fastly

Fastly for Online Retail

Better shopper experiences drive conversions

In the competitive world of online retail, shoppers have high expectations. Regardless of how they shop - desktop, mobile app, mobile browser, on a variety of device types - today's shoppers won't become buyers with slow sites or inconsistent experiences. They expect **fast, reliable, secure, high-quality interactions,** especially during major events like holiday shopping or flash sales.

Online retailers that consistently provide optimal shopping experiences will be rewarded with increased customer satisfaction and loyalty. Fastly empowers your dev teams to create exceptional digital shopping experiences for your customers by processing, serving and securing your customer applications at the edge of the network, as close to your end users as possible. We give ecommerce companies the tools to deliver faster, more personalized, secure sites and apps at scale in a more cost-effective manner.

Make it personal

Deliver fast, personalized experiences at scale by moving logic to the network edge. Fastly makes it easy to deliver tailored content based on any number of factors including customer location, buying history, or device type. This functionality — included in our standard service — can even be used to run A/B tests without waiting for plugins to load or adding multiple URLs, which can compromise SEO results.

High-quality product images can **make or break the shopper experience.** Image Optimizer manipulates images in near real-time based on a shopper's device type, browser, location or Internet connection, which delivers the best possible images while simplifying your image delivery workflow.

Learn more about image optimization →

See it and fix it

With near real-time analytics and streaming logs, you'll have actionable insights to respond to customer behaviors, security issues, and website health problems without delay. Fastly empowers you to **instantly see activity and take immediate action.** You can also monitor the impact of new code deployments and make rollback decisions as necessary — with the power to roll back to previous stable code within seconds. Fastly's network allows you to log any aspect of requests or responses and is integrated with over 25 logging endpoints for analysis and alerting.

Learn more about real-time logs for complete visibility →

Get more speed with less cost

Dynamic content, such as product prices and inventory data, comprise a significant portion of response volume. However, such content cannot be cached by most legacy CDNs due to their inability to instantly invalidate outdated content. Fastly's network allows you to programmatically purge invalid content in 150 milliseconds on average*, thereby allowing you to cache dynamic content including API responses. This ability also makes Fastly well-suited to support headless commerce, which leverages APIs to connect various heads to a decoupled backend.

Being able to cache both static and dynamic content allows you to deliver a faster user experience and realize greater origin offload — which translates

*As of 12/31/2019

to the **dual benefits of stability and cost savings.** Caching API responses at the edge means fewer trips to origins and less dependence on costly API gateways, resulting in cost savings. And for highly sensitive content you prefer not to cache, such as PII (personally identifiable information), Fastly can accelerate it on our network and deliver a mix of sensitive and non-sensitive responses simultaneously.

Learn more about caching API responses →

Have an always-on storefront

Technological failures aren't just an inconvenience — they're a breach of trust. Customers need assurance that sites will remain **performant regardless of traffic spikes** and fluctuations, especially those caused by flash sales and holiday shopping. Fastly's edge cloud network can easily accommodate traffic spikes or origin failures without the need to modify your infrastructure. And, it allows you to give priority to active buyers by enabling a waiting room if your origin becomes overloaded during peak traffic events. In addition, Fastly provides additional key functionality to ensure your ecommerce is always up and running smoothly. Our load balancer instantly scales to multiple terabits per second (Tbps) for cost-effectiveness and transparency. We have no time-based scaling limitations or capacity constraints. Our software-defined network enables us to consistently route requests to the most optimal Fastly POP and server while ensuring high availability. As a result, we can easily accommodate traffic spikes without the need for customers to modify their infrastructure.

Learn more about load balancing at scale →

Scale security in any environment

Fastly protects your web apps and APIs at scale, wherever they are — on-premise, cloud, containers or hybrid environments. Our award-winning next-gen Web Application Firewall (WAF) and Runtime Application Self Protection (RASP) solution protects your organization's entire application portfolio and provides the visibility that empowers DevOps and security teams to make their apps more resilient. Gain protection against advanced threats, including account takeover, malicious bots, API abuse, and more — all in one solution. Our network is designed for agile teams and includes 40+ integrations with common DevOps tools and infrastructure platforms. With Fastly, you can build, deliver, scale, and secure your apps and APIs with confidence.

Learn more about security capabilities →

bigcartel

"Fastly is a force multiplier that enables our business to do more with less, and ensures smooth, fast, and reliable customer interactions."
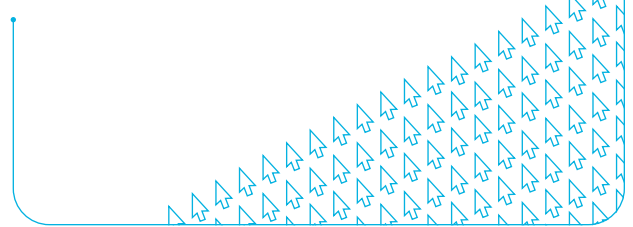
Lee Jensen
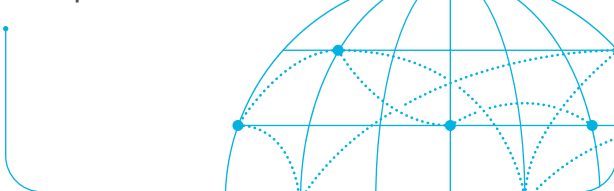Technical Recruiter

70 Milion

lines Of Edge Code Deployed [1]
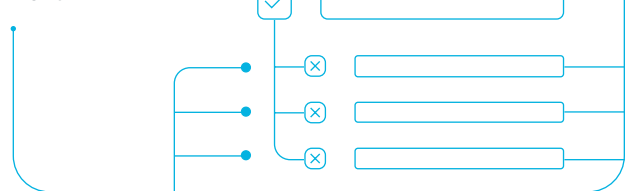
1.4 Trillion

requests per day [2]

420 Bilion

optimized images
delivered per month [1]

15 Trillion

log lines delivered
per month [1]

2022 Gartner® Peer Insights™ 'Voice of the Customer' Global CDN

Fastly is named a Customers' Choice with the highest customer rating, most reviews, and highest customer willingness to recommend percentage.

Learn more →

Worldwide Commercial Content Delivery Network Services 2022

Fastly is named a Leader in IDC MarketScape vendor assessment; earns recognition for its innovative, developer-focused content delivery services offering.

Learn more →

Getting started

Find out why customers like wine.com, Happy Socks, Neiman Marcus and other retailers choose Fastly.

To learn more, please contact us at sales@fastly.com, and visit our online retail webpage.

1: as of Mar. 31, 2019   2: as of Jan. 1, 2022