

The new era of digital shopping

Why speed, trust, and seamless omnichannel experience now define your brand



Protect the brand experience

In today's world, website and app performance impacts reliability and trust as much as it does site speed. When bots dominate traffic or slow pages frustrate users, the brand experience erodes.

47%

of customers expect a webpage to load in 2 seconds or less¹

1 in 3

marketing dollars is lost to ad fraud²



70%

of users say that an online retailer's site speed impacts their willingness to buy from that retailer.³

1 in 4

organic and direct traffic visits is a bot.⁴

Omnichannel complexity and poor site security sabotage your brand

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

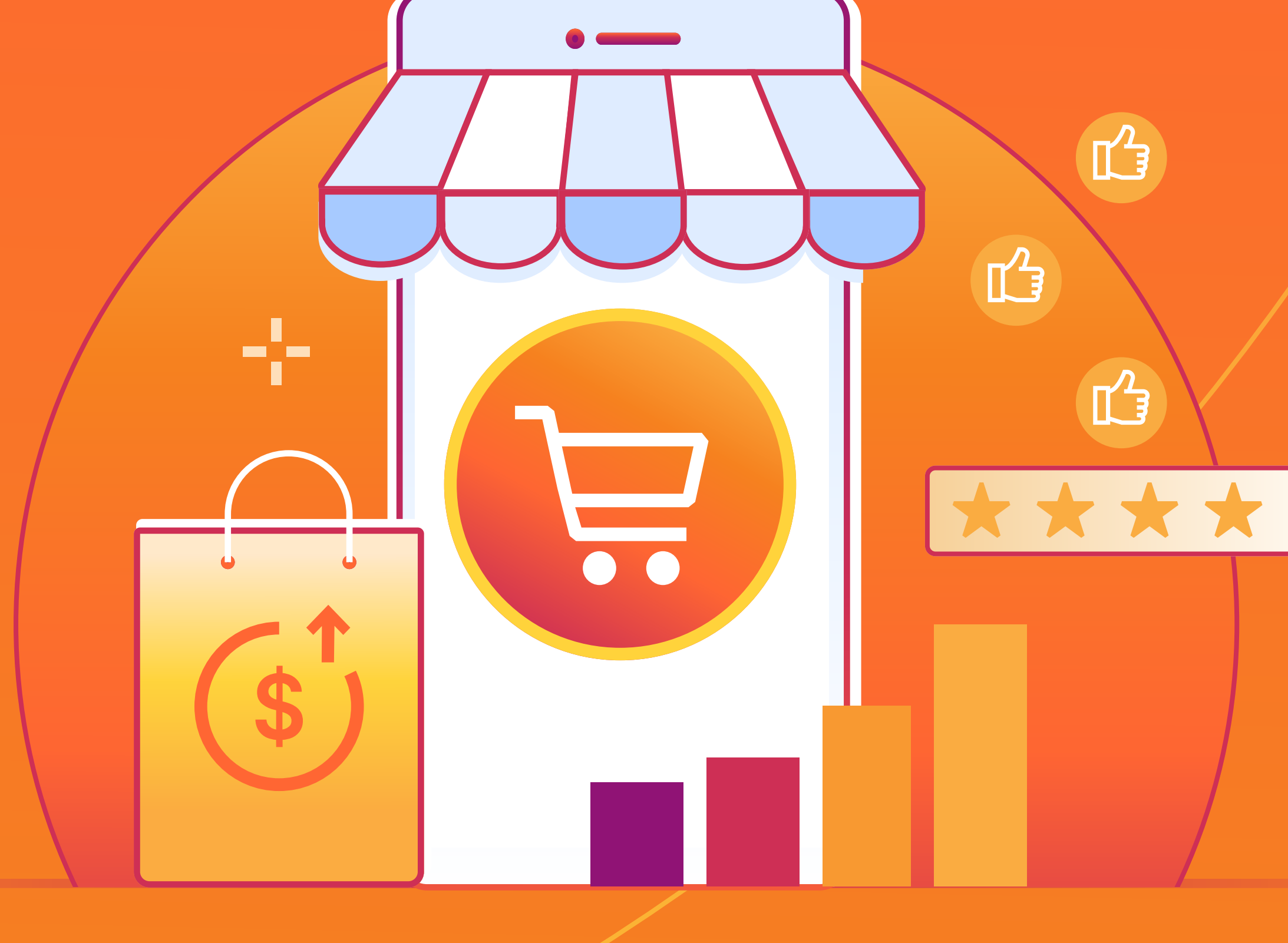


Fraudulent bot traffic inflates KPIs like CTR and conversion rate, skewing decisions and wasting spend

Inaccurate data erodes marketing confidence and attribution modeling

Data breaches cost money and brand trust⁵

Deliver digital experiences that earn loyalty and drive revenue



Cloudflare CDN + Argo Smart Routing

Accelerate every customer touchpoint for maximum conversion

Intelligent traffic routing reduces load times by up to 30%, turning page speed into a competitive advantage that boosts conversions and SEO rankings

AI + Workers AI

Supercharge personalization with edge-powered intelligence

Run AI-driven product recommendations and real-time fraud detection at the edge for instant, personalized experiences that increase revenue per visitor

Bot Management + Super Bot Fight Mode

Preserve marketing ROI with surgical bot protection

Eliminate click fraud and inventory-hoarding bots that corrupt your KPIs and steal revenue from real customers during peak shopping periods

Cloudflare Images + Stream

Transform visual content into conversion engines

Auto-optimize product images and videos for every device, reducing bandwidth costs by 80% while improving Core Web Vitals and customer engagement

Cloudflare Analytics + Zaraz

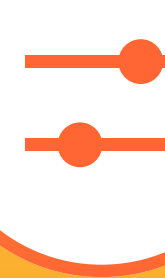
Clean marketing data with privacy-first insights

Third-party script management reduces page load impact while maintaining tracking accuracy, giving you clean data for smarter marketing decisions

Cloudflare's connectivity cloud helps you:



Boost conversions with faster site performance



Stop fake traffic from distorting your marketing data



Deliver personalized experiences at global scale



Minimize cart abandonment with optimized checkout



“Just as Canva simplifies graphic design, Cloudflare simplifies performance and security. Thanks to Cloudflare, we can focus on improving our product and expanding into new markets with confidence, knowing that our platform is fast, reliable, and secure.”

Jim Tyrrell
Head of Infrastructure

Canva

shopify

Using Cloudflare, Shopify seamlessly processes 3.4 trillion requests totaling over 170 petabytes worth of data monthly and scales easily to meet seasonal demand.

PAC SUN

Struggling with inventory hoarding bots incapacitating their website during critical sales, PacSun switched to Cloudflare to protect revenue and ensure a frictionless customer experience.

 Click each logo to learn more

Learn how top retailers protect their marketing ROI with Cloudflare.

[Request a demo today or learn more](#)

Sources:

- skilled.co, <https://blog.hubspot.com/marketing/page-load-time-conversion-rates>
- AdAge, <https://adage.com/article/digital/ad-fraud-eating-digital-advertising-revenue/301017/>
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- Imperva, <https://www.imperva.com/blog/evasive-bots-drive-online-fraud-2022-imperva-bad-bot-report/>
- Cloudflare + PacSun Case Study, <https://www.cloudflare.com/case-studies/pacsun/>