



Contentsquare



# Peak Tips & Tricks

Peak Readiness Best Practices



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# 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 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.**

\*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.

# 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 **Error analysis** module to monitor JS and API errors (if available)
- Surface automatic insights using **CS Insights** module (if available)
- Use **Frustration score** to watch recordings of those experience friction with your campaign

# Peak Season Checklist

## After the Campaign

- Make sure any changes you've made to your content or campaign over peak are **documented**  
[Link to Insight tracker template.](#)
- 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.



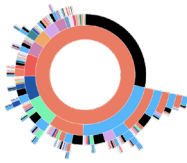
# Contentsquare & Fashion Retailer

Improving Bounce Rate for Black  
Friday campaign year on year

# Peak Fashion Use Case #1

Improving Bounce Rate for Black Friday campaign year on year

## Women's

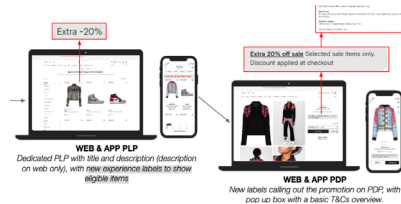


- BF Promotions Women
- PDPs
- PLPs - Designer
- PLPs - Sale
- Shopping Bag
- Womens Homepage
- PLPs - Search Results
- Mens Homepage
- PLPs - Category
- BF Promotions Men

## Men's



Just under a third of users left after viewing BF landing pages  
**In 2020, the analysis of the BF campaign revealed that just under a third of the traffic leaves the site after viewing the gendered landing pages.**



In 2021, labels were added sitewide to improve the experience  
**The campaign experience was enriched with a unified approach to communicating the promotion by aligning the message seen in PPC ads and on-site.**

Bounce rate down 35%  
for visitors to the  
campaign page YoY



**\$37K gain YoY over  
6 days of Sale**



# Contentsquare & Lovehoney

Quick filters decrease bounce rate  
on Black Friday

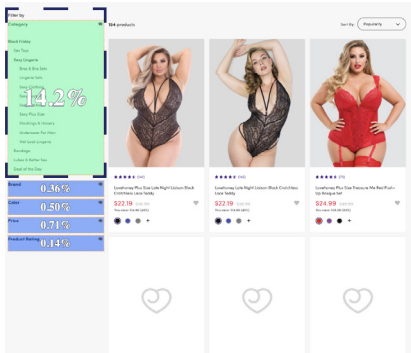


# Peak Lovehoney Use Case #2

Quick filters decrease bounce rate

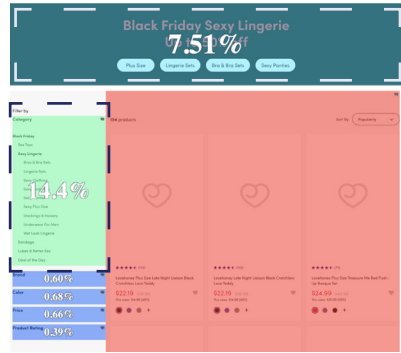
## Click Rate

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  
of Filters



**+30K**  
Revenue



# Contentsquare & Fashion (multi-brand)

Content block optimisation

# Peak Fashion Use Case #3

## Reordering content: Feature placement

**+675%**

Shop by Size

**+50%**

Homepage  
Conversion  
Rate

**+444%**

Exposure of  
Shop by Size

### Old Design



### New Design



### Top Tip!

Optimise according to content block performance during the sale season.



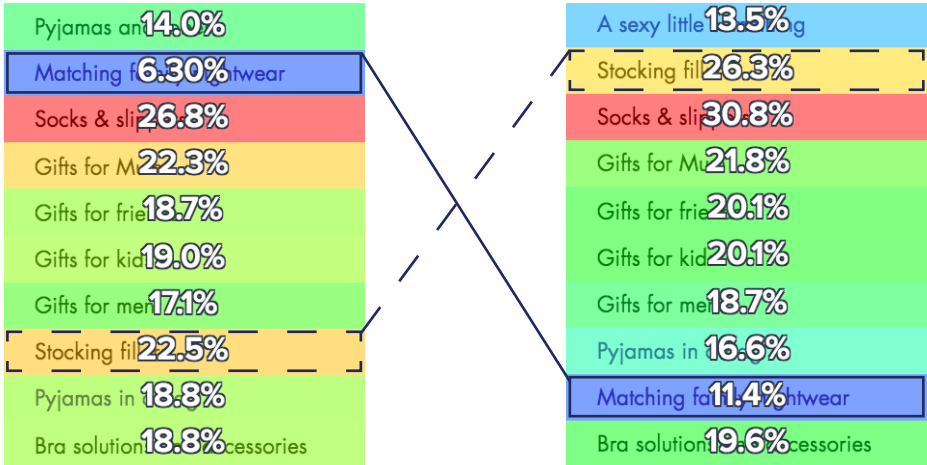
# Contentsquare & Retail

Seasonal navigation updates

# Peak Retail Use Case #4

## Seasonal navigation updates

### Conversions 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.

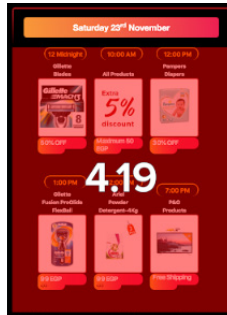


# Contentsquare & Retail

Acting on customer frustrations

# Peak Groceries Use Case #5

Acting on customer frustrations



Click rate

Click recurrence

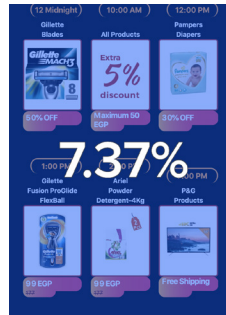
## Before

Users try to interact with the unclickable "upcoming deals" section.

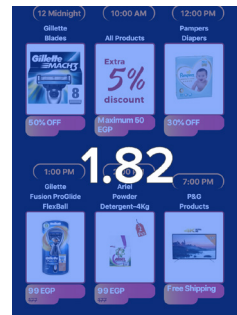
## -56% Click recurrence

## After

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



Click rate



Click recurrence

### Top Tip!

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







**For any questions, please reach out to you  
CS Account Team**

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