

HOLIDAY READINESS CHECKLIST

FOR ONLINE RETAILERS



4

focus areas to ensure you set the right records during the peak season

1

DATA ANALYTICS

Understand Your Business



Mobile devices have reached parity with mobile desktop transactions

50%

of retail mobile transactions occur across multiple devices

143%

more customers acquired during Peak periods V.S. the rest of the year

CHECKLIST

- ✓ Analyze your application data to understand device performance trends
- ✓ Analyze your business data to understand conversion cohorts
- ✓ Align Marketing, Commerce, and IT teams on a cross-functional KPI strategy

2

USER EXPERIENCE

Cater to Every User's Context



78.3%

US smartphone retail mcommerce will surge in 2016

63%

of mobile users prefer images to other online content

1 sec

average amount of time you have to engage mobile users

CHECKLIST

- ✓ Implement automated app performance optimization
- ✓ Ensure contextual optimizations create great experiences for every user
- ✓ Provide seamless mobile experiences with API acceleration & network-aware optimizations

3

SCALABILITY & RELIABILITY

Keep transactions flowing



63%

Projected growth of Commerce volumes this year

125%

more DDoS attacks

137%

more Mega attacks

59%

of attacks are sophisticated & multi-vector

CHECKLIST

- ✓ Work with your cloud providers to ensure your sites and apps will scale to meet demand
- ✓ Protect your app and your infrastructure from DDoS to avoid downtime
- ✓ Secure your customer's data from infiltration attacks

4

DIGITAL PROMOTIONS



56%

of commerce visitor traffic comes from bots

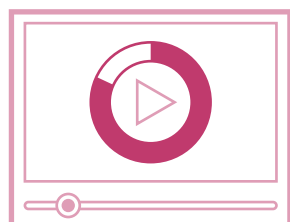
45%+

opportunities that Social presents

90.9%

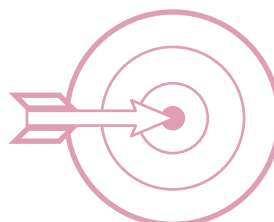
of users prefer a graceful queuing strategy vs. failed transactions

Video marketing is a key strategy for



79% of B2B marketers

82% of B2C marketers



Targeting can increase click-through rates

and boost reach

63%+

30x

CHECKLIST

- ✓ Ensure videos are always up and quick to download
- ✓ Maximize your reach by managing URLs and performance site-wide
- ✓ Have a plan for content activation & contextual targeting
- ✓ Ensure bots don't torpedo performance for real users
- ✓ Checklist item 5: Focus on the user experience during peak traffic periods

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SOURCES: eMarketer, Akamai's State of the Internet Report, eMarketer, www.contentmarketinginstitute.com, www.leadfeeder.com, www.queue-it.com

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