

Marketing Best Practices

Kibo recommends the following best practices for your marketing campaigns and promotional activities.

Use Merchandizing Rules for Product Ranking

The Kibo Composable Commerce Platform used to include a Marketing feature called Product Ranking Rules. However, that has been deprecated and all existing ranking rules were migrated into the Merchandizing Rules feature of Search. All new product ranking rules should be created as merchandizing rules instead.

Refer to the general [Search](#) and [Merchandizing Rules](#) documentation for more details.

Inform Kibo of Expected Traffic

If you have planned promotional activities that may result in a significant increase to server traffic and/or API requests in a short period of time (such as television campaigns, publicity events and sponsorships, email marketing campaigns, or widely advertised sales), Kibo recommends the following best practices:

- Do not send out a major email or text campaign to everyone in a large audience at the exact same time. Instead, space your emails and texts out over a period of time (1-2 hours).
- Send your emails and texts at a time that does not already have high traffic. For instance, most sites see a steady increase in traffic from 7am to 11am Central, so we would recommend that you do not send out an email campaign to several million customers at 8:30am.
- Please read and understand our recommended [best practices for API related processes](#).

Doing the above will ensure the system can best scale on its own to meet your needs and avoid potential problems. In the event that a large spike or increase in traffic or API requests cannot be avoided, please notify . Include the planned promotional activities, their date/time and duration, and the expected impact such as:

- The reach of the campaign
- The percentage increase of traffic expected from your site
- The expected order volume increase compared to the baseline for your tenant

Support will work with the developer teams to ensure Kibo has the resources in place to support the increase in traffic to your tenant without being surprised by unexpected system load and negatively affecting performance. Note that scaling resources will occur only for your tenant, not on a site-by-site or regional basis.