Wednesday, August 21st

Optimizing Website Performance for Marketing

Preparing for the impact of your initiatives

DIGITAL COMMERCE AGENCY

P1CA

Welcome

- Introductions
- Ways marketing can impact performance
- Review common digital marketing tactics for ecommerce, with an eye on performance
- Case study
- Something to think about
- Q+A

THANK YOU FOR JOINING

- Joe Woods, Director of Technology, One Pica
- Frank DiRocco, Product Manager, PEER1

Digital Commerce Agency

P1CA

- E-Commerce + Enterprise Integrations
- Strategic Insights + Digital Marketing
- User Experience + Usability Testing
- Creative Vision + Design
- Analytics + Performance Tracking
- Conversion + Optimization

3M

SCHOLASTIC

GRIFFIN

CRUMBS BAKE SHOP

Making reefing fun and easy BULK REEF SUPPLY

Tivoli Audio

racing the planet. where athletic frontiers begin

SHARPS Compliance, Inc.

ZENNI

PING & PEOPLE

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Core Services.

Managed Hosting

Our support team manages the customer's leased dedicated server by performing day-to-day services such as system administration, patching, troubleshooting, data backups, and more. Our Managed Hosting service is backed by 24x7x365 **FirstCall Support**™.

Dedicated Servers

Offered through our sister company **ServerBeach**, the customer manages the leased dedicated server themselves remotely, and is free to install any operating system and applications. This is a low cost alternative to Managed Hosting and is intended for 'geeks' who want complete control.

Colocation

The customer leases cabinet space to install their purchased servers and equipment in one of our Colocation facilities to leverage our **FastFiber Network**™ infrastructure. The customer has 24x7x365 access to the facility to manage their servers themselves. We only manage the infrastructure.

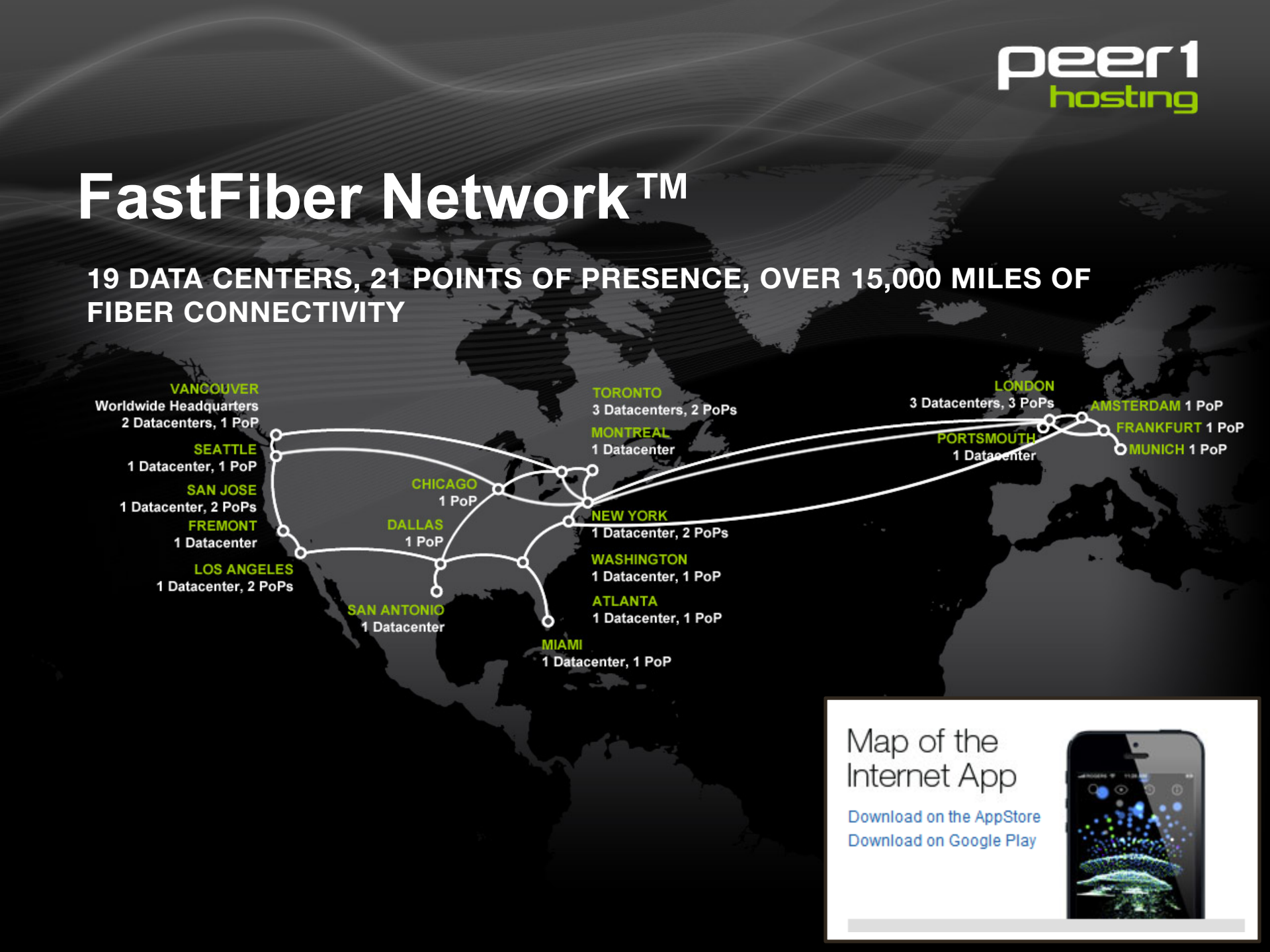
Cloud Services

Our Cloud Hosting Services – **Managed Private Cloud**, **HPC Cloud**, **Cloud Storage** and our **Zunicore Public Cloud** – all deliver on the true potential of the cloud. They provide the unprecedented degrees of flexibility, scalability, reliability and control that businesses need, but often do notfind, with cloud providers.

peer1 hosting

FastFiber Network™

19 DATA CENTERS, 21 POINTS OF PRESENCE, OVER 15,000 MILES OF FIBER CONNECTIVITY



Map of the Internet App

Download on the AppStore
Download on Google Play

MARKETING AFFECTS PERFORMANCE?

Marketing does affect performance!

- Initiatives that drive more customers to your website ***increase your visit count***
- Newly added images, videos, product suggestions, or scripts ***increase your page weight***
- Marketing plans that aim to make your site more engaging ***increase your number of page views***
- An increase in orders causes an ***increase in load on the server***

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COMMON DIGITAL MARKETING TACTICS FOR ECOMMERCE

E-Mail Marketing

Overview of Tactic:	• Regular or timed email messages sent to customers that have signed up
How Site Speed is Affected:	• Causes a significant spike in traffic in a known pattern
Recommendations on Reducing Speed Impacts	• Use full-page cache where possible • Use memory-based cache (Redis, Memcache) • Consider adding another web server

Channel Management

Overview of Tactic:	• Push products to Amazon, eBay, online sales aggregators, additional specialty stores, affiliate networks
How Site Speed is Affected:	• Adding inbound paths and increasing your reach causes more visits to your site • Bringing orders from these systems into Magento increases database load
Recommendations on Reducing Speed Impacts	• Audit edge case touch points for optimization; API, data feeds, etc. • Consider another database server

Flash Sales/Daily Deals

Overview of Tactic:	• Using your website to promote certain products for limited periods of time [ex: a specific product each day or free shipping for a few hours only]
How Site Speed is Affected:	• Spikes in traffic at specific times of day
Recommendations on Reducing Speed Impacts	• Use full-page cache where possible • Use memory-based cache (Redis, Memcache) • Consider adding another web server

On-Site Merchandising

Overview of Tactic:	• Enhance cross-selling on the product page using Magento Enterprise or by installing tools like BayNote and Predictive Intent to inject recommendations into key areas
How Site Speed is Affected:	• Order size growth increases system load • Higher page views
Recommendations on Reducing Speed Impacts	• Consider adding another database server • Audit code for inefficiencies • Use memory-based cache

Search Optimization and Increased PPC

Overview of Tactic:	• Buying season or holiday specific keywords, such as “jewelry for teens” or “winter cycling jerseys”, or increasing your traditional keyword buys during peak months
How Site Speed is Affected:	• More visitors on the site, but not likely as many as newsletters • Google includes page load time in search result rankings
Recommendations on Reducing Speed Impacts	• Minimize weight of the homepage • Again, cache cache cache!

Add Promotional Banners

Overview of Tactic:	• Adding more display advertising on site to promote upcoming sales, specials, and promotions
How Site Speed is Affected:	• Hi-res imagery can increase page weight • Dynamic promos can cause cache misses • Promotions can cause more interaction and exploration in your store
Recommendations on Reducing Speed Impacts	• Reduce image size and quantity where possible • Determine best method to include dynamic promotional messaging

Run Promotions: Coupon Codes

Overview of Tactic:	• During the holidays, retailers are often running on-site promotions, such as coupon codes or additional buying incentives
How Site Speed is Affected:	• Increased conversion rate causes more server load • Promotions can cause more interaction and exploration in your store
Recommendations on Reducing Speed Impacts	• Explore second database server dedicated to read-only • Other site-wide optimizations can free resources for this – sales are the most important

Add Pages

Overview of Tactic:	• Creating new content on your site for either landing pages or new ways to browse and find products
How Site Speed is Affected:	• Heavy landing pages can increase load, but generally these aren't very impactful • Categories require an up-to-date Magento index
Recommendations on Reducing Speed Impacts	• Ensure caching and indexing is enabled and current • Follow typical best practices for Magento page creation

Integrate with External Services

Overview of Tactic:	• Trackers to monitor and measure user behaviors • Social sharing tools • Review aggregation tools
How Site Speed is Affected:	• JavaScript often affects page rendering time • Rarely affects server response time
Recommendations on Reducing Speed Impacts	• Other than front end rendering speed, there isn't much to consider here!

Implementing several marketing tactics?

If a few of these are in your plans:

- Be aware of traffic pattern changes
  - Newsletters: 24-36 hours after a send
  - Daily Deals: 0-4 hours after sale time
- Consider scheduling your marketing initiatives to reduce server impact overlap, if possible
- Communicate with your hosting provider
- Audit your system for 2-3x your current load; the holiday season is busy without your marketing efforts!
- Develop contingency plans based on initiative goals
  - What if your funny product video goes viral?

CASE STUDY

- Scholastic: Teacher Express

Scholastic Teacher Express

- Teacher Express is a division of Scholastic that sells resources for teachers, including digital books, physical books, and classroom materials.
- Working with One Pica for ~2 years to optimize performance and improve functionality

Scholastic Teacher Express

- Cause
  - Teacher Express sends an email blast to their large email list offering teachers access to their books for only $1!
  - These sales last for 3 days and are run several times per year
  - Running today!

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Scholastic Teacher Express

- Effect
  - Order volume on these days is 5-20 times greater than others
  - The number of concurrent users increases drastically, and for a relatively small time period

Scholastic Teacher Express

- Recommendations
  - Proper structure
    - Previous:
      - Had up to 15 servers at one time, added servers as load increased – this caused problems with order processing/lag!
    - Current/Recommended:
      - Redundant server structure with a combination of web, database, search and media servers
      - Proper caching
  - Prepare before each promotion
    - Ensure your system is self-sustaining
    - Meet with your architects and hosts before promotions to ensure you are addressing common trends [or review all planned promotions at once!]
  - Monitor during the promotion
    - Look for any errors in the system that could be critical to the web server: status of servers, database index quality, overload on the hard drive
    - If errors arise, have a clear plan for contacting your developers or hosts for help

Scholastic Teacher Express

- Considerations
  - What other promotions are you running throughout the year that effect performance, even if not this drastically?
  - How does these efforts overlap with seasonality?
- Food for thought...
  - If your marketing can improve your order volume 10-20%, are you prepared for the increased load, or are you at risk for potential downtime and lost revenue?

QUESTIONS + ANSWERS

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