# Holiday Readiness Checklist

## FOR ONLINE SUCCESS IN 2019

**IBM®**

Edge Delivery Services
powered by Akamai

**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

**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 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 infracture'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 **63+%**

and boost reach **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?

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