Bad Kitty

Executive Summary

Customer Name: Bad Kitty
Industry: Online clothing retailer

CHALLENGE

- Reduce page load times and shopping cart abandonment
- Increase overall performance and accommodate large spikes in traffic

SOLUTION

- Webscale reduces load on the web server to enhance user experience
- Auto-scaling and web optimization manages web traffic without disruption or manual intervention

RESULTS

- Time to First Byte (TTFB) went from 2.162s to 216ms
- Increased website speed by 400x
- Reduced load times for accelerated pages from 9s to 1.2s

Challenge

Bad Kitty is the premier designer, manufacturer and online retailer of cutting edge dance, fitness and swim wear. Just prior to working with Webscale, Bad Kitty grew exponentially year over year with a daily social media reach that averaged over 1 Million unique views per week and up to 50,000 unique monthly visitors to their storefront. Between 2013 and 2014 alone, sales increased by 32 percent and revenue increased 43 percent. As elated as they were with the new customers, sales and growth, their existing storefront infrastructure simply couldn't handle the large influx of increased traffic and transactions.

At one point in 2014, their web hosting provider experienced an outage and the site became completely unavailable causing immeasurable losses in revenue. Even when the site was up, site speed was slow, taking up to 10 seconds to load a page. As a result, they noticed a significantly high bounce rate and knew their infrastructure was inadequate to meet the new demand.

Solution

Because their website performance and inability to anticipate higher levels of demand was negatively impacting revenue, Bad Kitty implemented Webscale's E-commerce Cloud Platform. Not only was there a noticeable increase in overall website speed—it was immediately 400 times faster.

Additionally, the storefront could accommodate double the amount of traffic and at a moment's notice. As Bad Kitty continues to outpace growth projections, Webscale automatically and intelligently orchestrates resources to adjust for traffic demand and continually delivers a stable and fast site that ultimately results in improved user experience and customer conversions.

"From our very first conversations, the entire Webscale team has been like an extension of our own staff consistently going above and beyond," said Jack Gaffney, Bad Kitty CEO. "They immediately identified numerous performance and scalability issues with our site then followed up with the expert guidance and skilled experience to correct all of the issues. Webscale has been an incredible ally and asset to our e-commerce business."