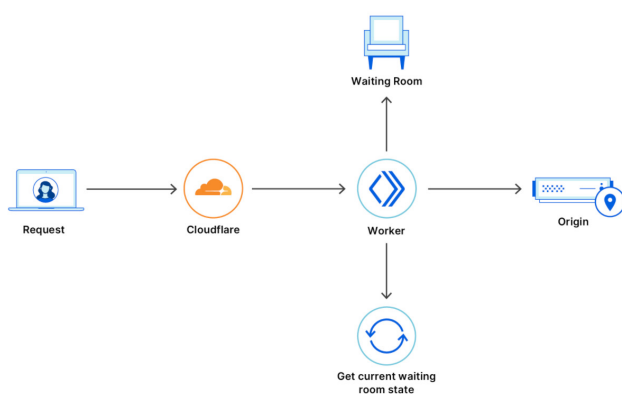


Cloudflare Waiting Room

Take control of the customer experience with a virtual queue.



Digital transformation has shifted traditional brick-and-mortar services to online platforms. This overall increase in Internet usage means origin servers are inundated with legitimate requests during peak traffic. The increased load on infrastructure has left businesses unprepared to meet the fluctuating demands on web applications.

The Cloudflare Waiting Room limits the number of users allowed in the application while placing excess traffic into a virtual queue to provide a smoother, more predictable user experience. Waiting Room protects infrastructure from becoming over-burdened, reduces errors served to users, and acts as an extension of the brand — maintaining a seamless experience.

Waiting Room gates access to applications

Route overflowing traffic to a custom-branded waiting room with automatic enablement and disablement for each application.



Application thresholds

Waiting Room maintains custom limits for users allowed in the web application by monitoring and gating requests — providing low latency and a seamless end user experience.



Manage flow dynamically

Users are clustered based on time of request, making it possible to let new users in as soon as active users leave the application or session cookies expire. This way, no user is held in the queue longer than required and estimated wait times are kept low.



Customization

Cloudflare enables customization with HTML and CSS — offering flexible, granular template design. Select from multiple languages and custom branding options. Create and deploy your waiting room with no dependencies on Cloudflare.



Configuring Waiting Room

Get setup in minutes by filling out five fields in the Cloudflare dashboard or via API. No deployment or JavaScript tags required. Automatically enable or disable traffic queuing and take advantage of low maintenance costs.

Waiting Room overview

Protect your application from spikes in requests with a virtual waiting room. Using encrypted cookies, Cloudflare issues a ticket to each visitor in the queue and dynamically manages traffic flow.



Estimated wait time

Cloudflare continually syncs data within and across colo locations for highly accurate wait times. Plus, with a global Anycast network, there is no single point of failure and Waiting Room runs in each colo location.



Seamless user experience

When the number of visitors exceeds limits set for the web application, users are greeted with a waiting room page displaying an estimated wait time that automatically updates until they are permitted into the application.



Session duration

Waiting Room remembers users for the length of time that the session cookie is valid (based on a customizable session duration limit). This way, users do not have to re-queue if they navigate away from the site and then return to it.



Define queue

Waiting Room queues are defined by customized limits of total active users, inbound traffic spikes, and session duration (minutes). Choose between different queuing methods to manage traffic — first-in-first-out, random, or lottery.

Waiting Room advantages

Simplicity

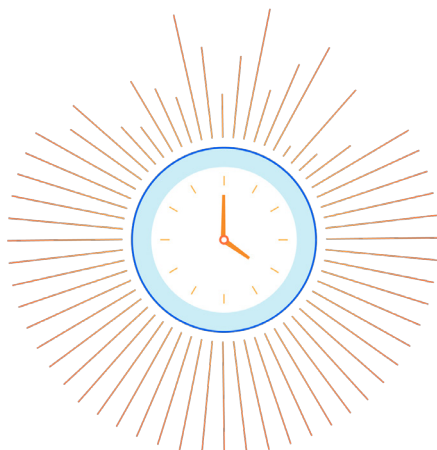
Get set up using the Cloudflare dashboard or via API and start managing traffic flow in minutes — no coding or deployments required. Set queuing logic, session parameters, and more from a single dashboard.

Visibility

Access to real-time monitoring of traffic spikes across sliding minute intervals, and rich historical data including total active users, maximum wait time, and number of users in queue.

Integrated services

Waiting Room integrates seamlessly with other Cloudflare performance and security solutions, including DDoS mitigation, WAF, Bot Management, Load Balancing, and Page Rules.



Cloudflare advantages

The Cloudflare network spans over 200 cities in more than 100 countries, enabling extremely fast propagation time, with any edits or changes to the network appearing in seconds. Plus, all Cloudflare products run on every server in the Cloudflare network, ensuring there is no single point of failure.

Cloudflare offers native mobile support and its global, edge network means that your application's performance and uptime is always covered — even during unexpected periods of high load.