

**EBOOK**

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# **3 WINNING OBSERVABILITY STRATEGIES**

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**RETAIL & ECOMMERCE**

# RETAIL & ECOMMERCE ↘



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Reduced error rates to near zero and improved response times to **less than 50 milliseconds** per request, optimizing its ecommerce user experience across Latin America.

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KURT GEIGER

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Improved Core Web Vitals and website performance to improve digital experience, fostering data-driven communication between engineering, management, and digital teams.



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Achieved 99.9% uptime for digital and in-store POS systems, proactively preparing for peak shopping periods using New Relic for synthetics monitoring and intelligent Slack alerts.

# RETAIL & ECOMMERCE



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For retail and ecommerce, every millisecond of downtime or latency directly impacts conversion rates and revenue. Observability provides end-to-end visibility into user interactions and the full digital experience—from website load times to in-store Point-of-Sale (POS) systems. The key advantage is the ability to proactively prepare for peak shopping periods, reduce error rates to zero, and optimize the customer journey to improve metrics like Core Web Vitals, ultimately fostering better data-driven communication across all teams. Observability improves uptime, efficiency, risk reduction, and revenue retention, with 46% of companies in this industry reporting 2x or higher ROI.

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# OPTIMIZING ECOMMERCE USER EXPERIENCE AND EFFICIENCY

RETAIL / ECOMMERCE : LATIN AMERICA



New Relic is an essential tool for not only our developers and engineers but also our executives. It gives everyone on the team a clear picture of how our applications and services are performing.

**Hernán Di Chello**  
Director of Product Development  
Mercado Libre

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## BUSINESS GOAL

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Improve application performance, reduce error rates, and optimize infrastructure costs while scaling ecommerce operations across Latin America.

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## SOLUTION

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Mercado Libre standardized on OpenTelemetry and New Relic across its engineering and product teams. They deployed New Relic APM, distributed tracing, and other monitoring capabilities to gain real-time visibility into their infrastructure and applications. They also used New Relic to identify over-provisioned machines.

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## CHALLENGE

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Mercado Libre, a massive ecommerce and payments company, faced the challenge of managing a complex, ever-changing system with thousands of services and a large engineering team. They needed better insight into error rates, application performance, and the customer experience, alongside cost optimization.

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## RESULTS

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The company reduced its error rate to almost zero and improved response times to less than 50 milliseconds per request. They also reduced the number of virtual machines used by 20%, cutting costs while increasing efficiency. New Relic provided insights that directly impacted conversion rates by improving the user experience in the browser.

# ENHANCING LUXURY DIGITAL EXPERIENCES

LUXURY RETAIL : EUROPE



It's [New Relic] been a real game-changer, because we've been able to align the engineers, the management, and our digital teams into this single dashboard.

**Chet Patel**  
QA Manager, Kurt Geiger

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## BUSINESS GOAL

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Improve Core Web Vitals and overall website performance to deliver a seamless and high-quality digital experience for luxury retail customers.

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## SOLUTION

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Kurt Geiger initiated a dedicated program to address their low Core Web Vitals score. The core technical solution involved deploying New Relic with custom instrumentation to ingest real-time performance data directly from their Magento ecommerce platform. This deployment provided immediate and granular visibility into the actual user experience.

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## CHALLENGE

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As a luxury retailer, Kurt Geiger's digital presence needed to match its high-end brand. They struggled with website performance, which could impact customer satisfaction and online engagement, especially concerning Core Web Vitals.

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## RESULTS

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New Relic significantly enhanced Kurt Geiger's website performance, leading to improved Core Web Vitals, faster load times, and smoother user experiences. The collaboration between engineering, management, and digital teams improved communication around performance, making the approach less reactive and more data-driven.



# ACHIEVING 99.9% UPTIME FOR DIGITAL RETAIL

RETAIL : ASIA PACIFIC



We needed a solution that could give us real-time visibility across our entire stack, and provide us with not just alerts, but data to help improve product management and Kmart's customer experience as a whole.

**Nicholas Potesta**  
Technical Lead, Kmart

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## BUSINESS GOAL

Deliver peak performance across online and in-store point-of-sale (POS) systems, improve system resilience, enhance customer experience, and achieve 99.9% uptime.

## SOLUTION

Kmart implemented New Relic's all-in-one observability platform, including APM, [browser monitoring](#), and [synthetics monitoring](#). They used synthetics to simulate user journeys for major online events and integrated New Relic with Slack for intelligent alerts.

## KEY METRICS

↑ 99.9%

UPTIME ACHIEVED

✓ 4.4

DAILY PRODUCTION  
DEPLOYMENTS

🕒 17

MINUTES MTTD

## CHALLENGE

Kmart, a major Australian and New Zealand retailer, undertook a re-platforming process to strengthen its omnichannel experience. They lacked reliable data on website access and customer purchase journeys, making it difficult to respond to evolving customer needs and ensure peak performance.

## RESULTS

Kmart achieved 99.9% uptime and significantly improved visibility into their digital operations. New Relic helped them identify anomalies, understand web page performance, track user behavior, and prepare proactively for peak shopping periods. The [Slack integration](#) fostered better team collaboration for issue resolution.

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CONCLUSION

# NEW RELIC IS THE FOUNDATION FOR DIGITAL EXCELLENCE

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The use cases detailed throughout this ebook, through the lens of industry-specific outcomes, collectively paint a compelling picture of how New Relic is transforming digital businesses worldwide.

From the real-time conversion optimization in Retail to the absolute transactional reliability required in Financial Services, and the urgent need to accelerate engineering velocity in Core Technology, the consistent theme is observability as a cornerstone of sustained digital excellence and a strategic business advantage.

Key takeaways from industry leaders:

→ **Accelerated Resolution** Companies across every sector dramatically reduced their time to resolution (MTTR) and detection (MTTD), proving that faster diagnosis means lower financial impact.

→ **Business Alignment** Observability provided a unified, shared understanding between engineering, product, and executive teams, enabling data-driven decisions that directly impacted revenue and efficiency.

→ **Proactive Resilience** Organizations moved from a reactive firefighting posture to a proactive stance, ensuring high uptime, enhancing security, and safely deploying new features.

New Relic provides the unified, AI-strengthened insights that enable teams to navigate complexity with confidence. By breaking down data silos and offering a single source of truth for all telemetry, New Relic empowers every leader and engineer to understand the health, performance, and impact of their digital systems.

These stories are about building a proactive, resilient, and innovative future. Observability is the investment that future-proofs your business for agility and profitability in the digital age.

**Ready to learn more?**  
Join us for a demo today.

[See How it Works →](#)

