

Holiday Tips & Tricks

Targeting:

- Women shoppers are a hot category during the holidays and are expensive. Use resources such as Audience Insights to get creative with targeting and get the most return on your Ads
- The best performing audiences are usually the advanced targeting solutions
- Dynamic Ads and Website Custom Audiences are going to be a foolproof way to reach an audience already engaging with your brand

Delivery: There are several ways to diagnose under-delivery. Resources following this main document

- Audience Overlap Tool
- Relevance Score
- Accelerated Delivery

Budgets:

- Generally, we see 30-40% increases in CPA starting on Halloween. When planning budgets, benchmark against your average cost and use the range above as a starting point.
- CPMs should drastically decrease after the last day of shipping for Christmas

Ads:

- Schedule Ads at least 48 hours in advance, particularly if they have a hard start time so there is plenty of time to go through review
- If frequently disapproved, schedule further in advance during Thanksgiving and Christmas so they have time to be re-reviewed before our offices close
- Make sure to double-check previews, that pixels are tied correctly, and troubleshoot ahead of time

Creative: This is key - with the amount of competition, you need to have compelling Ads to succeed. If you have concerns, let's chat about resources we have on hand for success.

Bidding:

- Use manual bid to be aggressive and get delivery. Rule-of-thumb: if bidding above \$30, always use manual bidding and bid the true value of achieving your specific conversion
- oCPM will have higher competition and bids - if this option isn't ramping, try CPM or optimize for an action further up the funnel
- On Black Friday/Cyber Monday, triple what you would normally bid to stay competitive
- Do not change bid type or budget once started. Start a new campaign and pause the old one.
- Use the Reach & Frequency tool to see what CPM estimations are and lock those rates in for CPM campaigns

Placement:

- Always include mobile - 62% of consumers are reporting using mobile more for Holiday shopping
- Including multiple placements gives you a higher chance of reaching your desired user, at the right place, for the most efficient cost

Billing:

- Switch to invoicing to prevent blackout dates if there are credit card issues
- Make sure daily spend limits are high enough based on last year sales
- Have a back-up card ready on the ad account in case their card is frozen by the bank (and banks are closed during this time)