

Holiday Readiness Checklist



Edge Delivery Services
powered by Akamai

FOR ONLINE SUCCESS IN 2019



4 focus areas to ensure you set the right records and exceed expectations during the peak season

1 ADAPT TO DEVICE & TRAFFIC TRENDS



Mobile devices have reached parity with mobile desktop transactions

50% 

of retail transactions occur across multiple devices

143% 

more customers acquired during Peak periods vs. the rest of the year

Checklist

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

2 CATER EXPERIENCES TO EACH USER'S CONTEXT

78.3% 

US smartphone retail mcommerce in surging

63% 

of mobile users prefer images to other online content

1sec 

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 ASSURE SCALABILITY & RELIABILITY

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 adequately to meet demand
- ✓ Assess your app and infrastructure's vulnerability to DDoS to avoid fatal downtime
- ✓ Secure your customer's data from infiltration attacks

4 DIGITAL PROMOTION & ENGAGEMENT

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 100% up-time and enable quick downloads for videos
- ✓ Maximize your reach by managing URLs and performance site-wide
- ✓ Have a proactive plan for content activation & contextual targeting
- ✓ Ensure bots don't torpedo performance for real users

Want Free Holiday Readiness Advice From an IBM® Edge Delivery Services Expert?

Request your complimentary consultation today at www.edgedeliveryservices.com/contact

IBM® Edge Delivery Services, powered by Akamai® is the leading cloud platform for delivering secure, high-performing user web experiences to any device, anywhere. It reaches globally and delivers locally. The platform manages the underlying complexities of online business – from device and format proliferation, to application and network security, to performance and reliability issues – so you don't have to.

Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud.

©2019 IBM Corporation and Akamai Technologies, Inc. All Rights Reserved. IBM, the IBM logo, ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Akamai and the Akamai wave logo are registered trademarks.

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