

Day #3: Start to plan your attack

Having identified any actionable audience segments, and given your product catalog some consideration, now's the time to start assembling a plan!

Start by asking yourself some practical questions...

- Which pages are my most highly-trafficked pages?
- Which do I typically drive my paid traffic towards?
- What are my most popular search terms?
- Which search terms return 0 results?
- What do my 404 pages look like? Are there product recommendations in place to keep people on the road to discovery?
- Am I going to have to mitigate a lack of inventory?

Answering the above will give you an indication of where you should prioritize your efforts and allow you to craft a plan for success. Oh, and don't worry if you're stuck for ideas on what sorts of commerce experiences you can create—over the coming days we'll be giving you plenty of inspo!

Nosto users: Secure yourself a free spot for our next Commerce Experience (CXP) Certification workshops to supplement the content we'll be sharing in this advent. We'll help you understand what sorts of experiences you can create with our platform, and, crucially, which to prioritize! Reach out to your CSM to get your promo code prior to registering 🙌

