Contentsquare

Peak Season Checklist

Pre Campaign Lauch / 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 focuse on on-page metrics which are available via Zonings.
**This is mandatory if session replays are masked with AAA.

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

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 youre CSM/SE to share the ROI calculator.