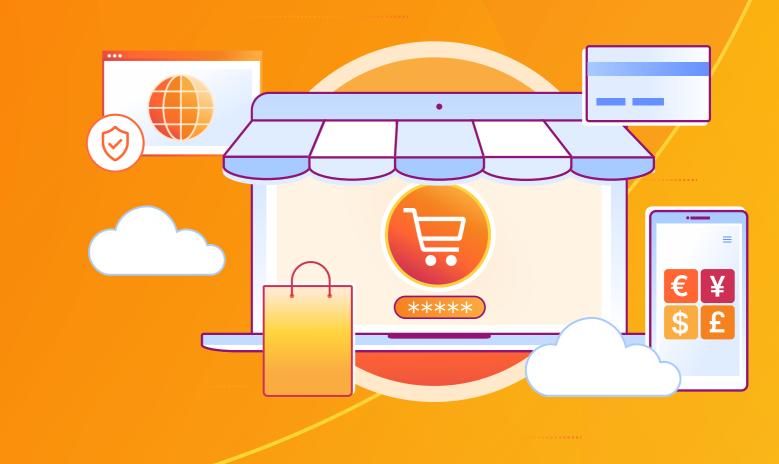


The new era of digital shopping

How retailers can meet customer expectations and stay secure



The line between in-store shopping and ecommerce is blurring

Consumer expectations are forcing retailers to integrate online and offline channels.

\$10 trillion Projections indicate that global

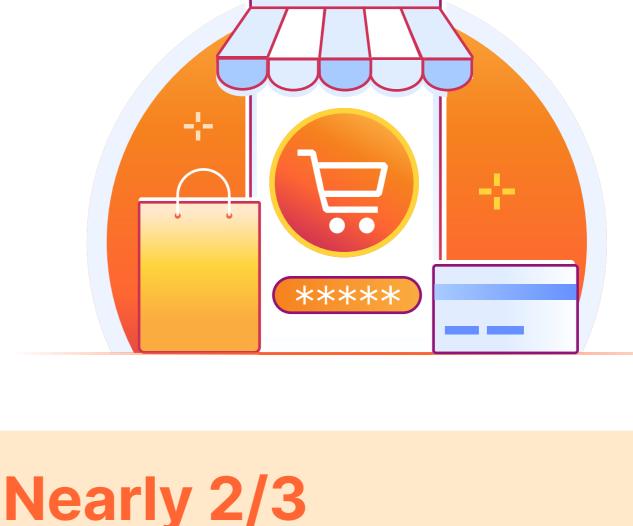
online shopping will exceed \$10 T by 2030.¹

20.2% But, as of 2023, online retail sales

only represent 20.2% of sales worldwide.1

64% Shoppers are split with 64% still

preferring to purchase in-store and 50% saying they prefer to purchase online.²



of retailers now offer buy-onlinepick-up-in store (BOPIS) options,

Omnichannel complexity leads to

and over 50% plan to or already

offer ship-from-store capabilities.3

exposure and risk Omnichannel retail experiences have more attack surfaces. Retailers need a security approach that can handle complexity.

Insecure APIs now account for up to



a \$12 billion increase since 2021.4 The U.S. alone saw a 20% increase in data breaches in 2023.5

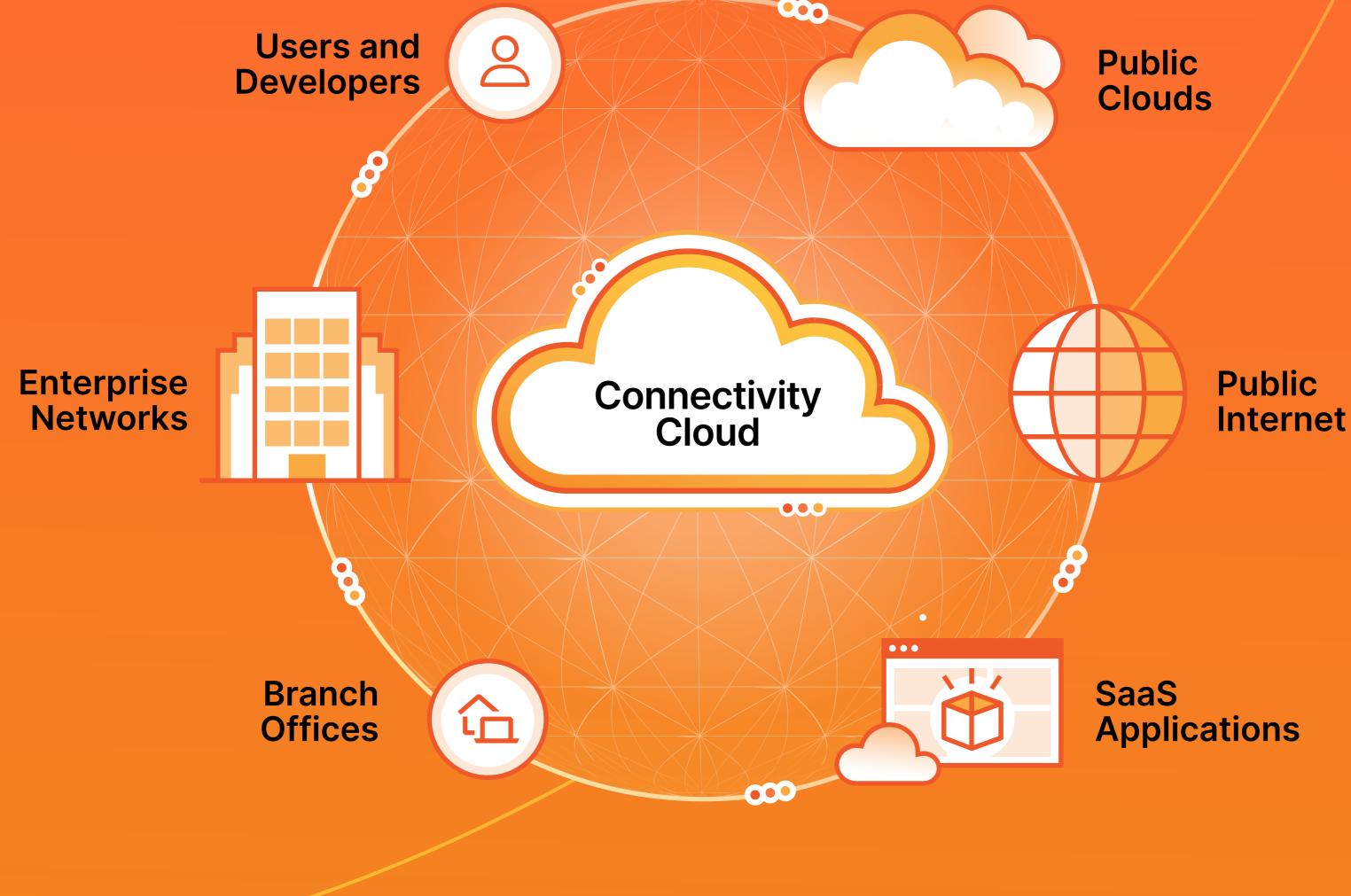
The average cost of a retail data breach

\$87 billion in losses annually, representing

in 2023 was \$2.96 million, and the industry accounted for 6% of all data breaches worldwide.6

confidence with a connectivity cloud

Exceed expectations and maintain



mitigating attacks

Protection

DDoS

managing security tools

Edge

Keep ecommerce platforms

online by absorbing and

API Computing Security

Web Application

Reduced time spent

managing security tools

Firewall (WAF)

Total cost of ownership Reduced time spent (TCO) reduction

Content Delivery

Total cost of ownership

Network (CDN)

(TCO) reduction

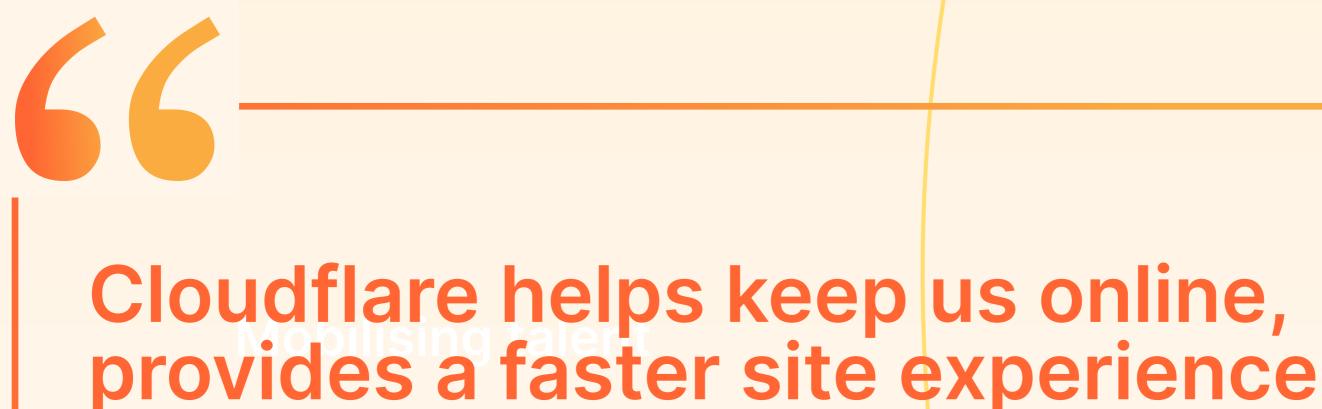
Ensure store

operating costs online security across uptime and for multicloud experience for the environment reliability customers and Al

Reduce

Strengthen

Cloudflare's connectivity cloud helps you:



Improve the

to our end users and protects our customers' sensitive information. Steven Ou CTO **TOUCH OF MODERN**

protecting Ted Baker's ecommerce environment against DDoS, bots, and other threats.

delivery times by 23% while

PACSUN LONDON Cloudflare boosts content Struggling with inventory hoarding

customer experience.

bots incapacitating their website

switched to Cloudflare to protect

revenue and ensure a frictionless

during critical sales, PacSun

CLOUDFLARE

Connect, protect, and build a better retail experience with Cloudflare

Request a demo today or learn more

Sources:

1. CapitalOne, https://capitaloneshopping.com/research/online-shopping-statistics, June 2024 2. HubSpot, https://blog.hubspot.com/marketing/state-of-consumer-trends-report, June 2024

3. The State of Retail, https://nrf.com/research-insights/state-retail 4. siliconAngle, https://siliconangle.com/2024/09/18/api-bot-attacks-cost-businesses-186m-annually-new-report-finds/, Sept 2024 5. The Continued Threat to Personal Data: Key Factors Behind the 2023 Increase, Professor Stuart E. Madnick, Ph.D., December 2023

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of the respective companies with which they are associated.

6. Cost of a Data Breach Report 2024, IBM