



## Wayfair.com Implements Limelight Accelerate to Reduce Bounce Rates, Increase Time on the Site, and Drive Online Conversions

### The No. 2 Online Retailer of Home Goods in the U.S. Saw a 17 Percent Jump in Page Views Per Visitor During 1-Month Test

TEMPE, Ariz., Feb. 28, 2012 (GLOBE NEWSWIRE) -- Limelight Networks, Inc. (Nasdaq:LLNW) today announced that Wayfair has completed implementation of [Limelight Accelerate](#) on [Wayfair.com](#) and [Allmodern.com](#). The front-end optimization solution (FEO) improves [Time to Action](#)—the time it takes for visitors to first engage with content on online sites — and has been shown in comprehensive testing to boost performance on most websites twofold to fivefold. As a result, retailers like Wayfair benefit from more time spent on the site, reduced abandonment rates, increased page views, and improved conversion rates.

Limelight has proactively optimized the websites for most of the retailers attending [eTail Palm Springs](#). Retailers can drop by Limelight's booths, #13 and #14, to see a live demonstration of Limelight Accelerate in action on their own websites.

"As an online-only retailer, the website experience that we provide for our customers is critical to our business success," said Dan Rowe, Wayfair's Director of Systems Engineering. "With over 75 million product images and thousands of dynamic web objects that need to be optimized on the fly, we require a robust front-end optimization solution that allows our customers to immediately access the rich, informative content they need to make their purchasing decisions. After evaluating multiple offerings, Limelight Accelerate was the only solution that could address our diverse challenges and support our unique business model."

Wayfair, formerly CSN Stores, began selling furniture online in 2002 and has quickly expanded to sell home furnishings, décor, lighting, plumbing, luggage, toys, and pet items from over 5,000 brands. The retailer now has over 11 million page views per month and earned \$500 million in annual revenue in 2011. Headquartered in Boston, it has additional locations in the United States, Australia, Germany, Ireland, and the United Kingdom.

"Online shoppers don't want to wait—they want to engage and interact with sites instantly," said Co-Founder and Chairman of Wayfair, Steven Conine. "We knew that our sites could have a stronger impact if we delivered the most important and desired content first. Because our web properties generate dynamic content to enable unique and customized experiences for our customers, we required a solution that could optimize dynamic content on the fly—Limelight Accelerate delivered this capability for us. After just one month of employing Accelerate, we saw a 17% jump in page views per visitor. It's clear that our improved site performance created a more satisfying shopping experience for our customers, which ultimately affects our brand and our bottom line."

At the presentation layer, Limelight Accelerate optimizes how web pages load by combining instructions on a web page to decrease the number of requests for content that the web page has to make. It also prioritizes which content on a page is most important for getting a user engaged quickly with relevant information in order to decrease a user's time to action. Limelight Accelerate can be implemented in front of existing caching and delivery services for effortless integration; sites are commonly integrated and operational within a single business day. A video demonstration of Limelight Accelerate can be viewed [here](#).

"How quickly a user can engage with content is even more critical to reducing abandonment than how fast the entire page loads," notes David Hatfield, Senior Vice President, Limelight Networks. "Limelight Accelerate ensures that the most important information renders first, so content such as specific product details are prioritized. The faster users get the information they want, the faster they will act on it, resulting in longer site visits, more sales, and ultimately enhanced brand loyalty."

#### About Wayfair

Formerly CSN Stores, Wayfair LLC is the parent company for Wayfair.com ([www.wayfair.com](#)), which offers a zillion things home — the largest catalog of home items anywhere, crossing all styles and budgets, and covering 5,000 brands of furniture, lighting, cookware and more. With this massive selection of more than 4.5 million products, chances are good people can find just the right items for their homes. Other sites under the Wayfair umbrella include: AllModern.com, JossAndMain.com, Wayfair.co.uk, Wayfair.de and Buyster.com.au.

#### About Limelight Networks, Inc.

Limelight Networks, Inc. (Nasdaq:LLNW) provides solutions that enable business and technology decision makers to profit from

the shift of content and advertising to the online world, the explosive growth of mobile and connected devices, and the migration of IT applications and services into the cloud. Our worldwide customers use Limelight's massively scalable software services that engage audiences, enhance brand presence, analyze viewer preferences, optimize advertising, manage and monetize digital assets, and ultimately help build stronger customer relationships. For more information, please visit <http://www.limelight.com> or follow us on Twitter at [www.twitter.com/llnw](http://www.twitter.com/llnw).

Copyright © 2012 Limelight Networks, Inc. All rights reserved. All product or service names are the property of their respective owners.

CONTACT: Media Contact:

Heather Miller

215.867.8600 x239

media@llnw.com