imperva

DATASHEET

Waiting Room

Control traffic to your website and ensure a seamless customer experience even during high demand

Website performance and availability are critical for your customers. They want their transaction to be quick, easy, and secure. When traffic volumes to your website are high, as they can be during peak shopping events such as Black Friday and Cyber Monday, site performance is affected. This can leave customers unable to access the services they need, meaning revenue loss for your business as customers abandon your site to find other options.

Disruption to website performance impacts your customers' experience and can result in lost business and damage to your brand reputation.

KEY BENEFITS:

Prevents shopping cart abandonment mid-purchase

Offers your customers a seamless experience on your website

Protects your infrastructure from crashing

Reduces infrastructure costs

Can be tailored to your brand

Imperva Waiting Room

Imperva Waiting Room solves this by letting you control traffic during peak periods, or when your site is undergoing maintenance, by placing your customers into a virtual queuing system where they remain until it is their turn to access your website.

Control the traffic and increase revenues

Website traffic volume can increase substantially during events like special promotions, holidays, and during high-demand services. It is difficult to calculate how much they will increase, and you need to know that your website will be able to cope with the maximum volumes of traffic. Imperva Waiting Room allows you to stay in control of traffic and ensures that your website is able to handle all incoming visitors.

When a customer experiences downtime or is unable to access a website 9 times out of 10 they will redirect to another site which can equate to a significant loss in earnings.

By using Imperva Waiting Room your visitors are redirected to a virtual room where they are placed in a first-in-first-out queue and updated with their estimated remaining wait time. This increases the likelihood of your customer remaining on your site, and allows you to increase conversion rates and protect your brand reputation.

Waiting Room Use Cases

Manage traffic during peak times

During times of high traffic volumes redirect visitors to a virtual waiting room where they can wait their turn to enter the site.

Reduce Cart Abandonment

Reduce mid-transaction site abandonment during high traffic shopping events by placing customers in a queueing system.

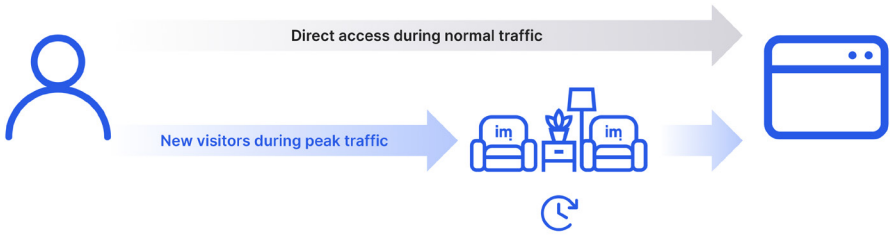
Essential Site Maintenance

Set thresholds to control the number of visitors accessing your website during essential maintenance to avoid disruption.

Imperva is the, **cybersecurity leader** whose misson is to protect data and all paths to it. Customers around the world trust Imperva to protect their applications, data and websites from cyber attacks.

Key Features

- Fair queuing in a First-in-First-out system
- Maintain your brand with customizable HTML
- Handle legitimate bots during peak times
- Set your numerical threshold
- Quick and easy configuration - set up in minutes
- Advanced rules for setting conditions based on:
  - Cookies
  - Region
  - Country
  - Header
  - and more
- You can leave the Waiting Room as always-on and we will monitor traffic and only re-route as necessary



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