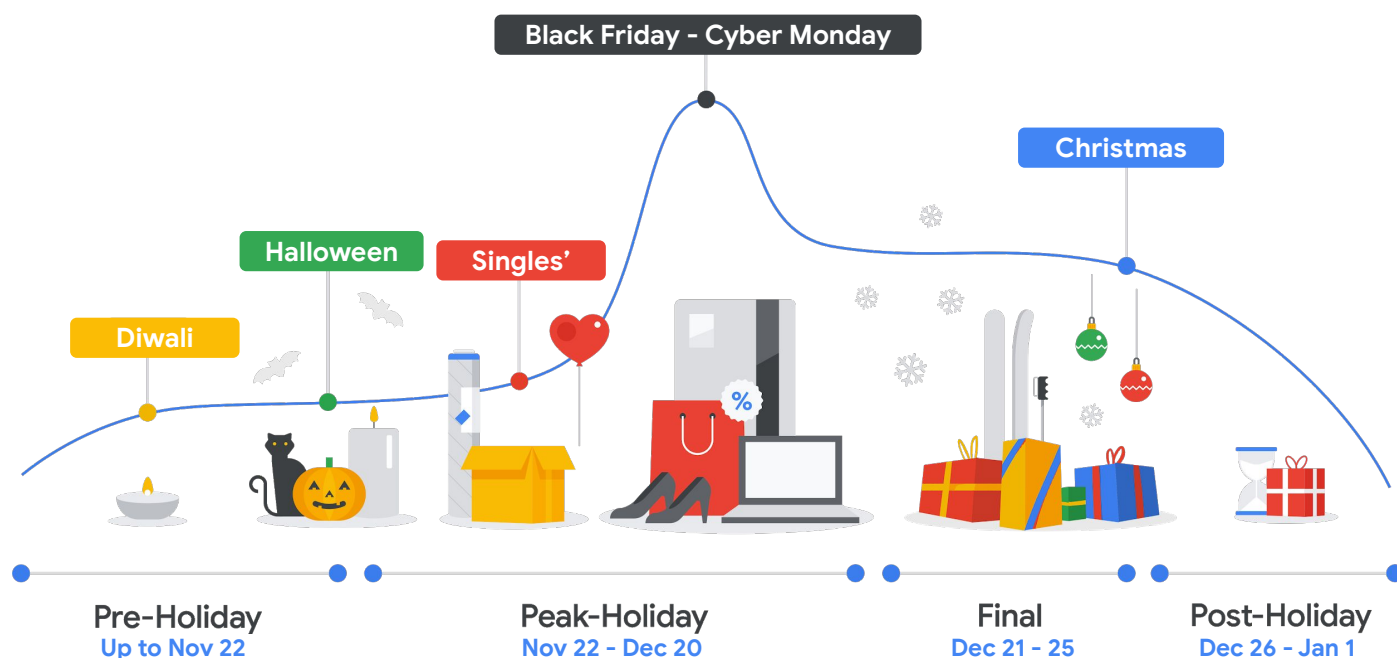


Get ready for the holiday season

It's the most wonderful time of the year -- and it could also be the most important for your business. Make sure you're prepared to make the most of higher CPMs and increased web traffic by following these tips.



Pre-Holiday

Optimize your account by improving viewability, page setup, and adding new formats.

Peak-Holiday

Focus on your content and use trending keywords. Make sure to reduce passbacks and have accurate value CPMs.

Post-Holiday

Prepare for your earnings to return to normal levels. Get ready for other holidays throughout the year.

The opportunity

Historically, we've seen CPMs and internet traffic spike during the holiday season. Make the most of this opportunity by preparing your account.



+646% Sales on Black Friday compared to a regular Friday.¹

2x Black Friday query growth in central and western Europe. US, UK, Spain and Sweden have highest interest per capita in Black Friday events and sales. European markets have the fastest growing interest.²

\$25B sold by Alibaba in one day on Singles Day. \$1B in first 90 seconds.³

\$1.0T eCommerce sales expected in Europe and Americas in 2019.⁴

¹Source: <https://black-friday.global/en-gb/>

²Source: Google Internal, "Black Friday" queries, 2017.

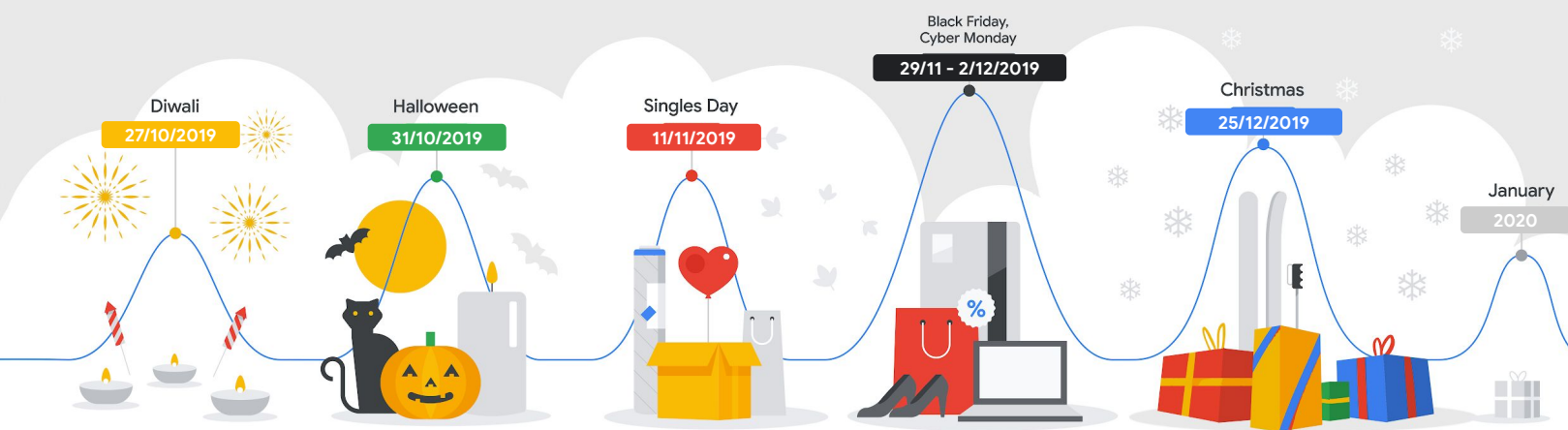
Population Sizes: [United Nations Department of Economic and Social Affairs](#), June 2017.

Maturity Index: Indexed query volume / Population size; Bubble size = Query volume in 2017

³Source: eMarketer, "The Singles Day Juggernaut Shows its Age" Nov. 15, 2018. (<https://content-na1.emarketer.com/the-singles-day-juggernaut-shows-its-age>)

⁴Source: eMarketer, "Retail eCommerce Trends North America" "eMarketer Retail eCommerce Trends EU - 5"

The graph in this image represents potential seasonal traffic fluctuations and is purely for illustrative purposes.



Pre-Holiday Tips

Up to November 22



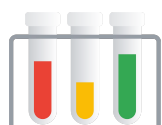
Make your ads more visible

Advertisers are typically willing to pay more for viewable ads during the holiday season. Try our [viewability demo](#) to see how you can improve.



Reduce your number of blocked categories

Open your inventory to new demand by reviewing the blocked categories in your account and only block categories that are absolutely necessary. We recommend blocking specific URLs, rather than entire categories.



Experiment with new ad formats

Video ads are in high demand from buyers so try allowing [out-stream video ads](#) in your inventory to increase your earning potential during this high CPM season. You can also create a customized and engaging ad experience with [Native ads](#).



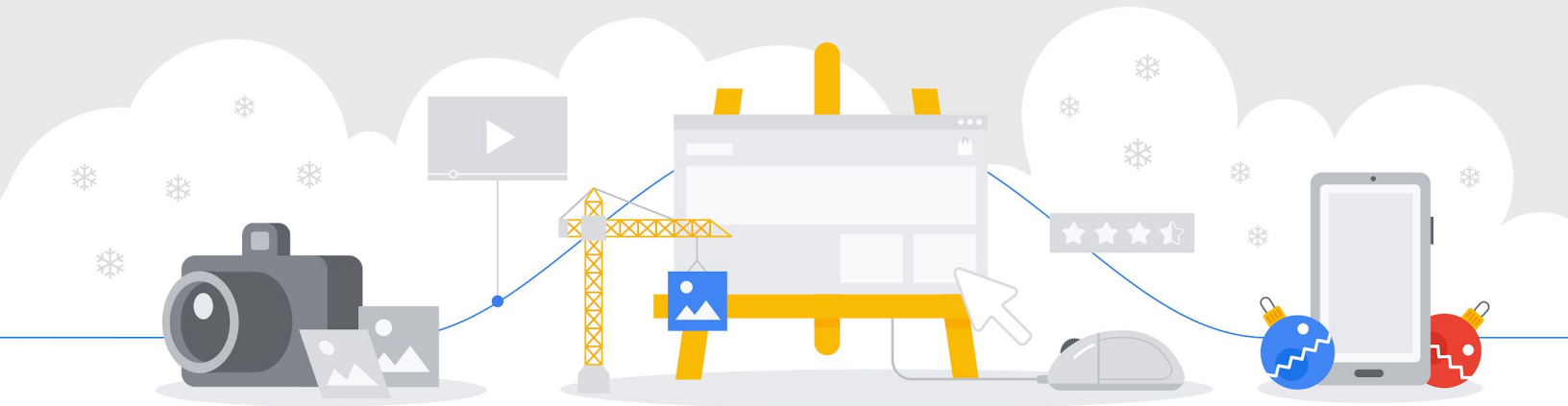
Develop a traffic strategy

Attract new users during the holiday season by partnering with other content creators to share each other's content. Consider expanding your presence on social media through YouTube, Instagram and Twitter to reach users across different platforms.



Make a great first impression

Users can be impatient with websites, so make sure your site helps people easily find the content they're looking for. Focus on your homepage navigation and offer site search to ensure users can find what they need in a hurry.



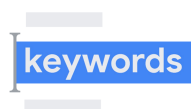
Peak-Holiday Tips

November 27 - December 20



Think about mobile

Users are increasingly searching on their mobile devices. Use ad sizes 320x50 and 320x100 above-the-fold on mobile and test to see if your page is [mobile friendly](#).



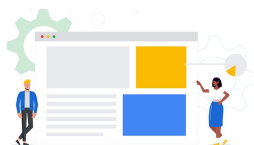
Incorporate keywords into your content

Throughout the holiday season, certain keyword searches spike on Google. Searches related to Black Friday shopping [increased by 1,150%](#) on Google in 2018 from November to December.¹



Stay up to date with seasonal trends

The [Google trends tool](#) can help you discover key topics during the holidays for your audience. Find your most valuable customers on YouTube with the new [YouTube Find My Audience tool](#). Create new content based on these insights.



Keep publishing content

Keep creating new content on your page to drive more traffic. Users are searching throughout the holidays. During the week after Christmas, [86% of shoppers made a search online](#) for holiday-related goods.²



Allow more bids to compete

Rather than setting price floors, use Target CPM to set an average CPM for your inventory. This can help you earn more revenue over time by adjusting floor prices to match more bids.

¹Source: Google Trend data (<https://trends.google.com/trends/explore?date=2019-11-01%202018-12-31>)

²Source: Google/Ipsos, Omnichannel Holiday Study, November 2018 – January 2019, Online survey, US, n=5,543 online Americans 18+ who shopped in the past two days. (n=488)

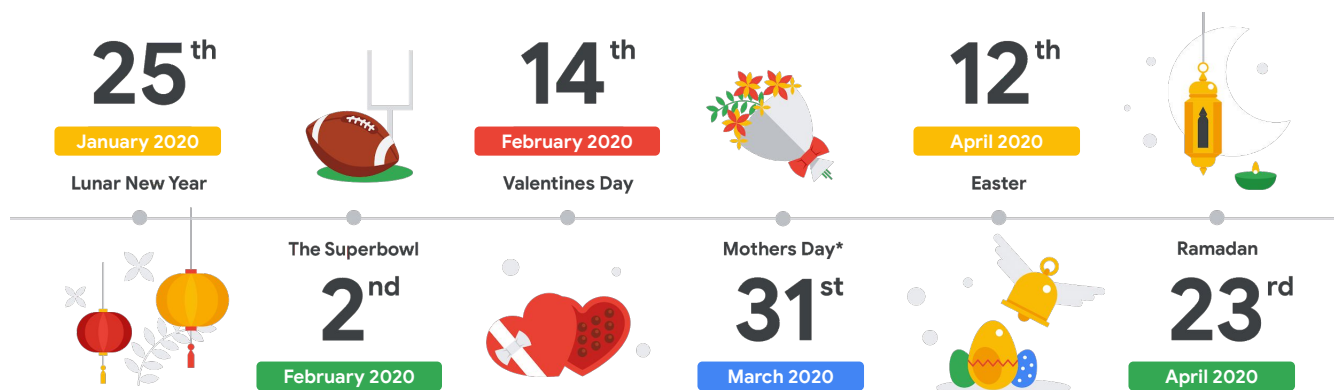


Post-Holiday Tips

December 26 - January 1

Get prepared for the new year

After the holiday season, you might see your CPMs and traffic levels return to a normal state. Don't worry, there are plenty of other holidays throughout the year that you can capitalize on. Stay on top of [trends](#) and adjust your content and keywords based on what your audience is searching for.



* EMEA + NZ + AUS specific

Watch for quarterly fluctuations

While internet traffic might not spike as significantly throughout the year, advertiser spending tends to jump at the end of the quarter. When advertisers have leftover budget, they sometimes spend remaining budget on digital ads. This increase in spend can mean higher CPMs for you.

Test new optimizations

Experiment with new optimizations in your account. Is there a feature that you didn't get a chance to implement during the holidays? Try it out now.