Ready, Set, Sell

How to win the marathon of peak shopping moments and sustain profits

Think with Google
2023 Shopping Marathon
<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>JULY</td>
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<td>Jul-Aug</td>
<td>Back to School</td>
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<td>Jul 15-16</td>
<td>Mid Month Sale</td>
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<td>Jul 25-31</td>
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<td>Jul 7-9</td>
<td>7.7 Sale</td>
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<td>AUGUST</td>
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<td>Aug 25-31</td>
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<td>9.9 Sale</td>
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<td>Sep 25-30</td>
<td>Payday</td>
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<td>Black Friday/Cyber Mon</td>
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<td>DECEMBER</td>
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<td>12.12 End of Year Sale</td>
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<td>Dec 15-16</td>
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<td>Dec 25-31</td>
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<td>Dec 26</td>
<td>Boxing Day</td>
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Holiday outfits for dogs

FREE DELIVERY
3 Big Trends in 2023

Peak shopping moments in APAC are evolving into a marathon
There is now a constant stream of sales events, from traditional festivals like Ramadan and Diwali to monthly sales.

Sale days are embraced amid inflation
In fact, awareness of emerging double-digit sale days 7.7 and 8.8 has raced to levels comparable with more established ones like 11.11.¹

The confidence gap is widening during peak shopping season
More than a third of APAC shoppers worry that the price they paid for a product during a sale may get even lower on in the season.²
This also translates to abandoned carts, and a 63% YoY increase in order returns following the 2022 holiday season.³

2. Google commissioned Ipsos Consumer Continuous, US, CA, UK, FR, DE, IT, AU, JP, IN, CN, BR, MX, ES, ZA, KR, AR, CO, BE, CL, PE, SE, NL, DK, FI, NO, PL ~n=500-1000 online consumers 18+ per market who did not shop for Black Friday and/or Cyber Monday. Dec 8-11, 2022
3. PR Newswire, Global Online Sales Top $1.14T During 2022 Holiday Season, Salesforce Data Reveals, Jan 9, 2023
The **2023 Shopping Marathon Checklist** is here to help you to:

- ✅ Get ready with the right foundation
- ✅ Go beyond discounting. Show up with the right messaging and help shoppers make confident purchase decisions
- ✅ Maximize sales during peak shopping season
Get ready with the right foundation

**Peak season objectives:**
Set measurable, time-bound and customer centric goals that are informed by seasonal trends. Plan the right budget & target setting with **Performance Planner** based on your business objectives.

**Tracking foundations:**
Establish robust sitewide tagging with Google tag to collect consented first-party data.

**GMC feed health:**
Fix and ensure at least 90% approval for listed products. Prioritise important products for key seasonal moments, such as

- products that yield the highest profit
- best sellers
- trending categories

Spot underperforming offers, improve your offer quality by enhancing key feed attributes (i.e. title, description, image, price, GTIN), and adding custom labels to denote best sellers / discounted products. Finally, evaluate your bidding competitiveness with product-specific insights.

**Robust measurement foundation:**
Set up enhanced conversions, and use on-device conversion measurement for apps to improve the amount of observable app conversions from your iOS App campaign.
Show up with the right messaging and help shoppers make confident purchase decisions

Apart from price promotions, differentiate yourself by utilizing these 5 behavioural science levers:

**Social Proof**

Credible reviews about the brand/product

Examples:
Reviews, sales numbers, and a perception that a majority of consumers support the brand

Tips
- Enable product and seller ratings across your Shopping Ads and Search inventory
- Partner with Youtube creators to talk about your product through YouTube Premieres
Delivery Friction

Make shopping convenient for customers

Examples:
- Free delivery
- Same day delivery
- Free returns
- Pick up in store

Tips
- Reduce delivery friction by enabling free and fast shipping annotations, and setting up your return policy for Shopping Ads
- Adopt ‘pickup later’ in location extensions for Shopping ads to let users know they can pick up items at a store near them

dress free shipping
Tap into other behavioural biases like “Authority”, “Category Heuristics” and “Power of Free” into your ads creative messaging to build a compelling positioning.

Activating the top two behavioral levers, social proof and delivery friction, increases share of consideration by between 1.7X to 2X. When you apply all five levers, it can be as impactful as a 15% discount.
Maximize sales during peak shopping season

**Maximum coverage across channels**
Complement your Search campaigns with Performance Max*, Video Action Campaigns, Apps and Discovery campaigns with feeds to drive online and offline sales.

When targeting shoppers across channels, also ensure that you create a seamless web-to-app journey with Web to App connect.

**Budget & Bidding:**
Ensure budgets are not capped during the lead up to peak season, and use Maximize conversion value or Target ROAS value based bidding to help maximize sales and handle dynamic seasonality.

**Creative excellence:**
Ensure maximum coverage across surfaces. Assess your Ad strength indicator, targeting “Excellent” to maximize your efficiency across Google surfaces.

**Measurement:**
Tap into Insights page to measure your performance and optimize your campaign.

During the competitive shopping season, make use of auction insights to track shifts in auction competition.

For retailers who have an offline presence, measure the impact of your online ads on your physical store, including store visits and store sales measurement. Add this data to your Smart Bidding to grow total sales, whether they happen online or offline.

*Advertisers that use Performance Max campaigns see an average increase of 18% in conversion value at a similar cost per action*
2023 Shopping Marathon