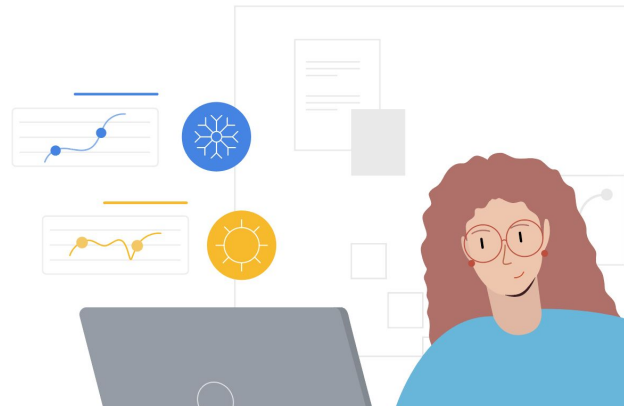


Setting up your campaigns for the holidays



This holiday season, preparedness is key.

This holiday season will likely look different than in previous years. The effects of COVID19 has caused changes to consumer demand and business priorities:

- **Renewed importance on Ecommerce.** Global retail ecommerce sales are expected to grow 16.5% in 2020.¹ In fact, 72% of Holiday shoppers say they will shop more online this season.²
- **Early deals and promotions** are critical to winning in the major Q4 seasonality moments (Cyber Monday, Black Friday, and Thanksgiving). 50% of shoppers list price as the most important factor for Holiday shopping.³
- **Brand loyalty continues to decrease** as consumer options flourish. Consumers were open to new brands and retailers during the pandemic to get what they need. In fact, more than half of consumers purchased from brands and retailers that were new to them.⁴ This presents additional opportunity for small & medium businesses to gain market share.

Three areas to evaluate for holiday readiness

Feed Health

Are most of your SKUs approved?

Improve your feed health by using some of the best practices on the next page.

Automation

Are your campaigns using automated strategies?

Using automated bidding and Smart Shopping campaigns as you launch new campaigns for the holidays.

Budget Headroom

Do your campaigns have budget headroom (meaning they're not budget constrained)?

Monitor budgets through OptiScore recommendations and Performance Planner as demand increases

1. eMarketer, June 2020 [link](#)
2. Source: Google/IPSOS, n=1,000
3. Google surveys, n=1,000
4. MIT/Sloan: Growth Opportunities for Branding During COVID 19 [link](#)



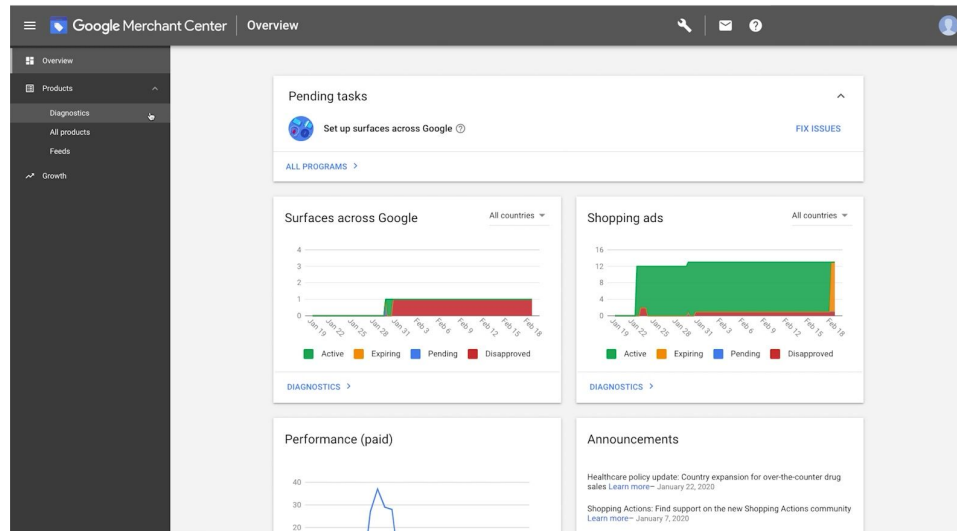
Improve **feed health** with higher quality data

Fix the products that are not eligible to serve due to disapprovals in Google Merchant Center.



Tutorial: [Troubleshooting your Shopping campaigns](#)

Make more products available to serve by sending all of your inventory to Google Merchant Center. You can [add products directly](#) without needing to upload a full feed.



Pro Tips:

- Remove out of stock products from shopping feeds and search campaigns. To avoid item disapprovals for availability mismatch, enable [Automatic Item Updates](#) and/or use the Shopping Content API.
- Revisit and improve your titles, description, and product images to reflect any seasonal products or offerings
- Add optional columns and extensions

GTIN

Color

Size

Gender

Product ratings

Shipping

Sale price

- Add your current promotions to give customers a reason to buy now
Merchant promotions are available in the following countries: Australia, France, Germany, India, the UK, and the US. If you're interested in participating, complete the [interest form](#).

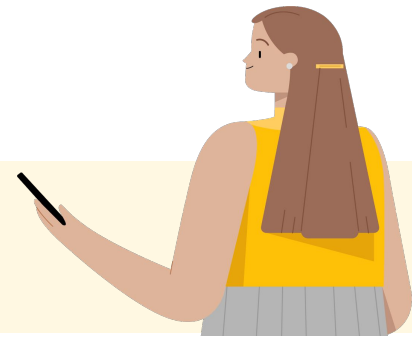


Girls' knit pull-on
Shorts

USD 29.00

My Happy Clothes
5% Off with code

[View more](#)



Use **automation** to quickly account for changes in demand

Automation handles the dynamic changes by using an abundance of signals and customer intent to adjust your bids in real time. The following strategies learn from changes in consumer behavior to achieve the right conversion value for every auction.



Smart Bidding strategies to drive sales during seasonal peaks



Maximize conversion value

Sets bids at auction time to get you **as much conversion value as possible** within your campaign's budget.



Target ROAS

Sets bids at auction time for each auction to **maximize revenue (i.e. conversion value) at a ROAS target that you set.**



Pair up your Smart Bidding

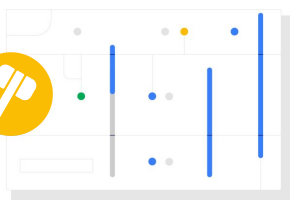
Search campaigns with [Dynamic Search Ads](#) to automatically find relevant queries you might be missing from your keyword targeting.



Pro Tips:

1. If your campaigns have similar KPIs, consider using portfolio bid strategies and shared budgets to optimize your performance and drive additional conversions or conversion value across your campaigns.
2. Remember to include your **most important conversions** in the conversion column so that your smart bidding strategies are using the right signals.

Adjust campaign budgets and ROAS targets to meet your holiday goals



Gradually adjust Smart Shopping budgets and ROAS targets

in the month leading up to peak periods in order to capture additional opportunities while maintaining efficiency goals. Budget and ROAS changes larger than 20% may cause short-term performance volatility.



Pro Tips:

1. If you're seeing **changes in conversion volume** because of more queries and ad clicks, this can be handled by automation and requires no additional management if volume changes do not impact business targets.
2. If you're seeing **changes in conversion rate (CVR)**:

Gradual changes, can be handled by Google bid strategies. For example, if you see CVR increases steadily throughout the month of October, the shift will be addressed by the bidding algorithm.

For sudden changes in CVR (e.g. more than 30% in <3 days) you may want to additionally check on the targets you've set to ensure you capture all the relevant demand, or use [seasonality adjustments](#) to account for the short-term peaks in CVR.

Promote your products to shoppers with high purchase intent using Smart Shopping campaigns



Your business goals

Campaigns based on your objectives: Maximize conversion value bidding with an optional Target ROAS.



Across Google

Combine Shopping, Remarketing, and Prospecting to reach customers on Search, Display, YouTube, and Gmail.



On average, advertisers have seen more than

30% increase in conversion value*

at a similar cost when using Smart Shopping campaigns.

Create new Smart Shopping campaigns to achieve holiday sales goals

If you want to prioritize certain types of products during the holiday season, create a separate Smart Shopping campaign for those items. **Setting a low ROAS target can help maximize visibility for these products** in the weeks leading up to peak periods when many people are browsing.

Example

Campaign structure

Campaign #1

Holiday merchandise

Campaign #2

High margin categories

Campaign #3

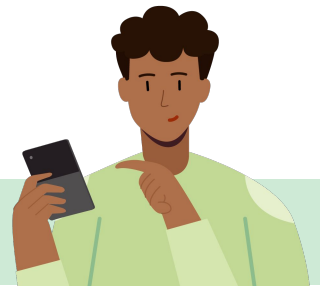
Everything else



Avoid creating campaigns with fewer than 100 conversions in a 30-day period for the best performance



* Google Data, Jan 2018 - May 2019. Based on aggregated results of A/B traffic split for 690 advertisers.



Invest to achieve your holiday goals

 Routine investment planning can help make the most of your Google Ads spend



1. Evaluate previous holiday period performance by adding [Impression Share](#) columns to your Google Ads account. Use Impression Share lost due to rank & budget to evaluate the percentage of time that your ads weren't shown.



2. Understand demand for your brands and products using the [Best Sellers Report](#) in Google Merchant Center and [Auction Insights Report](#) in Google Ads.



3. Consider using [shared budgets](#) to automatically allocate budget across campaigns if your campaigns have similar goals. This helps ensure that top-performing campaigns have adequate headroom and lower-performing ones are deprioritized.



4. Optimize bids and budgets by using the planning tools in your account. [Optimization score](#) for Search & Shopping campaigns surfaces relevant optimization recommendations and estimates the impact of their implementation on campaign & account performance. Use [Performance Planner](#) for Search campaigns to forecast conversion volume at different targets and spend scenarios.

Next Steps

July - Mid August

Prepare

- ✓ **Check feed health.**
Address any feed disapprovals and add products that aren't currently in Google Merchant Center.
- ✓ **Test / adopt automation.**
Recommended: Smart Shopping campaigns & Smart bidding on Search.
- ✓ **Review holiday budgets**

Mid August - Mid Sept.

Refine

- ✓ **Revisit automated strategies.**
Gradually adjust budgets and ROAS targets in the month leading up to peak periods in order to capture additional opportunities while maintaining efficiency goals.

Mid September - Q4

Continue the momentum

- ✓ **Apply learnings** from early seasonal peaks for Q4 .
- ✓ **Continue to allocate budgets** across platforms based on business goals. Ensure enough budget headroom by checking OptiScore budget recommendations and forecasting different investment scenarios and goals in Performance Planner.

