

# Holidays Playbook 2020



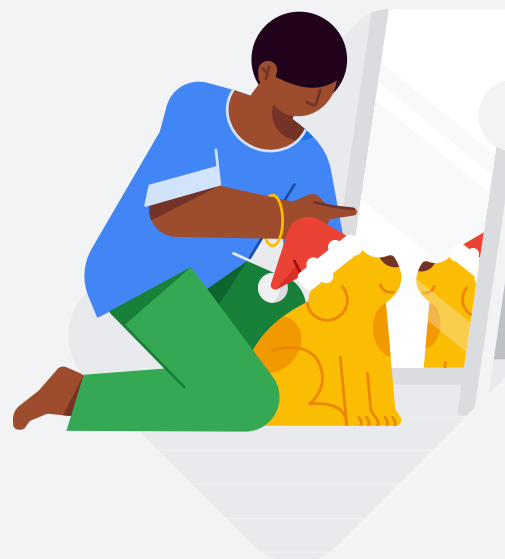
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# Holiday insights

Retailers are dealing with one of the most dynamic environments on record, and nobody quite knows how the pandemic will impact holiday shopping behaviour. That said, continued growth in demand - despite the current challenges - suggests the festive season will be highly relevant. Use this guide to access the latest consumer trends and best practices, and make sure your digital marketing strategies are ready to maximise every opportunity. You'll also gain new insights into the current market, so you can prioritise your approach and develop a flexible and effective strategy that works for you.



## +18%

In 2019, UK queries for "next day delivery" during the week of Christmas have grown 18% YoY and start rising two weeks before the actual holiday. \*

## 57%

In 2019, 57% of British Christmas purchases were made online and 43% were in-store. \*\*



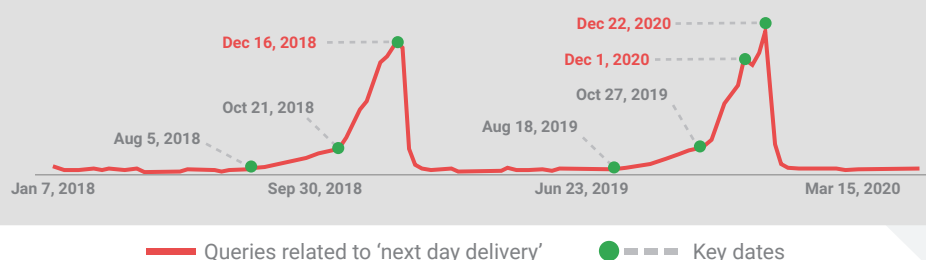
## 79%

When asked, 79% of UK Christmas shoppers had used a Google platform (Search, YouTube or Maps) as part of their holiday purchases in the last 2 days. \*\*\*

## 48%

48% of UK shoppers are open to buying from new retailers during the festive season, and in the 2018 festive season 30% of them actually did.

Moreover, in March of this year, over 1 in 3 consumers have started using a new brand because of the innovative or compassionate way they responded to the pandemic. \*\*\*\*



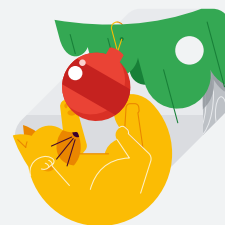
\* Google Trends Data, United Kingdom, 2019.

\*\* Google/Ipsos, U.K., Global Retail Study, n=1,019, online 18+ who shopped in the last week, Feb. 2019.

\*\*\* Google/Ipsos, "Holiday Shopping Study", November 2019 - January 2020, Online survey, United Kingdom, n=3151 online Britons 18+.

\*\*\*\* Google/Ipsos, Omnichannel Holiday Study, November 2018 - January 2019, UK, n=5,543.





# Tips for advertisers

Be there for your customers

Foundational	Intermediate	Advanced
<p><b>Objective:</b> <b>Support sales</b></p> <p><b>Stimulate demand</b> across Search, YouTube, Maps and more, by reaching holiday shoppers looking to buy gifts or find new ideas.</p>	<p><b>Objective:</b> <b>Maintain revenues</b></p> <p><b>Support your sales and revenues</b> by sending holiday shoppers to your website where they can browse your range and start spending.</p>	<p><b>Objective:</b> <b>Generate value</b></p> <p><b>Consider how restructuring</b> your campaigns or using strategies such as lifecycle marketing can help you maintain your margins during the busy holiday period.</p>
<p><b>Budgets - uncapping budgets</b></p> <p><b>Keep your budgets uncapped:</b> With so many shoppers potentially looking to buy gifts or treat themselves, check you have enough budget to keep your ads running all day long. Also, remember to allow for any changes in Smart bidding or targeting.</p>	<p><b>Budgets - Performance Planner</b></p> <p><b>Budget optimisation:</b> If you have budget that's not currently being used, consider raising and/or reallocating it. Another options is using shared budgets to automatically allocate budget across your holiday campaigns so your top-performing campaigns have adequate headroom - while lower-performing ones are deprioritised.</p> <p>Try using Performance Planner to create a <b>budget planning routine</b> e.g. monthly/quarterly/seasonal budget estimates.</p>	<p><b>Budget optimisation</b></p> <p><b>Top seasonality tip:</b> When using Seasonality Adjustments, ensure you have enough budget to cover any increase in conversions or demand.</p>
<p><b>Smart bidding/search - Target CPA</b></p> <p>Stay on top of changing auction dynamics and device trends by implementing the Smart Bidding strategy that's most aligned with your marketing objective.</p> <p>With <b>Target CPA bidding</b>, your bids will automatically adjust to keep on converting sales at or below the average amount you're happy to pay for each one (known as Target CPA)</p>	<p><b>Smart bidding/search - Maximize Conversion Value</b></p> <p><b>Maximize Conversion Value bidding*</b> can be a useful way to help achieve the most valuable conversions within the budget you have available.</p> <p><b>Top seasonality tip:</b> <b>Dynamic Search Ads</b> can help you automatically pinpoint and capture new and relevant search queries that occur outside your keyword list. You can also stay on top of search trends by applying keyword recommendations from <b>Optimisation score</b>.</p>	<p><b>Smart bidding/search - Target ROAS</b></p> <p><b>Target ROAS bidding</b> can be a useful way to generate additional revenue at your target return on ad spend. You could also consider using Maximize Conversion Value bidding if you're tracking conversion value, but you've not set an ROAS goal/.</p> <p><b>Top seasonality tip:</b> Try an advanced tool called Seasonality Adjustments to inform your Smart Bidding of potential changes in conversion rates from running unexpected events like flash sales or pop-up promotions.</p> <p>Smart Bidding already handles most seasonal events, so only use seasonality adjustments if you expect major changes to conversion rates over a short period of time.</p>

\* If switching to max conversions bid strategy for a campaign with a previously unconstrained budget, please note that spend will likely increase and there may be CPA/ROAS volatility.





# Tips for advertisers

Be there for your customers

## Foundational

### Shopping - Smart Shopping

Use **Smart Shopping** campaigns and Maximise Conversion Value bidding, so that your products are seen by the holiday shoppers more likely to buy.

Take a moment to check your **Merchant Center Diagnostics** to ensure your feed is in good health.

Update the **sale\_price** field in the feed with your new promotional price. This will inform Smart Bidding that the item is on sale and will adjust bidding accordingly.

## Intermediate

### Shopping - Budget planning

Performance Planner can be a good way to measure campaign effectiveness. You can also use it to pinpoint your best-performing campaigns and optimise your budgets.

## Advanced

### Shopping - Smart Shopping with tROAS

During your **Smart Shopping** campaigns, you could also add a **target ROAS** to help you reach your efficiency goals. For the holiday shopping season, you could also create separate campaigns as part of any specific end-of-year sales or profitability strategies you're planning.

Set a high budget that corresponds with the likely rise in demand at this time of year. Always check your Recommendations page in Google Ads too, so you can quickly identify tailored budget opportunities for campaigns that aren't ready to capture new seasonal demand.

## Display

Update creative to reflect business priorities. Audit your ad imagery and text to check they still feel acceptable to new social distancing norms current world events.

### Display - Responsive Display Ads

Responsive display ads to gain access to the most inventory and quickly find the message that resonates.

If you have separate budget, creative assets, or Target ROAS for prospecting, launch **Smart Display Campaigns (SDC) with Custom Intent or Similar audiences**.

### Display - Discovery Campaigns

If you're already using SDC, you could also look at using Discovery campaigns.

#### Top seasonality tip:

If you're already using Seasonality Adjustments, make sure you have enough budget to cover a sudden potential spike in conversions or demand.

### Video - For brand awareness

Be sure to check over your Search campaigns and, depending on the level of social distancing in place, pause any location-based ads you'd normally use to generate store footfall. Any spare budget could then be used to support brand awareness - by getting your business in front of people who are using YouTube to learn new skills or connect with their community.

### Video - TrueView for Action

Adjust your video creative messages based on the context or situation. You could also add sitelinks to communicate new messages to potential customers, with **TrueView for Action** campaigns.

#### Top seasonality tip:

As live sport and music event cancellations impact brand strategies, YouTube can help advertisers reach these valuable audiences at scale.

### Video - TrueView for Reach and Bumpers

Explore awareness and reach formats like TrueView for Reach and Bumpers.

#### Top seasonality tip:

Bolster ROI with Video reach campaigns. With campaigns under pressure to be more efficient, YouTube can be a good way to help you get more from your CPM (Cost per thousand impressions) auction formats.

In Europe, Smart Shopping campaigns can be used with any Comparison Shopping Service (CSS) you work with. The ads will show on general search results pages and on any other surfaces the CSS has opted in to.



# Seasonal campaign tips and advice

While uncertainty still remains around precisely when and how shops will reopen, many customers will still be on the lookout for new gift ideas as the winter holiday season draws closer. Make sure your business is ready for them, and that your digital marketing strategy is flexible and able to adapt to any last-minute opportunities that arise.

Use the following tips to help manage your inventory and communicate to customers in the right way.



## Speak clearly

- Keep customers up-to-date, and review and update extensions to reflect any changes in your marketing strategy or opening hours.
- If your delivery times are likely to be affected let people know by updating your [Business Profile](#) on Google
- With more shoppers than ever likely to be heading online, update your creative executions to reflect your product offering. Highlight information about critical products and/or services in your [Google My Business](#) profile on Search and Maps too, so it works as another digital storefront for you.

## Listen intently

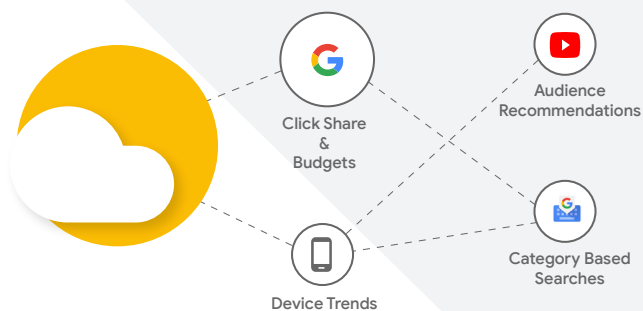
- Make use of tools like [Google Trends](#) and [Google Alerts](#) to stay updated on local market conditions and tune in to the kinds of challenges your customers face. Also, check the [best sellers report](#) to track demand fluctuations, then [add the products](#) your customers are looking for directly in your Merchant Center
- Keep a close eye on your [Analytics](#), and take action if you see a spike in visits to certain pages or searches for products you don't currently stock

## React accordingly

- With postal delays a possibility, it may be worth starting your winter promotions early, and even offering extra discounts or 'early bird' deals to create a buzz, generate off-peak income, and help manage your inventory better.
- As always at this time of year, shoppers will be looking to you for new ideas and inspiration to help them celebrate the holidays and treat their loved ones. Look at how you can reinvent your offering, adapt to the times, and keep customers on your side.

## Why not request your customised media plan, just in time for the summer season

If this time of year is usually a big seasonal opportunity for you, be sure to reach out to your Google rep for support. They'll be happy to help with anything you need, from creating click share-based budget plans to audience solutions mapping.



# Apparel

## Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
1,300,000,000	3%	£0.66	£2,235,905	6,710,235
1,300,000,000	5%	£0.67	£3,757,823	11,183,724
1,300,000,000	8%	£0.69	£6,162,830	17,893,959
1,300,000,000	10%	£0.72	£8,073,840	22,367,448
1,300,000,000	12%	£0.75	£10,093,513	26,840,938
1,300,000,000	15%	£0.79	£13,340,273	33,551,173
1,300,000,000	20%	£0.86	£19,196,214	44,734,897
1,300,000,000	25%	£0.94	£26,422,195	55,918,621
1,300,000,000	30%	£1.12	£37,578,233	67,102,345

\*The search packs provide search budget recommendations for a 30 day period which in this case corresponds with the whole month of December - based on 2019 data.

\*\* The budget recommendation is at a market level for the total available opportunity during a specific seasonal peak. When deciding your budget, be aware this is the overall available opportunity, and consider an investment of between 5-10% of the total estimated budget.



# Banking

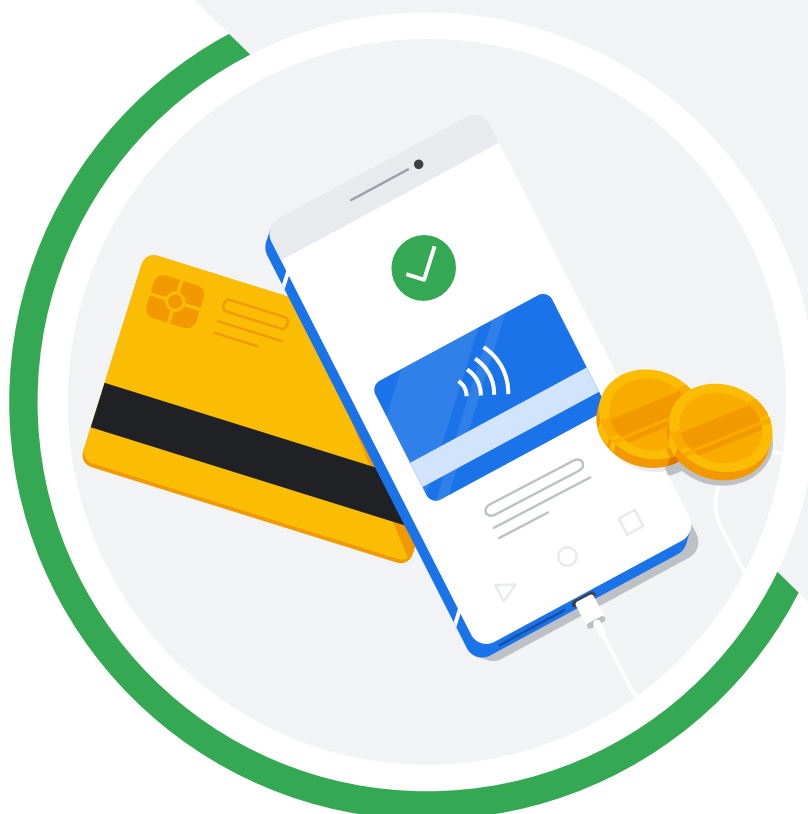
## Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
60,000,000	3%	£2.40	£69,766	58,191
60,000,000	5%	£2.42	£117,254	96,985
60,000,000	8%	£2.48	£192,297	155,176
60,000,000	10%	£2.60	£251,926	193,969
60,000,000	12%	£2.71	£314,945	232,763
60,000,000	15%	£2.86	£416,253	290,954
60,000,000	20%	£3.09	£598,974	387,939
60,000,000	25%	£3.40	£824,445	484,924
60,000,000	30%	£4.04	£1,172,544	581,908

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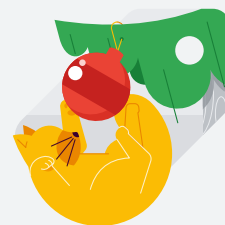
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# Beauty & personal care

Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
300,000,000	3%	£0.75	£699,235	1,868,518
300,000,000	5%	£0.75	£1,175,185	3,114,196
300,000,000	8%	£0.77	£1,927,303	4,982,714
300,000,000	10%	£0.81	£2,524,933	6,228,392
300,000,000	12%	£0.84	£3,156,546	7,474,070
300,000,000	15%	£0.89	£4,171,906	9,342,588
300,000,000	20%	£0.96	£6,003,235	12,456,784
300,000,000	25%	£1.06	£8,263,018	15,570,980
300,000,000	30%	£1.25	£11,751,847	18,685,176

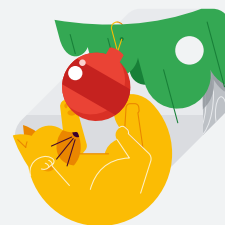
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# Computers & consumer electronics

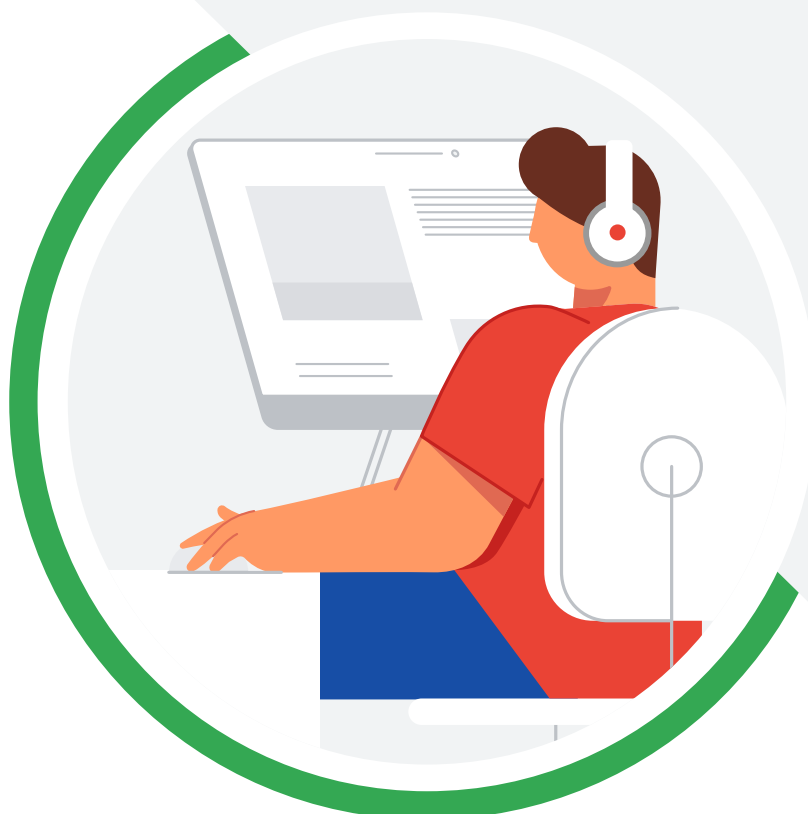
Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
500,000,000	3%	£1.01	£708,542	1,403,223
500,000,000	5%	£1.02	£1,190,827	2,338,705
500,000,000	8%	£1.05	£1,952,957	3,741,928
500,000,000	10%	£1.10	£2,558,542	4,677,410
500,000,000	12%	£1.14	£3,198,562	5,612,892
500,000,000	15%	£1.21	£4,227,437	7,016,115
500,000,000	20%	£1.30	£6,083,143	9,354,820
500,000,000	25%	£1.43	£8,373,004	11,693,525
500,000,000	30%	£1.70	£11,908,273	14,032,230

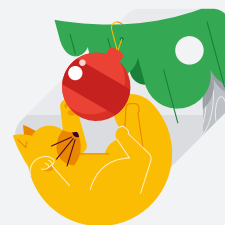
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# Food & grocery

Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
200,000,000	3%	£0.45	£206,424	926,035
200,000,000	5%	£0.45	£346,931	1,543,392
200,000,000	8%	£0.46	£568,966	2,469,427
200,000,000	10%	£0.48	£745,395	3,086,784
200,000,000	12%	£0.50	£931,855	3,704,141
200,000,000	15%	£0.53	£1,231,603	4,630,176
200,000,000	20%	£0.57	£1,772,237	6,173,569
200,000,000	25%	£0.63	£2,439,355	7,716,961
200,000,000	30%	£0.75	£3,469,305	9,260,353

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# Home & garden

Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
500,000,000	3%	£0.84	£1,202,332	2,844,790
500,000,000	5%	£0.85	£2,020,726	4,741,317
500,000,000	8%	£0.87	£3,313,991	7,586,107
500,000,000	10%	£0.91	£4,341,614	9,482,634
500,000,000	12%	£0.95	£5,427,670	11,379,160
500,000,000	15%	£1.01	£7,173,578	14,223,950
500,000,000	20%	£1.09	£10,322,543	18,965,267
500,000,000	25%	£1.20	£14,208,231	23,706,584
500,000,000	30%	£1.42	£20,207,261	28,447,901

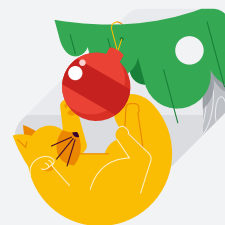
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# Internet & telecom

## Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
600,000,000	3%	£1.23	£671,325	1,093,195
600,000,000	5%	£1.24	£1,128,277	1,821,992
600,000,000	8%	£1.27	£1,850,374	2,915,187
600,000,000	10%	£1.33	£2,424,149	3,643,984
600,000,000	12%	£1.39	£3,030,551	4,372,781
600,000,000	15%	£1.47	£4,005,382	5,465,976
600,000,000	20%	£1.58	£5,763,613	7,287,968
600,000,000	25%	£1.74	£7,933,195	9,109,960
600,000,000	30%	£2.07	£11,282,766	10,931,952

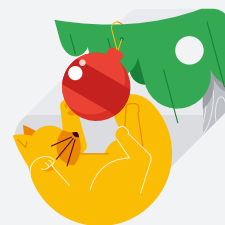
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# Occasions & gifts

Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
200,000,000	3%	£0.71	£622,525	1,745,975
200,000,000	5%	£0.72	£1,046,260	2,909,959
200,000,000	8%	£0.74	£1,715,867	4,655,934
200,000,000	10%	£0.77	£2,247,934	5,819,918
200,000,000	12%	£0.80	£2,810,255	6,983,901
200,000,000	15%	£0.85	£3,714,224	8,729,876
200,000,000	20%	£0.92	£5,344,646	11,639,835
200,000,000	25%	£1.01	£7,356,518	14,549,794
200,000,000	30%	£1.20	£10,462,603	17,459,753

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# Vehicles

## Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
600,000,000	3%	£0.88	£526,569	1,192,164
600,000,000	5%	£0.89	£884,989	1,986,940
600,000,000	8%	£0.91	£1,451,382	3,179,104
600,000,000	10%	£0.96	£1,901,436	3,973,880
600,000,000	12%	£1.00	£2,377,081	4,768,656
600,000,000	15%	£1.05	£3,141,712	5,960,820
600,000,000	20%	£1.14	£4,520,820	7,947,760
600,000,000	25%	£1.25	£6,222,581	9,934,701
600,000,000	30%	£1.48	£8,849,893	11,921,641

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# Vitamins & supplements

Search recommendations and estimates\*



Search volume	Click share	Cost per click	Estimated budget**	Estimated clicks
20,000,000	3%	£0.87	£46,108	105,554
20,000,000	5%	£0.88	£77,493	175,923
20,000,000	8%	£0.90	£127,089	281,476
20,000,000	10%	£0.95	£166,497	351,845
20,000,000	12%	£0.99	£208,146	422,214
20,000,000	15%	£1.04	£275,100	527,768
20,000,000	20%	£1.12	£395,860	703,690
20,000,000	25%	£1.24	£544,873	879,613
20,000,000	30%	£1.47	£774,930	1,055,536

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