Cloudflare for retail marketers

Empower your marketing operations with modern apps that deliver consistent performance, secure customer experiences, and measurable brand impact.

Modernize your apps to power conversion, protect your brand, and move faster.

Retail marketers operate in an environment where speed, trust, and ROI are non-negotiable. Meanwhile, outdated apps and growing security threats can derail campaigns, inflate ad spend, and distort performance metrics, significantly impacting decision-making. Cloudflare helps retail brands modernize their app infrastructure, improving load times, protecting campaign data, and giving marketers more control over their digital experience.

Cloudflare's App Modernization services move brand experiences forward while overcoming today's digital challenges:

- Poor site speed that sabotages conversion and increasing bounce rates

- Bots and fraudulent traffic that inflate KPIs and wasting media spend

- Developers and marketers that are slowed down by outdated tech stacks

- Marketing teams' ability to launch fast, secure, modern campaigns

- Unreliable performance during campaign surges that erodes brand trust

Digital adoption and AI shouldn't slow you down as you scale smarter. By modernizing your digital experience, Cloudflare helps deliver secure, lightning-fast experiences, protect campaigns from bots and downtime, and scale effortlessly during traffic surges.

Cloudflare's App Modernization services help retail marketers:

Drive conversions

Faster load speeds and resilient apps mean fewer drop-offs

Protect brand investments

Accurate metrics with bot-filtering=optimized ad ROI

Deliver swift campaigns

Edge-based computing eliminates dev bottlenecks

Scale with safety

Handle traffic surges without sacrificing user experience or uptime

Keep campaigns fast even during traffic spikes and attacks

Cloudflare ensures your digital experience holds up, whether launching a viral campaign or navigating Black Friday surges. With our global CDN, load balancing, and bot protection, marketers never have to choose between speed and security.

- **CDN & Intelligent Load Balancing:** When your campaign launches, every millisecond of speed drives higher conversions and brand recall. Accelerate site load times, keeping bounce rates low and engagement high.

Protect customer trust and marketing performance

Cloudflare protects against bots and bad actors that corrupt performance insights, drain ad spend, and damage brand trust. Bot Prevention and Web Application Firewall (WAF) help marketers safeguard key touchpoints, keep metrics clean, and meet security requirements without friction.

- **Bot & Brand Protection:** Cloudflare's Bot Prevention helps marketers ensure campaign budgets go toward real customers, not inflated ad impressions or fake clicks. Filter out fake traffic, keeping your analytics accurate and your brand secure.

- **AI Audit:** Cloudflare's AI Audit feature provides visibility into AI activity, and allows users to Allow/Block AI crawlers for more control over what is made visible to LLMs.

Modernize apps to meet current and future needs

Retail marketers are rethinking their digital presence, often adopting customer experience technology faster than their current architecture can support. Whether you're migrating platforms, scaling for a campaign, or redesigning your UX, Cloudflare helps modernize your web applications without slowing you down.

- **Platform migrations without penalty:** Move legacy or fragmented sites to the cloud while preserving SEO value, uptime, and brand performance.

- **Scale for your next viral moment:** Anticipate traffic spikes without sacrificing conversion speed. Our network helps you rehost and absorb demand effortlessly.

- **Launch modern, AI-powered experiences:** Redesign customer journeys with personalization, real-time content, or new functionality, all powered by Cloudflare's edge-native infrastructure and developer tools.

> "Cloudflare puts our services within 50 milliseconds of anybody on the planet. That allows us to build experiences that feel local to everyone, everywhere, at any time. The scale of it is just astounding. We've gone from being a user of just a few Cloudflare services to adopting a large chunk of the Cloudflare stack."
>
> **Duncan Davidson**
> VP of Developer Productivity, Shopify