2021 Paid Social
Holiday Playbook

skaí

FACEBOOK
BUSINESS PARTNER

Instagram
Partner

Pinterest Partners

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!

skai

Holiday 2021 Playbook

Make the most of the holiday season with Skai Social

Phase 1

Lead Up
**Prepare and
Setup for Success**
(~4 Weeks)

Plan, set up monitoring,
configure automated alerts
and optimizations

Phase 2

Cyber 5
**Launch, Monitor
and Optimize**
(5 Days)

Look out for opportunities to
optimize, then take action
quickly

Phase 3

Lead Out
**Remarket and
Expand Reach**
(~2 Weeks)

Sustain momentum and use
remarketing to convert
customers who didn't
purchase

skai

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
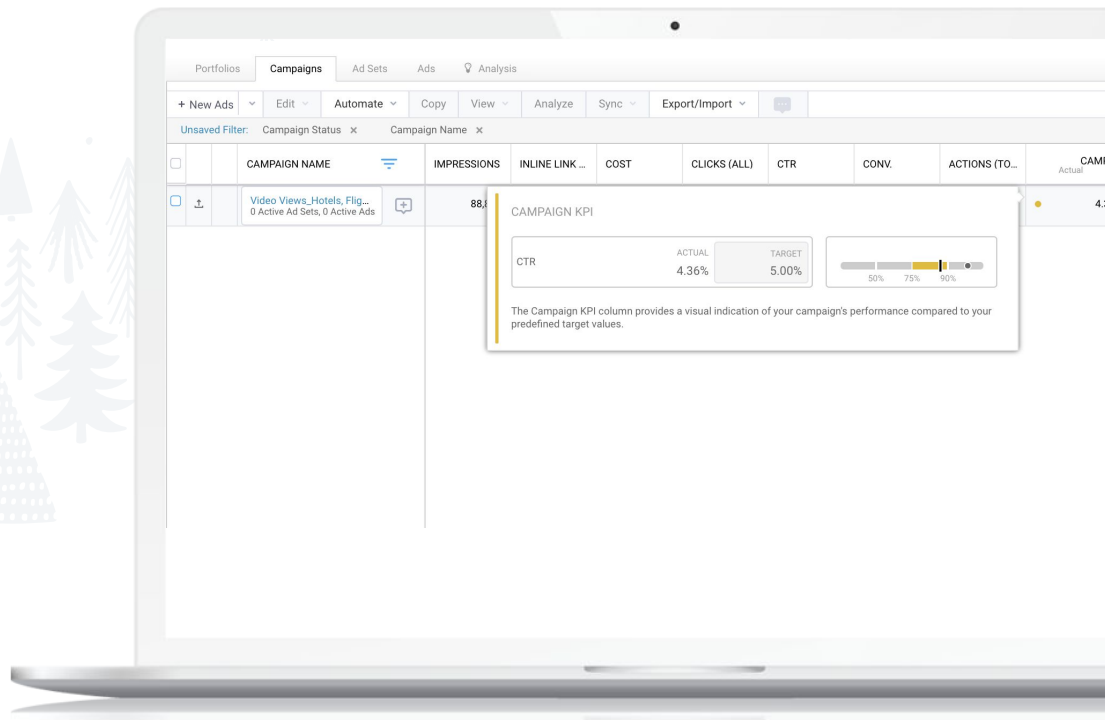
✓ Analyze results with Skai's performance grids to surface insights, then make data-driven decisions
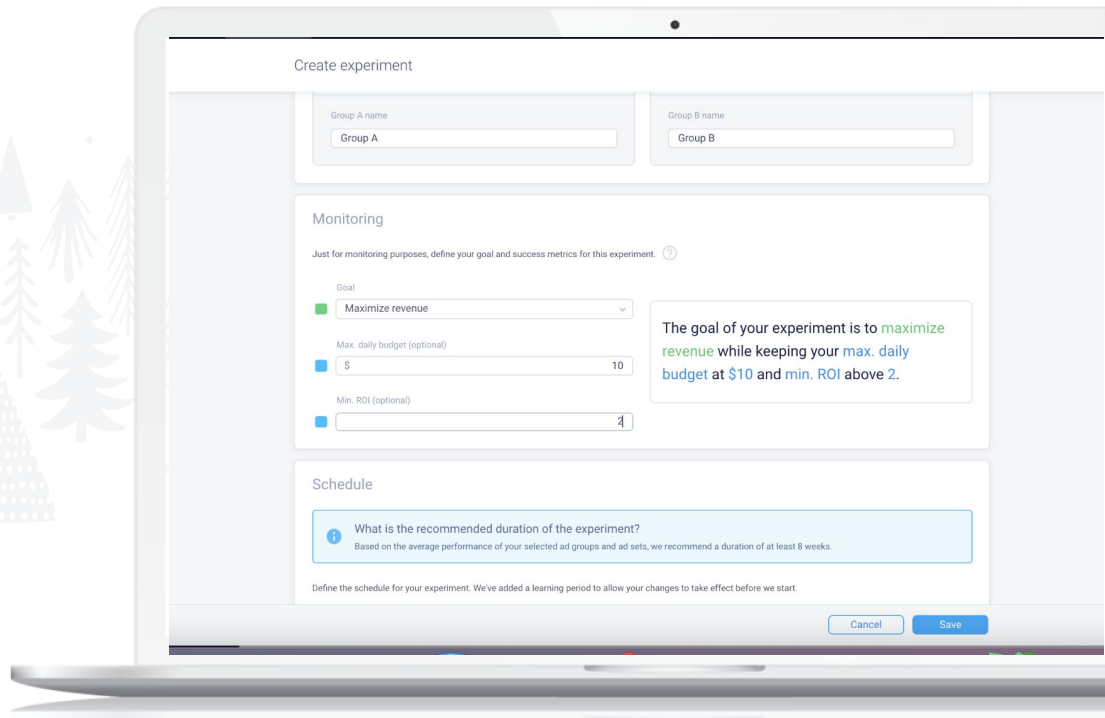
skai

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

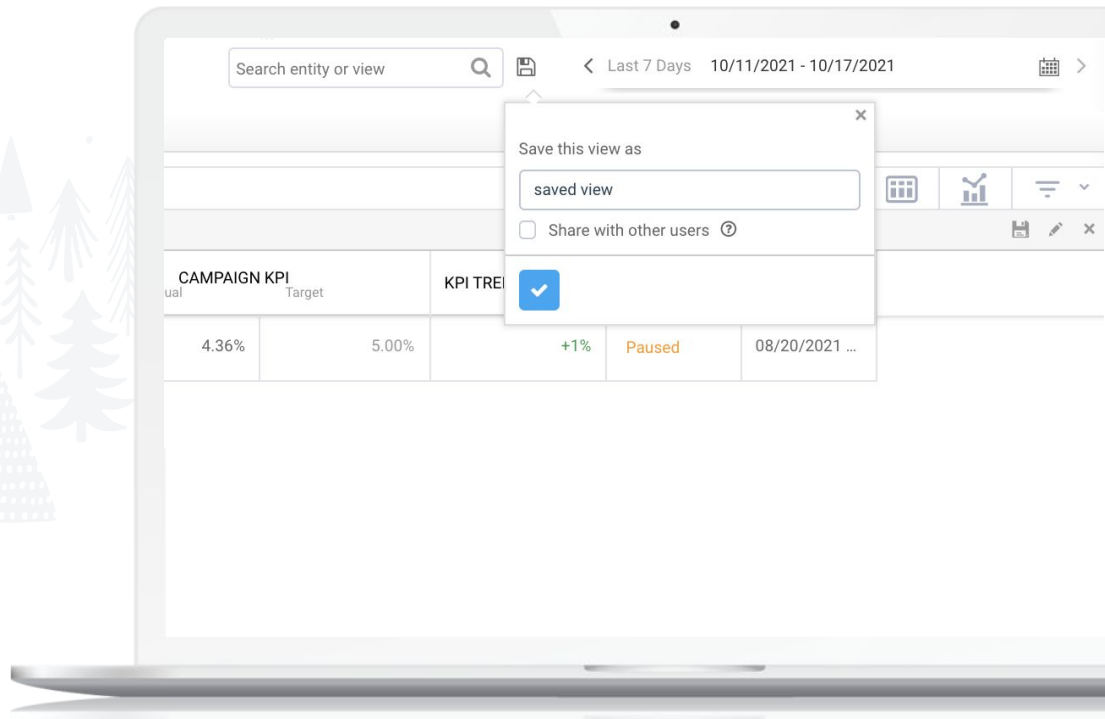✓ Assess your campaigns' lifetime performance towards targets & monitor trends to flag anomalies

skai

Setup dashboards ahead of time

Leverage Skai Social's saved views

√ Set up performance monitoring dashboards that you can access quickly

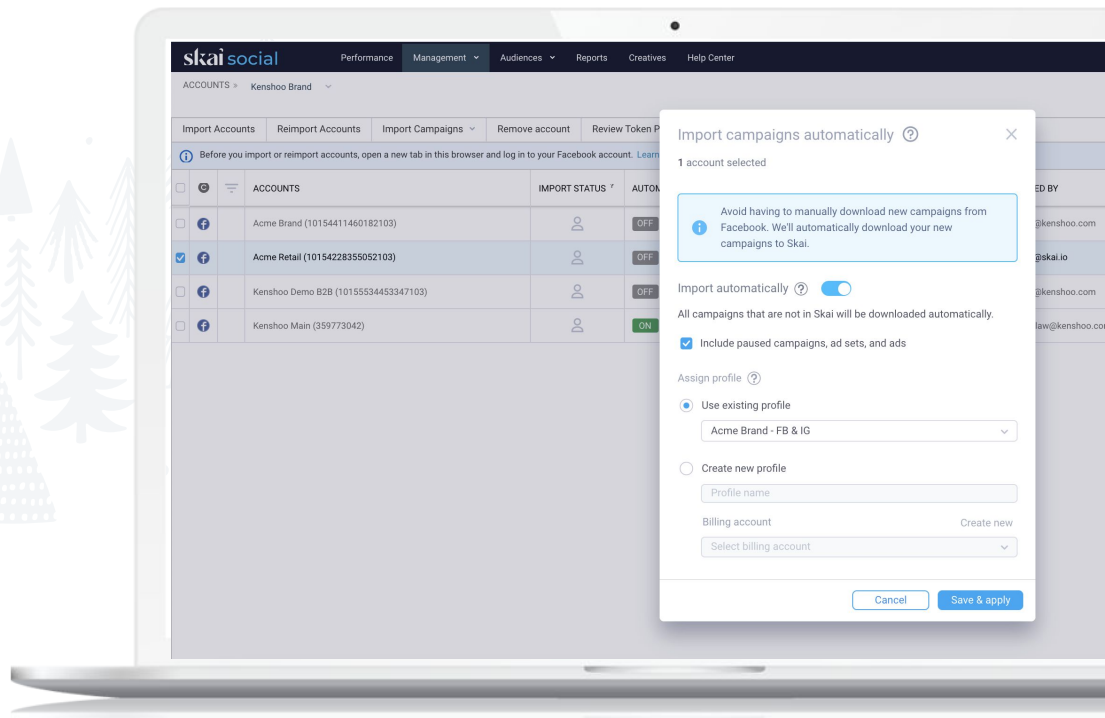√ Easily save & share with colleagues or partners, ensuring that everyone's on the same page

skai

Holiday 2021 Playbook: Phase 1

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
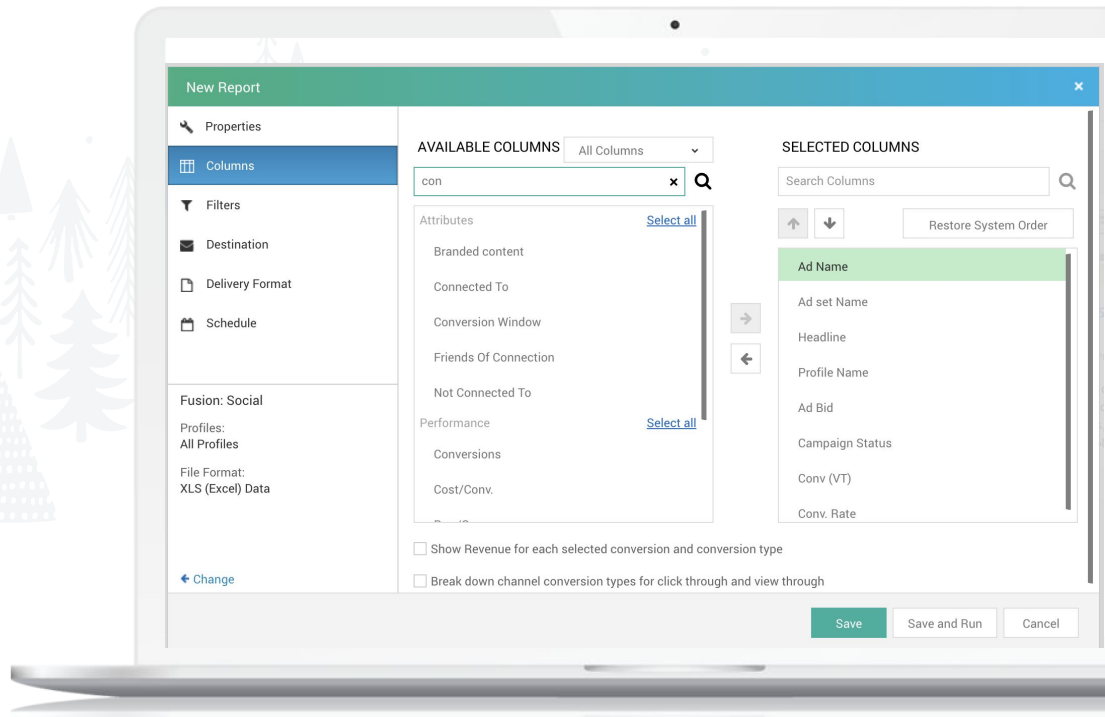
Build out scheduled reports in advance

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

Columns

Filters

Destination

Delivery Format

Schedule

Fusion: Social
Profiles:
All Profiles
File Format:
XLS (Excel) Data

← Change

AVAILABLE COLUMNS   All Columns

con

Attributes   Select all
Branded content
Connected To
Conversion Window
Friends Of Connection
Not Connected To
Performance   Select all
Conversions
Cost/Conv.

☐ Show Revenue for each selected conversion and conversion type
☐ Break down channel conversion types for click through and view through

SELECTED COLUMNS

Search Columns

Restore System Order

Ad Name
Ad set Name
Headline
Profile Name
Ad Bid
Campaign Status
Conv (VT)
Conv. Rate

Save   Save and Run   Cancel

skai

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
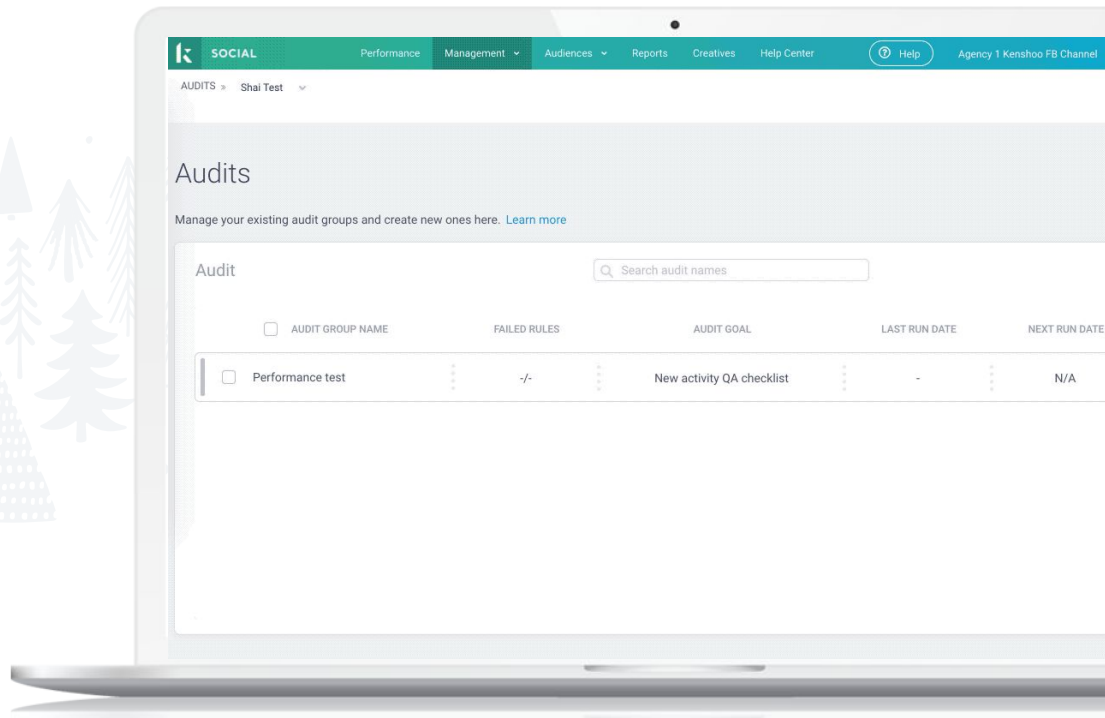
skai

Set up automation now, to save time later
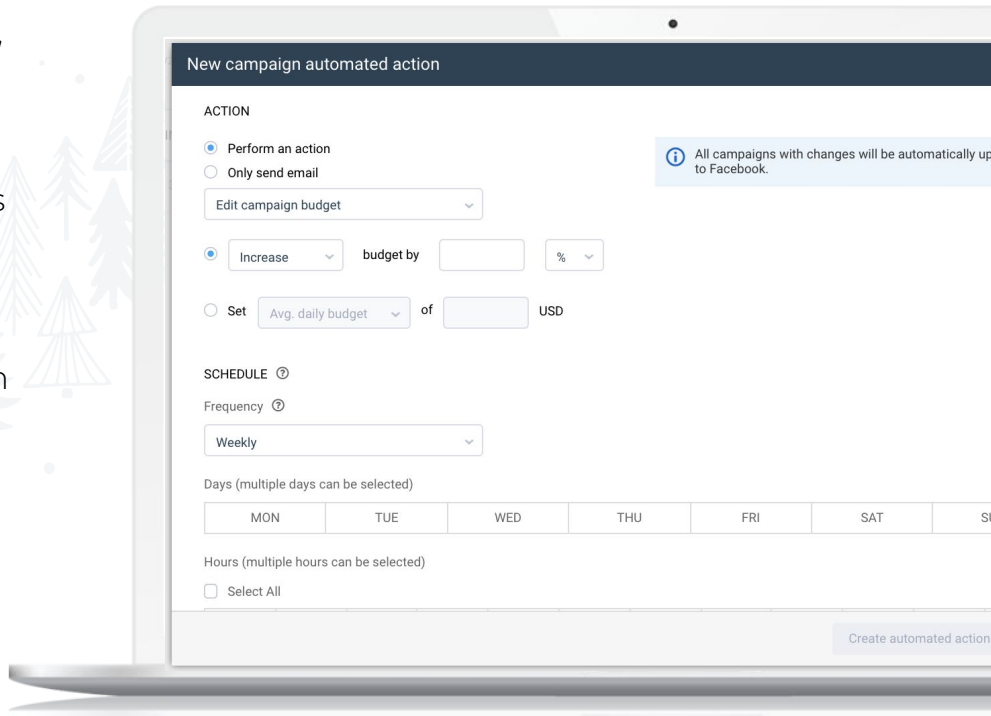
Leverage Skai Social's Automated Actions

✓ 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

✓ Look for this symbol: 🎁AS

New campaign automated action

ACTION

● Perform an action
○ Only send email

ⓘ All campaigns with changes will be automatically up to Facebook.

Edit campaign budget ▾

● Increase ▾ budget by [ ] % ▾

○ Set Avg. daily budget ▾ of [ ] USD

SCHEDULE ⓘ

Frequency ⓘ

Weekly ▾

Days (multiple days can be selected)

| MON | TUE | WED | THU | FRI | SAT | S |

Hours (multiple hours can be selected)

☐ Select All

Create automated action

skai

Plan to reach your highest value audiences
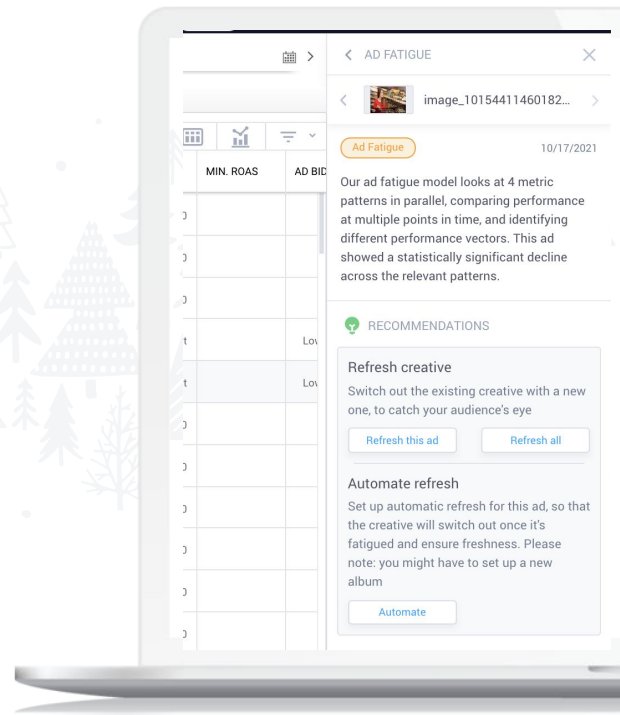
Leverage Skai Social's bid multipliers

✓ 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

Configure bid multipliers ✕

List name: bids

Custom audiences ▾

3 selected ▾

And   Age ▾

18 ⇅ - 30 ⇅   0.3   N/A

31 ⇅ - 40 ⇅   0.7   N/A

Save   Cancel
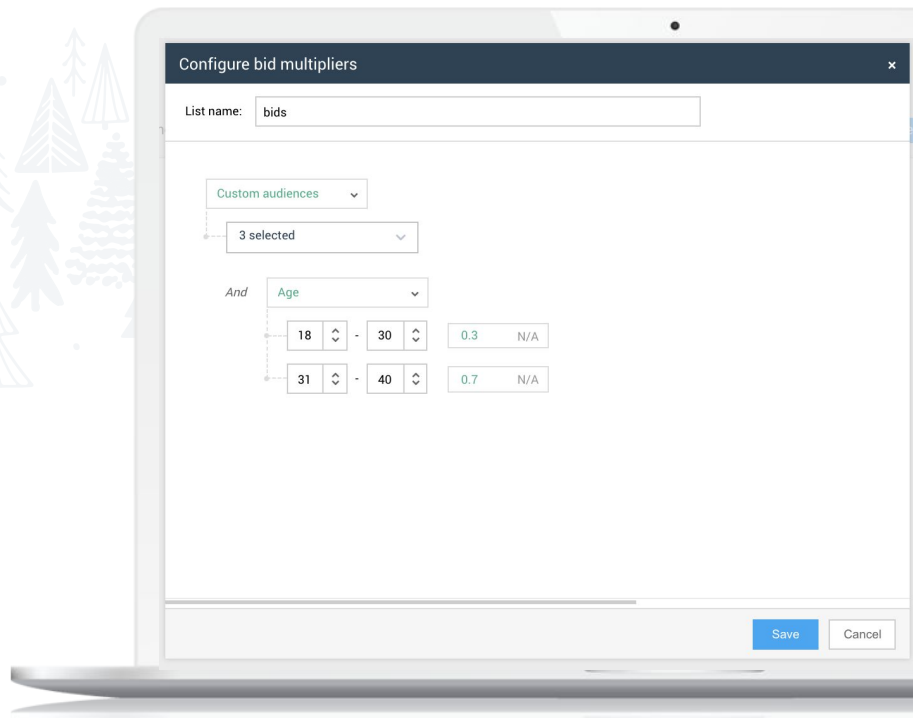
skai

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
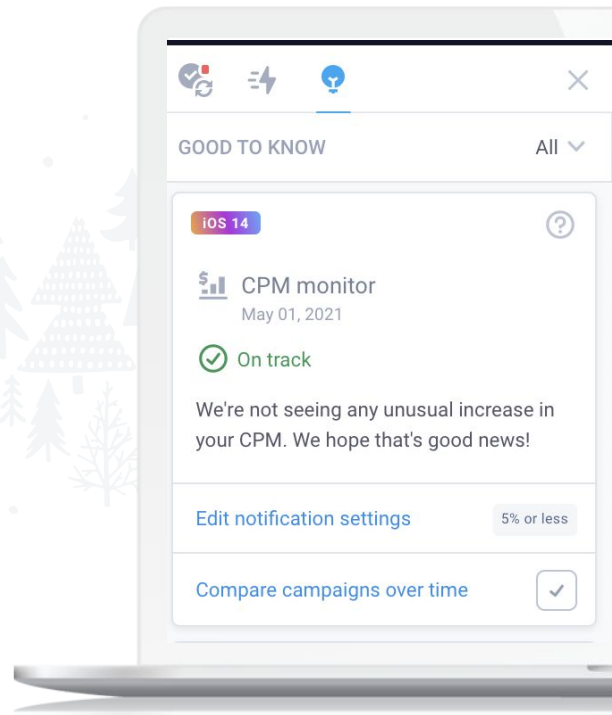

AD FATIGUE

image_10154411460182...

Ad Fatigue   10/17/2021

Our ad fatigue model looks at 4 metric patterns in parallel, comparing performance at multiple points in time, and identifying different performance vectors. This ad showed a statistically significant decline across the relevant patterns.

RECOMMENDATIONS

Refresh creative
Switch out the existing creative with a new one, to catch your audience's eye

Refresh this ad   Refresh all

Automate refresh
Set up automatic refresh for this ad, so that the creative will switch out once it's fatigued and ensure freshness. Please note: you might have to set up a new album

Automate

skai

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.

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.

skai

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.
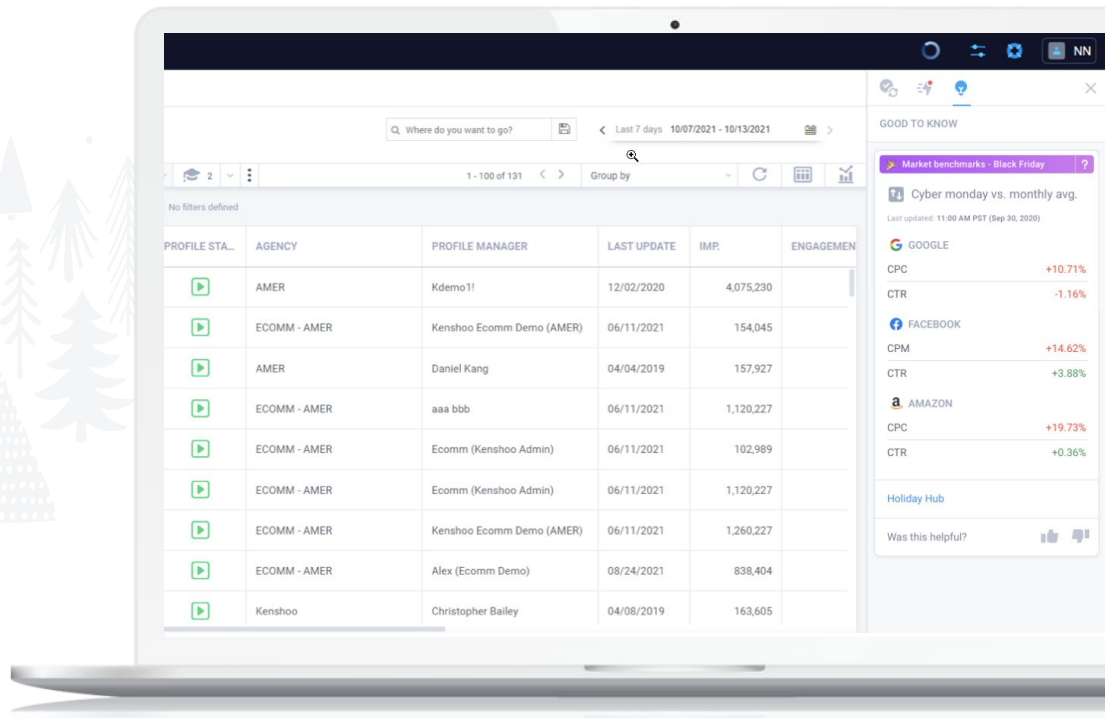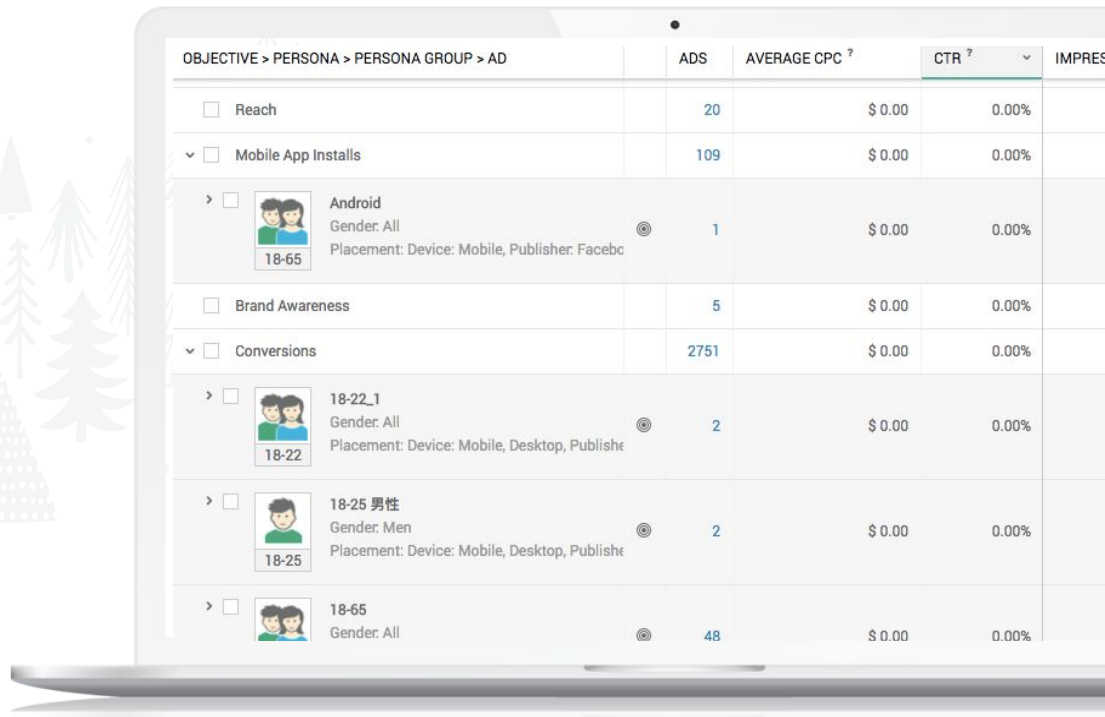
skai

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
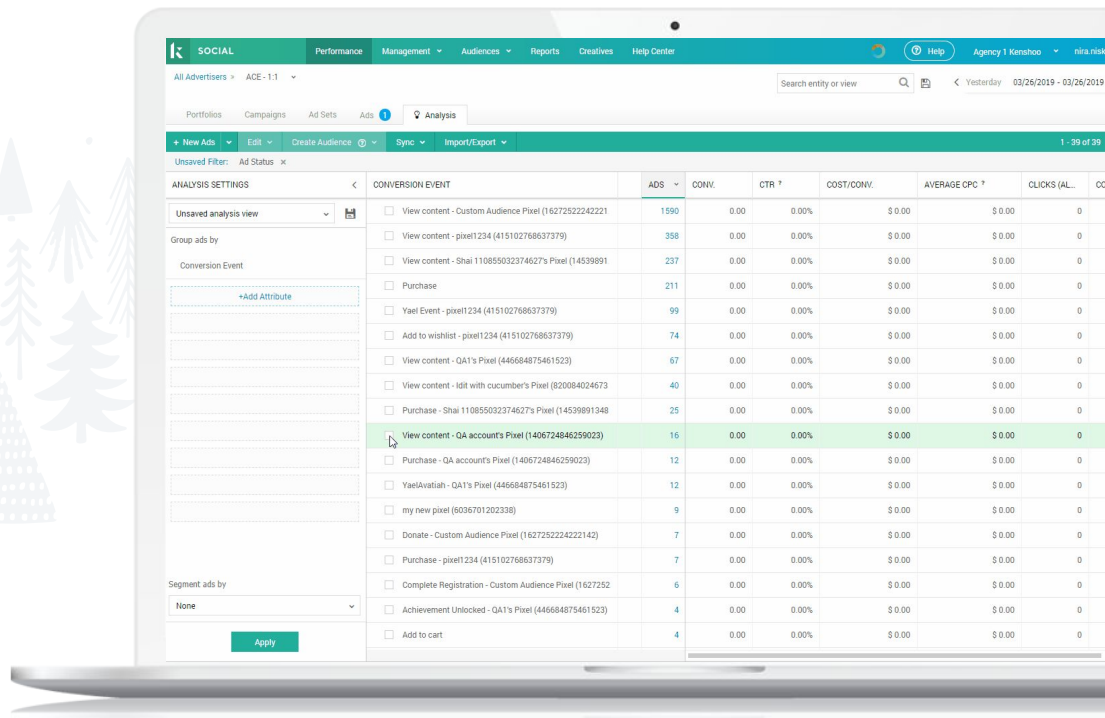
OBJECTIVE > PERSONA > PERSONA GROUP > AD		ADS	AVERAGE CPC ?	CTR ?	IMPRES
☐ Reach		20	$ 0.00	0.00%	
▾ ☐ Mobile App Installs		109	$ 0.00	0.00%	
▸ ☐ Android Gender: All Placement: Device: Mobile, Publisher: Facebo 18-65	◉	1	$ 0.00	0.00%	
☐ Brand Awareness		5	$ 0.00	0.00%	
▾ ☐ Conversions		2751	$ 0.00	0.00%	
▸ ☐ 18-22_1 Gender: All Placement: Device: Mobile, Desktop, Publishe 18-22	◉	2	$ 0.00	0.00%	
▸ ☐ 18-25 男性 Gender: Men Placement: Device: Mobile, Desktop, Publishe 18-25	◉	2	$ 0.00	0.00%	
▸ ☐ 18-65 Gender: All	◉	48	$ 0.00	0.00%	

skai

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

✓ 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

skai

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

Beta
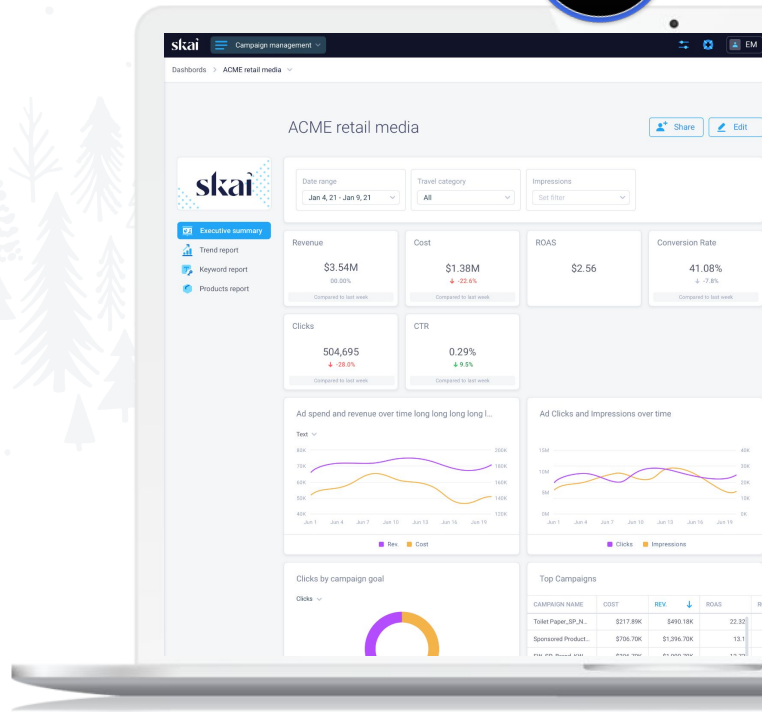
Review dynamic ad performance

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

skai

Looking Forward to 2022

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.
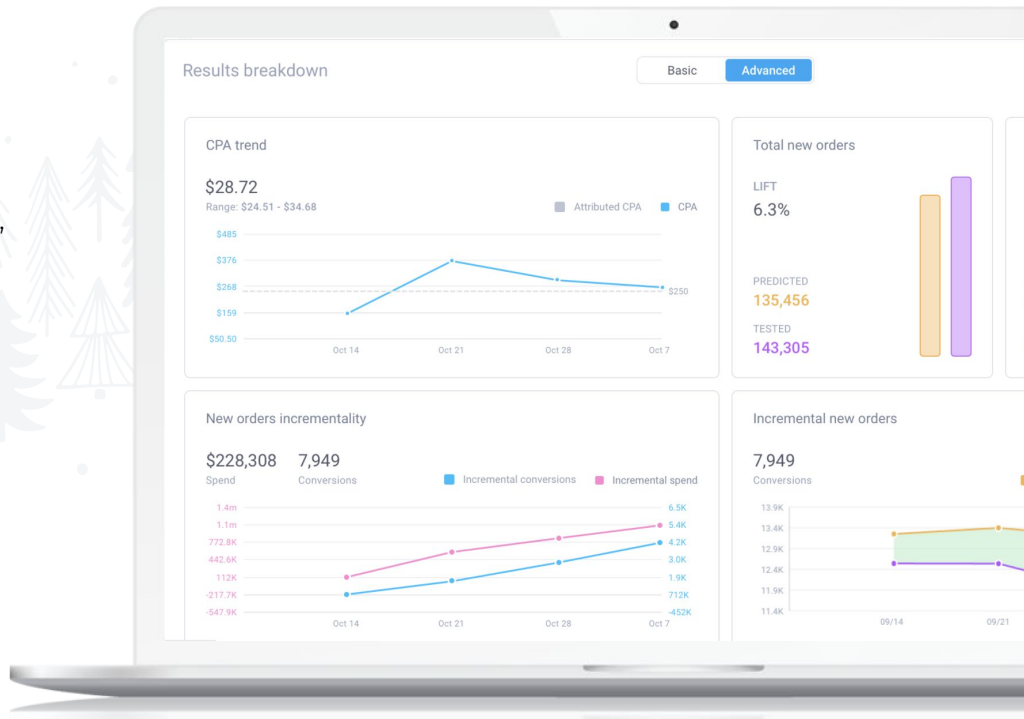
* Contact your CSM for additional information

Results breakdown   Basic   Advanced

CPA trend
$28.72
Range: $24.51 - $34.68   Attributed CPA   CPA
$485
$376
$268
$159
$50.50
           Oct 14   Oct 21   Oct 28   Oct 7

Total new orders
LIFT
6.3%

PREDICTED
135,456

TESTED
143,305

New orders incrementality
$228,308   7,949
Spend   Conversions   Incremental conversions   Incremental spend
1.4m   6.5K
1.1m   5.4K
772.8K   4.2K
442.6K   3.0K
112K   1.9K
-217.7K   712K
-547.9K   -452K
        Oct 14   Oct 21   Oct 28   Oct 7

Incremental new orders
7,949
Conversions
13.9K
13.4K
12.9K
12.4K
11.9K
11.4K
           09/14   09/21

skai

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 https://skai.io.

skai