

Boost website performance and retain customers

Riverbed study reveals online retailers need to increase website performance during holiday season to retain customers.



Study highlights that 61% of participants would form a negative opinion of the brand if the website performs poorly.

Riverbed Technology, a performance company, has revealed that as many as 45% of Europeans are planning to spend more time shopping online in the run up to the Christmas period compared to last year, following new research into festive shopping habits.

With 61% of participants admitting that they were likely to form a negative brand perception of retailers whose sites perform poorly under the holiday shopping strain, the study has raised questions about the readiness of some retailers to cope with the surge in demand. This is underlined by the fact that 69% of respondents admitted that they would feel uncomfortable making payments on websites that were slow, or struggled to load.

Online shopping the growing

The study, which was commissioned by Riverbed and conducted by research group OnePoll, surveyed 2,700 people across France, Germany, and the UK on how they plan to purchase their Christmas gifts this year. It found that more than half (55%) of Europeans now prefer to shop online rather than in-store, and also revealed that Europeans are likely to spend an average of 42 minutes each day shopping online in the run-up to the Christmas shopping period.

Apurva Davé, vice president of products and marketing, Stingray Business Unit at Riverbed said: "The predicted increase in Christmas shopping traffic this year, as indicated by the study results, could catch retailers off guard. It is an ongoing challenge for retailers to provide superior website performance for their customers. Retailers must respond to customer demands by making every website visit fast, reliable, and secure, no matter how dynamic and varied customer activity may be."

About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualisation, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimise and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organisation. Additional information about Riverbed is available at www.riverbed.com.





45%

of Europeans plan more online shopping this Christmas



55%

of Europeans prefer online shopping to in-store

42 minutes

Average time spent shopping online each day



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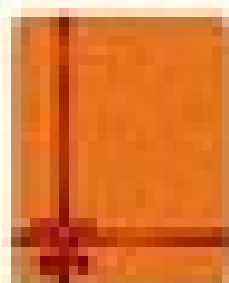
Christmas order shipping
all wrapped up!

PREFERRED DEVICES

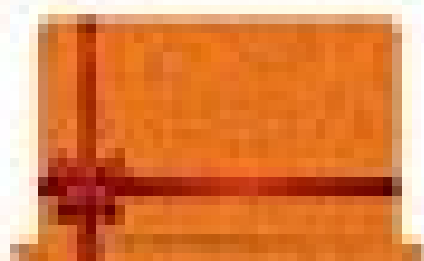
That will be used to make online purchases this year



2%
Mobile



2%
Tablet



53%
Laptop



43%
Desktop

57%

Have cancelled orders
due to slow websites

69%

Feel uncomfortable
making payments
on slow websites



61%

Form negative brand
perceptions of
slow websites



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Online shopping
all wrapped up!

SHOPPING HABITS

Online shopping trends by country (UK, FR & DE)

Preferred Method

Who prefers to shop
online as opposed
to in person



WETA



51

mins



51

mins



51

mins

Time Online



Time online spent shopping per day in the Christmas & New Year period

Order Cancelled?

Those who have cancelled an order mid-way through due to a slow site



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