LARGE LOAD EVENT CHECKLIST

- ☑ Major Sport Event Ads
- ☑ Product Launches
- ☑ Spot Sales

TWO WEEKS PRIOR

Reduce the number of marketing beacons to the one that provides the greatest detail beyond what is available from the system logs. Ideally, this should be dropped altogether to use logs alone on the campaign landing page. Then, third party marketing beacons on pages link from the landing page.

ONE WEEK PRIOR

Confirm CDN integration with the landing page and domain

Confirm logs from CDN provider are integrated into the log management solution (Splunk, Datadog, Dynatrace, ….)

Confirm that log integration from origin servers are integrated into the log management solution

Confirm the dashboards for marketing are available for log data to illustrate the number of unique user sessions on site

Validate the landing page style sheet contains no extra information beyond what is necessary for rendering the landing page

Validate no application server or database server activity for new sessions on landing page

Validate integration of third party application framework components onto domain servers (fonts, javascript, …)

Validate 100 percent caching of landing page via high stress performance test. This script will be used to warm the cache on the day of the event

Validate the log information from the test is accurately represented in the log management solution and marketing dashboards

Validate all landing page assets are minified and compressed

Validate third-party integrations for any APM/RUM or marketing beacons are collecting all data from the performance tests executed

DAY OF EVENT (SALE/COMMERCIAL)

Order meals for the operations center and marketing personnel two hours before event

Bounce landing page servers one hour before event

Use a script to seed the CDN cache from multiple cloud locations around the world. This should be a single user running every minute to keep the cache warm until the event

Validate that the activity from the cache script is represented in the log management and marketing dashboard solutions

- ● DEVELOPMENT
- ● OPERATIONS
- ● PERFORMANCE ENGINEERING
- ● PRODUCT OWNER
- ● QUALITY ASSURANCE

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