

# Prepare for—and maximize—holiday sales this season

## Four pillars of secure, AI-ready, omnichannel retail

The holiday season is the ultimate make-or-break moment for retailers, and with 30% of shoppers planning to spend less during the 2025 Black Friday/Cyber Monday weekend, the stakes are higher than ever.<sup>1</sup> That's why ecommerce and retail technology leaders must prioritize strategies that protect and maximize revenue while avoiding operational chaos.

Unfortunately, site crashes, sluggish checkouts, unwanted bots, or disjointed omnichannel experiences can become a direct path to lost sales due to:

- Excess demand that strains infrastructure and teams
- Dynamic hybrid environments that complicate timely detection and response
- High-risk users and distributed systems that need access to sensitive data
- Inefficient and disjointed infrastructure that add friction

Ecommerce and retail technology leaders need to be holiday-ready, and that means proactively addressing increased site traffic, a spike in cyberattacks, and poor customer experiences that can dramatically impact sales during a retailer's "golden quarter."

# 60%

of surveyed US and European consumers say they abandon purchases due to poor website user experience<sup>2</sup>

# \$287M

The cost of downtime for retailers in FY2023, including lost revenue and security-related costs<sup>3</sup>

# 200%

Increase in suspected fraudulent transactions worldwide during Black Friday/Cyber Monday 2024 compared to 2023<sup>4</sup>



## How retailers can protect customers, scale revenue, and avoid operational chaos this holiday season



### Priority 1: Optimize performance for holiday traffic surges

Operational resilience is non-negotiable in the holiday retail season. To avert downstream problems—regardless of the cause of infrastructure strain—retailers need an application services platform with cloud-scale infrastructure from a vendor that can easily and seamlessly absorb Internet traffic on the highest-traffic days\* based on their SLAs for content delivery, traffic routing and distribution, and edge delivery infrastructure.



### Priority 3: Secure access to customer and supplier data

With a sprawling ecosystem of third parties and a mobile workforce that handles payment and supplier data, retailers are particularly susceptible to attack vectors beyond the corporate perimeter. A phased approach to zero trust for secure access is a fast way to start layering protections, from cybersecurity awareness training and adopting an AI-powered email security service, to implementing multi-factor authentication (MFA) and migrating payment systems and other apps regularly accessed by in-store workers to ZTNA.



### Priority 2: Protect against fraud and AI threats to customer-facing apps

Dynamic hybrid environments complicate timely detection and response. Retailers need security optimized for real-time systems and the mobile workforce while also protecting against AI-enabled attackers. This requires a proactive, predictive security posture that leverages a unified security platform that minimizes attack surface risks while simplifying management.



### Priority 4: Upgrade omnichannel experiences with AI and real-time engagement

Retailers must deliver compelling, consistent experiences throughout the customer journey, however legacy systems often make it difficult to bridge online and offline retail experiences in real time. A connectivity cloud helps bridge legacy retail and AI-powered omnichannel by delivering fast, secure “any-to-any” connectivity and programmability across environments — from legacy IT to systems that build or consume AI.

## Fulfill holiday shopper demands with Cloudflare’s connectivity cloud

Cloudflare’s connectivity cloud helps retailers of all sizes overcome digital complexity with a unified platform of cloud-native security and connectivity services that protect, connect, and accelerate everything, everywhere.



### Connect

to customers everywhere with peerless performance

- Content delivery
- Cloud/hybrid networking
- Traffic acceleration
- DNS



### Protect

data, accounts, and customer experiences

- Web app protection
- Network security
- Hybrid workforce security



### Build

fast, media-rich experiences with infinite scale

- AI inference
- Serverless compute
- Data storage
- Media delivery

All services on one programmable global cloud network

## Leading ecommerce and retail companies are leveraging Cloudflare

“

With Cloudflare, we easily manage millions of customers and ensure their connections are working and secure before traffic reaches our infrastructure. It is seamless – buyers and sellers benefit without ever knowing Cloudflare is part of the equation.”



[Click to learn more](#)

“

Cloudflare is the first line of defense for all our public web and ecommerce properties. Everything is centralized, automated, and intuitive – we can see what’s coming and mitigate threats in real-time.”

**FOSSIL**

[Click to learn more](#)

“

Switching to Cloudflare, our system was 27% faster overnight. It improved our performance right off the bat – cache rates jumped immediately and things just started flowing... The UI was much simpler too – using Cloudflare rather than our legacy tool, I no longer felt like I was working in an early 2000s data center.”

**P A C S U N**

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“

Every year we braced for the swarm of Black Friday visitors onto our websites. Now, thanks to the massive scalability of workers and the Cloudflare global network, we know the system is not going to fall over during peak season – we no longer worry about whether our websites can handle the surges in traffic.”

**THG**

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**Contact us today to prepare for your most successful holiday season yet.**

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1. Reynolds, Justin Paul. “Report: How Brands Can Assuage Shoppers’ Concerns About Tariffs.” Chief Marketer, 3 Aug 2025.
2. Storyblok. “60% of consumers abandon purchases due to poor website user experience, costing e-commerce companies billions.” December 20, 2022.
3. Oxford Economics. “The hidden costs of downtime: The \$400B problem facing the Global 2000.” July 23, 2024.
4. Visa. “Visa Helps Holiday Shoppers Stay Secure, Blocking Nearly 85% More Suspected Fraud Globally This Cyber Monday Compared to Last Year.” December 17, 2024.