

If you want to find out more about search and Shopping campaigns in AdWords, read our best practices at [g.co/GoogleBP](http://g.co/GoogleBP).

### Get all products in your data feed eligible

- 1. Enable automatic item updates or upload online product inventory feeds to make frequent, necessary updates to fluctuating product price and availability during the holidays.  
**Why:** *Shoppers will bounce from your store if they don't see the price and availability they expect.*
- 2. Identify top issues with your feed using the Diagnostics Tab and get disapproved products back into the auction before the busy season.  
**Why:** *More products in auction means you'll qualify for more impressions and be there for more shoppers.*
- 3. Update your technical and critical contact information in Merchant Center.  
**Why:** *Confirm the holiday on-call contacts in case of any last minute messages for feed updates or data issues.*

### Optimize to reach customers during their holiday shopping journey

- 4. Manage seasonal or strategic products with a separate campaign at a higher campaign priority.  
**Why:** *Gain the flexibility to optimize budgets and promotions for strategic products without affecting the performance of your core campaign.*
- 5. Uncap budgets to match search growth for your products leading up to Black Friday and after New Years.  
**Why:** *Shoppers are starting research earlier every year. 54% of shoppers plan to start holiday shopping research before Cyber Monday in 2015, up from 48% in 2014<sup>1</sup>.*
- 6. Add new click share columns to find product groups that have the biggest headroom for more clicks.  
**Why:** *Get your product groups ready to pick up increasing holiday shopping searches.*
- 7. View overlap rate and outranking share from the auction insights report to compare performance with competitors on high value products.  
**Why:** *Increasing bids and showing in the top results of popular holiday items can increase CTR and engagement.*

### Create a plan to meet customers on the go

- 8. Reach nearby customers by increasing bid adjustments with location extensions targeting.  
**Why:** *Shoppers are using mobile phones as a guide to local stores. Mobile searches with "near me" have increased 34X on since 2011<sup>2</sup>.*
- 9. Update your mobile bid modifier to include estimated total conversion rates and account for influence across all advertising campaigns as part of the bid.  
**Why:** *Shoppers use mobile throughout their shopping journey, so make sure you aren't undervaluing mobile traffic with a low modifier.*
- 10. Use the bid simulator to find mobile bid modifier recommendations based on your historical performance.  
**Why:** *With mobile search already outpacing desktop in over 10 countries in 2015, be ready to drive more mobile traffic to your site<sup>3</sup>.*

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1. Google / Ipsos MediaCT, Consumer Holiday Intentions Study 2015

2. Google Trends. Published on Think with Google, April 2015

3. Google Internal Data, May 2015