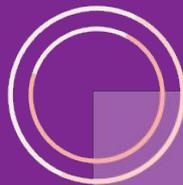


Peak Tips and Tricks

Your team's guide to a happy,
productive and stress-free sales
season.



What is different about peak traffic & tips to deal with them?



Unforgiving Traffic

Prioritise your key products & nudge users to reassure them and make sure they stay with you



Lots of new visitors

Forget what you know about your existing customers



Traffic is CRAZY high

Errors/UI confusions are going to be scrutinised HEAVILY

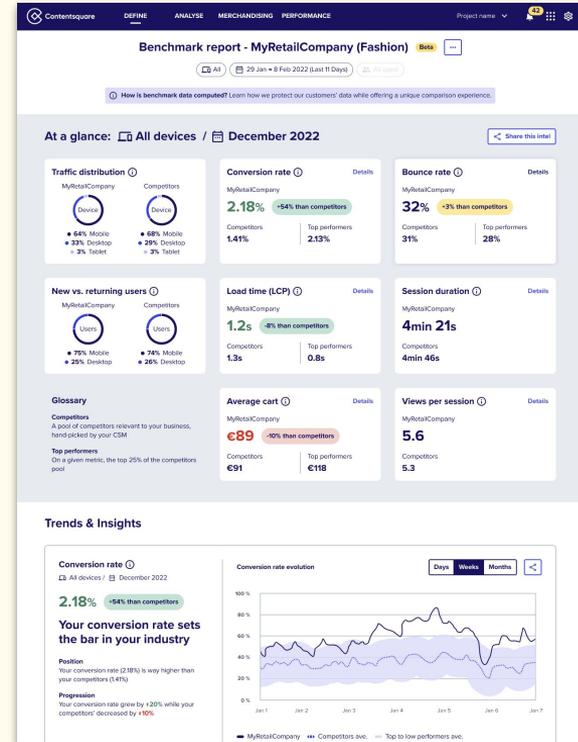
Peak Season Checklist

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!
- ❑ **Code-freeze considerations:** which areas of the site will you be able to change 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

See how you stack up against the industry with Benchmark

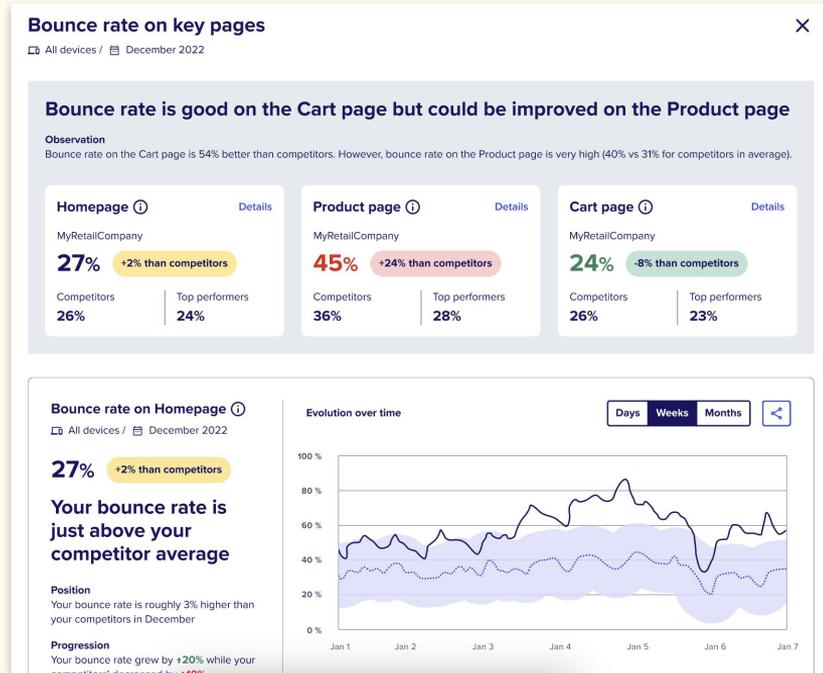
- Surface user experience trends and measure the gap with top performers to uncover opportunities for action
- With metrics like average cart, bounce rate, load time, conversion rate and more, compare your experience performance to your industry peers
- Use these insights to prioritize adjustments and make the right experience improvements



Coming soon to Benchmark...

Surface and dive into granular insights

- **September 2023** – Insights and trends on key pages groups: Homepage, Product page and Cart page.
- **November 2023** – Smart redirection to other CS modules, including Impact Quantification, Page Comparator and Speed Analysis Lab.
- **November 2023** – Additional metrics and customizable dashboard available for the retail industry.
- **Q1 2024** – New industries will be released during the year. We'll start in Q1 2024 with BFSI and Telco.



Peak Season Checklist

Pre Campaign Launch / Day One

- ❑ Set up a **dedicated mapping** for your Campaign pages*
- ❑ Set up **relevant goals & segments** around your key campaign objectives.
- ❑ Create **zonings** on the Campaign pages for your campaign launch day**
- ❑ 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.

*Mappings are not mandatory if you only focus on on-page metrics which are available via Zonings.

**This is mandatory if session replays are masked with AAA.

Use the new and improved CS Live

- **New and improved ribbon** making it easier to navigate CS Live
- Take **snapshots** of your website and save to Contentsquare for further analysis
- Get **page level metrics** through the extension to add more context to the zoning data you're seeing

The screenshot displays the CS Live interface. On the left is a preview of a website for 'CStore' featuring a 'NIKE - NEW ARRIVALS' banner with 'AIR MAX PEGASUS' text. On the right is a 'Metrics' table with a 'Conversion goal' dropdown set to 'Ecommerce'. The table shows data for 'All devices', 'Desktop', and 'Mobile'. Below the table is an 'Edit zones' menu with options: 'Erase all zones', 'Save to CS Digital (Shortcut: ALT+S)', and 'Save to CS Digital'. At the bottom, it shows 'All users' and '4,697 views'.

Metrics	All devices	Desktop	Mobile
Conversion	6.11%	6.11%	0.00%
Views	79,988	79,988	0
Sessions	79,988	79,988	0
Views/Session	1	1	0
Bounce	42.47%	42.47%	0.00%
Exit	42.47%	42.47%	0.00%
Scroll	35.38%	35.38%	0.00%
Height	8,205px	8,205px	0px
Time spent			
Activity			
Load time			

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 automatic 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**

¹ Only available for Find & Fix clients

² Only available for CS Insights clients

Peak Season Checklist

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*.
- ❑ **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!

* Tip: Ask your CSM/SE to share the ROI calculator

Tracking your insights



Insights tracking – why does it matter?

ROI

- ✓ Clear visibility on ROI from your changes and insights
- ✓ Encourage use of CS within teams
- ✓ Measure achievements against goals
- ✓ Build & increase data-driven culture and processes

Democratise data

- ✓ Learn from other users insights & methodology
- ✓ Increase speed to value & prioritisation
- ✓ Identify gaps in analysis, allowing CS to offer a better support
- ✓ Shout about your/your team work to the wider business

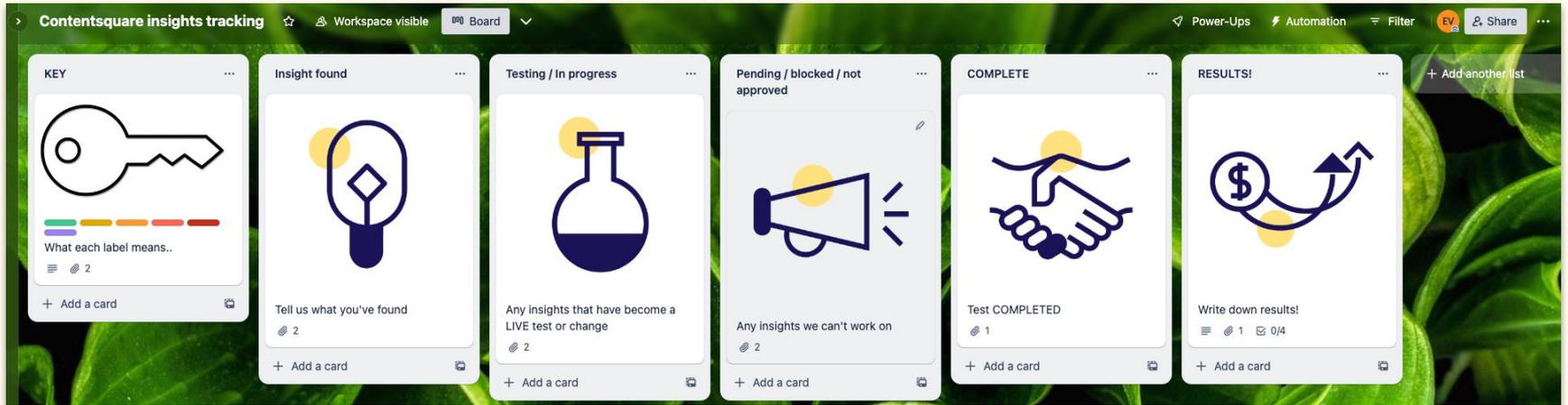
Different insights tracking methods



Spreadsheet/Google Sheet example

 Insights Tracker 												
Date	Owner	Insights	Area of site or url	Data Source(s)	Visual/ Data Point	Device	Geo	Recommendation	Estimated Impact	Test/Change	Status	Go-live date assigned?
Examples:												
01/2021	Camille	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	Homepage	CS / Adobe - Link		Mobile	UK	Test changing the order of the fields and includes dates at the top for a more intuitive journey				<input type="checkbox"/>
01/2021	Camille	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	PDP	CS / Adobe - Link		Mobile	UK	Consider giving users the option to select 'Same pick up/drop off location' or 'Different pick up/drop off location' to avoid any confusion when updating one of the location				<input type="checkbox"/>
01/2021	Camille	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	PLP	CS / Adobe - Link		Mobile	UK	Improve the pickup location finder, consider implementing a research by postcode or popular location suggestions.				<input type="checkbox"/>
01/2021	Camille	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.	Basket	CS / Adobe - Link		Mobile	UK	ving users the option to select 'Same pick up/drop off location' or 'Different pick up/drop off location' to avoid any confusion				<input type="checkbox"/>

Trello example



Trello card detail

Checkout optimisation

in list [Insight found](#)

Labels: **HIGH PRIORITY** **Insight found** +

Notifications: Watching

Description

Date range: 1st - 31st August 2023

Device: Mobile only

Segment: All users that reach shipping

Summary: Users find our payment methods confusing

Data: Click recurrence on paypal option during shipping

Potential impact: Users with high click rate on payment options have a +50% exit rate, -15% conversion rate vs those that don't show this behaviour. If we could make this more clear, we could generate over **£50,000 additional revenue each month!!**

Relevant links: [Zoning](#), [Journey Analysis](#), [Impact Quantification](#)

Activity

EV Write a comment...

Airtable example

Exp. name	Te...	Template	Status
<p>TEMPLATE</p> <p>▼ PDP - Performance Count 5</p>			
1	[PDP - Paid New Users] Product USP's (bikes + 2 other product types)	#	PDP - Performance 1 - Prioritised
2	[PDP - Paid New Users] Social proof	#	PDP - Performance 1 - Prioritised
3	[PDP - Paid] Cross sell to be smaller and become first floor	#	PDP - Performance 1 - Prioritised
4	[PDP - Paid] Promote fast shipping messaging		PDP - Performance 1 - Prioritised
5	[PDP - GShopping] Landing experience	#	PDP - Performance 3 - Discovery
<p>TEMPLATE</p> <p>▼ Landing Page Count 2</p>			
6	[LANDING PAGE] Confirmation page	#	Landing Page 1 - Prioritised
7	[LANDING PAGE] Error 404: New design	N/A	Landing Page 8b - In next sprint
<p>TEMPLATE</p> <p>▼ Account Count 4</p>			
8	[Account - Dashboard] Migrating to NFS	#	Account

Research Methods
Tested by
Tested by
Tested by
Content Square Google A
Content Square Tested b
Baymard
Google Analytics Conten

Teams example

The screenshot displays the Microsoft Teams interface for a channel named 'General'. The top navigation bar includes the Microsoft Teams logo, a search bar, and a 'Meet' button. Below the channel name, there are tabs for 'Posts', 'Files', 'Wiki', and 'CSQ Analysis'. The 'CSQ Analysis' tab is active, showing a Kanban board view. The board has three columns: 'To do', 'Navigation', and 'Facets'. Each column has a 'Add task' button. The 'To do' column contains one task: 'Easter CR investigation' with a due date of '22/04' and a 'CC' icon. The 'Navigation' column contains one task: 'Top Level Container Click Share' with a 'Due' icon and a 'CW' icon. The 'Facets' column contains two tasks: 'Facet Usage By Market' and 'Size Refinement Usage'.

Microsoft Teams

Search

DT General Posts Files Wiki CSQ Analysis

Meet

Group by Bucket Filter List Board Charts Schedule

To do

Navigation

Facets

+ Add task

+ Add task

+ Add task

○ Easter CR investigation

1

22/04 CC

○ Top Level Container Click Share

Due CW

○ Facet Usage By Market

○ Size Refinement Usage

PS Holiday Offerings 2023



Holiday Analysis Reports

Name	Details	Cost	# Available
Holiday Short Reports	Short reports that identify areas for UX optimization and recommend solutions to address challenges around the peak holiday shopping season. To be delivered and acted on ideally before code freeze. Available Oct & Nov 23.	25h	30
War-Room Live Support	Full-time analyst working collaboratively with your teams to identify friction and solutions to challenges experienced during the peak holiday period, with near real-time error reporting for Find&Fix premium clients. Available around Black Friday - Actual dates to be confirmed through scoping process.	8h/day	4
Post-Holiday Analysis	An in-depth analysis reviewing performance during Holiday Peak periods: typically Black Friday through Cyber Monday as well as the Christmas period. Available Jan 24.	50h	5

Full description of these offerings can be found in [this catalog](#)

UX/UI Design Offerings

Name	Details	Cost	Availability
Holiday Readiness UX Audit	Evaluate the usability of your site and the features most critical to a successful holiday campaign. This includes recommendations for any necessary design improvements. Is your site optimized for the holidays? If not, let's help!	8h	Good

Holiday Readiness UX Audit

8h

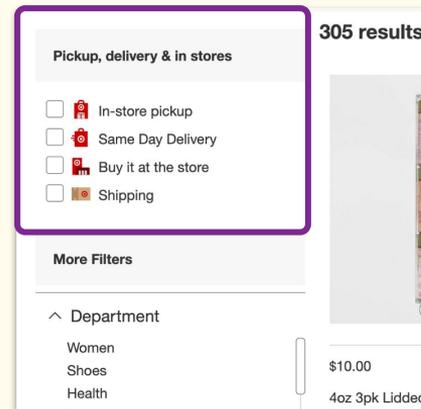
Ensure your site is delivering the optimal customer experience for the holiday period

Our team will review the features on your site that are critical to a successful holiday campaign and measure them against usability best practices.

We will make any recommendations to improve the overall readiness of your site for the high-traffic holiday season.

Typical features evaluated:

- Navigation
- My Cart/Shopping Bag
- Promotional Banner Placement
- Out-of-stock messaging
- Promo Code Fields
- Cross-Sell opportunities



Example: Offer a variety of fulfillment methods



Contentsquare in action Electronics

Improving the landing page to drive more visitors to
Product pages



Peak Use Case #1 : Electronics

Improving the landing page to drive more visitors to Product pages

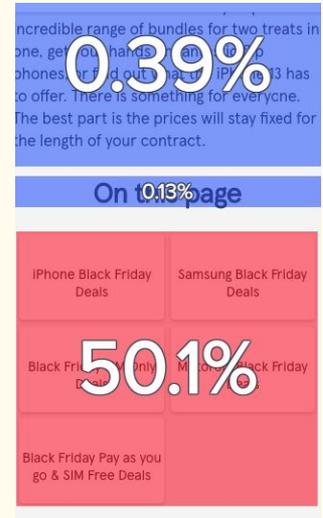
30% of visitors are not exposed to the quick links which help them get to the right product more easily.

The SEO text at the top could be collapsed or moved down, to increase exposure to quick links.

Exposure Rate

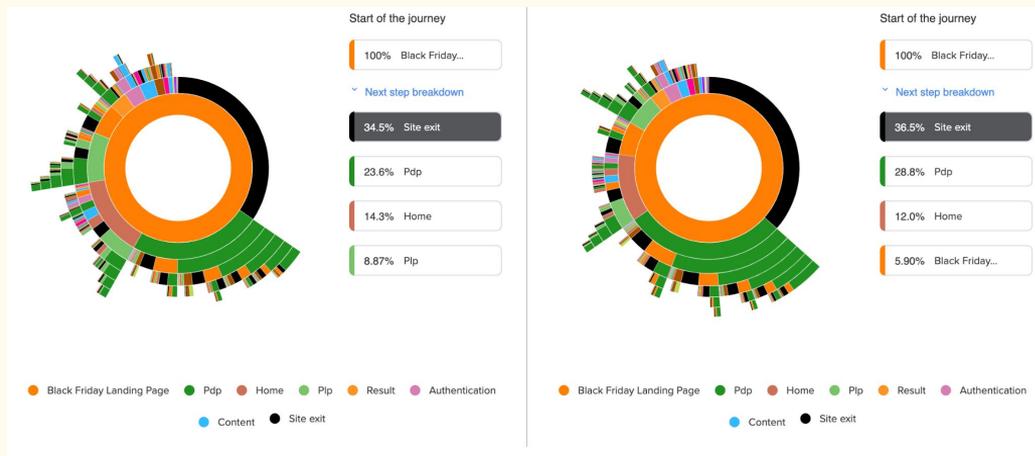


Tap Rate



By moving the SEO text, exposure increased resulting in **24% more visitors getting to PDP** directly from the Black Friday landing page.

There are also **12% fewer navigating back to home** suggesting the journey is clearer.

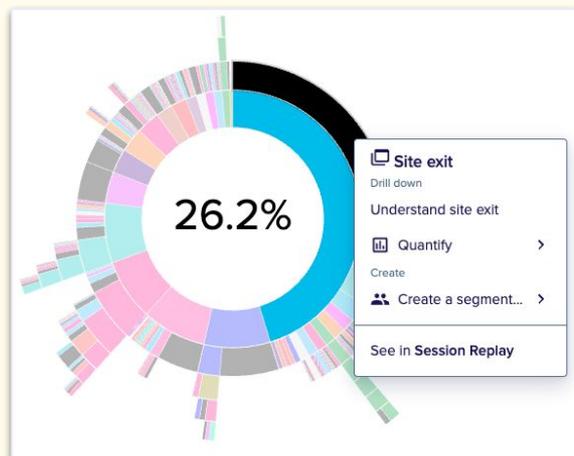


Product reach rate increased 24% from the Black Friday landing page



£15K gain over two weeks

Using Frustration score in journey analysis to understand site exit



- Provides context to the reason of site exit by showing frustration score of the exit step
- Direct link to Session Replay to visualise the frustration



Contentsquare in action

Quick filters decrease bounce rate

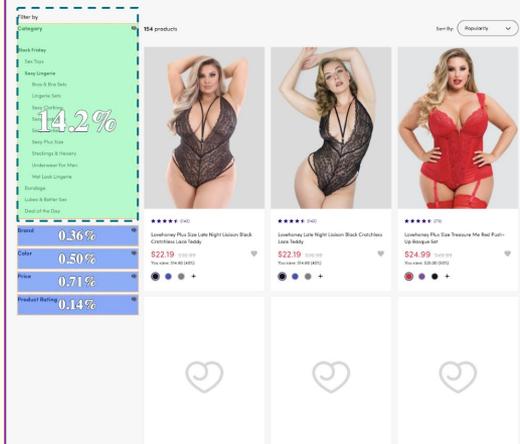


Peak Use Case #2 : Lovehoney

Quick filters decrease bounce rate

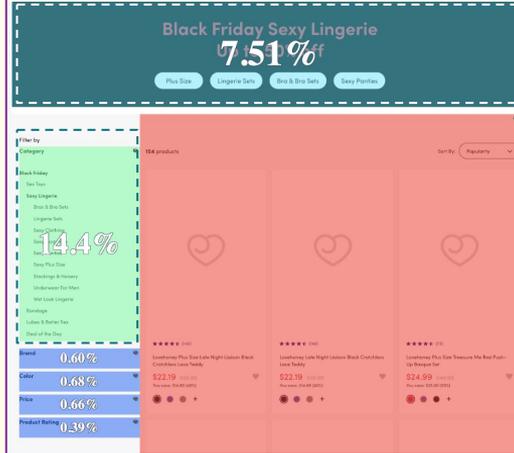
Click Rate

Without quick links



Before

With quick links



After

Improving Bounce Rate for Black Friday – Adding quick filters to Improve product findability on Black Friday landing page.



Top Tip!

Reordering Content – Make sure high performing and popular products are in prominent positions and can be accessed easily.

+180%
Click Rate
on Filter



+£30K
Revenue



Contentsquare in action

Fashion (multi-brand)

Reordering Content: Feature placement



Peak Use Case #3 : Fashion

Reordering Content: Feature placement

+675%

Click rate on
Shop by Size

+50%

Homepage
Conversion
Rate

+444%

Exposure of
Shop by Size

 **Top Tip!**

Optimise according to content block
performance during the sale season.

Old Design

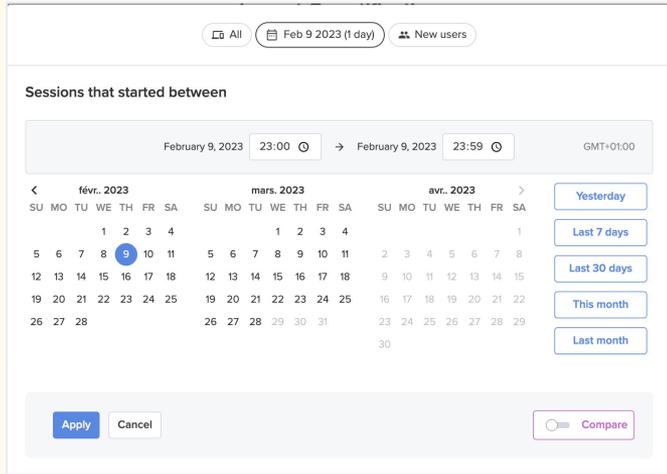


New Design



Customers reordered
homepage blocks based
on click rate and
attractiveness.

Segment your data by Hour and Minute



**Segment by time is no longer a dream.
You can now segment by hour and by minute.**

- Specify a start time and end time to segment and further your analysis
- Aggregate and view data by minute, hour, day, week, or month.
- Monitor sessions hour by hour and minute by minute during the day
- Map data of the same period with other tools to gain insights
- Share your analysis with a user in another time zone



Contentsquare in action Retail

Seasonal navigation updates



Peak Use Case #4 : Fashion

Seasonal navigation updates

Conversion Rate per Click



Results of real-life example :

+57%
Revenue
(for menu user)



Top Tip!

Be responsive to what drives conversion by making sure the best performing categories are at the top of your seasonal menu.

Using Smart Zone to identify popular or problematic zones

Top click rate
Click rate: The percentage of pageviews with at least one click on the zone.

Top click recurrence
Click recurrence: The average number of clicks on the zone, for pageviews with at least one click on the zone.

Top revenue
Revenue: Total revenue generated by users who clicked on the zone.

NEW IN	+	×
LINGERIE	£277	
BRAS	£4,415	+
KNICKERS	£120	
NIGHTWEAR	+	
LOUNGEWEAR	+	
SWIMWEAR	£100	
DD+	+	
ACCESSORIES	+	

NEW IN	+	×
LINGERIE	11.8%	+
BRAS	61%	
KNICKERS	+	
NIGHTWEAR	5.67%	
LOUNGEWEAR	+	
SWIMWEAR	+	
DD+	+	
ACCESSORIES	+	

- Which zones are **engaging customers the most?**
- Quickly **spot areas of frustration**
- Identify which **content drives the most revenue**



Contentsquare in action Groceries

Acting on customer frustrations



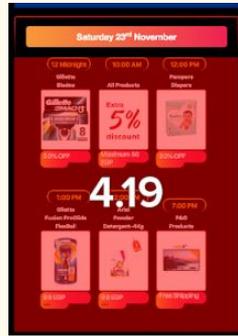
Peak Use Case #5 : Groceries

Acting on customer frustration

Click rate



Click recurrence



Click rate



Click recurrence



Before: Users try to interact with the unclickable “upcoming deals” section.

-56% Click recurrence

After: The section links back to all sales products, reducing frustration and keeping users on the site.

Top Tip!
With a swarm of impatient new users on the site during Black Friday, UX frustrations can be even more damaging than usual to conversion. Act quickly to avoid lost revenue.



Contentsquare in action

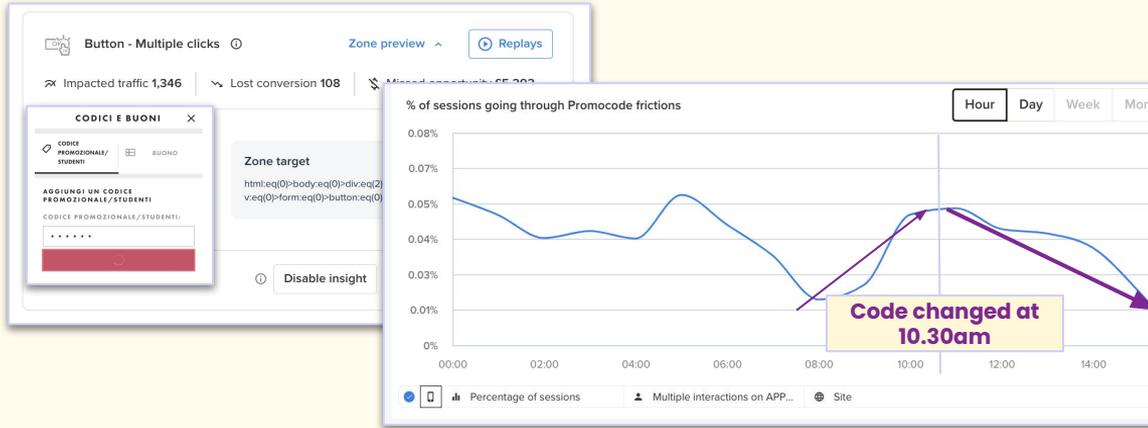
ASOS

Identifying friction with promo codes



Peak Use Case #6 : Asos

Identifying friction with Promo Codes



4000 sessions experienced friction with the voucher field in checkout.

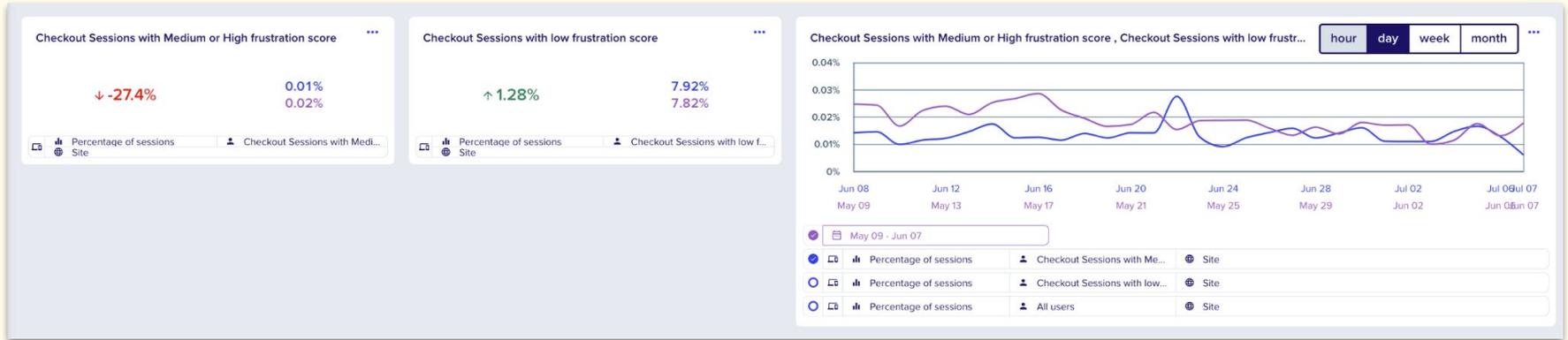
An hour after the insight was flagged ASOS changed the code to allow orders <£30 to benefit from discount, resulting in drop in friction



Top Tip!

During Black Friday visitors are shopping for a bargain. Remove any friction with promo codes to ensure a seamless shopping experience.

Using Frustration Score in segments



- Apply frustration score as a filtering condition in segment to focus on the most frustrated sessions, or compare the behaviour between good and bad sessions
- Monitor the evolution of frustration score to detect whether a change to the site or page is creating more frustration

Available only with CS Insights



Contentsquare in action Retail

APM Integration & error



Peak Use Case #5 : Fashion Faux-Pas

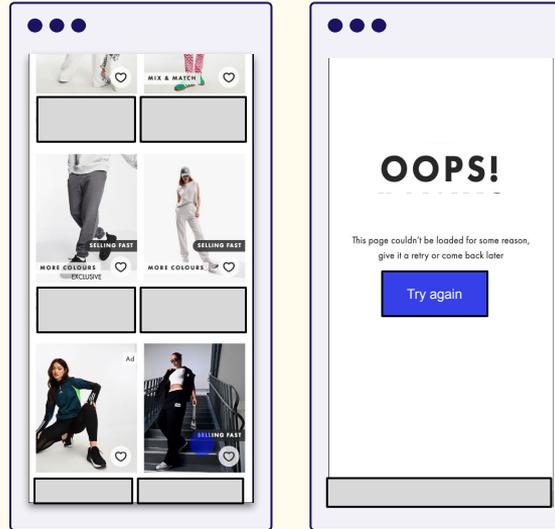
Using New Relic x Contentsquare to narrow down potential technical issues

Challenge

This retailer noticed an error coming back from an API on one of the key campaign PLP

What happened next

- They raised it with the Dev Team by sharing a screenshot, who recognised the error from **New Relic**.
- Thanks to the integration, the error was quickly identified in Contentsquare



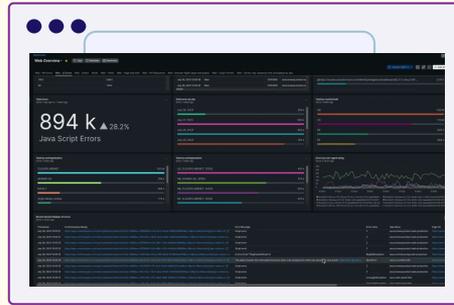
 **Top Tip!**
Make sure your integration is completed before peak to quickly review the impact of technical errors on the user experience and revenue!

Peak Use Case #5 : Fashion Faux-Pas

Using New Relic x Contentsquare to narrow down potential technical issues

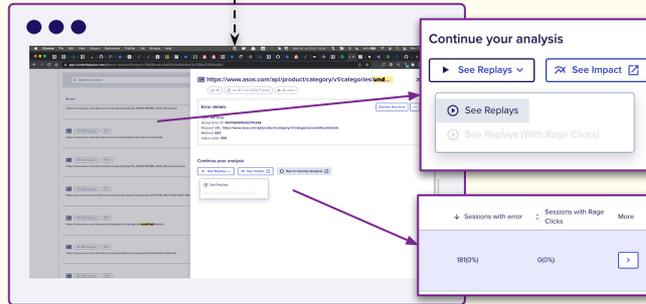
What happened next

- In error analysis, they were able to see the number of sessions affected
- It also allowed them to **view the session replays** and allowed them to **narrow down the steps to reproduce** and where the error was likely to occur in the codebase



Outcome

They were able to see that the error wasn't broad enough to have a CVR impact, **saving the team hours of investigation**





Contentsquare in action Retail

VOC



Peak Use Case #5 : Voice of Customers

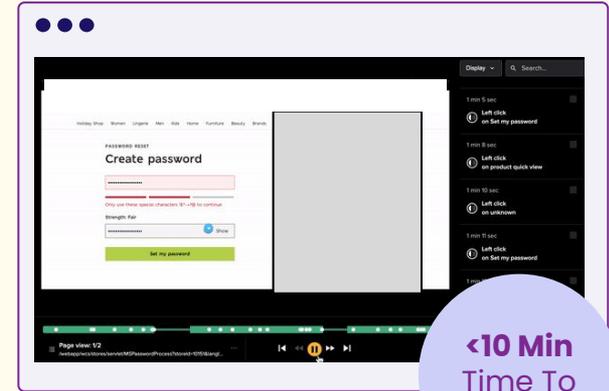
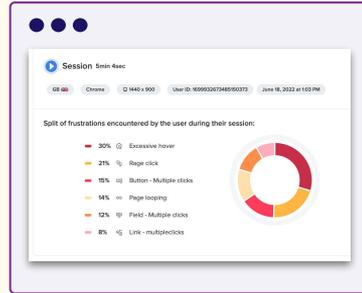
Combining Session-Level Frustration Score & NPS Scoring

Challenge

Teams are monitoring NPS Scores as a success metric but often have not enough visibility on the impact on user experience!

Using the VOC integration

- In When looking at a segment users post-purchase NPS rating <3, the frustration score reveals a series of high friction sessions & showing users struggling with resetting password & looping.



**<10 Min
Time To
Insight**

Peak Use Case #5 : Voice of Customers

Combining Session-Level Frustration Score & NPS Scoring

Impact Investigation

- In **zoning**, it seems like the click recurrence for all users on the page is very high across the fields & the main CTA, clearly indicating a frustration
- In **Impact quantification**, they saw that 17k sessions were going through the friction, impacting CVR by 9.46%.

Solution

- Simplifying the password creation process & improving error messaging to reduce frictions.

PASSWORD RESET

Create password

2.28 Show

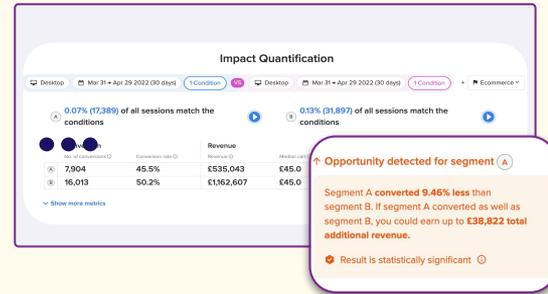
Use numbers and special characters. Only the following special characters are allowed !@*~.-? @ to continue

Strength: Weak

1.98 Show

Set a 1.99 word

Top Tip!
Think of checking your reviews during peak in your VOC tool, & verify and quantify complaints in Contentsquare!



How can we use Workspaces during Peak?

Example of Workspaces & how they can be used during
Black Friday



Inspirational Workspace : Landing Page monitoring



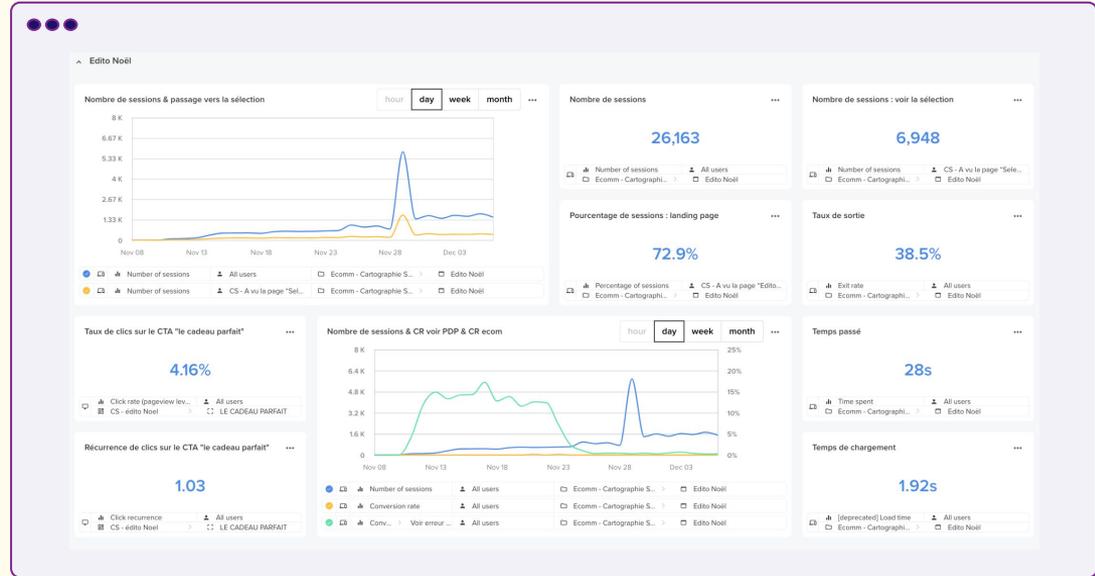
OBJECTIVE

Deep-dive within the main pages impacted by the peak season & **quickly find optimization opportunities**



KEY KPIS

Per page: Number of sessions | Share of sessions as Landing Page | Exit rate | Conversion rate | Click rate on Main CTA | Click recurrence on main CTA | Time spent



Inspirational Workspace : Traffic source monitoring



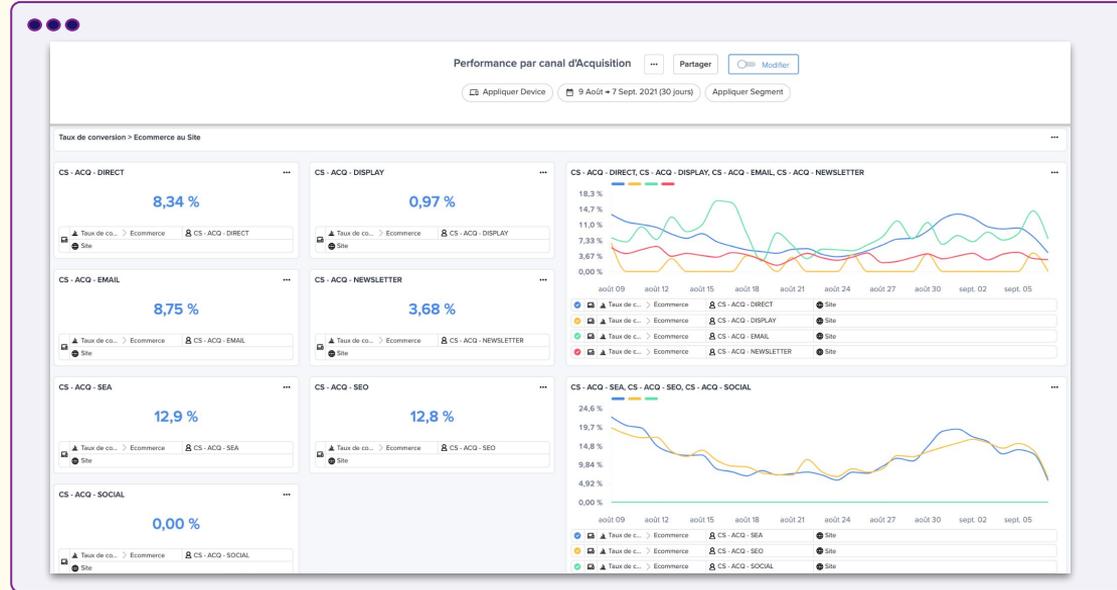
OBJECTIVE

Understand which is the **best performing** traffic channel and determine in which to invest to **optimize the costs**



KEY KPIS

Number of sessions | Bounce rate | Conversion rate | Time on page | Views per visit | Click rate | Engagement rate



Inspirational Workspace : Funnel monitoring



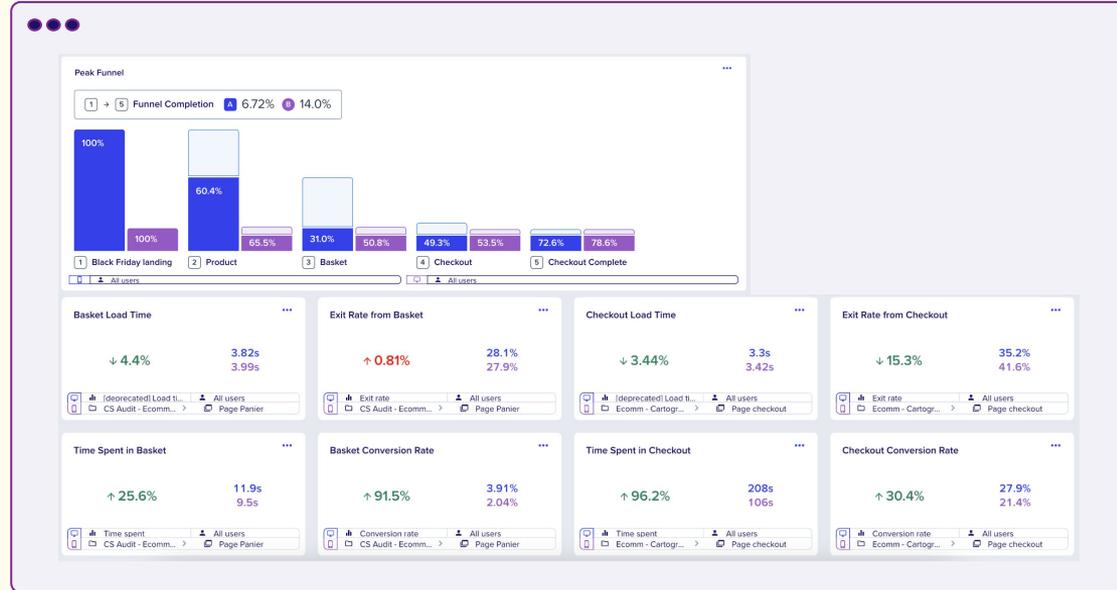
OBJECTIVE

Measure performance of your **conversion funnel** and understand drop off from each step.



KEY KPIS

Per page: Number of sessions | Exit rate | Load Time | Time Spent | Conversion rate | Click rate on CTAs | Click recurrence on CTAs



Inspirational Workspace : RUM monitoring



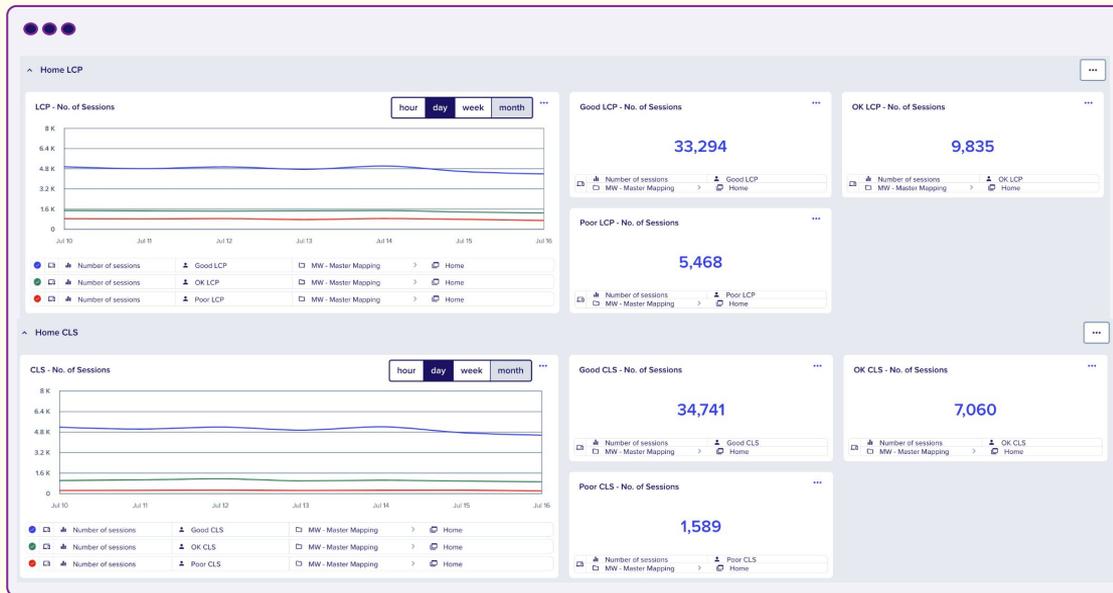
OBJECTIVE

Measure **speed of your website** to ensure key pages are **compliant against Core Web Vitals**. Detect any impact post-change.



KEY KPIS

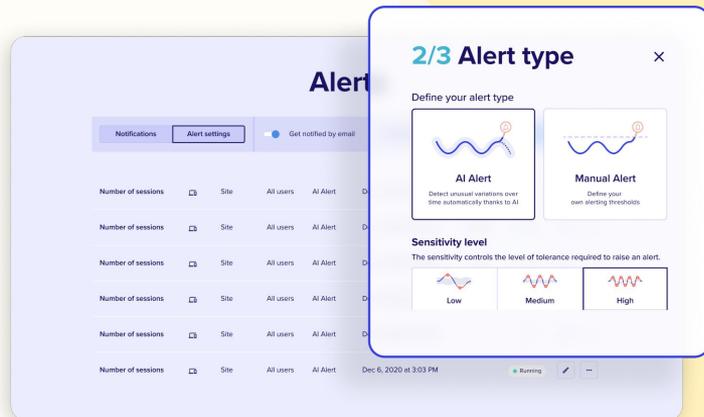
Per page: Largest Contentful Paint | Cumulative Layout Shift | Interaction Next Paint | First Input Delay



How can we use Alerts during Peak?

What alerts might be useful during Black Friday?

*Tip: make your alerts at least device specific, so you know where to start analysing if you receive one!



Sitewide Alerts

Sitewide

- All site Traffic
- All site Bounce Rate
- All site Revenue
- All site Ecom Conversion
- % of New Visitor Traffic
- % of Views/Sessions to Error page (if available)
- Frustration Score (if available)



CTA Alerts

Buttons

- Click Recurrence of Pay button in Checkout
- Click Recurrence of promo code apply button
- Click Recurrence of gift card apply button
- Click recurrence of Add to Basket button
- Click recurrence of any Quickbuy CTAs



Landing page alerts

Black Friday Campaign

- BF pages Bounce Rate
- BF pages Exit Rate
- BF Pages eCom Conversion Rate
- BF Pages Product Reach Rate
- Bounce Rate of traffic from an acquisition channel
- Conversion Rate of traffic from an acquisition channel
- Frustration score (if available)
- RUM metrics (if available)



Checkout alerts

Checkout

- Exit Rate of Checkout Login
- Exit Rate of Checkout Shipping
- Exit Rate of Checkout Payment
- Ecom Conversion Rate from Checkout Shipping
- Ecom Conversion Rate from Payment
- % of Sessions with JS/API Errors of each Checkout step (if available)
- Frustration score (if available)
- RUM metrics (if available)



How to...



...create a workspace



...set up an alert



...set up zonings of your Black Friday pages



...use Contentsquare to analyse a List page



...use Contentsquare to analyse a menu



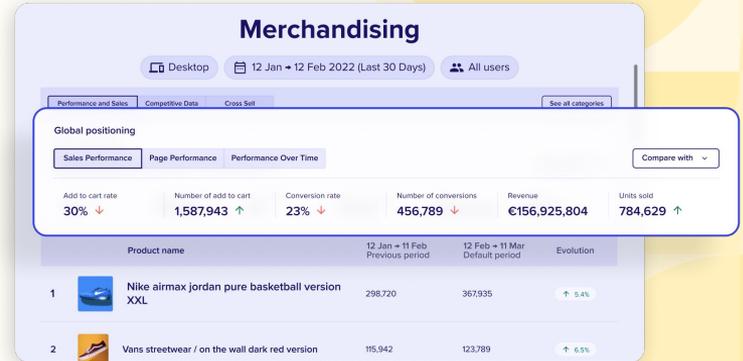
...use Contentsquare to optimise your Landing page



...use Impact Quantification to estimate revenue impacts

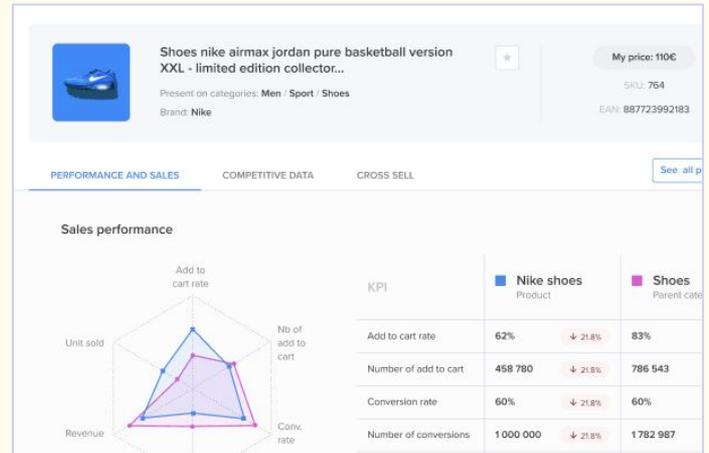
How can we leverage CS Merch during Peak?

Using data to optimise your merchandising strategies throughout the peak period



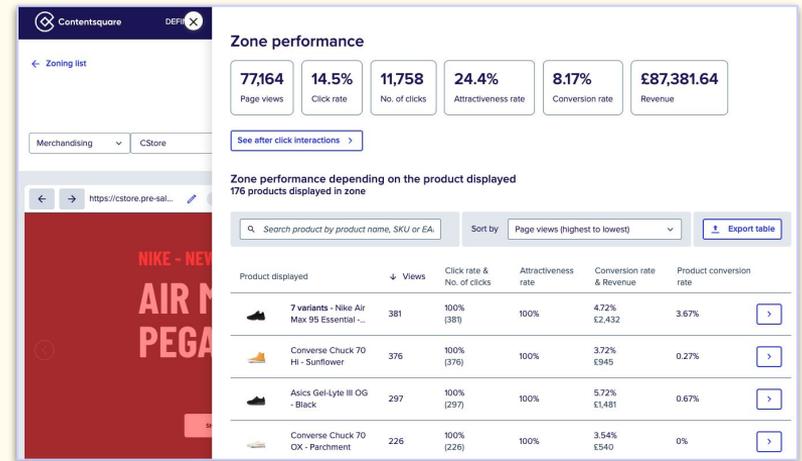
Re-order your pages using the highest converting products

- Uncover high potential products across your brands & categories that need visibility, or need optimising
- Use product-level metrics to visually merchandise pages
- Understand which products are performing best on a given URL/page group



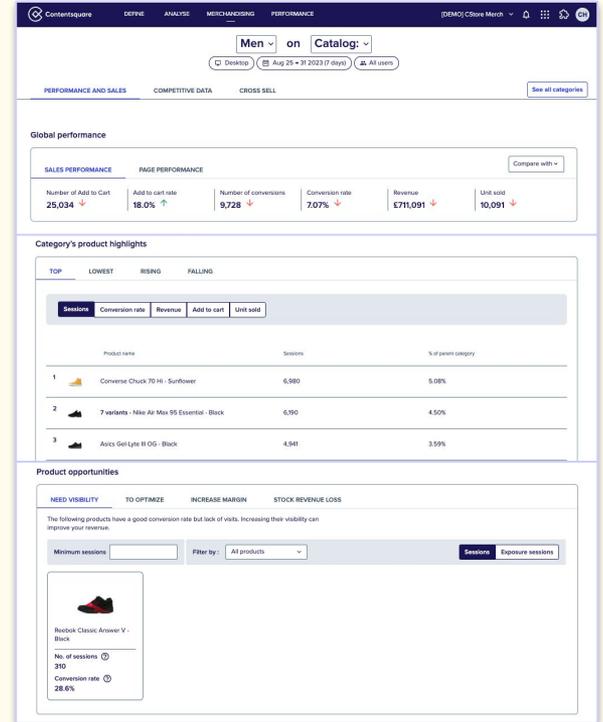
Optimise your Peak content & campaigns

- Understand which products are viewed, added to bag & purchased after interacting with your Peak site content
- See which products your campaign traffic viewed, added to bag & purchased in their session
- Track performance using workspaces & alerts



Inform peak product strategies

- Inform bundles & cross-sell carousels with real users 'viewed with' & 'purchased with' product data
- Understand the revenue impact of your Out of Stock products
- Increase margin & sales with better price positioning against your competitors





For any questions, please reach out to
your CS Account Team