INDUSTRY

Fastly for Ecommerce
Increase conversion rates with a faster, more personalized shopper experience

Overview
In the highly competitive world of ecommerce, your customers expect quick access and responsive experiences across online stores and mobile apps. Regardless of how visitors first engage with you, today’s omnichannel shoppers have little tolerance for slow sites, inconsistent experiences, or outdated content. They expect the same high-quality interactions even during major events like holiday shopping or flash sales. An edge cloud platform addresses these challenges by serving your content faster and allowing you to personalize shopper experience. The net result is better conversion rates and higher average cart values.

Why Fastly?
Fastly is an edge cloud platform designed to meet the needs of today’s ecommerce companies. Our architecture allows you to serve content faster than traditional CDNs, due in part to our ability to cache frequently changing items and keep more in cache at the edge — closer to your customers. We also make it easy to deliver tailored customer experiences in near real-time, regardless of device type or network. In short, we give you an unprecedented level of performance and control on a single, secure platform. Regardless if you anticipate frequent questions or have the expertise to implement in house, our Customer Support team is dedicated to quickly serving our customers — which is why we have a customer satisfaction rating above 95%. That’s why leading ecommerce companies, including Boots UK, Etsy, KAYAK, Nordstrom Rack, Stripe, and Wayfair, rely on Fastly to optimize their customer experience.

Reduce page load time and increase conversions
In addition to serving static content, Fastly is able to cache previously “uncacheable” content that changes frequently and unpredictably such as catalog, pricing, or inventory data. We achieve this through Instant Purge, a feature that allows us to clear the cached copy of your content globally in a mean time of 150 milliseconds. This allows us to cache a greater spectrum of your website. For the few truly dynamic page elements like the shopping cart, we can send a request back to your origin servers while simultaneously serving content from cache. The result is a faster, more responsive experience that increases visitor engagement.

In a recent survey, over 50% of users will stop engaging with a website if images won’t load or take too long to load. (Adobe Consumer Content Survey 2019)

KAYAK
With Fastly we can implement ideas quickly, going from concept to reality within a couple of days, which took weeks with prior vendors. This industry is all about speed and agility, and Fastly really enhances that.
Tom Parker, VP of Information Technology

1. As of 12-31-2018
Always online shopping experience
Fastly provides shoppers with an interactive store experience regardless of traffic spikes or origin failure. Our global network can easily accommodate your peak traffic and deliver content quickly. Even if your site comes under deliberate attack, we are designed to absorb DDoS traffic without disrupting the shopping experience of legitimate visitors. If your server goes down or takes longer than usual to update, Fastly's Serve Stale feature gives you the option of serving slightly outdated content rather than an error message. Alternatively, our Visitor Prioritization feature allows you to give priority to active buyers while directing casual shoppers to a virtual waiting room.

Personalize content and raise average cart value
Tailor your customers’ experiences by quickly serving personalized content through Fastly in order to increase engagement. We make it easy to deliver content based on visitors’ geo-location, device type, or any other aspect of their request by computing logic at the edge. The functionality is included in our standard service and can even be used to run your own A/B tests to learn about buyer proclivities in different regions or on different devices. Unlike other multivariate testing platforms, Fastly doesn’t use third-party tags in your HTML which requires sending requests back to origin, so your online store runs faster.

Security without sacrificing performance
Protecting your customers’ identities, transactions, and the integrity of your website requires a comprehensive approach to security. Fastly’s massive global distributed network provides rapid protection against web applications vulnerabilities, DDoS, and botnet attacks. Built on our powerful edge cloud platform, these solutions scale seamlessly without sacrificing performance. Fastly is a certified Level 1 Service Provider, and our entire platform is compliant with the Payment Card Industry Data Security Standard (PCI DSS). We also support Transport Layer Security (TLS), the next-generation encryption protocol. As part of our standard service, you can terminate secure TLS connections at our network edge, closer to customers, offloading encrypted traffic from your web server for better performance.

Edge compute technology
Enhance your ecommerce stack with new features that drive rapid innovation. Fastly moves data and applications as close to your customers as possible. Our technology comes with built-in edge capabilities to drive your own innovation, and highly customizable features that offer more control and flexibility.

- Edge Authorization / Paywalls
- Geolocation
- Device Detection
- Visitor Prioritization
- Edge Side Includes (ESI)
- Content targeting

Getting started
For more information, on Fastly, please contact us at sales@fastly.com.

Mobile is key to the global online shopping experience — as an ecommerce site, if you’re not looking into mobile, you’re going to lose out in a big way. Fastly’s Custom VCL allows us to tailor the mobile experience by letting us identify which devices shoppers use to access our site, so we can direct them to the right version of boots.com, which helps us move into new markets.

Peter Dawson, Solution Architect