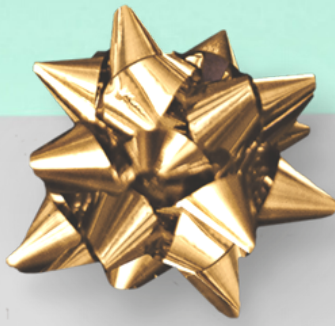




# 'Tis the Season

Digital Prep List for the 2021  
Holiday Surge





# *Holiday Prep List*

## **Your 5-point holiday prep list**

Let's face it: No one knows what the 2021 holiday season will entail. Your annual plan and all your reference points have gone out the window. Customers are learning new behaviors every day. The only given: You've got inventory to unload, revenue to make up, and lots of good lil' boys and girls (and stakeholders and executives) you can't disappoint.

The best approach is to prepare for the unexpected, listen to customer signals, and adapt as quickly as possible. So, how can you make the most of the next few weeks before, \*brrr\*, code freeze?

**Here's your 5-point prep list on making the most of the 2021 holiday digital surge. Make sure to check it twice.**



# 01



## Take stock, not just stockings

You've had more than a year of, ahem, *learnings*. To help future proof your digital program this holiday season, it's time to look back, take stock, and assess what you'll do differently this winter.

### For instance:

- What new customer behaviors and journeys surprised you and left you scrambling?
- What were your biggest drivers of service tickets?
- What communication gaps need to be improved between store, service, analytics, marketing, product, and engineering?
- What data, technology, or automation could have helped you be more nimble, make quicker decisions and act faster?
- Does your executive team and board have realistic expectations of what you can do this holiday with current resources?



# 02

## ☒ Sleigh those new, high volume customer journeys

It's ok to have a little BOPIS, ROPIS, or curbside PTSD. Things didn't always go perfectly, but the work is never done. How are you dialing in these high volume customer journeys—especially for those last minute shoppers?

### For Example:

- What messaging improvements can reduce friction or abandonment? What behaviors will be increasingly important, e.g. returns, order modifications, etc? How can you prevent returns with improvements to your product detail pages?
- How can you improve the employee experience to support customer journeys like buy online, pickup in-store or curbside? (Canadian Tire, a Quantum Metric customer, is optimizing its internal store employee app to facilitate faster curbside pickup when customers arrive at the store.)



# 03

## ☑ Automate the manual stuff to free up your workshop elves

As consumers start shopping more, retailers are preparing for wild swings in customer behaviors with a learn-as-we-go mindset. The most important thing is listening to customer signals, automating as much as possible, and adapting quickly.

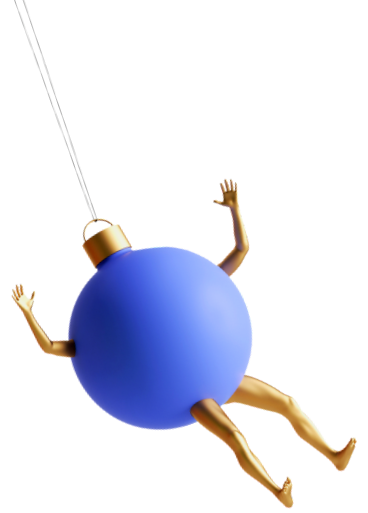
### With that in mind:

- Enable automatic anomaly detection on UX friction and technical errors that impede conversion. Help teams be more proactive with [real-time alerts](#) and insights on areas to quickly course-correct.
- It's not enough to understand pain points fast. Make it easier for teams to automatically quantify the impact and prioritize it against everything else. That's the number of customers affected and potential conversion and revenue gain or loss. (At Quantum Metric, we enable a simple concept that's often difficult to execute: Identify, Quantify, Prioritize, and Act. [Learn how lululemon does it.](#))
- When customer complaints come in through the call center or surveys, support teams should have the ability to instantly reproduce the user experience. It facilitates a quicker understanding of why a customer struggled. (Learn about our [Salesforce Service Cloud integration.](#))





# 04



## Win the snowball fight against marketing spend and discounting

With the economy still in recovery, customers are going to be price sensitive. Extra inventory means more discounts, more campaigns, and more room for error. Instead, get the most out of your marketing spend and discounting program with real-time analytics that put control back into your hands.

- Set up your real-time dashboards to look at marketing spend, conversion, and cost per acquisition (CPAs) every day or every hour, and especially immediately after a launch.
- Ensure digital teams can act fast to identify promotional code errors, drop-offs in campaign funnels, or other types of UX and technical friction that negatively impact customers, conversion, and marketing ROI. (Quantum Metric can give you a real-time dashboard to automatically identify and quantify [promo code errors](#)—low hanging fruit to increase conversion when every dollar matters.)
- Drill down by segments, regions, etc. to make smart decisions on where to spend more or pull back, and do it faster with real-time dashboards and alerts. (Learn how [Mizuno's marketing analytics team](#) uses Quantum Metric.)



# 05



## ☒ Prep for code freeze and stay on everyone's "nice" list

With continued unpredictability going into this holiday, how can your teams be more agile going into code freeze? If everything goes according to plan—which means very little is going according to plan—you'll need to have flexibility to make micro-optimizations and a backup plan if tracking falls off.

- When was the last time you deployed a campaign landing page and forgot to ask your tagging or engineering to add tracking? While traditional analytics tools require tagging, Quantum Metric provides the most valuable metrics out of the box. If Adobe tracking falls off, rely on Quantum Metric for the data you need.
- A/B tests will be your best friend this holiday, but minimize the risk of introducing new bugs into the customer experience. (Quantum Metric helps you get more out of your testing program and integrates with experimentation platforms like Adobe Target, Optimizely, Monetate, etc. Check out our [technology integrations](#).)





# Unwrap and activate real-time insights with Quantum Metric

When we look back at 2020, it's the year your digital strategy snowballed into a digital-first transformation. Be more ready than ever for the 2021 holiday season. Work with Quantum Metric to get real-time, quantified insights into your customer journeys.

[www.quantummetric.com](https://www.quantummetric.com)

Real-time data captured by Quantum Metric	How you can use this insight to drive conversion and revenue
Top conversion blockers	With machine intelligence, automatically detect the top UX and technical issues that impede conversion.
Drop offs in campaign funnels	Instantly know where drop off is occurring, quantify the impact on users and conversion, and view the session to diagnose.
Campaign or segment performance	Compare in real-time and pivot to campaigns or segments that are performing best.
A/B test results	See in real-time if your A/B tests are introducing new UX or technical issues.
Promo code errors	Identify and accept promo code errors instead of letting customers drop out.
Null search results	Capitalize on customer behavior by pairing product suggestions with top null search results for cross-sell.
Conversion by page elements	Optimize page layouts by visualizing which elements detract or promote conversion.
Real-time customer struggle indicators	Recover abandoned carts by triggering real-time rescue, or personalize retargeting efforts to re-engage customers.
Customers' live sessions	When customers call into the call center, view their session live to resolve faster or potentially upsell.
Page load times correlated with impact on conversion	Identify slow loading pages, quantify the conversion impact, and diagnose poor performing resources.