

“I WOULD NEVER LAUNCH A WEBSITE ON THIS SCALE WITHOUT NEUSTAR LOAD TESTING.”



KEY STATS

75% of KV Supply's revenues are generated online

96% drop in page errors after Neustar load testing

98% drop in failed transactions

“I'd never built a site this large and complex,” says Dan Metzner, Web Developer for KV Supply. He was speaking about the new ecommerce site whose launch he oversaw for the growing provider of pet supplies. “When we decided to load test, I knew I needed help. So I got in touch with Neustar and opted for full-service testing.”

“I WATCHED LIVE AS NEUSTAR DID EACH TEST AND GAVE ME THE PLAY-BY-PLAY.”

Neustar Engineer Jason Paddock managed the load tests start to finish. Working closely with Dan, Jason planned, scripted and executed the tests, plus analyzed the results and recommended improvements.

According to Dan, 99.95% of errors were content errors—missing text or other elements. The biggest problem: a faulty storage procedure for shopping cart changes, resulting in numerous extra queries. It “strangled our database,” says Dan, “and needed to be addressed before the site went live.”

“I watched live as Neustar did each test and gave me the play-by-play,” says Dan. Over the course of three tests and follow-up remediation, the page-error rate decreased by 96%. Also, the transaction-failure rate was reduced by 98% and successful page views per minute increased by 25%.

“IT WAS THE SMOOTHEST GO-LIVE I’VE EVER DONE.”

When the website launched, there were no significant problems and none have occurred since. “It was the smoothest go-live I’ve ever done,” says Dan. Pages have loaded successfully and most transactions have been flawless. It all equates to faster service and higher sales conversions.