

Ready for Peak Checklist

- Ensure rules are optimized for peak period, in particular for search queries that will contain typical and unique peak period search terms.
- Update search synonyms and keyword mapping based on seasonal trends around peak.
- Configure promotional banners and spotlight areas for key products and offers with scheduled start and end times for Black Friday deals.
- Verify stock levels for high-demand items and make sure stock updates are part of the incremental updates to the platform.
- Conduct load testing to ensure the platform can handle peak traffic. Please submit your load test request with your CSM.
- Submit your requests to scale up your environments appropriately following expected peak traffic increase.
- Fine-tune personalization algorithms to highlight relevant products and update recommendation logic to align with Black Friday deals and user behavior.
- Ensure all relevant filters (price, category, size, etc.) are functioning correctly and add any new filters needed for Black Friday-specific categories.
- Perform A/B testing on search and merchandising features as part of preparations.
- Set up analytics dashboards to track key metrics like conversion rates and search abandonment tailored to peak.