TRAFFIC ROUTING
Enable serverless A/B logic without the performance penalty

EDGE PLATFORM

Client

"A" Response

Edge Caching

Endpoint "A"

Serverless Computing

Client Request

Edge Caching

Endpoint "B"

"B" Response

onClientRequest
Check cookie

If no cookie, random assignment 50/50 A/B

onClientResponse
Send cookie in response
(for stickiness)
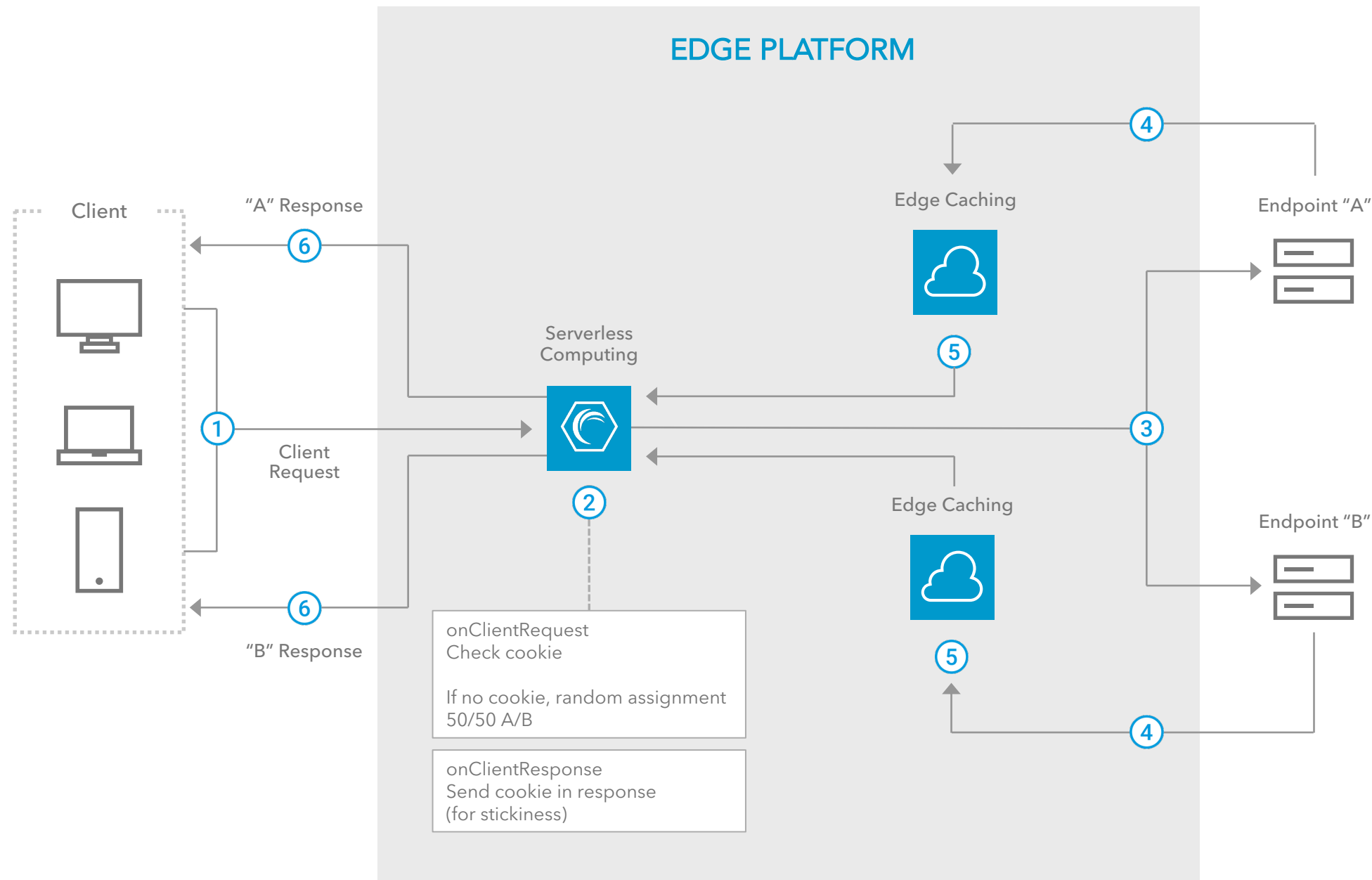
OVERVIEW

Segment traffic programmatically, while maintaining user stickiness and cacheability, resulting in peak performance.

1. When interacting with a website, clients connect through the most optimal Akamai edge server.

2. Serverless computing executes customer JavaScript to define the traffic distribution (in this case 50/50); 50% of visitors will see the original and 50% will see the variation.

3. The user's request is routed to the corresponding endpoint.

4. The response from each endpoint is routed through the Akamai edge server.

5. The response is cached, if applicable. A cookie is applied on the constructed response to maintain user stickiness.

6. Requested content is delivered, providing a targeted experience to the user segment that requested the content.

EVENT TRIGGERS

► onClientRequest
► onClientResponse

KEY PRODUCTS

Serverless Computing ► EdgeWorkers

Edge Caching ► CDN

ADDITIONAL USE CASES

A/B Testing, Multivariate, Canary Deployment, Phased Release, Load Balancing

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