

# 2021 Paid Social Holiday Playbook







Instagram Partner





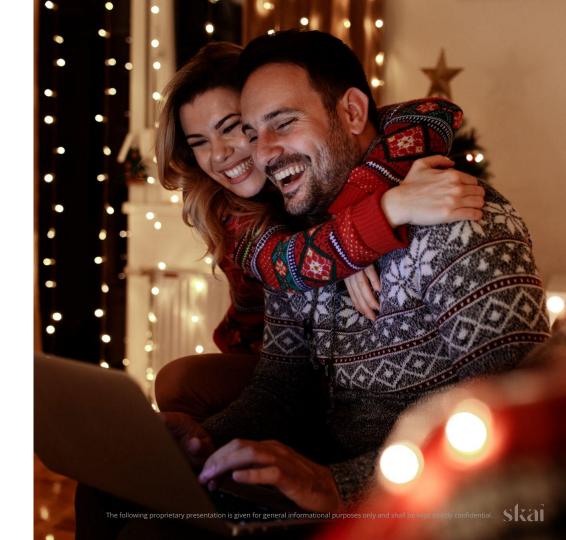
# Introduction

#### Holiday 2021 Playbook

2021 was a year of continual change. Luckily, however, there are some things that will never change and that is the joy of holiday season! People will continue to treasure family, friends, and the joy of shopping and gifting.

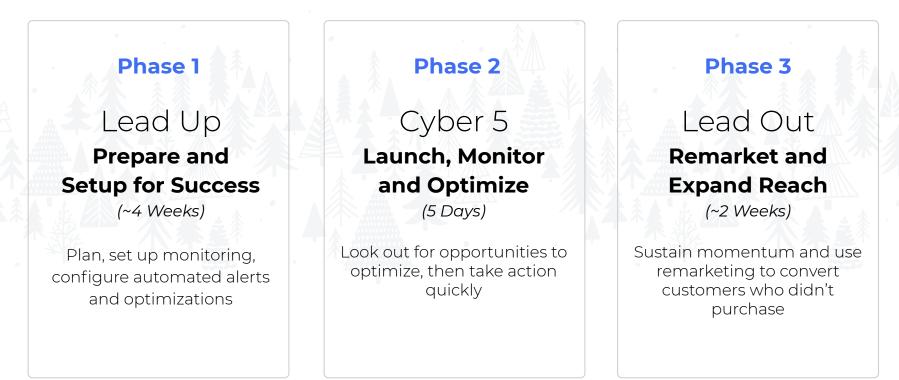
Skai's technology and people are here to help you make the most of this holiday season. Our tools and services are designed to save you time, guide decision making, and drive performance at scale.

Cheers to you and your loved ones!



# Holiday 2021 Playbook

#### Make the most of the holiday season with Skai Social



## **Pre-test Campaign Elements**

#### Leverage Skai Social's A/B test creation & analysis tools

- Pre-test creative themes, templates & CTAs, ad types, bid strategies & targeting tactics
- With Skai, create & launch A/B tests with ease, across multiple campaigns; include multiple ad sets within single A/B test cells
- Analyze results with Skai's performance grids to surface insights, then make data-driven decisions

Group A name		Group B name
Group A		Group B
Monitoring Just for monitoring purposes, define your goal and s	uccess metrics for this experimen	u (?)
Goal		
Maximize revenue	~	The goal of your experiment is to maximize
Max. daily budget (optional)	10	revenue while keeping your max. daily
\$	10	budget at \$10 and min. ROI above 2.
Min. ROI (optional)	4	
Schedule		
What is the recommended dura Based on the average performance of you		we recommend a duration of at least 8 weeks.
Define the schedule for your experiment. We've adde	d a learning period to allow your o	changes to take effect before we start.
		Cancel Save

## Prepare to monitor KPIs and trends

Leverage Skai Social's campaign KPI Monitors

- Get a bird's eye view of your performance, then quickly surface the campaigns that require your attention most
- Assess your campaigns' lifetime performance towards targets & monitor trends to flag anomalies

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									The Campaign F predefined targe	(PI column pro et values.	vides a visual ir	ndication	of your car	npaign's perfo	rmance com	pared to your	
								1									

## Setup dashboards ahead of time

#### Leverage Skai Social's saved views

- Set up performance monitoring dashboards that you can access quickly
- Easily save & share with colleagues or partners, ensuring that everyone's on the same page

	Search entity or view	Q	E <	Last 7 Days 1	0/11/2021 - 10/17/20	021	i	>
			Save this view		×		ĭ = ₽ ∕	~
CAMPA ual	IGN KPI Target	KPI TREI	~					
4.36	% 5.00%		+1%	Paused	08/20/2021			

## Account auto import

#### Automatically import your campaigns

Make sure to turn on account auto import to make sure all your campaigns are in Skai to get full view of your activity

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		Accou		Reimport Accounts	Import Campaigns ~ pen a new tab in this brows	e account to your Fa		v Token P unt. Learn	Import campaigns automatically ⑦ ×	
	G		ACO	COUNTS		IMPOR	T STATUS 7	AUTON		ED BY
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	0		Acr	ne Retail (101542283550)	52103)			OFF	campaigns to Skai.	@skai.i
	Ø		Ker	ishoo Demo B2B (101555	34453347103)		9	OFF	Import automatically 🅐 🗾	@kenst
	Ø		Ker	ishoo Main (359773042)			9	ON	All campaigns that are not in Skai will be downloaded automatically.	law@k
									Use existing profile     Acme Brand - FB & IG      Create new profile	
									Profile name	
									Billing account Create new	
									Select billing account 🗸	
									Cancel Save & apply	

## **Build out scheduled reports in advance**

#### Leverage Skai Social's Scheduled Reports

- Access a wide range of fully customizable, predefined report templates
  - Automate exports via email or to Amazon S3, FTP, Google Cloud Storage or Google Sheet
- / Sync data from Skai to other critical business systems, including Tableau, Google Data Studio & PowerBI

New Report				
Properties	AVAILABLE COLUMNS All Columns	*	SELECTED COLUMNS	
🗄 Columns	con ×		Search Columns	
Filters	Attributes Select			
Destination	Branded content	an	↑ ♥ Restore S	ystem Order
Delivery Format	Connected To		Ad Name	
Schedule	Conversion Window	>	Ad set Name	
	Friends Of Connection	+	Headline	
	Not Connected To	~	Profile Name	
Fusion: Social Profiles:	Performance Select	all	Ad Bid	
All Profiles	Conversions		Campaign Status	
File Format: KLS (Excel) Data	Cost/Conv.		Conv (VT)	
			Conv. Rate	
	Show Revenue for each selected conversion an	d conversion ty	pe	
+ Change	Break down channel conversion types for click	through and vie	w through	
			Save Save and Run	Cance

# Holiday 2021 Playbook: Phase 1 Ensure activity is set up for success

## Leverage Skai Social's Audits

 Set up automatic program health checks to surface hidden issues with your campaign structure

 Flag & resolve issues quickly before they manifest into serious problems

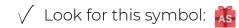
√ Fully customize your audit criteria

Audits Manage your existing audit	t groups and create new o	nes here. Learn n	nore				
Audit			Q :	Search audit nam	es		
	T GROUP NAME	FAILED RUI	LES	AUD	IT GOAL	LAST RUN DATE	NEXT F
Performance	e test	-/-		New activit	y QA checklist	-	٨
			-		_		

## Set up automation now, to save time later

#### Leverage Skai Social's Automated Actions

- Schedule automated updates to Ad & Ad Set bids, budgets & statuses based on advanced rules & criteria
- / Given the holiday season and weather that comes with, consider using weather triggers as a way to turn new campaigns on and off
  - Use or customize Skai's Holiday Automated Action templates, including:
    - Launch Black Friday Ads
    - Boost Spend on Black Friday
    - Pause Black Friday Ads



ACTION					
<ul> <li>Perform an action</li> <li>Only send email</li> </ul>				<ul> <li>All campaigns wit to Facebook.</li> </ul>	h changes will be aut
Edit campaign buc	lget	-			
Increase	~ budget by	%	~		
Set Avg. daily SCHEDULE <sup>(2)</sup>	y budget 🗸 of	USD			
SCHEDULE ③					
SCHEDULE ⑦					
SCHEDULE ⑦ Frequency ⑦ Weekly	can be selected) TUE		ТНИ	FRI	SAT

# Plan to reach your highest value audiences

Leverage Skai Social's bid multipliers

√ Maximize ROAS, without limiting volume

Target a broad audience & apply bid multipliers to steer bids towards your highest value audience segments. For example, allow the Skai AI to more aggressively bid on your top converting audiences of those ages 31 - 40, without the need to completely exclude other age ranges from your ad sets.

/ Supports: Audiences, Geo, OS,
 Platform, Placement, Device, Device
 Type, Age & Gender

1	e: bids			
Cu	stom audiences	~		
	3 selected	~		
A	nd Age	~		
	18 🗘	- 30 🗘 0.3	N/A	
	31 \$	- 40 🗘 0.7	N/A	

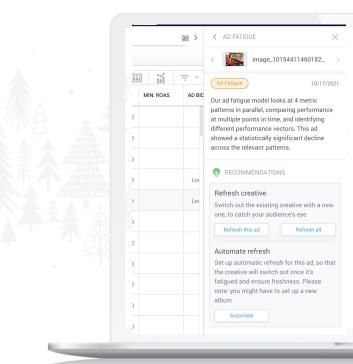
## Holiday 2021 Playbook: Phase 2 Surface and tackle ad fatigue

#### Leverage Skai Social's ad fatigue smart tags and creative refresh

Powered by AI, automatically surface ads suffering from fatigue & predicted to soon suffer from fatigue, then receive guidance to get them back on track

 ✓ Use albums to quickly swap creatives automatically as fatigue sets in

Consider adding holiday Tag Types and Holiday and Evergreen Tags to be able to quickly analyze how Holiday performance compared to evergreen content

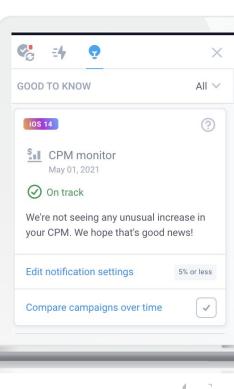


## Holiday 2021 Playbook: Phase 2 CPM Monitoring

#### Access your performance

/ Monitor your campaigns CPM over time. You can edit the notification settings according to your CPM benchmark and goals.

CPM monitoring can be found in the performance grid in the Insights Panel, which is expandable from the right side of the screen.



## Market benchmark snapshot

#### Assess your performance against the market

 Get a snapshot of Black Friday and Cyber Monday market trends for Facebook, Google and Amazon throughout the Cyber 5 weekend.

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		Q. Where do you want to go?	Last 7 days 10/	07/2021 - 10/13/2021	<b>a</b> >	GOOD TO KNOW	
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2 1	:	1 - 100 of 131 🔇 🗦	Group by	~ C	<u> </u>	Cyber monday v	e monthly ava
No filters defined						Last updated: 11:00 AM PST (Se	
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_					'	CTR	-1.1
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	AMER	Daniel Kang	04/04/2019	157,927		CPM	+14.6
	ECOMM - AMER	aaa bbb	06/11/2021	1,120,227		a AMAZON	
0	200		boy stynon .			CPC	+19.7
Þ	ECOMM - AMER	Ecomm (Kenshoo Admin)	06/11/2021	102,989		CTR	+0.3
	ECOMM - AMER	Ecomm (Kenshoo Admin)	06/11/2021	1,120,227		Holiday Hub	
	ECOMM - AMER	Kenshoo Ecomm Demo (AMER)	06/11/2021	1,260,227		Was this helpful?	. dr
	ECOMM - AMER	Alex (Ecomm Demo)	08/24/2021	838,404			
	Kenshoo	Christopher Bailey	04/08/2019	163.605			

## Holiday 2021 Playbook: Phase 2 Routinely check for performance changes

## Leverage Skai Social's Analysis grid

 Slice-and-dice data quickly across breakdowns including persona, audience segments, devices & placements

- ✓ Find quick wins to optimize performance
- ✓ Take action quickly with inline editing & bulk operations

DBJECTIVE > PERSONA > PERSONA GROUP > AD		ADS	AVERAGE CPC ?	CTR ? ~	IM
Reach		20	\$ 0.00	0.00%	
Mobile App Installs		109	\$ 0.00	0.00%	
<ul> <li>Android</li> <li>Gender: All</li> <li>Placement: Device: Mobile, Publisher: Facebo</li> </ul>	۲	1	\$ 0.00	0.00%	
Brand Awareness		5	\$ 0.00	0.00%	
Conversions		2751	\$ 0.00	0.00%	
<ul> <li>IB-22_1</li> <li>Gender: All</li> <li>Placement: Device: Mobile, Desktop, Publishe</li> </ul>	۲	2	\$ 0.00	0.00%	
Image: https://www.image: https://wwww.image: https://www.image: https://wwww.image: https://www.image: htttps.ke//wwww.image: https://www.image: htttps://www.image: h	۲	2	\$ 0.00	0.00%	
>      18-65     Gender. All	0	48	\$ 0.00	0.00%	

## Holiday 2021 Playbook: Phase 3 Find additional high value audiences

Leverage Skai Social's conversion lookalike audiences

- Unveil more opportunities by creating lookalike audiences based on audiences that have proven conversions across selected ad sets
- 7 Target these customers with new promotions
- Using Skai to create these audiences, you can create up to 20% LAL audiences, compare to 10% in the native platform

All Advertisers > ACE - 1:1 ~				Search en	tity or view Q	🖺 🔇 Yesterday 0	3/26/2019
Portfolios Campaigns Ad Sets A	ds 1 🗘 Analysis				ay or near		
+ New Ads - Edit - Create Audience							
Unsaved Filter: Ad Status ×							
ANALYSIS SETTINGS <	CONVERSION EVENT	ADS ~	CONV.	CTR ?	COST/CONV.	AVERAGE CPC ?	CLICKS
Unsaved analysis view 🗸 🔡	View content - Custom Audience Pixel (16272522242221	1590	0.00	0.00%	\$ 0.00	\$ 0.00	
Group ads by	View content - pixel1234 (415102768637379)	358	0.00	0.00%	\$ 0.00	\$ 0.00	
Conversion Event	Uiew content - Shai 110855032374627's Pixel (14539891	237	0.00	0.00%	\$ 0.00	\$ 0.00	
+Add Attribute	Purchase	211	0.00	0.00%	\$ 0.00	\$ 0.00	
	Yael Event - pixel1234 (415102768637379)	99	0.00	0.00%	\$ 0.00	\$ 0.00	
	Add to wishlist - pixel1234 (415102768637379)	74	0.00	0.00%	\$ 0.00	\$ 0.00	
	Uiew content - QA1's Pixel (446684875461523)	67	0.00	0.00%	\$ 0.00	\$ 0.00	
	View content - Idit with cucumber's Pixel (820084024673	40	0.00	0.00%	\$ 0.00	\$ 0.00	
	Purchase - Shai 110855032374627's Pixel (14539891348	25	0.00	0.00%	\$ 0.00	\$ 0.00	
	View content - QA account's Pixel (1406724846259023)	16	0.00	0.00%	\$ 0.00	\$ 0.00	
	Purchase - QA account's Pixel (1406724846259023)	12	0.00	0.00%	\$ 0.00	\$ 0.00	
	VaelAvatiah - QA1's Pixel (446684875461523)	12	0.00	0.00%	\$ 0.00	\$ 0.00	
	my new pixel (6036701202338)	9	0.00	0.00%	\$ 0.00	\$ 0.00	
	Donate - Custom Audience Pixel (1627252224222142)	7	0.00	0.00%	\$ 0.00	\$ 0.00	
	Purchase - pixel1234 (415102768637379)	7	0.00	0.00%	\$ 0.00	\$ 0.00	
Segment ads by	Complete Registration - Custom Audience Pixel (1627252	6	0.00	0.00%	\$ 0.00	\$ 0.00	
None v	Achievement Unlocked - QA1's Pixel (446684875461523)	4	0.00	0.00%	\$ 0.00	\$ 0.00	
	Add to cart	4	0.00	0.00%	\$ 0.00	\$ 0.00	

## **Turn your Pinterest data into insights**

Leverage the rich, structured visualization of Skai's dashboards

/ View all your aggregated data on one comprehensive dashboard

Coming soon:

- **Customizable view**: Hone in on the metrics and breakdowns that matter
- **Sharing**: Give key stakeholders a bird's eye view of your activity by sending them a link to your dashboard

Campaign management $\vee$				± 0
ACM	E retail me	dia		Lat Share
Date ra	ange	Travel category	Impressions	
Jan	4, 21 - Jan 9, 21 🗸 🗸	All v		
summary Revenue		Cost	ROAS	Conversion Rate
eport	\$3.54M c0.00%	\$1.38M + -22.6% Compared to last week	\$2.56	41.089 + -7.8% Compared to lass
Clicks	rpared to last week	Compared to last week		
	504,695	0.29%		
	4 -28.0%	49.5%		
	repared to lost week	Compared to last week	Ad Clicks and Impress	ions over time
			Ad Clicks and Impress	ions over time
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## Holiday 2021 Playbook: Phase 3 Review dynamic ad performance

Leverage Skai Social's Analysis grid

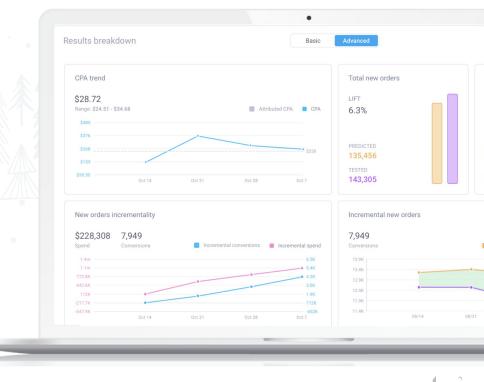
 With the Analysis Grid, look for opportunities to create new
 Dynamic Ad product sets by pivoting your data by Product catalogs to see what products are driving top performance

PRODUCT CATALOG > PERSONA			ADS
✓ ○ %20 in feed url			23
38-47	<b>111111111111111111111111111111111111</b> Gender: Men Placement: Device: Mobile, Desktop, Platforn	۲	3
18-65	<b>11755 SW 90th St, Miami, FL 33186, United</b> Gender: All Placement: Device: Automatic Placements, F	۲	3
	KAt toot		

# Start 2022 fresh with new insights

## Validate your marketing strategies and tactics with Impact Navigator

- ✓ A non-biased, objective impact-oriented measuring tool
- Cross platform test almost any tactic, channel, campaign, creative or idea, in any test structure, split or granularity you need
- / Design your test in just minutes
- / Results and insights in weeks (vs. months)
- Provides actionable insights to optimize your marketing investments to reach above and beyond your business goals.
- \* Contact your CSM for additional information



# **About Skai**

Skai is a commerce intelligence platform that powers brand insights, decisions and execution for faster, more predictable go-to-market outcomes. Skai's platform includes a suite of data-driven products for market intelligence, omnichannel media activation, testing and measurement, enabling product, insights and marketing teams to accurately plan strategies and benefit from connected omnichannel launches. Skai merges the former Kenshoo and Signals Analytics capabilities and for more than a decade, has been trusted by an impressive roster of global brands including Procter & Gamble, PepsiCo, Estée Lauder, Nestle, Johnson & Johnson, Mars and others. With its expanded product suite, Skai is unifying data and helping companies better understand their consumers in real-time. It has seven international locations and is backed by Sequoia Capital, Arts Alliance, Tenaya Capital, Bain Capital Ventures, Pitango and Qumra Capital. For more information visit <u>https://skai.io</u>.