
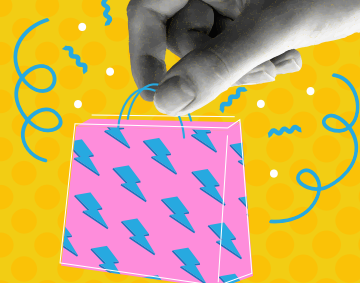


Your Cyber Monday

SURVIVAL GUIDE



The Holiday Season is barreling towards us. Here are some tips to implement now to avoid losing sleep later!



Gather your most important landing pages

- Be sure to include all BF/CM landing pages and any major revenue-driving pages

Figure out what page functionality is most important to your organization

- Broken pages
- Retargeting capabilities
- Slow-loading pages
- Broken tag requests
- Duplicate tags
- Missing analytics

Use an ObservePoint Free Trial to set up automated, recurring QA on these pages

- You can set up Alerts that will send you an email if anything looks awry

Test the landing pages for your email campaigns, too!

- Set up an ObservePoint email inbox and get the address added to marketing email test sends
- Review the Audit Reports that come from those landing pages before the email is sent to help ensure all landing pages are not broken, have proper tracking, load quickly, and more

Set all this to run automatically through the life of your entire campaign

- Run these once a day during the holiday season
- Watch your email for Alerts on any unexpected issues
- Save the day
- Enjoy that promotion!

This is all a breeze in our **Free Trial**. Check it out today.