Contentsquare Client Club

Peak Season Checklist

Things to consider NOW

- ☐ **Integrations:** ensure they are active and working. Prioritise VOC, APM and Primary Analytics Tools. Note these aren't retroactive so the sooner they're live, the better!
- ☐ **Data retention:** we recommend 13 months of data retention to allow year on year comparison
- ☐ **Tagging:** ensure you have deployed the CS tag on any new pages or journeys
- ☐ **Session replay:** unmask key pages for better troubleshooting. This is essential if you plan to use Text Search as part of Find and Fix.
- ☐ **Impact considerations:** Understand if your company will have a 'code freeze' during November so that you can plan which areas of the site will you be able to adjust during Black Friday?
- ☐ **Script errors:** if you have Find & Fix ensure your JS Errors are unmasked for visibility
- ☐ **Metrics API:** link your data sources in one dashboard to save time when reporting on performance
- ☐ **Benchmark:** ensure your industry Benchmark is set up - speak to your CSM

Pre Campaign Launch / Day One

- ☐ Set up a **dedicated mapping** for your Campaign pages[1]
- ☐ Set up **relevant goals & segments** around your key campaign objectives.
- ☐ Create **zonings** on the Campaign pages for your campaign launch day[2]
- ☐ Set up **Workspaces** for KPIs you need to monitor.
- ☐ **Set Calendar reminders** to create new zonings when **content and/or layout changes.**
- ☐ Download the **CS Live chrome extension**. Ask your Contentsquare team for the link.

[1]Mappings are not mandatory if you only focus on on-page metrics which are available via Zonings.
[2]This is mandatory if session replays are masked with AAA.

Contentsquare Client Club

Contentsquare Client Club

Peak Season Checklist

During the campaign

- ☐ Create a **new snapshot in Zoning each time the page updates** and rename it accordingly.
- ☐ Stay in the loop on the **real time performance** with CS Live.
- ☐ Use **Zoning Analysis** for comparing metrics side by side.
  Estimate the revenue impact of making a change using **Impact Quantification.**
- ☐ Monitor the performance of your **campaign pages** and **acquisition segments** with Workspace.
- ☐ Use the **Error analysis**[1] module to monitor JS and API errors (if available).
- ☐ Surface automated insights using the **CS Insights**[2] module.
- ☐ Use **Frustration score**[2] to watch recordings of those experience friction with your campaign.
- ☐ Check **Frustration score**[2] in journey analysis to understand friction causing site exit
- ☐ Log insights and changes in your **insight tracker**

After the campaign

- ☐ Make sure any changes you've made to your content or campaign over peak are **documented.**
- ☐ **Evaluate the impact** across devices of any optimisations made during peak.[3]
- ☐ **Wrap up key learnings** and what worked / didn't work for next year.
- ☐ **Share your campaign** analysis with your Contentsquare team to get feedback.
- ☐ **Relax** before your next campaign!

[1] Only available for Find & Fix clients, ask your CS team for more information
[2] Only available for CS Insights clients, ask your CS team for more information
[3]**Tip**: Ask your CSM/SE to share the ROI calculator.