



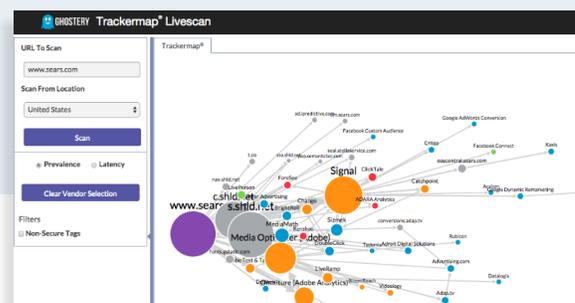
7 TIPS TO ENSURE AN OPTIMAL DIGITAL EXPERIENCE

For businesses that rely on sales revenue, having efficient and secure e-commerce pages is key to providing customers a positive online retail experience. You might be confident your site is secured and locked down right now, but are there precautions and tests you can implement to be sure?

With these issues in mind, our experts have compiled a list of tips to ensure your website provides an optimal digital experience, and here they are:

- 1 Audit and index all 3rd party tags on your site, and assign internal ownership
- 2 Compare your tag and vendor lists to competitors' to check for overlapping trackers that can potentially leak data to your competition and other 3rd parties
- 3 Establish a baseline for page latency for your site and for all of your tags. Validate your baselines against industry averages. Comparing your performance to your competitors'
- 4 Eliminate abandoned, unused, duplicate, or redundant tags to ensure efficiency
- 5 Ensure tag and vendor management policies and procedures are in place and being followed
- 6 Identify piggyback tags living downstream on your site that aren't easily visible and can be detrimental to your customer experience
- 7 Check for conversion-killing mixed content warnings being displayed to site visitors due to non-secure tags. *These warnings result in as much as 57% of customers abandoning your site*¹

TRY OUR FREE LIVESCAN



Try our free Livescan right now to get a glimpse into your site's digital technology ecosystem and see what issues you need to address to speed up, clean up, and lock down your site.

Popular retailers like Best Buy, Target, Nike, and more rely on Ghostery to gain visibility into all the tags appearing on their sites, giving them the necessary data they need to manage and maintain their digital technologies.

¹ Source: "Economic Impact of Mixed Content Warnings on Consumer Behavior," independently conducted by Ponemon Institute, LLC and underwritten by Ghostery, Inc.