

Queue-it

2025 customer survey report

How Queue-it empowers the world's biggest brands to deliver on their busiest days



ticketmaster

snipes™

Bath & Body Works®



Introduction



It's not uncommon for people to view a virtual waiting room as a purely defensive tool. We get it. The solution prevents website crashes and slowdowns, errors like overselling and failed transactions, and bots and bad actors. These benefits are why most companies start using Queue-it.

But over the past 15+ years of working with companies and organizations on their biggest days, our customers have often told us the real benefits of a virtual waiting room come not just from what it prevents, but also from what it provides.

So in 2025, we surveyed our customers to find out exactly why they use Queue-it, what value they get out of a virtual waiting room, and the effect it has on how they run their major events.

This is what we found.

Save more than just your website



Queue.it

On average Queue-it
customers report a:

38%

Decrease in **server scaling costs**

33%

Decrease in **database scaling costs**

35%

Decrease in **bot mitigation costs**

**Save more
than just your
website**

Queue•it

80%

Of customers say Queue-it
**helped them avoid a major
system overhaul**

94%

Say Queue-it **prevented**
high traffic from causing **site
performance issues**

Get peace of
mind on your
busiest days

Queue.it

81%

Of respondents say running
sales/registrations is **less
stressful** with Queue-it

35%

Say their **time spent preparing**
for a sale or registration
decreased with Queue-it

Capitalize on your sales success



50%

Of respondents say their **total revenue increased** with Queue-it

59%

Say use of the virtual waiting room **increased conversion rates**

Capitalize on your sales success

58%

Say use of the virtual waiting room **increased hype**

32%

Say use of the virtual waiting room **increased average order value**

Sell smarter, not harder



80%

Of respondents say they
**sell through product more
efficiently** with Queue-it

51%

Average **reduction in staff
needed on-call during
sales/registrations**, freeing
them to focus on driving
added value to the business

Deliver a better customer experience



Queue-it

88%

Of respondents say their
customers' **online experience**
improved after using Queue-it

85%

Say Queue-it **improved their**
site performance

61%

Say Queue-it **reduced**
instances of **overselling**

Cultivate trust with fairer sales



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81%

Of respondents say
their sales are fairer
with Queue-it

71%

Say they see **fewer customer
complaints** for sales/registrations
with Queue-it in place

Ensure
alignment
on your
biggest days

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64%

Of respondents say
**collaboration between
technical and business teams
improved** with Queue-it

Get more
meaningful
insights into
traffic



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50%

Of respondents say their
**insight into genuine &
malicious traffic has
improved** with Queue-it

Get in control on your mission-critical days

Book demo

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