



Best Practices for the Weekend of Black Friday until Cyber Monday

We don't want you to just survive Black Friday/Cyber Monday (BFCM), but thrive. To ensure the weekend of Black Friday until Cyber Monday is successful for you and your customers, we have created a few important best practices:

Reminder: A higher amount of transactions results in a higher number of customer support requests.

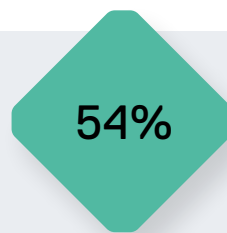
Know your customer locations: Global businesses need to keep multiple time zones in mind. Black Friday will start earlier in eastern time zones and end later for shops in western time zones.

Plan your features in advance: It's important to plan out any feature additions to your Spryker Cloud Commerce OS well before the launch of any Black Friday/Cyber Monday campaign.



The shipment volume on Black Friday doubles compared to the previous month.

(Source: Seven Senders, Spryker Technology Partner)



More than half of customers plan their BFCM purchases a few weeks before the Cyber Weekend.

(Source: PRNewswire)

| Communication | Promotion | Product Management | Support/After Sales |
|--|--|---|--|
| <p>Marketing Inform your customers about your offers in advance via email campaigns.</p> <p>Retargeting According to Baralliance, in 2018 the average cancellation rate on Black Friday was 73.8%. Setting up targeted emails after canceled purchases is an effective way to win customers back.</p> <p>Expectation Management Are the customers prepared for longer delivery times?</p> | <p>Vouchers Are all voucher codes valid and the attributes precisely defined?</p> <p>Campaign Planning Are you using paid ads? You should redefine your advertising budget for BFCM-week in advance. You may need to increase your budget for specific keywords to generate reach.</p> <p>Price Search Engines Which prices should be displayed on price comparison portals such as idealo, Google Shopping & Co.? Does it make sense to list the complete (reduced) assortment there? Is there enough budget deposited for the promotion period?</p> | <p>Category Management Are special categories used for promotional products?</p> <p>Product Stock Is there enough stock planned for advertised products, and is there a buffer?</p> <p>Data Management Are all products maintained and online?</p> <p>Feature Management Try not to add any new Features in the week leading up to BFCM, as testing might take up too many resources.</p> | <p>CRM Strategy Has CRM set up a communication strategy for any mishaps, like delayed shipping or out-of-stock products?</p> <p>Logistics Are the delivery times sui-table for the expected rush demand? Have shipping service providers been briefed?</p> |

Ensure a great Black Friday customer experience by taking these measures to prepare:

Infrastructure, Hosting Provider

1. Prepare or buy in advance the stand-by/hot-spare compute nodes
2. Prepare the sizing of Redis/ElasticSearch/Database services
3. Have clear procedures for adding a new compute node to your cluster and remove one from it

Important note: Consider having this fully automated as it allows you to easily change your cluster configuration

4. Have content delivery services in place to deliver images or other static binary data
5. Make sure correct caching headers are set for static content
6. Consider configuring HTTP2 and response compression
7. Make sure infrastructure monitoring is in place so you can react to errors or issues
8. Test your deployment: you should be able to quickly deliver fixes if needed

Important note: Global businesses should co-locate infrastructure and your customers



Application, Development team (agency or customer)

Find a complete guide on how to enhance your Spryker Shop performance through the Spryker Documentation: <https://documentation.spryker.com/guidelines/performance-guidelines.htm>

1. Check your integration processes:
 - Asynchronous should be able to handle expected amounts of data
 - Synchronous should be able to handle the expected amount of requests in the expected time per request
 - Make sure that your ERP or back-end systems are capable of processing the expected number of transactions
2. Talk to partners integrated for checkout (e.g. Payment Providers, Fraud Checks, etc.) These need to be prepared to handle expected volumes of transactions
3. **Preload all relevant data in advanced:** new products, prepare discount rules but mark them disabled, etc.
4. Make sure application monitoring is in place so you can react to errors or issues

Important note: You can find documentation for this for each of our integration partners here: https://documentation.spryker.com/industry_partners/performance/performance-partners.htm

Performance Tests, Development Team (agency or customer), Hosting Provider

1. Determine the critical journey that your customers will follow:
 - Journey before the checkout
 - Journey in the checkout (what are the most popular payment or shipping methods?)
2. Prepare test plans and execute tests. You can use different tools for this, including jMeter, LoadRunner, and BlazeMeter
3. Confirm that test results match the expected load or analyze and optimize bottlenecks
4. Test external systems to make sure they handle the expected load

Very Important Note: Run a rehearsal. Execute the tests with higher numbers than you expect to verify you still have stability and room to handle all in-coming customers.

