

AKAMAI INDUSTRY FACT SHEET:

Drive More Online Transactions

The Akamai Difference for eCommerce

- Identify and reach consumers in real time who are ready to buy
- Deliver fast, engaging, and targeted content on your site and on mobile browsers
- Securely handle massive peaks in site traffic and shopping transactions

“With Akamai, we have made notable gains on both our top and bottom lines. By leveraging the data cooperative, we are reaching a target audience that is more inclined to purchase. And, with Akamai’s Dynamic Site Accelerator solution, we can spend less money and effort on infrastructure-related tasks by reducing load on web and application servers. The end result is significant improvement in page performance and a double-digit percentage increase in our conversion rates.”

– Geoffrey Robertson, Vice President of Ecommerce and Technology, JC Whitney

What it Takes to Succeed Online

Getting to the right shoppers at the right time and then converting browsers to buyers in your online store is every retailer’s key objective. Short windows for purchase consideration and impatient buyers are creating unprecedented demands on sites and new challenges for online retailers.

By matching in-market shopper insight with an optimized shopping experience, Akamai helps retailers more precisely reach and drive qualified shoppers through the purchase funnel for higher conversion rates. Regardless of whether you need to provide more targeted advertising, faster response times, precise content, or a rich video experience, Akamai is the right partner.

Attract Shoppers

When it comes to conducting efficient online commerce, success depends on your ability to present the most relevant offers to the most promising buyers. Akamai research shows that consumers deemed in-market are six times more likely to make a purchase. To make the best use of your resources, you need to be able to identify and target the buyers who are in-market for what you sell – and are ready to make a purchase in the very near future.

Akamai uses predictive modeling based on data from the world’s only online shopping data cooperative. The co-op comprises more than 6.3 billion anonymous shopping data points from across more than 550 consumer retail Web sites - from virtually every shopping category. This unique data set makes it possible for Akamai to understand the distinctive behavioral patterns that shoppers exhibit leading up to a purchase. You can tap into this insight to both identify in-market consumers with accuracy, and to dynamically display relevant offers.

90 of the top 100 online retailers use Akamai

Over 50% of all US eCommerce traffic runs securely over the Akamai platform

Akamai helps enable over \$100 Billion in annual eCommerce revenue for its customers

REPRESENTATIVE CUSTOMERS

















Optimize the Shopping Experience

Once attracted to your site, consumers expect consistently fast, engaging, and targeted content, whether they are viewing your site online or via a mobile device. According to Forrester Consulting, 40% of consumers will abandon a Web page that takes longer than 3 seconds to load, and 79% of dissatisfied shoppers are not likely to purchase from the site again – reducing the lifetime value of a consumer. Satisfying these demands in a seamless manner is no small task.

Akamai enables you to address all of these issues – without a costly hardware build out – so you can cost-effectively:

- Accelerate transactions with a faster Web site
- Deliver streaming video
- Target content based on shopper's geography and viewing device
- Detect mobile devices and redirect users to mobile versions of your site if needed

“Leveraging Akamai, we can deliver an enhanced and reliable online shopping experience to our customers, and shoppers will want to keep coming back to our site.”

— Michael Cooper, Vice President and General Manager, HomeDepot.com

Transact Securely at Scale

When you deliver a stellar experience and entice shoppers with relevant offers, you draw more and more consumers to your site. The last thing you want is to become a victim of your own success. Your site must be available and perform flawlessly for every visitor – regardless of their location or Internet conditions beyond your control.

With Akamai, you can take advantage of every revenue opportunity coming your way:

- **Prioritize Premium Shoppers** – Intelligently throttle the amount of traffic to back-end applications, protect from overload and increase the number of completed transactions during large traffic surges. Prioritized shoppers

receive immediate service, while select numbers of new or unknown visitors are diverted to an overflow section of your site that provides wait-time status and content such as videos and catalog images that engage the shopper until the application servers can safely handle new transactions.

- **Ensure Security** – Akamai protects against application-level attacks and cloak your site from the public Internet for protection against even the largest scale denial-of-service attacks.
- **Minimize Operational Costs** – Balance delivering an engaging user experience with a cost-efficient Web infrastructure by maximizing the offload of traffic and processing from expensive, capital intensive in-house data centers.
- **Satisfy PCI Compliance Requirements** – With Akamai your transactions can be delivered in a PCI-compliant way over Akamai's PCI-certified SSL network allowing you to increase the protection of your credit card transaction data without a costly investment.

Tap into a Fast, Secure, Global Platform

All of this is made possible by Akamai's Dynamic Site Accelerator (DSA), a service that enables pixel-free behavioral targeting and faster response times, which allows for more rich and engaging content. Because DSA leverages a network of tens of thousands of servers equipped with proprietary software deployed in dozens of countries, your site can scale for massive traffic loads and attain 24x7 availability. More than 700 eCommerce companies trust Akamai to attract shoppers, accelerate their Web content, and instantly extend their reach while bypassing traditional server and bandwidth limitations.

Learn how Akamai can help you drive more online transactions at www.akamai.com/commerce

The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, advertise, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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