



Up to 10x more traffic | 0 outages  
**Shopatron uses  
 BrowserMob to prepare  
 for the holiday rush.**

## Customer Challenge

Several holiday seasons ago, Shopatron experienced a number of challenges in dealing with their own success. In the words of Dave Cumberland, VP of engineering, “There were too many times when we just held our breath, hoping we could handle loads 2 to 10 times larger than expected,” he said. “We needed to up our game.”

## Building Confidence through Load Testing

To gear up for the 2010 holiday rush, Cumberland chose to load test with BrowserMob, a Neustar Service. He focused on how new website features, for example changes to checkout, withstood the kind of increased volume November and December bring.

“We target 99.999% uptime,” said Cumberland, “along with average page loads of 2.5 seconds. BrowserMob allowed us to test each website feature under really high loads. We started by using a model of expected user behavior—consumers, manufacturers, and retailers—and testing features individually for each type of traffic. We see higher traffic at certain times of the day, so that was a factor too. We tested lots and lots of scenarios and finally, to be really sure, ran a ‘perfect storm’ scenario with traffic spikes from all our users.”

According to Cumberland, all this work paid off handsomely. “The overall results were instructive. More than anything, we felt much more confident as we entered the holidays. We delivered on what we feel our customers expect and deserve—nothing less than a world-class ecommerce experience. It was a big change not to use holiday shoppers as test subjects. Now customers can reap the benefits of our test-guaranteed performance.”

# Shopatron

“With BrowserMob, we were able to go into the holidays with more confidence in our customer experience.”

### About Shopatron

Working with nearly 1,000 manufacturers and 18,000 retailers, Shopatron offers integrated ecommerce solutions. Specifically, the company enables manufacturers to sell directly on their websites while retail partners handle fulfillment, eliminating channel conflict. Consumers can opt for shipping or in-store pick-up, the latter increasing demand for additional services and add-on sales.

## The BrowserMob Difference

Cumberland decided on BrowserMob after strong word-of-mouth. His team started with a free trial and quickly found their comfort zone. "As an on-demand service, BrowserMob is terrifically convenient," said Cumberland. "And it uses Selenium open-source tools, which our QA team already worked with. I love being able to run a test whenever we want, get the results immediately and pass them along to our app dev guys. If they come back with a quick fix, we can run more tests later that day."

In fact, Shopatron has discovered uses for BrowserMob that go beyond load testing, such as validating failover configurations and doing A-B testing on site changes. "The technical support is tremendous as well," said Cumberland. "Besides being knowledgeable and responsive, the support team has been great about listening to our ideas and coming back with improvements. We're now in the midst of load testing for the 2011 holidays. Thanks to BrowserMob, we're looking forward to another scramble-free season."

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## BrowserMob, a Neustar Service

Neustar Inc. is a global leader in data and analytics. Our technologies and the information they yield solve some of today's most pressing challenges, such as targeting mobile consumers with relevant, real-time offerings and protecting organizations from security breaches and cyber-attacks. Offered through our Internet Infrastructure Services Division, BrowserMob load testing services help organizations ensure their websites and applications can handle peak traffic, delivering a competitive advantage and a positive end-user experience. For more information about BrowserMob, please visit [BrowserMob.com](http://BrowserMob.com).