

### Holiday Readiness Guidelines

Right now is a good time to start making your internal preparations for the upcoming busy holiday season. Below are some Acoustic Analytics tips to consider while your organization gets ready.

#### Preparing your team for the holidays

- Confirm that your team knows how to open a case with our Support team on our Support site <http://www.ibm.com/mysupport>
- You've bookmarked and/or downloaded the Acoustic Campaign Support guide for useful information, such as contact numbers and escalation processes:
  - <https://developer.ibm.com/customer-engagement/wp-content/uploads/sites/106/2019/05/Acoustic-Support-Handbook.pdf>

#### Acoustic Digital Analytics

- Ensure Digital Analytics tagging is in place to effectively track holiday pages and promotions
- Confirm marketing links on and off site are accurately tracking performance
  - Check MMC, Site Promotions and Real Estate parameters URL tagging
- Ensure that categorization across content, products, inventory, etc. is accurate and rolling up as expected in reporting
  - Check that Category Definition File (CDF) and/or Enterprise Category Definition File (ECDF) is up to date
- Confirm that reporting is in place to measure performance of checkout and/or conversion processes
  - Leverage TruePath and Clickstream reporting
- Create segments in advance that are required for holiday analysis
- Configure workspaces, report views, report emails and data imports/exports are in place to facilitate easy data distribution
- Verify appropriate roles and permissions are configured for users to access reporting
- Verify that your Client URL list up to date in DA Admin
- Verify your blocked IP list is up to date in DA Admin
- Confirm DA tag attributes are correctly aliased in DA Admin
- Set up DA alerts to be able to react to spikes and drops in activity immediately
- If ecommerce site, send Data Integrity File (DIP) on a recurring basis
- Sign up to receive DA Maintenance and Support Notifications
  - <http://www.pages03.net/ibm-supportstrategyandsvcs/subscribe/>
- Bookmark the Digital Analytics Knowledge Center for useful educational information
  - [https://www.ibm.com/support/knowledgecenter/en/SSPG9M/Analytics/kc\\_welcome\\_analytics.html](https://www.ibm.com/support/knowledgecenter/en/SSPG9M/Analytics/kc_welcome_analytics.html)





## Acoustic Journey Analytics

- ❑ Confirm the Journey Analytics Organization settings are correct in Setting > Administration
  - Verify the Digital Analytics client ID(s), Tealeaf Organization key and UBX endpoint
- ❑ Create audiences in advance that are required for holiday analysis
- ❑ Review and verify your Organizations Journey Stages by navigating to Journey Stages > Create
- ❑ Sign up to receive Journey Analytics Maintenance and Support Notifications
  - <http://www.pages03.net/ibm-supportstrategyandsvcs/CXA>
- ❑ Bookmark the Journey Analytics Knowledge Center for useful educational information
  - [https://www.ibm.com/support/knowledgecenter/SSGU63/cxakc/cxa/cxa\\_container.html](https://www.ibm.com/support/knowledgecenter/SSGU63/cxakc/cxa/cxa_container.html)

