

Plan early to maximize your holiday campaign



Build a solid foundation

- Invest in a mobile optimized creative, website and purchase experience
- Prepare your product catalog for effective re-targeting
- Add Facebook Pixel to your site and Facebook SDK to your app

Get to know your audience

- Identify and segment key audiences you want to target by campaign
- Leverage Facebook's Audience Insights to learn about your audience (e.g. psychographics, purchase behavior) and create new target audiences
- Review your customers' conversion path based on the Facebook Pixel and SDK in ads reporting
- Test different creative formats and messaging to determine what works for your audience

Set up your auction & delivery strategy

- Allocate your budget for always-on campaigns and for big moments
 - Set your budget to account for higher conversion rates during the holidays
 - Consider manual bidding to hit your ROAS as the auction gets competitive during the holidays; utilize automatic bidding for dynamic ads to maximize efficiency
 - Be mindful of audience overlap to ensure delivery, consider consolidating ads or refining your targets
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