Fastly is an edge cloud platform that helps commerce brands deliver the best online experiences possible. We move data and applications closer to your users—to help your websites and apps perform better, safer, and at global scale. Learn more about what Fastly can do for you at fastly.com.

Reimagining Holiday Shopping

This year’s holiday shopping season will continue to look much different for retailers than in previous years. The combination of ongoing supply chain shortages forcing consumers to shop earlier in the season, along with the economic impact of inflation may shape how and where people connect with their holiday shopping.

Below are three essential areas your shoppers will consider, along with everything you can do to solve the challenges for consumers.

Read how

Bring Shopping to Customers

42% of Cyber Week orders come from a mobile device

16% year-over-year increase in online sales during the first week of November

40% growth in shopping at the edge outside of retailers’ physical and digital spaces

Embrace Click and Collect

68% increase in buy online, pick-up in-store (BOPIS) adoption

60% of online orders will have some tie to brick-and-mortar locations

59% of shoppers will select another retailer if BOPIS is not offered

Connect the Dots

98% of consumers report that shopping impacts their brand loyalty

66% of customers expect personalization to their needs

80% of shoppers will abandon a retailer after three bad experiences

TECH WISHLIST

Click and collect will grow this year with the likely continuation of social distancing. As it becomes easier to see a sale be accurate before someone shows up at your store, charge interrelated items, take photos and descriptions of out-of-season products to ensure a seamless inventory process to avoid out-of-stock issues. Of note: only global views of product, but in-store availability to provide the most connected experience, not just for customers, but also employees fulfilling the order.

Personalization, especially on mobile devices, is critical to compete in a global scale. Cache variants of your URL to test content while preserving SEO rankings. Leverage tech platforms that allow you to geo-locate, device detect, and recognize previous customers to present a curated shopping experience.

For customers who prefer online shopping for their holiday gifting, providing real-time traceability into where their packages are will be a differentiator. Use a platform that allows you near-instantaneous purging to deliver up-to-the-moment tracking. By caching APIs at the edge, you’ll also be able to reduce infrastructure costs by significantly reducing your origin load.

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