

Turn curiosity into customers this holiday season



1 Consumers are shopping earlier for key moments.

After two years of pandemic driven shopping and supply chain challenges, shoppers are researching and buying well in advance, so they can get what they need, at the price they want.

In June 2021, **31%** of US shoppers reported **already** having started their holiday shopping.¹

- Be there for shoppers throughout their entire journey with engaging shopping experiences on Google and YouTube, so you can capture demand earlier.

2 The holiday season is longer and demand will be flatter this year due to supply chain and inventory concerns.

Shoppers will be spending more time researching for the best product, deal and overall customer experience.

During the first 3 weeks of November 2021, US sales rose 10% YOY, with consumers shopping earlier mindful of supply chain challenges and stockouts.²

- Lean on automation to optimize your campaigns in real time, and adjust to shifting demand through the extended holiday season.

3 The omnichannel shopper is more valuable.

Omnibuyers are shopping seamlessly online and offline across multiple product categories at a time. These shopping habits are built around convenience and spontaneity, where inspiration can hit anytime, anywhere.

Shoppers who used at least five channels to inform their decisions and complete their holiday shopping in 2021 made on average 2x more purchases and spent twice as much compared to those who used only one or two channels.³

- Reach omnibuyers at scale with Google's automated solutions, no matter where they are in their journey.

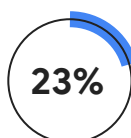
Last year we also saw a shift in holiday shopping timing.⁴

Pre-cyber week



Online spend during the first week of November was up **16%** vs. **same time period in 2020**

Cyber week



of total online spend was captured during Cyber Week **despite Cyber Week modest growth of +2%**

Post-cyber week



Online spend pre-Christmas was up **18%** vs. **same time period in 2020**

¹Source: Google commissioned Ipsos COVID-19 Tracker, US, n=1000 online consumers 18+, June 17-20, 2021

²Source: eMarketer, US, "Black Friday 2021 illustrates shift in consumer behavior and changing retail strategies" 29 Nov 2021. [Article Link](#)

³Source: Google/Ipsos, Holiday Shopping Study, Oct 2021 - Jan 2022, Online survey, US, n=7,253, Americans 18+ who conducted holiday shopping activities in past two days

⁴Salesforce 2021 Holiday Shopping Season Report, Jan 12, 2022

Your checklist for maximizing holiday growth with Google Ads

Ensure your business is holiday ready by taking these key actions to achieve maximum growth.



1 Set objectives for seasonality

- Inform your seasonal strategy with the new [Insights Page](#), which provides account-specific demand forecasting and insights on consumers, audiences, and performance.

2 Get ready with measurement foundations

- [Enable Google Analytics 4](#) before the holiday period to capture key insights and unlock more accurate cross-channel measurement. **Advanced:** If you are bidding to universal analytics goals, transitioning to GA4 goals before the holiday season will give you a more complete view of your performance.
- Verify that you are using [Google tag](#) to easily collect first-party data on your website.
- Improve and maintain feed health** to power the algorithm with higher quality data.
- Start testing **value-based bidding strategies** (Target ROAS or Maximize conversion value), new broad match keywords, and [Performance Max campaigns](#).
- Enable enhanced conversions for web** to allow for accurate conversion measurement. This helps you to recover conversions not otherwise observed in a privacy-safe way.



If you're an **offline retailer**, also make sure to:

- Link your [Google Business Profile](#) to your Google Ads account and update to make sure your customers have the latest store information.
- Use or re-enable [location extensions](#) on Search, Display & YouTube to help shoppers easily find and visit your business.

3 Take action by launching campaigns to capture & generate demand

Ensure you're following Search best practices including:

- Update your campaigns with [responsive search ads](#) and any relevant ad extensions to promote your holiday products. For optimal performance with RSAs, ensure they have a "good" or "excellent" ad strength.
- Add new [broad match keywords](#). Advertise for your brand, key holiday products, and product categories by adding keywords for each. Use a value-based bidding strategy, like Target ROAS or Maximize conversion value, to achieve your goals.

Show your products to relevant customers across platforms with Performance Max with a product feed

- Create a separate [Performance Max campaign](#) if you want to prioritize certain types of products during a key seasonal holiday. Setting a lower ROAS target than your current campaigns can help maximize visibility for these products in the weeks leading up to peak periods when many people are browsing.

Reach shoppers as they explore their interests and search for inspiration to buy across their favorite Google feeds with Discovery & Action

- Add Product feeds to both your [Discovery](#) and [Video Action](#) campaigns to pull in rich product details directly from your Google Merchant Center and harness the power of value bidding with Return on Ad Spend (ROAS) targets.
- Tailor your creatives and messaging to the holiday season and use holiday shopping audiences to maximize performance.



And if you're an **offline retailer**...

- Drive shoppers to your physical locations with **Performance Max for store goals**.

4 Evaluate & expand for investment planning

- Use [optimization score](#) for real-time optimization advice in your Google Ads account.
- Evaluate budget for seasonal periods by looking at previous holiday performance and considering competitive positioning using the [auction insights report](#).
- Use [Performance Planner](#) to see how optimal bids and budgets can help you achieve your seasonal business objectives.

The holiday shopping timeline has shifted, so be sure to start early to capture full demand

September

Start testing **value-based bidding strategies**, new **broad match** keywords, and **Performance Max** campaigns

October

9 10 11 12 13 14 15

Verify your measurement set up (**enhanced conversions for web**) and remarketing tags are functioning correctly

16 17 18 19 20 21 22

Improve and maintain **feed health** to power the algorithm with higher quality data

23 24 25 26 27 28 29

Start increasing daily **budgets** and/or reducing **ROAS target**

November

30 31 1 2 3 4 5

Increase daily **budgets** and/or reduce **ROAS targets**

6 7 8 9 10 11 12

Last week to create new holiday **Search & Performance Max** campaigns

Increase daily **budgets** and/or reduce **ROAS targets**

13 14 15 16 17 18 19

Make final daily **budget** increase and/or **ROAS change**

20 21 22 23 24 **Black Friday 25** 26

If applicable, use [seasonality adjustments](#) for short-term peaks in CVR.

27 **Cyber Monday 28** 29 30 1 2 3

Closely **monitor performance** and ensure that all campaigns continue to deliver

December

4 5 6 7 8 9 10

Adjust **budgets** and **ROAS targets** on an as-needed basis to capture the full holiday opportunity