SEA Megasales Playbook 2026





Festive season is coming!
Stop the scroll and win shoppers early

3-step checklist
to ensure your video creatives are working

01 Is your product front and center?

- ☑ Hit the screen with the hero product immediately
- ☑ Feature a clear, close-up shot of your product
- ☑ Use a text overlay to call out your product name





02 Is your product value clearly demonstrated?

- ☑ Highlight your top 2 product perks clearly with audio and text
- ☑ Show your product in action with a quick demo
- ☑ Include high-rated review screenshots or video snippets from your customers

03 Is there urgency in your call-to-action?

- ☑ Display your discount percentage or sale price clearly
- ☑ Emphasize the limited time available to shop your deal
- ☑ Clearly call out where customers can shop this deal





Keep scrolling to turn your creatives into revenue

A **Demand Gen** campaign in Google Ads is “a must" to target and convert shoppers across

YouTube · YouTube Shorts · Gmail · Google Maps · Discover



Did you know?

YouTube Ads drive

1.3X

higher purchase intent than ads on other social platforms[1]

5 steps to set up Demand Gen

1 Choose your **advertising campaign type**

Access Google Ads, set your campaign goals and select Demand Gen as the campaign type

2 Set your **campaign targeting and budget**

Select device, country and language preferences. A minimum budget of USD 100 per day is recommended

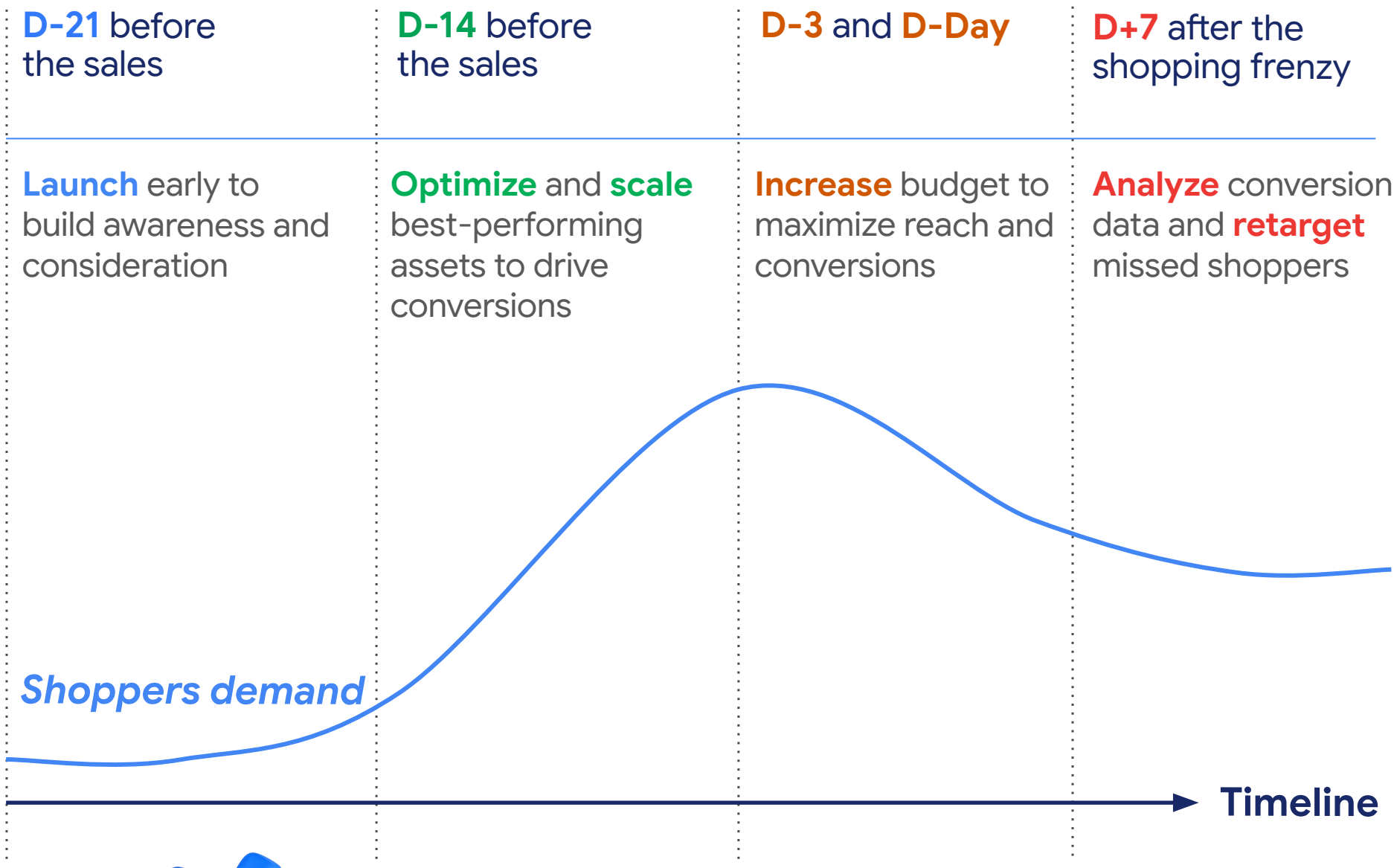
3 Find **high-value shoppers**

Leverage our Lookalike Segments or set up your own target audience

4 Adapt your **creatives**

Check the recommended aspect ratio for assets on Google platforms

5 Launch your campaign early and **win share of mind**



Keep scrolling to unbox special news for all e-commerce sellers

Reach billions of Google users with the new **Commerce Media Network** (CMN) solution

Did you know?

Shopee sellers using CMN see an overall

8.1X

increase in ROAS[2]

- ✔ Are you selling primarily on Shopee and Lazada?
- ✔ Do you want to reach an audience beyond Meta and Tiktok?

Adopt CMN today

An exclusive ad solution to scale your e-commerce business!

01 **Reach billions of Google users** and avoid audience saturation





02 **Advertise across the Google ecosystem** and drive traffic directly to your e-commerce store

03 **Optimize your campaign in real-time** using product-level conversion data right within the e-commerce brand portal



Interested? Click to learn more about CMN



Ready to win this Megasales season? Get started today with Google Ads

Source:
1. Commissioned Kantar Context Lab Meta Analysis 2018-2024 that contain YouTube and Social Platform results from the APAC region. APAC includes Australia, India, Indonesia, Japan, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand and Vietnam.
2. Google Internal Data