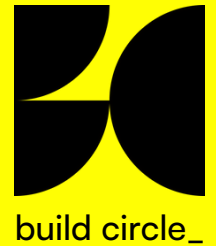


PEAK PERFORMANCE FOR: PREPARING PLATFORM FOR KEY TRADING PERIOD SURGES



moonpig

www.buildcircle.co.uk

KEY HIGHLIGHTS



Order Funnel 50% performance improvement

Customers could browse, personalise, and complete purchases significantly faster, leading to smoother UX and reduced cart abandonment.



Achieved Capacity of 50%+ orders per minute

This demonstrated a major uplift in scalability and throughput, ensuring that even under intense traffic, transactions were processed seamlessly without lag or failures.



Record Peak Sales

As a result, Moonpig surpassed previous years' benchmarks, validating the success of the performance engineering and DevOps improvements implemented through the partnership with Build Circle.

"Build Circle has been a great technology partner working as an integrated part of our engineering teams. They've helped deliver multiple strategically important projects to set Moonpig up for the next phase of growth. I would highly recommend them to anyone looking for support with delivering complex projects."

Peter Donlon, CTO, Moonpig

The Challenge

Moonpig's platform needed to reliably handle huge surges in traffic during key trading periods such as Valentine's Day and Mother's Day. Any downtime or performance degradation during these peaks would risk significant losses in revenue.

Their existing infrastructure had not yet been stress-tested at that scale, and bottlenecks under high concurrent load were likely but not well understood.

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The Solution_

Build Circle embedded engineers with Moonpig's teams to prepare the platform for these peaks. They developed a suite of load tests that simulated real user traffic at high volume, and put in place performance monitoring tools. As the load tests ran, the monitoring allowed the team to observe where the system was under strain, identify bottlenecks, then iterate fixes to improve throughput and stability.

Outcomes_

- 50% performance improvement through the order funnel.
- More than a 50% increase in orders per minute capacity.
- Zero downtime sustained during the critical peak trading periods.
- Record peak sales achieved.

To prepare for its busiest trading periods, Moonpig worked with Build Circle to load-test and monitor its platform so it could handle extreme surges in traffic. The collaboration revealed bottlenecks which were addressed, resulting in a 50% improvement in funnel performance and over a 50% increase in orders per minute capacity. Despite the higher load, the system stayed up with no downtime. Ultimately, Moonpig delivered record sales during its peak trading windows.

