



Reduce Cart Abandonment with a Virtual Waiting Room

Floods of traffic during major online shopping events such as Black Friday, Cyber Monday, or new product launches can cause your website to slow to a crawl, or worse, crash altogether.

When this affects your product information pages, shopping cart load times, or checkout page responsiveness, customers who were looking forward to their purchases may abandon their carts and turn to your competitors.

Imperva Waiting Room keeps retail websites up and running and provides transparency to customers by placing visitors in a first-come-first-served holding space where they can see their estimated wait time. This means they are much less likely to leave your site mid-transaction, reducing cart abandonment and increasing conversion.



Contact us now to schedule a demo or begin a free trial

[imperva.com](https://www.imperva.com)

