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.*

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.*

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.*

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1. Google / Ipsos MediaCT, Consumer Holiday Intentions Study 2015
2. Google Trends. Published on Think with Google, April 2015