

EBOOK

Check it twice: The digital holiday preparation list.

5 points for retailers to focus on
ahead of the holiday surge.

Let's face it: No one knows what the upcoming holiday season will entail.

Shopper behavior is rapidly changing. Whether they are anxiously buying key gifts in advance, just purchasing what is available, or adjusting their wish lists to match a revised budget—the options are many and the timing is imminent.

The best approach is to prepare for the unexpected, listen to customer signals, and adapt as quickly as possible to meet their changing needs.



**5 points for
digital holiday
preparation.**



Visit the insights of Christmas past.

To help future proof your digital program this holiday season, it's time to look back at last year's strategy, compare to your current insights, 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 and make decisions and act faster?
- Does your executive team and board have realistic expectations of what you can do with current resources?



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 prevent conversion. Help teams get ahead 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. Learn how [lululemon](#) sizes and prioritizes their digital opportunities.
- 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](#) or [Embedded Replay for ServiceNow](#).)



Sleigh those new, high volume customer journeys.

Whether planning for the last minute shopper, the loyalist, or the advanced planner (consumers are shopping earlier and earlier every year), you have to consider the various in-store and digital touchpoints. Think BOPIS, ROPIS, curbside, and more. It's never too late to evaluate and optimize for those new, high volume customer journeys that'll be back this holiday.

For example:

- What messaging improvements can reduce friction or abandonment? What behaviors are increasingly important, e.g. shipping options, order modifications, etc? How can you help customers make the best decision on price vs speed for shipping?
- In conjunction, how can you improve the associate experience to support customer journeys? UntuckIt, a Quantum Metric customer, is optimizing the digital store experience by testing how adding filters helps customers find the perfect fit. With Quantum Metric, they were able to see that customers are twice as likely to make a purchase if they use the filters, helping the team prioritize their prominence on product pages.

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Win the snowball fight against marketing spend and discounting.

Every sale counts. Make sure your landing pages are properly decked to improve conversion and prevent getting you added to the shopper naughty list. Get the most out of your marketing spend and 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.

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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.

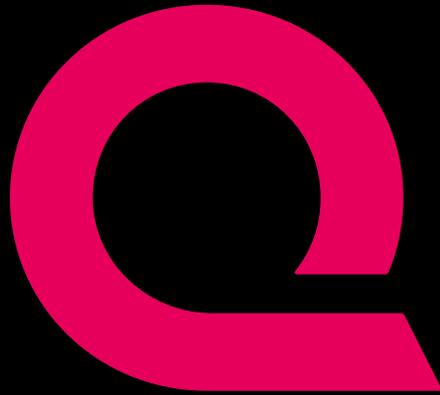
- When was the last time you deployed a campaign landing page and forgot to ask your tagging or engineering to add tracking? While traditional analytics tools require constant vigilance to keep tagging relevant and accurate, Quantum Metric captures these critical data points by default—so you'll never risk missing what matters to you *now*.
- 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 these insights with Quantum Metric.

Be more ready than ever for the upcoming holiday season. Work with Quantum Metric to get real-time, quantified insights into your customer journeys.

Learn more at quantummetric.com/retail-e-commerce

Real-time data captured by Quantum Metric.	How you can act on it to improve conversion and revenue.
Top conversion blockers	With machine intelligence, automate detection of the top UX and technical issues that impede conversion.
Drop offs in campaign funnels	Instantly know where drop off is occurring, but better yet, quantify the impact and view 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	Accept specific 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 upsell.
Page load times correlated with impact on conversion	Prioritize performance page performance opportunities by quantifying the conversion impact of poor performing resources.



About Quantum Metric.

Quantum Metric is the Continuous Product Design platform. We help companies build better digital products faster, by keeping business and technical teams aligned, efficient, and focused on what matters most to customers. Our platform gives businesses real-time visibility into how their digital business is impacted, where exactly customers are struggling or engaging, and what efforts need to be prioritized based on economic impact.

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