

# Master seasonal retail peaks with performance engineering excellence

Handle 3x your normal ecommerce traffic during peak shopping events while delivering exceptional customer experiences that drive revenue



## Risks of poor website performance

- Users won't return after a poor website experience
- Downtime costs organizations significant revenue
- Website loading delays lose visitors

Designated shopping holidays like Black Friday, Singles Day, and Cyber Monday drive massive retail revenue opportunities but create substantial technical challenges. With traffic surging during these events, retailers face significant risks from website crashes and slowdowns. When performance degrades, customers quickly abandon carts for competitors and may never return.

## Prevent revenue loss with proactive performance engineering

During major shopping events, hoping for good performance isn't a strategy. By implementing comprehensive load testing before deployment, retailers can determine exactly how web applications will behave during normal and peak conditions. This proactive approach identifies potential breaking points before they impact customers, preventing cart abandonment and preserving revenue that would otherwise be lost to competitors.

## Deliver exceptional experiences across all digital channels

Today's consumers expect seamless performance on every platform and device. With many users believing mobile apps should outperform desktop experiences, retailers must ensure consistent responsiveness throughout the customer journey. Performance engineering that tests across platforms helps create the exceptional omnichannel shopping experiences that convert browsers to buyers and transform satisfied customers into loyal brand advocates.

## Resources

[Managing seasonal scale in Retail ›](#)

## Scale with confidence during unpredictable traffic surges

Using continuous performance engineering in CI/CD processes helps apps handle both expected sales events and surprise traffic spikes. This reduces abandoned sessions and failed transactions, while increasing chances for successful sales.

## Identify and resolve issues before customers experience them

Traditional performance testing as an afterthought is no longer enough. By shifting performance engineering earlier in the development lifecycle, retailers can build more realistic tests, facilitate cross-team collaboration, and identify potential issues before deployment. This approach helps detect and resolve problems when they're least expensive to fix rather than during high-stake sales events.

## Conclusion

The OpenText performance testing platform enables retailers to confidently test complex load, stress, and performance scenarios across legacy, website, and mobile applications. By testing more quickly, identifying problems faster through root cause analysis, and optimizing application performance before deployment, retailers can develop a performance engineering ecosystem that meets peak seasonal demands while delighting customers and protecting revenue opportunities.