

Salmon

At Salmon, we predict that the frenzy of “Black Friday” magnified by anticipated national press coverage, will lead to the first £1bn online shopping day in the UK.



Are your ecommerce operations ready for a potential fourfold increase* in orders?

Download the Salmon [Black Friday & Peak Trading Ecommerce Operations Playbook](#), written by the team that ran one of the UK's largest peak operations room in 2014:

The Playbook includes industry expert opinions and predictions such as:

- What happened in 2014
- What is anticipated for 2015
- Seven vital questions that operations teams need to plan for including a planning checklist
- Five key factors that retailers need to have in place in their ecommerce operations to ensure a smooth day

The Overwhelming Peak Trading Days of 2014

In 2014 whilst retailers anticipated a spike on the peak trading days, they weren't ready for this new phenomenon. Christmas shopping compressed into a much shorter period which focused around the two peak trading days of Black Friday (November 28th) and Cyber Monday (December 1st). This was fuelled by frenzied media activity, which consequently put a major strain on retailers' online operations, particularly Black Friday morning, when bargain hunters searched online for deals, which resulted in issues such as:

- **Site outages** - Several national retailers' online sites went down for long periods.
- **Slow browsing** - Traffic overload led to degradation in site loading times and negative social media coverage for retailers who failed to deliver.
- **Queueing** - Several sites implemented a holding page, which led to frustrated buyers abandoning sites.



Salmon's Peak Operations Room

We've anticipated the potential increase in traffic to our client sites and established the UK's only cross client "Peak Operations Room" with a dedicated multi-disciplined team of engineers to provide an escalation path for online operations teams in the event of load related issues.

We have since established a [Peak Trading Operations Service](#) for our clients focusing on topics that relate to both planning for the period and also execution on the main day of Black Friday.

For more information, reflections of Black Friday 2014 and predictions for 2015 by industry leaders and expert views, and an easy to follow Black Friday Operations checklist, **download the Salmon [Black Friday & Peak Trading ecommerce operations playbook](#).**

**eDigital Research, July 2015, "What Prime Day Means For Retailers"*

