

SCALE OR **FAIL**

ARE YOU PREPARED TO PERFORM DURING PEAK?

CUSTOMERS ARE EMBRACING THE OMNICHANNEL EXPERIENCE

IN 2015, **54%** OF OVERALL RETAIL SALES WILL BE INFLUENCED BY THE WEB*



CUSTOMER EXPERIENCE IS MORE COMPLICATED THAN EVER.



CONSUMERS ACCESS SITES FROM DIFFERENT DEVICES, BROWSERS, AND NETWORKS AROUND THE GLOBE.

90% OF SMARTPHONE USERS CONDUCT PRE-SHOPPING ACTIVITIES ON THEIR PHONES, INFLUENCING **\$1.5 trillion** IN-STORE SALES**

67% OF ALL MARKETING EMAILS ARE OPENED ON MOBILE***



HOWEVER, PERFORMANCE DURING PEAK IS A PROBLEM



50% OF CONSUMERS HAVE EXPERIENCED INTERNET SLOWDOWN DURING PEAK EVENTS

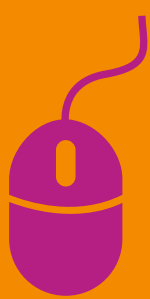


OF THOSE, **82%** HAVE HAD WEBSITE ACCESS PREVENTED AS A RESULT

TODAY'S CONSUMERS HAVE HIGH EXPECTATIONS AND LIMITED PATIENCE, WHICH IMPACTS REVENUE AND BRAND VALUE.

IN RESPONSE TO DISSATISFYING EXPERIENCES

Nearly 48% WILL ABANDON & VISIT A COMPETITOR



22% WON'T RETURN TO A SITE WHERE PROBLEMS OCCURRED



35% WILL HAVE A MORE NEGATIVE PERCEPTION OF THE BRAND

ARE YOU PREPARED TO PROVIDE FAST, RELIABLE AND SECURE EXPERIENCES ON ANY DEVICE, ANYWHERE EVEN DURING PEAK TRAFFIC?

IF NOT, HOW MUCH REVENUE ARE YOU RISKING?
Visit www.akamai.com/holiday to learn more.

*FORRESTER **DELOITTE ***MOVEABLE INK