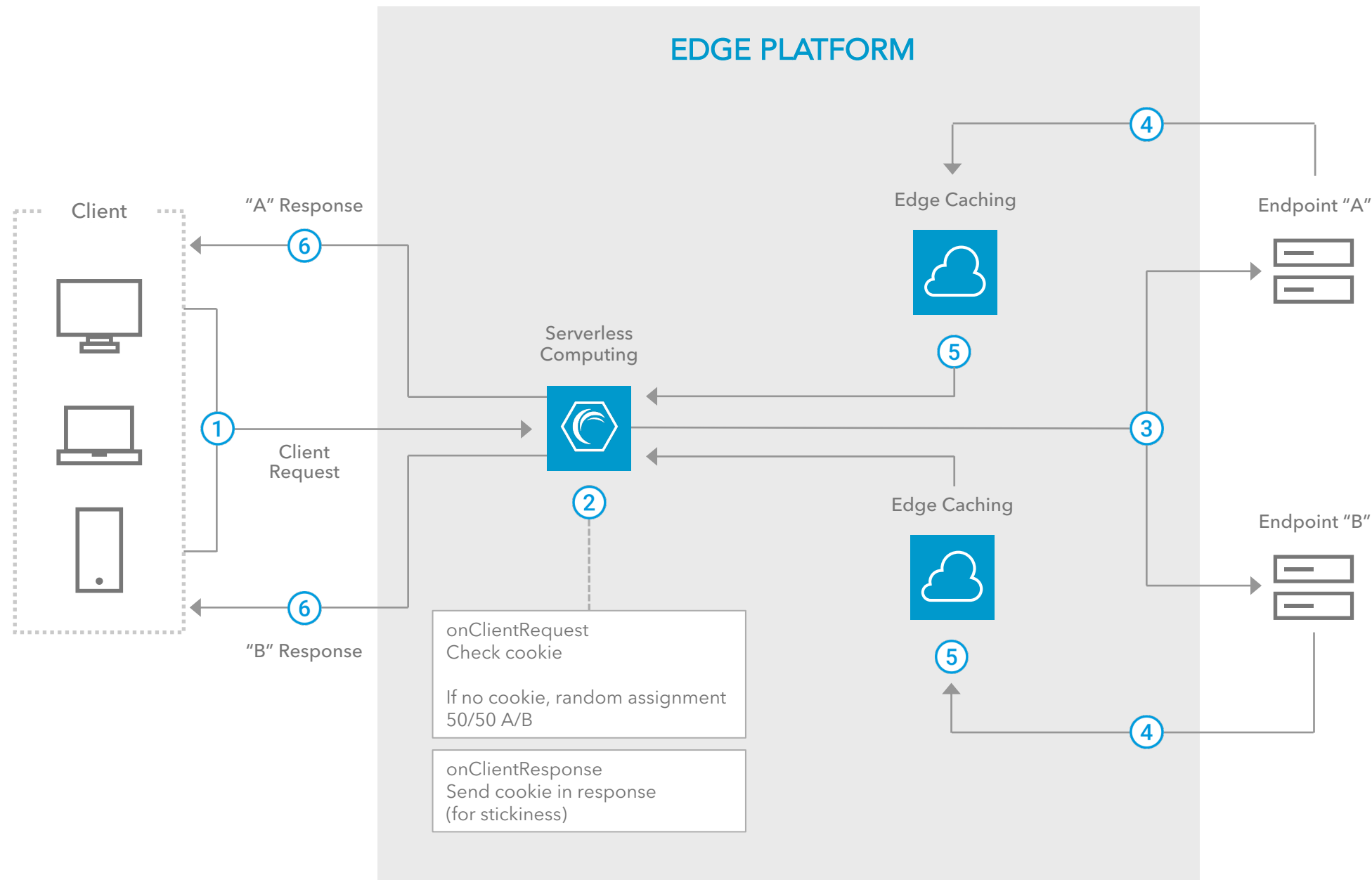


# TRAFFIC ROUTING

Enable serverless A/B logic without the performance penalty



## 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