

How Cloudflare helps retailers deliver superior customer experiences

Blocking sophisticated cyber risks, modernizing your supply chain, and adding AI to the customer experience all require digital agility. Cloudflare's connectivity cloud helps retailers achieve this agility and accelerate their digital goals.

Cloudflare's connectivity cloud is a unified, intelligent platform that transforms how organizations connect, protect, and build their digital environments. Its programmable cloud-native services provide secure, low-latency, and infinitely scalable connectivity across applications, global user and customer bases, APIs, and hybrid networks. This gives retailers better agility and control across complex IT environments — ultimately operational efficiency, better security and regulatory compliance, and faster time-to-value from digital investments.

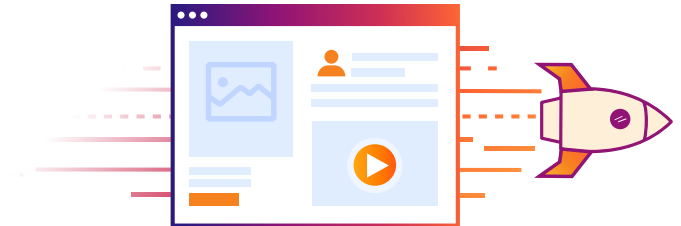
5 ways Cloudflare ensures digital performance and security for retail

Maintains application performance when customer traffic spikes

Cloudflare delivers rock-solid performance and reliability during sales and product launches. Our global reach across 330+ cities — and our 321 Tbps of network capacity — helps you scale to handle any traffic volume. And every Cloudflare server runs every Cloudflare service, so there's no service chaining. See how this helps global retailer [C&A](#) handle 10x spikes in demand without service degradation.

Ensures fast, reliable delivery of video and images

Cloudflare's network sits within 50ms of 95% of Internet users, and automatically optimizes images and video for different formats to help retailers deliver personalized media-rich customer experiences. Read how this helps Australian retailer [Temple & Webster](#) decrease image load times by as much as 75%.



Prevents attacks from blocking website access

Because Cloudflare threat intelligence sees all the latest e-commerce attacks, retailers can preserve customer experiences under adverse conditions. We serve and analyze 20% of the world's web traffic and block hundreds of billions of threats daily. In addition, our massive network capacity can handle any volume of malicious traffic (e.g., DDoS and bad bots). See how this helps retail-focused SaaS provider [AfterShip](#) block more than 90% of denial-of-service attacks.

Protects customers from fraud

Cloudflare's peerless threat intelligence sees every variety of e-commerce bot and powers rulesets that retailers can easily automate and customize. This allows retailers to catch more bad bots, reduce fraud for customers, and produce more accurate web analytics. Learn how this helps US retailer [PacSun](#) eliminate 99% of harmful bot traffic.

Enables faster roll-outs of new services for customers

Cloudflare lets retailers develop serverless application features that run on region: Earth — with automatic scaling, security, and performance built-in. This allows programmers to accelerate time-to-market for new digital experiences and skip complicated deployment steps. See how this helps New Zealand retailer [Kathmandu](#) launch new digital features.



Learn how Cloudflare helps retailers strengthen their digital future. For more information, visit cloudflare.com/ecommerce/