

# Scale confidently for retail peak seasons

Maximize revenue with performance testing that prevents costly website failures



Holiday shopping events like Black Friday and Singles Day drive increased web traffic, creating massive revenue opportunities but also risking costly failures. When website performance degrades, customers abandon carts and rarely return. Proactive performance engineering is essential to handle these peaks and protect both sales and reputation.

- 1 **Prevent customer abandonment** by meeting the expectations of users who demand sites load in seconds and those who won't return after a bad experience.
- 2 **Avoid million-dollar losses**, as 40% of organizations report a single hour of downtime costs of \$1 to \$5 million,<sup>1</sup> not including long-term reputation damage and lost customer loyalty.
- 3 **Support mobile shoppers effectively** by satisfying their expectation that mobile apps will perform just as well or better than desktop sites, ensuring consistent performance across all platforms and devices.
- 4 **Identify breaking points before they occur** through load testing that reveals how applications behave during both normal and peak conditions, validating performance against service-level agreements.
- 5 **Handle unexpected traffic surges** by building realistic test scenarios that prepare systems not just for known shopping events but also for unpredictable spikes in demand.
- 6 **Optimize revenue opportunities** as ecommerce continues growing toward \$1.7 trillion by 2027,<sup>2</sup> requiring retailers to scale commerce solutions that minimize abandoned sessions and failed transactions.
- 7 **Build brand loyalty and advocacy** through exceptional omnichannel shopping experiences that keep customers coming back and recommending your brand to others.
- 8 **Accelerate growth and expansion** with superior digital experiences that make it easier to introduce new products and services to an already loyal customer base.

<sup>1</sup> ITIC, [Hourly Cost of Downtime Survey](#), 2020

<sup>2</sup> eMarketer, [US retail ecommerce sales will see increasing growth through 2027](#), 2023