

AKIRA

goes instant and nearly doubles mobile transactions
with



Key takeaways:

- ✓ **71%+** increase in website speed
- ✓ **1.4 sec** first loads and **500ms** subsequent loads (on 4G)
- ✓ **30.1%** increase in organic traffic levels
- ✓ **61.4%** lift in the amount of visitors to initiate checkout
- ✓ **80%** rise in transactions, driving a **37.25%** lift to conversion rate
- ✓ **9.16%** increase in the rate in which visitors that click on the checkout button complete their purchase

AKIRA first opened its doors in 2002 as a women's boutique store and has since expanded to offer a full line of women's clothing, footwear and accessories in 27 locations. Today, the fashion retailer delights consumers with an engaging, sub-second Magento store on Layer0 with an optimized checkout provided by Bolt.

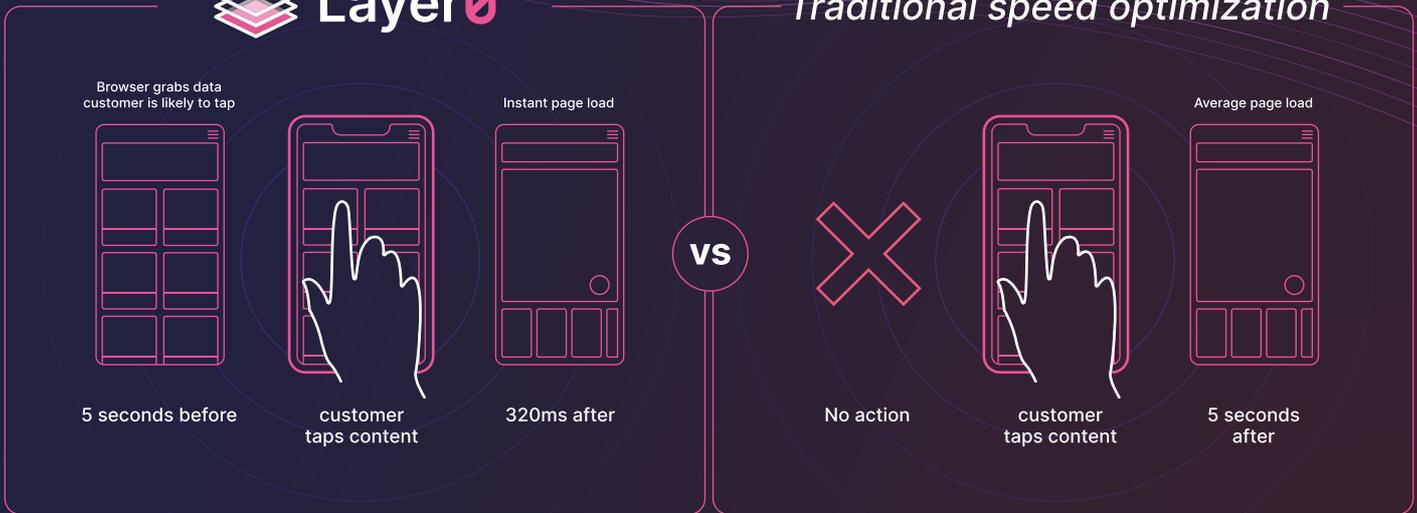
AKIRA goes instant on Layer0

AKIRA sped up its mobile site by **71%+** and is reaping the benefits of a sub-second website: reduced bounce rates, increased organic traffic, improved conversion rate and an overall improved experience for shoppers. First-page loads are down from nearly 5 seconds to just north of 1 second, with subsequent pages loading in **500 milliseconds**. More importantly, half of **AKIRA's** Magento site loads in less than 500 milliseconds on mobile (as measured by Largest Contentful Paint on 4G). This is quite the advantage in the extremely competitive eCommerce market, where the average mobile website takes 3-5 seconds to load.

AKIRA went instant through a combination of cutting-edge tech built-in to Layer0, including server-side rendering support and AMP conversion for modern frontends (i.e. progressive web apps / single-page applications) to ensure lightning-fast page loads from landing through checkout. Predictable prefetching and a modern CDN with edge computing capabilities allow **AKIRA** to stream dynamic data to the edge, so it is ready in the visitor's browser before they even request the page. This ensures an instant experience where your website remains 5 seconds ahead of consumers' taps.



Traditional speed optimization



ShopAkira.com's unprecedented speeds have driven a **30.1%** year-over-year (YoY) growth in mobile organic traffic and cut bounce rates by 8.4% YoY, compared to the legacy site. Not only have more people reached the site from search and remained on-site, but the ratio of visitors that completed a purchase has increased as well.

AKIRA optimizes the buying experience with ⚡ Bolt Checkout

Since going live with the instant Magento site, mobile conversion rate has seen a 37.25% YoY increase. This dramatic lift is a result of the emphasis the retailer puts on providing an exceptional experience to its website visitors. AKIRA has optimized the mobile shopping experience end-to-end with a sub-second website on Layer0 along with a streamlined path-to-purchase using Bolt Checkout.

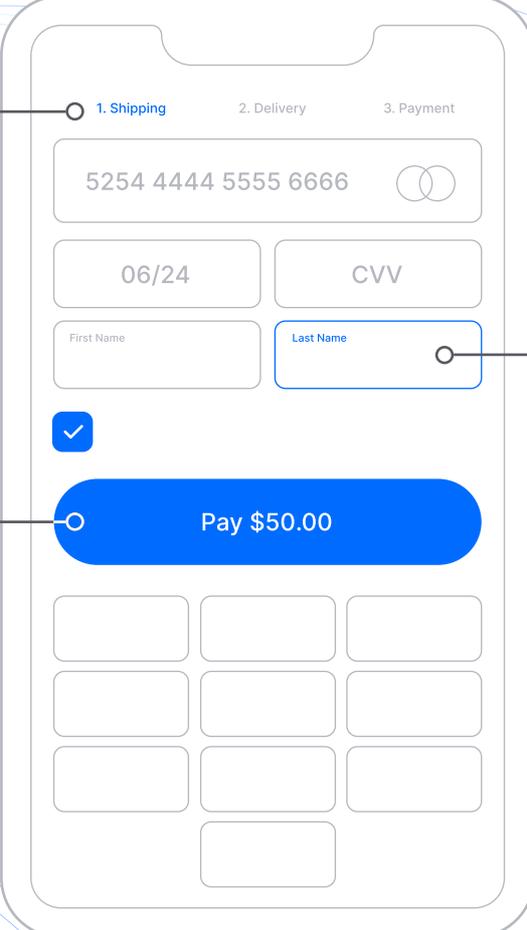
AKIRA is driving more traffic further down the path-to-purchase with its instant website. Once a visitor adds a product to their cart and initiates checkout, Bolt's optimized mobile checkout comes into play. The Bolt Checkout compels a larger portion of visitors that initiate checkout to continue and complete their purchase. In fact, AKIRA has seen nearly doubled mobile transactions with Bolt and Layer0 as a result of pairing sub-seconds site speeds with Bolt's streamlined checkout.

Overall, the retailer has seen mobile checkout initiations grow by an astonishing 61.4% YoY—but that's not all. The number of shoppers who've completed their purchase on the mobile site has grown by a whopping 80% YoY with Bolt. Lastly, AKIRA's mobile checkout conversion rate has seen a substantial lift with Bolt Checkout, with a 9.16% YoY lift in the rate in which visitors that initiate checkout complete their purchase.

Bolt is a hosted checkout for eCommerce, designed to improve the user experience across all devices. Bolt checkout provides a simple, no-scroll experience for your shoppers that decreases the time it takes to complete a purchase by 40%+ for guest checkout, while providing a one-click logged in checkout experience for returning customers and shoppers in the Bolt network.


Relentlessly
Mobile-optimized


No scrolling



A mobile checkout form with three steps: 1. Shipping, 2. Delivery, and 3. Payment. The form includes a card number field (5254 4444 5555 6666), an expiration date field (06/24), a CVV field, and name fields (First Name, Last Name). A checkbox is checked, and a large blue button labeled 'Pay \$50.00' is prominent. Below the button is a numeric keypad.


Consistent across
all devices



 **34s**

48% Faster time
to complete

 **2.3s**

70% Faster
load time

 **4**

42% Fewer
clicks

 **12**

42% Fewer
fields

Bolt checkout's near-instant load times are 10x faster than the industry average, so shoppers can complete the checkout process 1.5-2x faster than the average native checkout. This helps reduce shopper abandonment. This is done by avoiding any unnecessary friction in the checkout process like redirects, unnecessary fields, long load times, additional checkout pages, and by simplifying the architecture that it is built on.

AKIRA has chosen to invest in their customers. By optimizing the mobile shopping experience end-to-end, the retailer has seen substantial growth in visibility, traffic, checkout initiations and transactions on mobile. This top-of-funnel and bottom-line growth is a result of the marriage of exceptional site speed and a streamlined checkout experience. AKIRA drives more visitors to the site and nudges a larger portion of them further down the path-to-purchase on Layer0. Once they add a product to their cart and click on the checkout button, Bolt's optimized checkout kicks in, driving more visitors to complete their purchase and driving bottom-line growth.

 **Layer0** +  **Bolt** = end-to-end website optimization.