fastly

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first engage with you, today's omnichannel shoppers have little tolerance for slow sites, inconsistent experiences, or outdated content.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. Content delivery networks (CDNs) help address these challenges by serving your web content faster and allowing you to optimize shopper experiences. The net result is better conversion rates and higher average cart values.

In a recent survey, over 50% of shoppers cited slow loading times as the top reason they'd abandon a purchase.

(Brand Perfect, Adventures in Retail)

Why Fastly

Fastly is a modern CDN 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 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 99.98% customer support satisfaction rating. That's why leading ecommerce companies, including Boots UK, Etsy, KAYAK, Stripe, and Wayfair, rely on Fastly to optimize their customer experience.

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

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 within 150 milliseconds globally. 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.

sales@fastly.com | fastly.com/ecommerce

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.
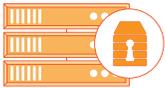
Protect customer data

Protecting your customers' identities, transactions, and the integrity of your website requires a comprehensive approach to security. 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.

A Walgreens subsidiary

"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

Adding logic at the edge of the network

Fastly is based on a highly customized and distributed version of Varnish, an open source web accelerator that's designed for high-performance content delivery, which gives us the ability to implement more logic at the edge of the network — closer to your customers for a shorter response time. We offer several ecommerce edge modules that will enable you to optimize the shopping experience for your customers.

- Edge Authorization / Paywalls
- GeoIP / Location Detection
- Mobile Device Detection
- Visitor Prioritization
- Edge Side Include (ESI)

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