

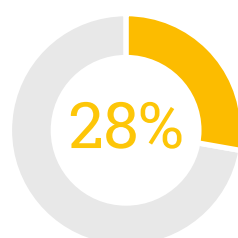


# HOW TO BE READY FOR THE HOLIDAY SEASON

Last year's holiday season was a record-breaker

**\$14 billion**

in advertising spend<sup>1</sup>

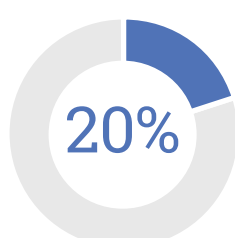


of total 2014 ad spend was during the holiday season<sup>3</sup>

6%

8%

Online sales are expected to increase from 6% to 8% this holiday season<sup>2</sup>



of annual sales come during the holiday season<sup>4</sup>

Here's how you could earn more from your ads



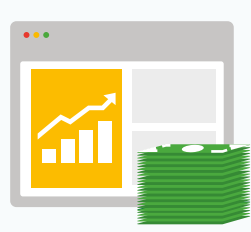
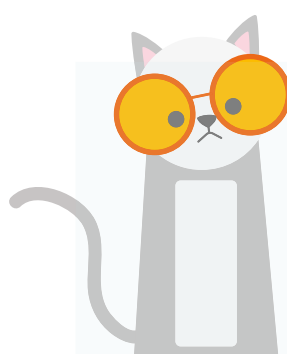
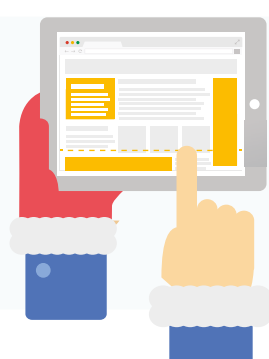
**Change your ad sizes**

Use wider **ad sizes** for more success



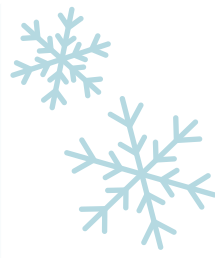
**Combine your ads**

Increase competition by showing text and display **ads**



**Supersize your revenue**

Increase coverage with up to 3 ad units **per page**



And to make sure your content shines this holiday season

Use **Google Trends** to explore what's popular

Understand your **traffic** by **linking Analytics to AdSense**



Optimize your content for **all screens**



Google AdSense