



## Wondermall: Optimizing A Virtual Shopping Center

### Background

Mobile users often shop on the go, but are seldom frustrated due to weak Wi-Fi and Cellular connections. 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

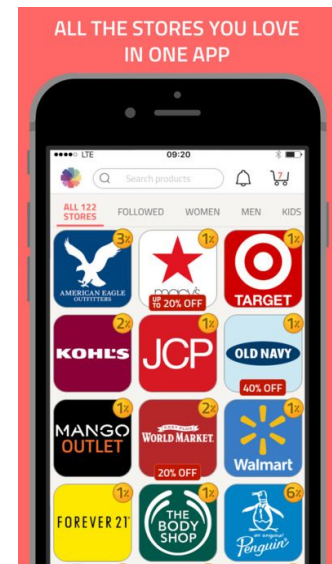
Wondermall allows customers to shop from over 120 brand store via a single mall app with millions of products to discover (fashion, apparel, health, beauty, sports, toys, home decor and more). Wondermall includes all relevant coupon and deals so there's no need to download individual apps or search for coupons. In addition, shoppers receive FREE shipping and accumulate rewards every time they shop.

### The Problem

Wondermall is focused on a comprehensive, efficient user-experience, which is rich in static images. Like most retail apps, the app monetization is directly dependant on conversion rates. Being an iOS application, Wondermall had to comply with an HTTPS protocol, which is a secure connection but one which creates more round trips and slows time waiting in the beginning of session. The app experience was compromised due to higher number of server trips with slow image download times and frequent disconnects.

### The Solution - PacketZoom Mobile Expresslane

Wondermall 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 Wondermall was granted full operational monitoring



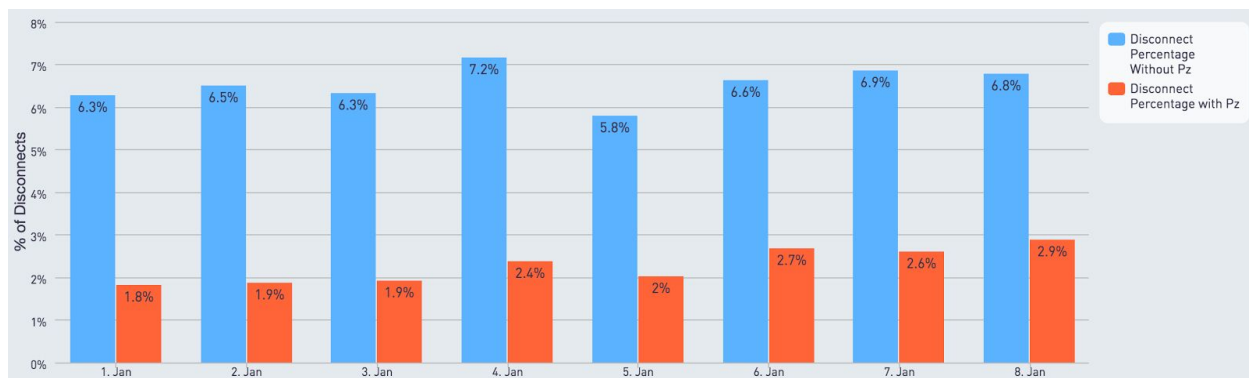


and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

### The Results: 10% Increase in Image Views, 69 % Speedup, Disconnection Rescue

Wondermall saw an immediate ROI and significant boost in user engagement. PacketZoom Mobile expresslane allowed the Wondermall app to eliminate the HTTPS roadblock and generate 10% more static image views, in addition to the overall app speedup and disconnection rescue. The Wondermall team reported an additional benefit: Since PacketZoom is a CDN enhancer and not a replacement, PacketZoom automatically offloads mobile content caching from the CDN. For Wondermall, **this means about 60% CDN Savings per month.**

*"Wondermall has been working with PacketZoom for over a year now. While we are still using a traditional web CDN (Amazon CloudFront) at the backend, PacketZoom's solution is able to deliver the content faster and more consistent to the mobile handset" said Lior Rozner, Wondermall CTO. "We also found the support and product team to be resourceful and prompt to address our needs"*



Up to 70% Disconnect rescue with 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](http://www.packetzoom.com)