most important digital touchpoint for retailers to win, serve and retain customers. Mobile users often shop on the go for convenience sake, but are often frustrated due to weak Wi-Fi and Cellular connections. Consumers expect to be able to engage with retailers in moments of need, so retailers must deliver mobile experiences that match and exceed user expectations.

Apps that do not meet expectations are quickly removed or replaced. A [recent study](#) shows that consumers will abandon apps with load times greater than six seconds. The direct correlation between speed and revenue is astounding: On smartphones, a one-second delay in loading a page can result in a 3.5 percent [drop in conversions](#).

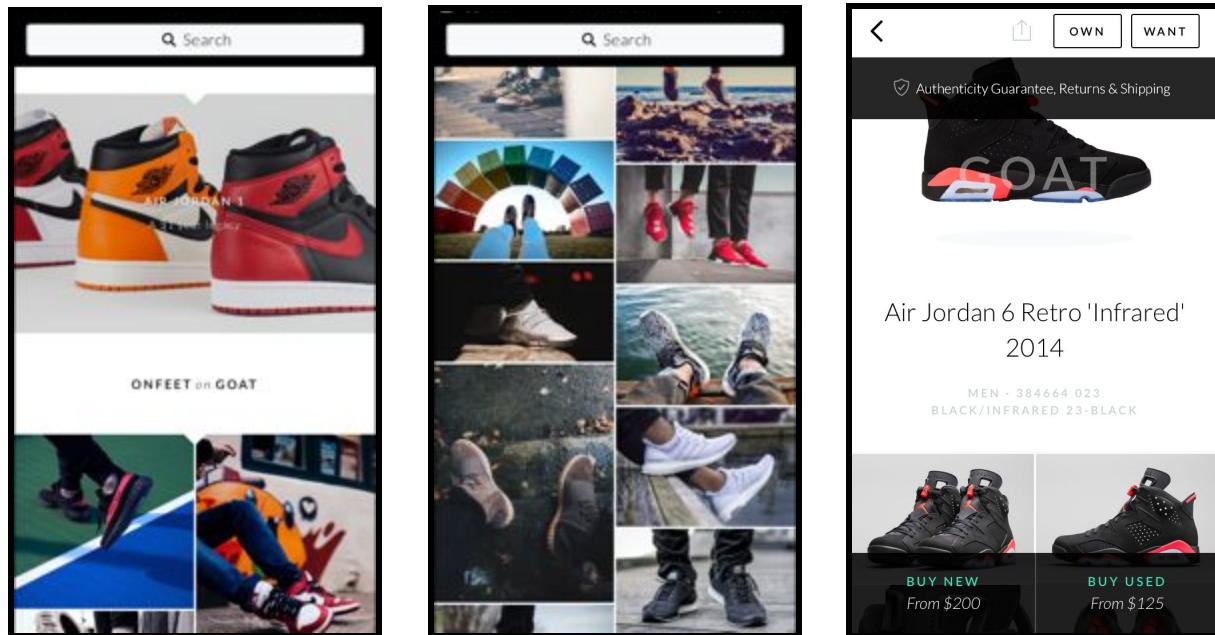
The App

GOAT offers a curated marketplace for authentic sneakers with free verification services. Unlike more commonly known marketplaces, GOAT vets all sellers and requires them to ship their sneakers to its warehouse once sold, so authentication can be verified by trained specialists. Since launching iOS and Android apps in July 2015, nearly one million members have joined the service. The company is averaging 40 percent month-over-month revenue growth with average order values in excess of \$300.

The Performance Challenge

GOAT was using Amazon CloudFront as their CDN and constantly trying to optimize their app performance. The GOAT dev team was struggling to balance building and adding new features

with spending resources on performance enhancement. Because GOAT relies heavily on images and answers thousands of daily requests, optimization was essential in ensuring image downloads and user engagement.



The Solution

GOAT Cofounder and CEO Eddy Lu says, “PacketZoom sounded like they had something no one else had and seemed like they were people we could trust. Their approach to performance was very different than the optimizations we were already doing, and didn't require much effort to implement.”

GOAT completed PacketZoom’s SDK integration in less than an hour. PacketZoom’s SDK offers a drag and drop integration, and is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software are required. The existing CDN infrastructure was kept and GOAT was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

The Results - Over 3x Speedup

Results were immediate: GOAT ran 3 times faster across 3G, LTE and WiFi networks, and 63 percent of transfers were rescues from disconnections.

GOAT saw an immediate ROI and significant boost in user engagement, including a 12-percent increase in product search and view requests. Lu reported an additional benefit: Since PacketZoom is a CDN enhancer and not a replacement, PacketZoom automatically offloads mobile content caching from the CDN. For GOAT, this means a significant reduction in CDN bills -- up to 90 percent a month.



Figure 1: PacketZoom Speedup across networks

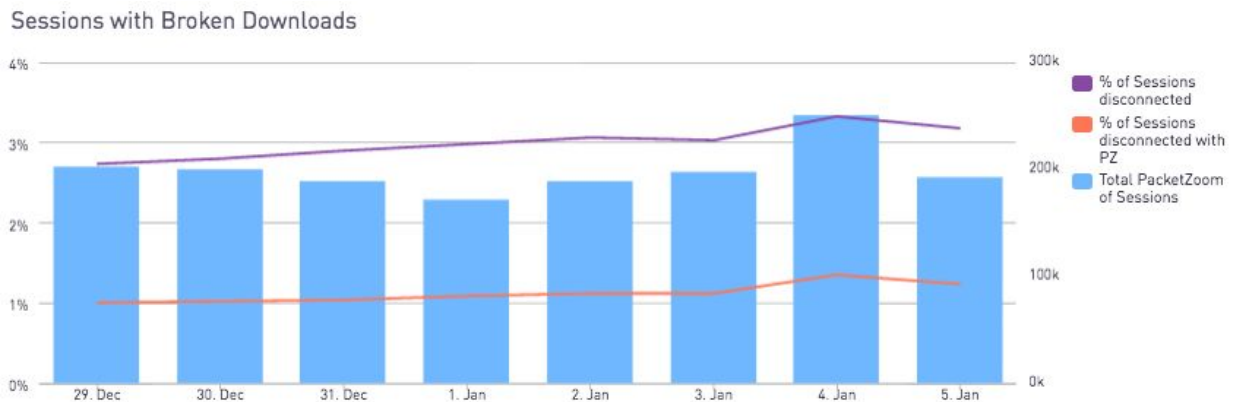


Figure 2: Sessions with network disconnection vs. rescued by PacketZoom

PacketZoom Mobile Expresslane redefines mobile performance via in-app networking technology, customized for each user. By removing roadblocks in the mobile last mile, PacketZoom is able to significantly accelerate the performance by 2 to 3 times, rescue up to 80 percent of the sessions from TCP connection drop, and reduce CDN costs. For more information visit www.packetzoom.com.