2021

Retail Media
Holiday Playbook

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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!

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Holiday 2021 Playbook

Make the most of the holiday season with Skai Retail Media

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
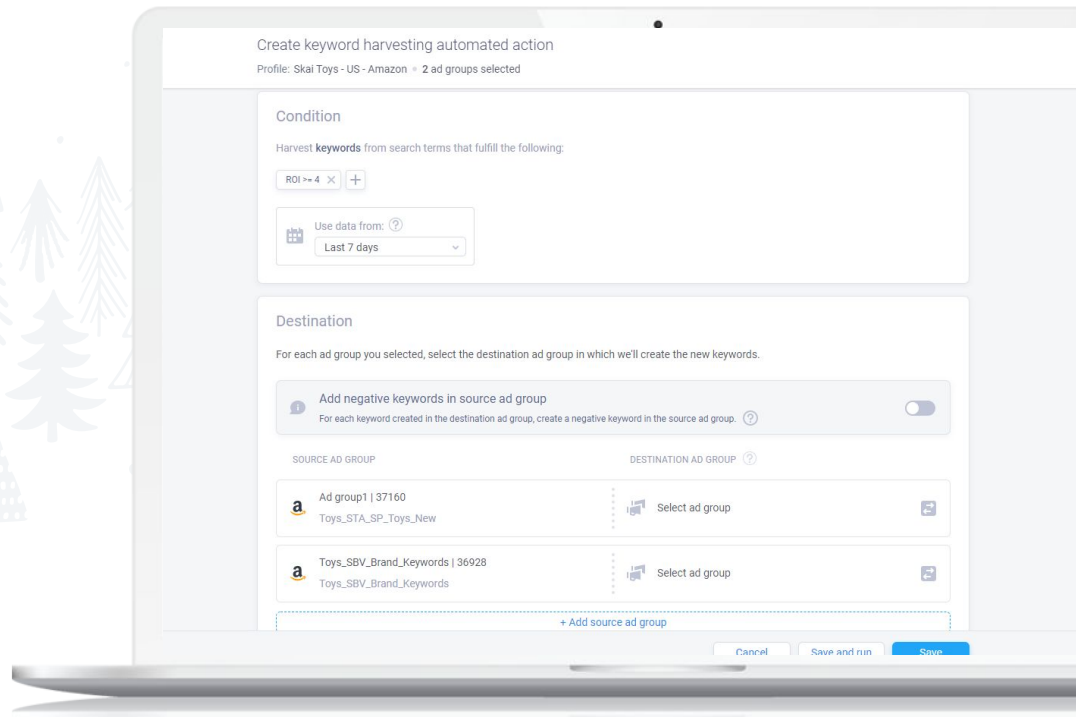*(~2 Weeks)*

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

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Expand your reach with AA Keyword Harvesting

Use Skai's rule-based automated keyword harvesting

✓ Use custom rules to identify opportunities, automatically surface valuable search terms, and harvest relevant keywords

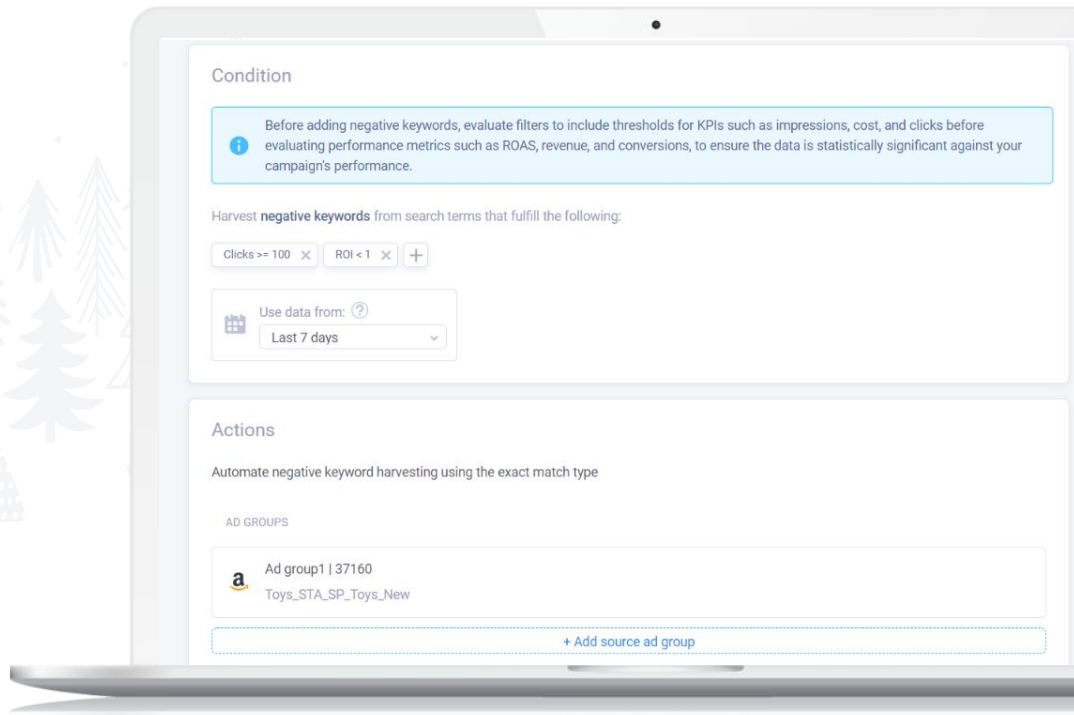✓ Stay ahead of the curve and don't miss out on valuable holiday season search terms opportunities

Create keyword harvesting automated action
Profile: Skai Toys - US - Amazon · 2 ad groups selected

Condition

Harvest **keywords** from search terms that fulfill the following:

ROI >= 4 ✕   +

Use data from: ⍰
Last 7 days

Destination

For each ad group you selected, select the destination ad group in which we'll create the new keywords.

ⓘ Add negative keywords in source ad group
For each keyword created in the destination ad group, create a negative keyword in the source ad group. ⍰

SOURCE AD GROUP	DESTINATION AD GROUP ⍰
Ad group1 | 37160 Toys_STA_SP_Toys_New	Select ad group
Toys_SBV_Brand_Keywords | 36928 Toys_SBV_Brand_Keywords	Select ad group

+ Add source ad group

Cancel   Save and run   Save

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Optimize spend by negating low performing keywords

## Utilize Skai's automated action for negative keyword harvesting

√ Use custom automated rules to create negative keywords in selected ad groups

√ Create dedicated negative keyword harvesting actions for the holiday season.

√ Negate keywords for low performing seasonal search terms and save your budget for the what's working best.

Condition

ⓘ Before adding negative keywords, evaluate filters to include thresholds for KPIs such as impressions, cost, and clicks before evaluating performance metrics such as ROAS, revenue, and conversions, to ensure the data is statistically significant against your campaign's performance.

Harvest **negative keywords** from search terms that fulfill the following:

Clicks >= 100 ✕   ROI < 1 ✕   +

Use data from: ?

Last 7 days ▾

Actions

Automate negative keyword harvesting using the exact match type

AD GROUPS

a Ad group1 | 37160
Toys_STA_SP_Toys_New

+ Add source ad group

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Optimize your keyword coverage for peak performance

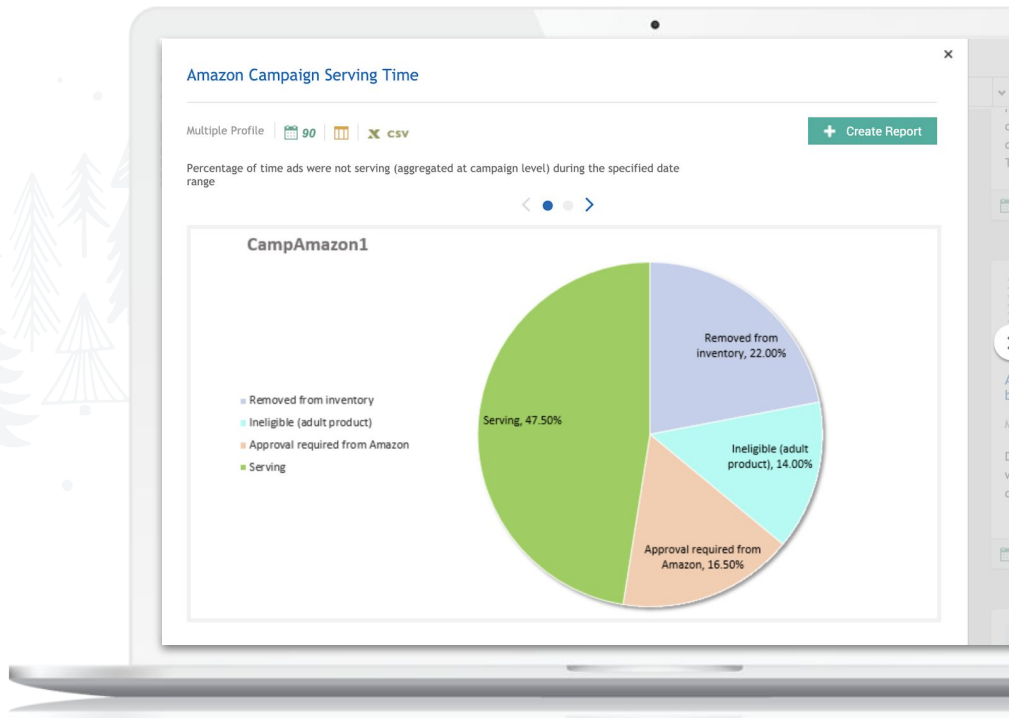## Leverage AI & machine learning with Skai's Search Term Analysis

✓ Utilize machine learning and artificial intelligence to spot underperforming search term themes and eliminate wasted spend

✓ Easily understand search term inefficiency at an account level

✓ Eliminate wasted spend by quickly identifying & excluding search terms not likely to convert

✓ Spot insightful trends & themes with clusters of negative keyword opportunities
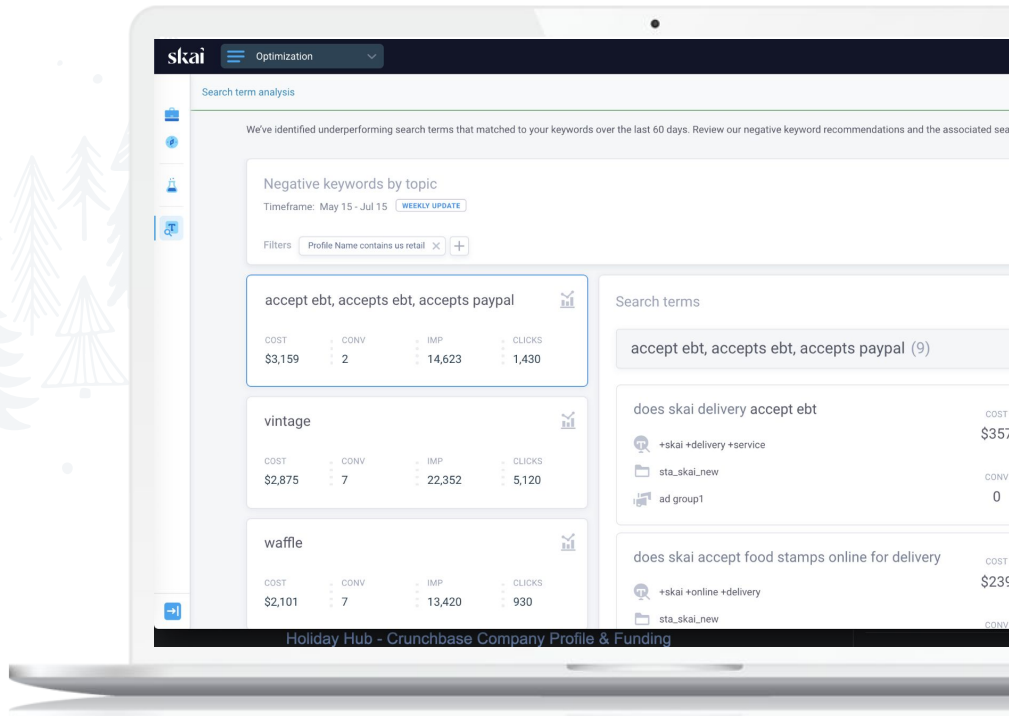
Build out scheduled reports in advance

Leverage Skai's retail media's scheduled reports

✓ Access a wide range of fully customizable, predefined report templates, including:

- Campaigns Out of Budget by Hour of Day Report

- Campaign Serving Time Report

✓ 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

Amazon Campaign Serving Time

Multiple Profile 📅 90 🏛 ✗ CSV   ➕ Create Report

Percentage of time ads were not serving (aggregated at campaign level) during the specified date range

‹ ● ○ ○ ›

CampAmazon1

Removed from inventory, 22.00%

Ineligible (adult product), 14.00%

Serving, 47.50%

Approval required from Amazon, 16.50%

- Removed from inventory
- Ineligible (adult product)
- Approval required from Amazon
- Serving

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Configure Custom Labels

Leverage Skai's retail media's dimensions and categories

✓ Apply custom labels to campaigns, ad
groups, ads and keywords

✓ Powers advanced analysis, bulk actions and
performance optimization

✓ Examples:

- Holiday (e.g. Black Friday Promo)

- Brand or Non-Brand (e.g. B, NB)

- Category (e.g. Sports Socks, Tissue,
Toddler, Toilet Paper)

- Brand Name (e.g. skai Gizmos, skai
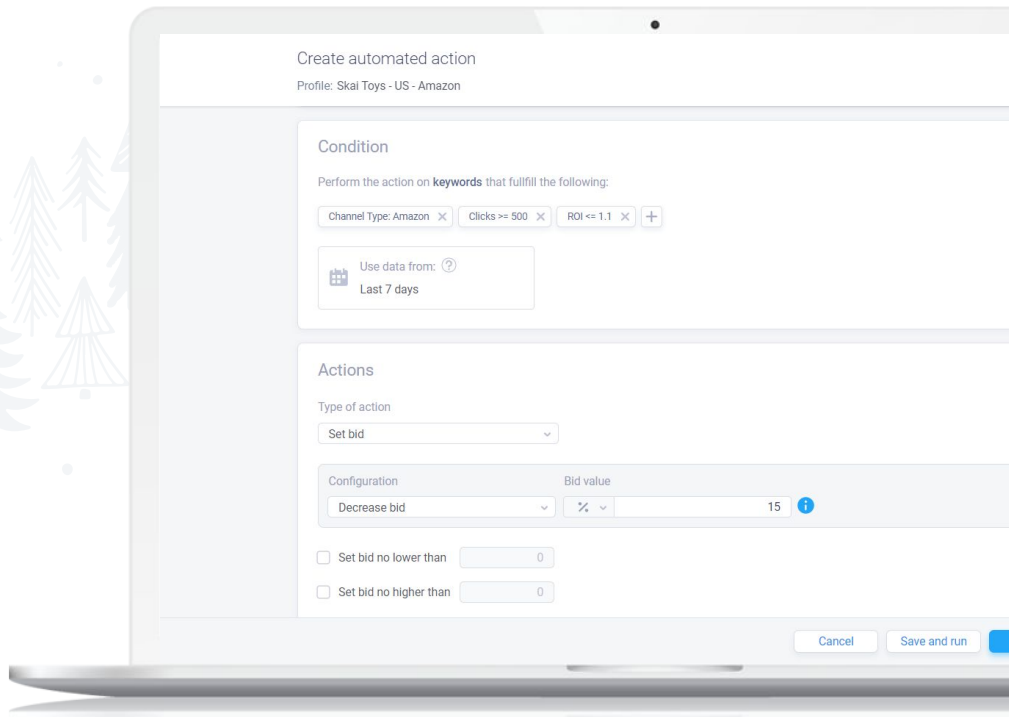K-Active Sport)

Select what you want to do:

⦿ Assign dimensions

◯ Remove dimensions

Dimension

Holiday ⌄

Category

Select category ⌄

Black Friday Promo

Cyber 5 Promo

Cyber Monday Promo

Lead Up Promo
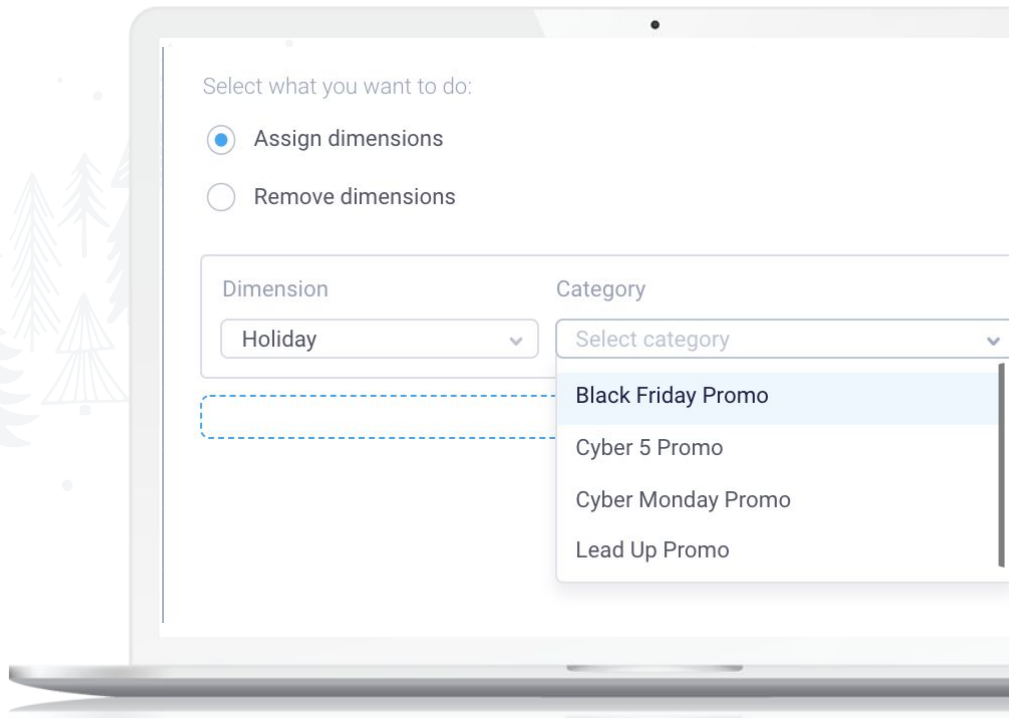
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Setup automation now, to save time later

Leverage Skai's Retail Media Automated Actions

✓ Schedule automated updates to Keyword, Ad, budgets & statuses based on advanced rules & criteria

Create automated action
Profile: Skai Toys - US - Amazon

Condition
Perform the action on **keywords** that fullfill the following:

Channel Type: Amazon ✕   Clicks >= 500 ✕   ROI <= 1.1 ✕   +

📅 Use data from: ？
Last 7 days

Actions

Type of action
Set bid ⌄

Configuration   Bid value
Decrease bid ⌄   % ⌄   15 ℹ️

☐ Set bid no lower than   0
☐ Set bid no higher than   0

Cancel   Save and run

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Set up saved views and events ahead of time

Leverage Skai's retail saved views and saved events

√ 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

√ Use Saved Events with *Compare To* in order to review YOY performance with ease
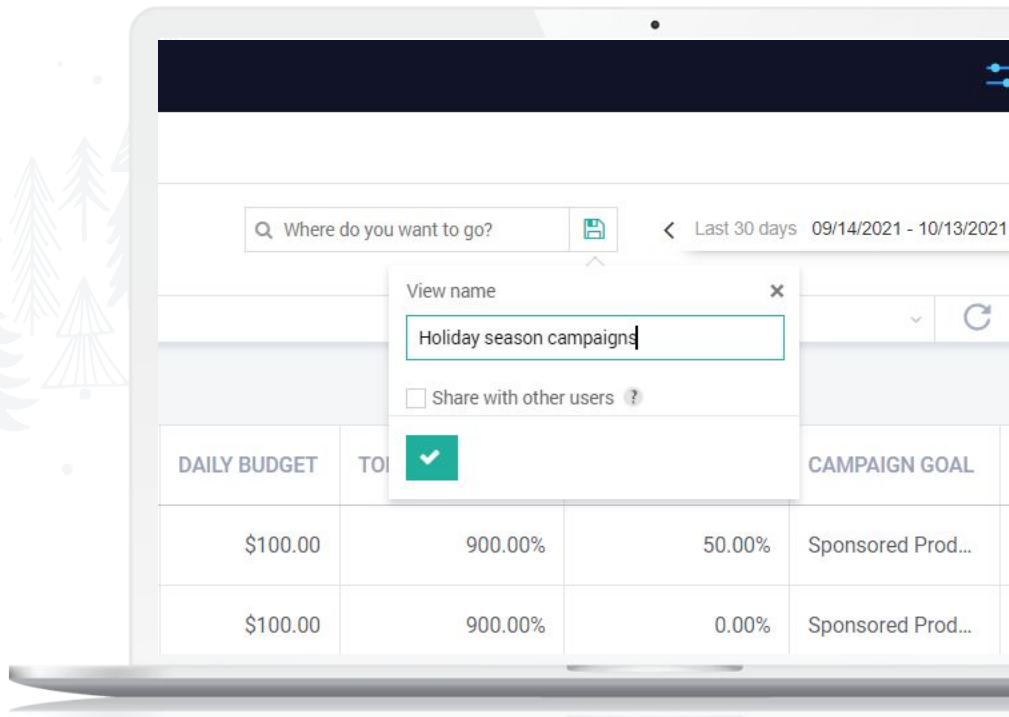
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Maximize volume with Bid Optimization

Enhance your business goals performance with Skai's bid optimization

✓ Automatically optimize bids towards an ROI or CPA goal, across multiple campaigns

✓ Leverage Skai retail media bidding solution in **Amazon** and **Walmart**

✓ Apply learnings from high volume keywords onto longtail terms, using Skai's machine learning to predict performance based on similarity
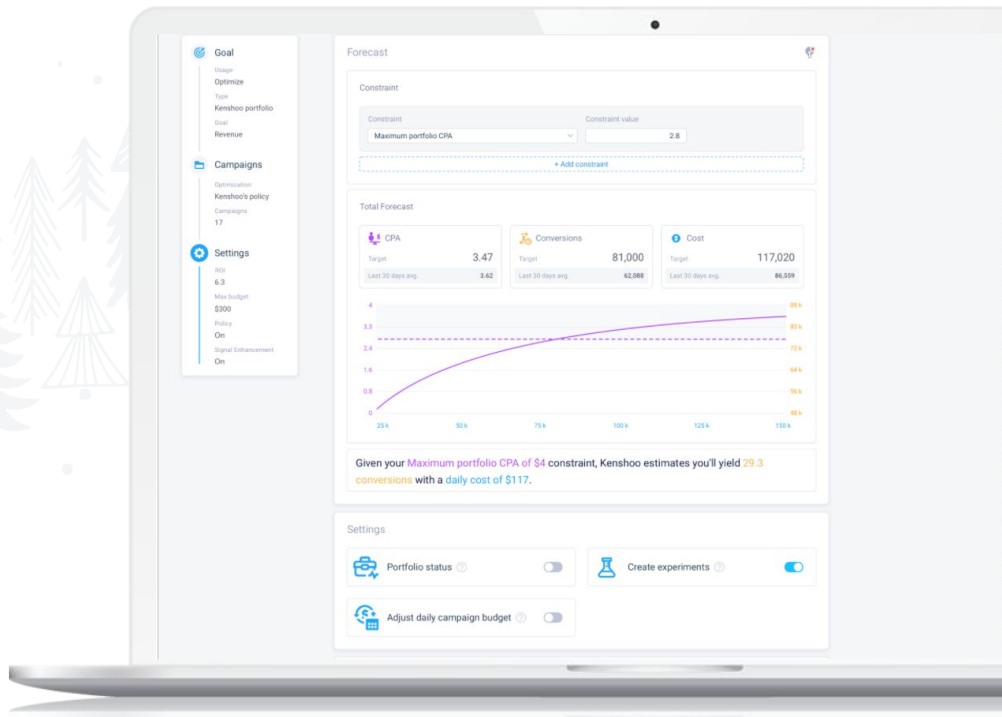
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Monitor Share of Voice performance

Leverage Skai's retail media's SOV analytics and brand insights dashboard

✓ Stay ahead of the competition, surface insights to optimize SOV & drive conquesting strategies

✓ Answer key questions, including:

- How has your brand's SOV changed over time?

- How does your brand's SOV compare to others?

- How does your brand's SOV within the first position (top of search) compare to others?

- How does your brand's SOV within the first 5 positions compare to that of others?
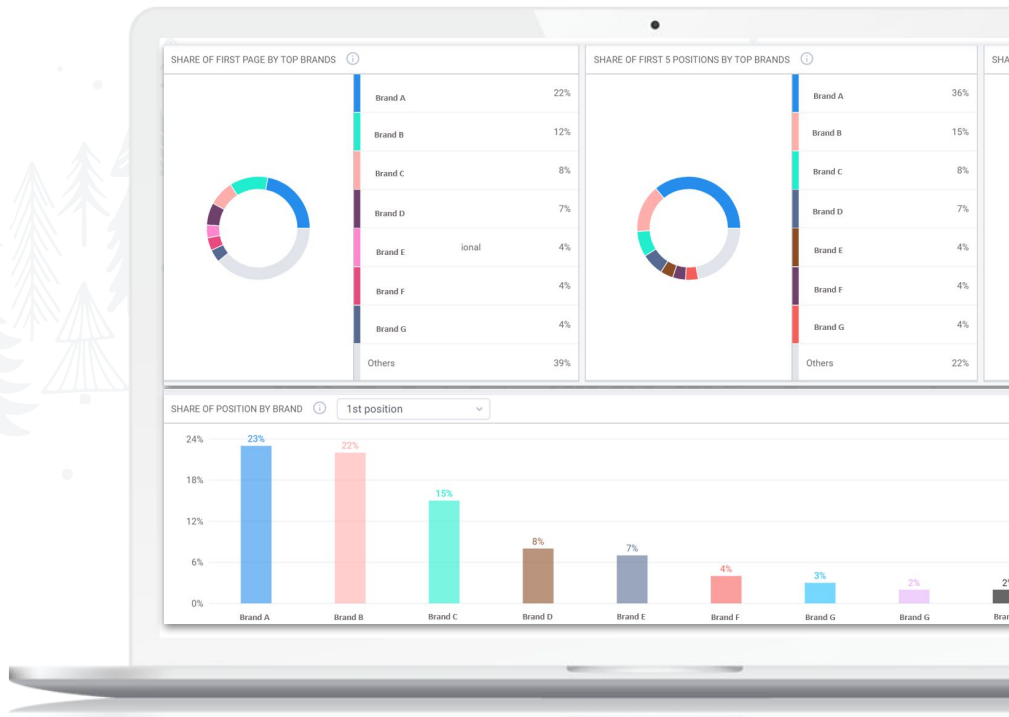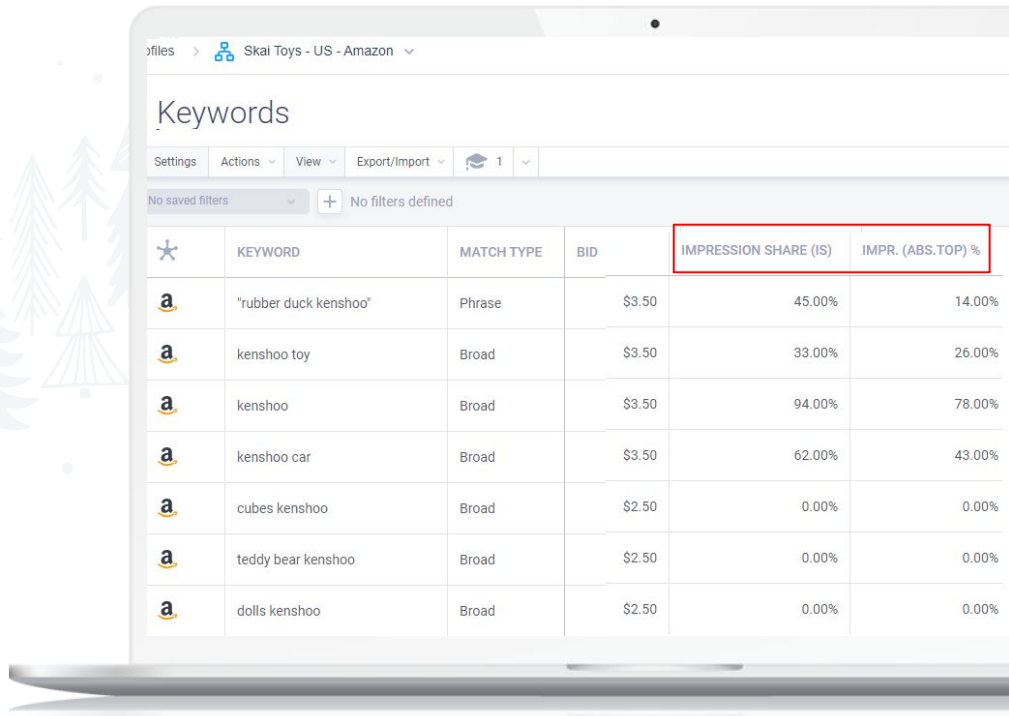
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Keep an eye on Impression Share KPIs

Leverage Skai Retail Media Impression Share Metrics and Time Comparisons

✓ Analyze critical, keyword-level competitive intelligence, with Impression Share metrics:

- Impression Share (IS)

- Search (Abs. Top) IS

- Search (Top) IS

- Impr. (Abs.Top) %

- Impr. (Top) %

✓ Monitor trends with Time Comparisons & optimize with Automated Actions

ofiles > 🔗 Skai Toys - US - Amazon ⌄

Keywords

| Settings | Actions ⌄ | View ⌄ | Export/Import ⌄ | 🎓 1 ⌄ |

No saved filters ⌄   +   No filters defined

✳	KEYWORD	MATCH TYPE	BID	IMPRESSION SHARE (IS)	IMPR. (ABS.TOP) %
a	"rubber duck kenshoo"	Phrase	$3.50	45.00%	14.00%
a	kenshoo toy	Broad	$3.50	33.00%	26.00%
a	kenshoo	Broad	$3.50	94.00%	78.00%
a	kenshoo car	Broad	$3.50	62.00%	43.00%
a	cubes kenshoo	Broad	$2.50	0.00%	0.00%
a	teddy bear kenshoo	Broad	$2.50	0.00%	0.00%
a	dolls kenshoo	Broad	$2.50	0.00%	0.00%

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Holiday 2021 Playbook: Phase 2
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.
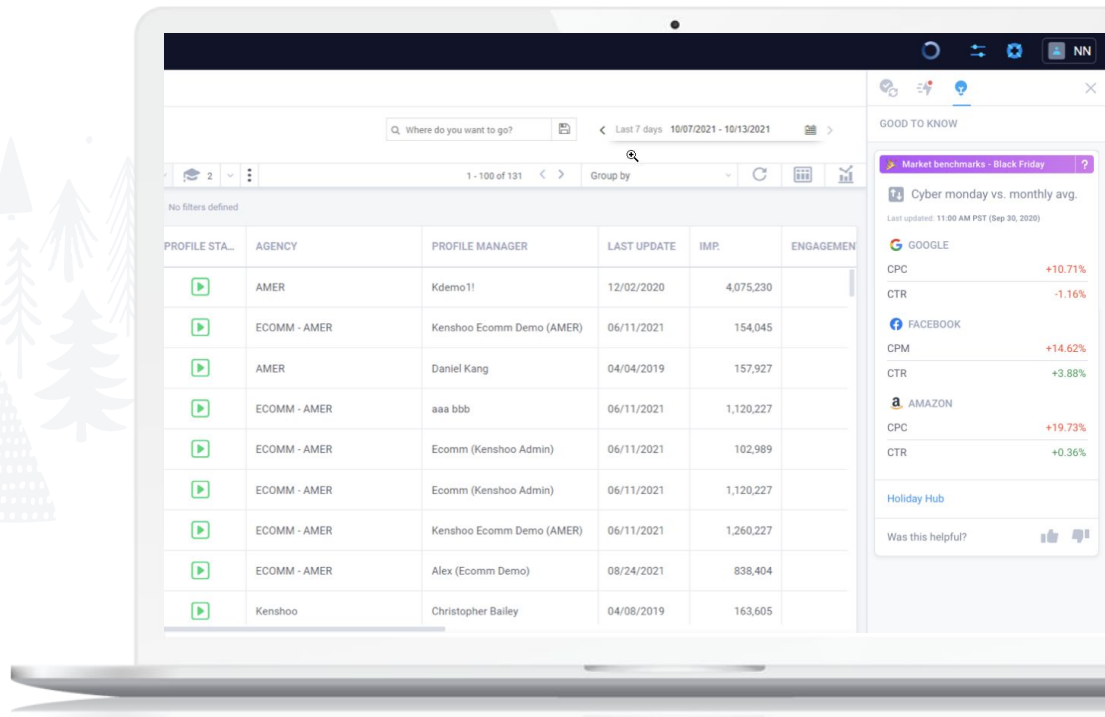
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Holiday 2021 Playbook: Phase 3

Turn your data into insights

Leverage Skai's dashboards' rich, structured visualization

✓ 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
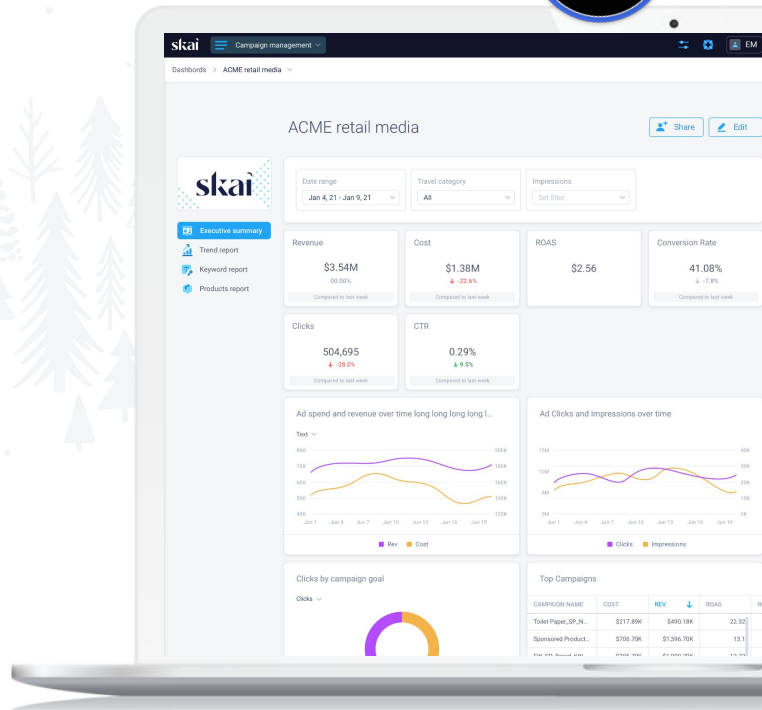
Prepare holiday recaps & surface key insights

Leverage Skai's Retail Media 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
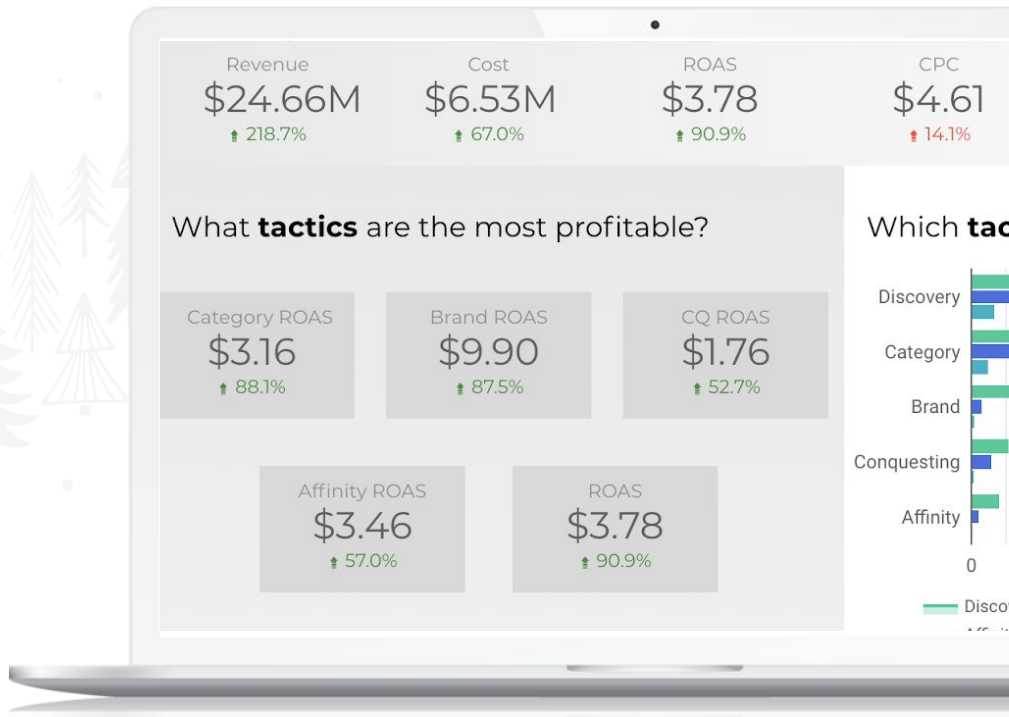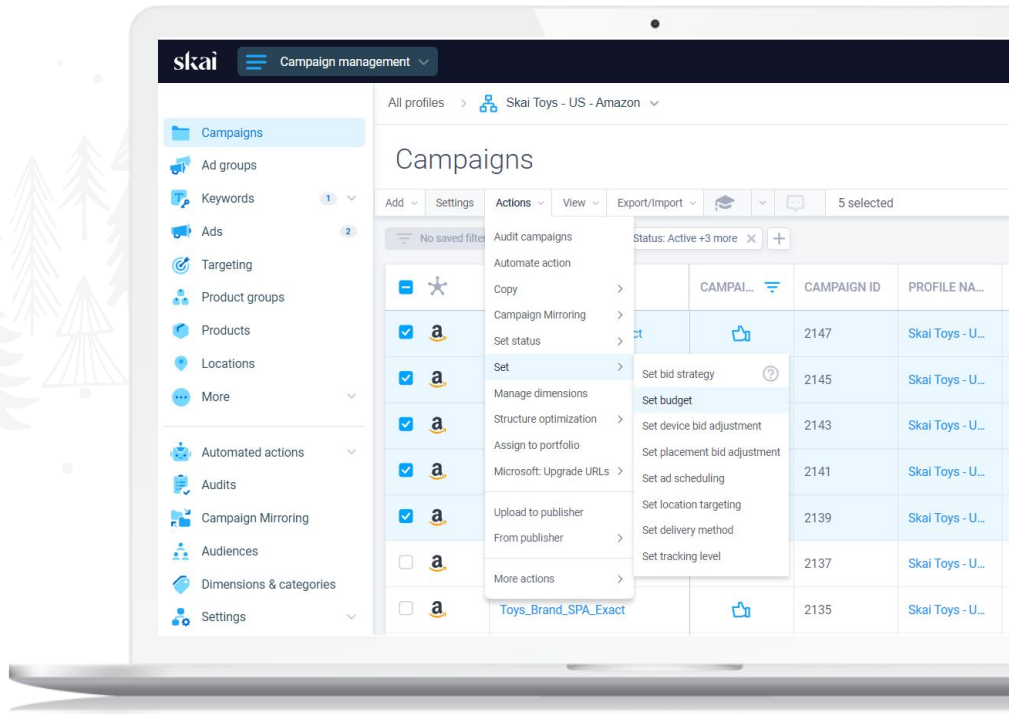
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Analyze in flight, then take action quickly at scale

Leverage Skai Retail Media's Performance Grids and Bulk Actions

✓ Update up to thousands of entities at once, including campaigns, ad groups, ads and keywords within a few clicks

✓ Examples:

- Copy

- Update Statuses

- Update Budgets

- Update Bids

- Update Bid Adjustments

- Apply/Update Dimensions
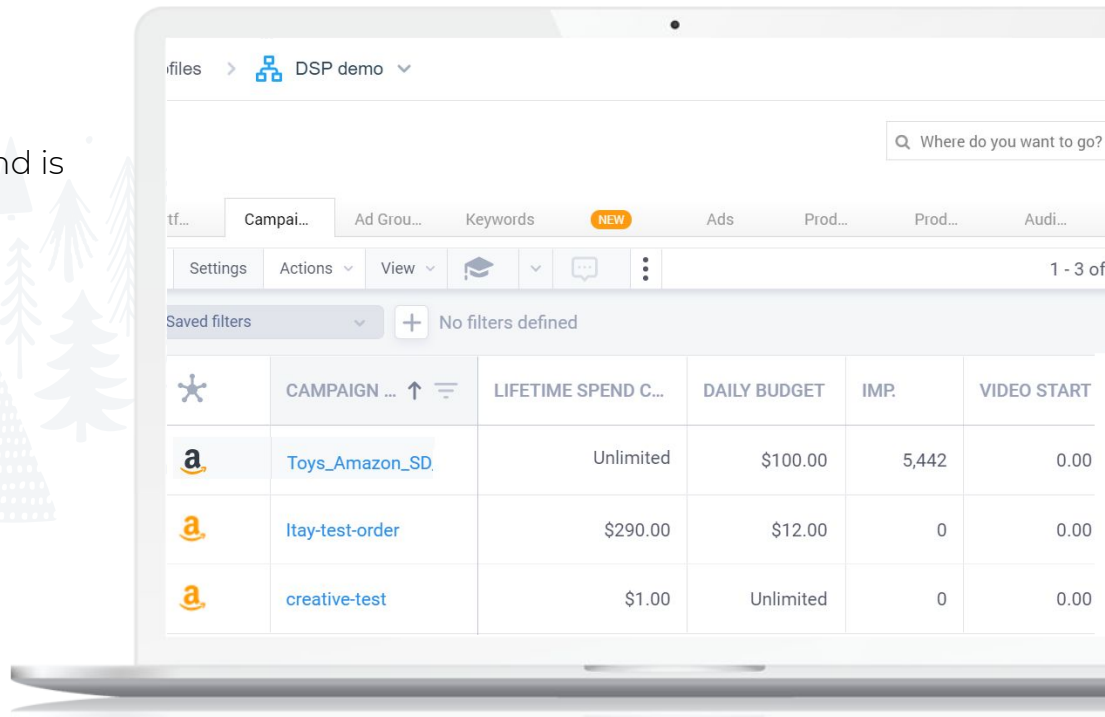
- Update Match Types

- Update Keyword Text

Amazon DSP management and analysis

Utilize Skai capabilities to optimize your Amazon DSP activities

✓ Compare your DSP activities to your other campaigns through a holistic view so spend is kept where it matters

✓ Automatically adjust bids\budgets based on predefined rules or get notified on underperforming activities

✓ Pause\activate campaigns in bulk based on advanced filtering capabilities

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Amazon Brand Analytics for vendors

Make insightful decisions based on consolidated product-level retail data

✓ View & analyze your product inventory and total sales data in the grids

✓ Optimize your spend by eliminating advertising on low inventory products

✓ Manage your advertising campaigns based on total sales data

✓ Leverage Total Advertising Cost of Sale (TACoS) for efficient ad spend

✓ Understand the % of total revenue attributed to advertising

Online help link coming soon

Column Selection

AVAILABLE

Search...

#2 Combination %
#3 Purchased Product ID
#3 Purchased Title
#3 Combination %
Ordered Revenue
Ordered Units
Sellable Inventory
Sellable Units
Unsellable Inventory
Unsellable Units
Unhealthy Inventory
Unhealthy Units

SELECTED

Search...

Product Image
Title
Product ID
Marketplace
Publisher
OF ADS
Promoting Status
Brand
Number Of Sellers
Price

Number of records per page 100

Restore Defaults   Save   Cancel

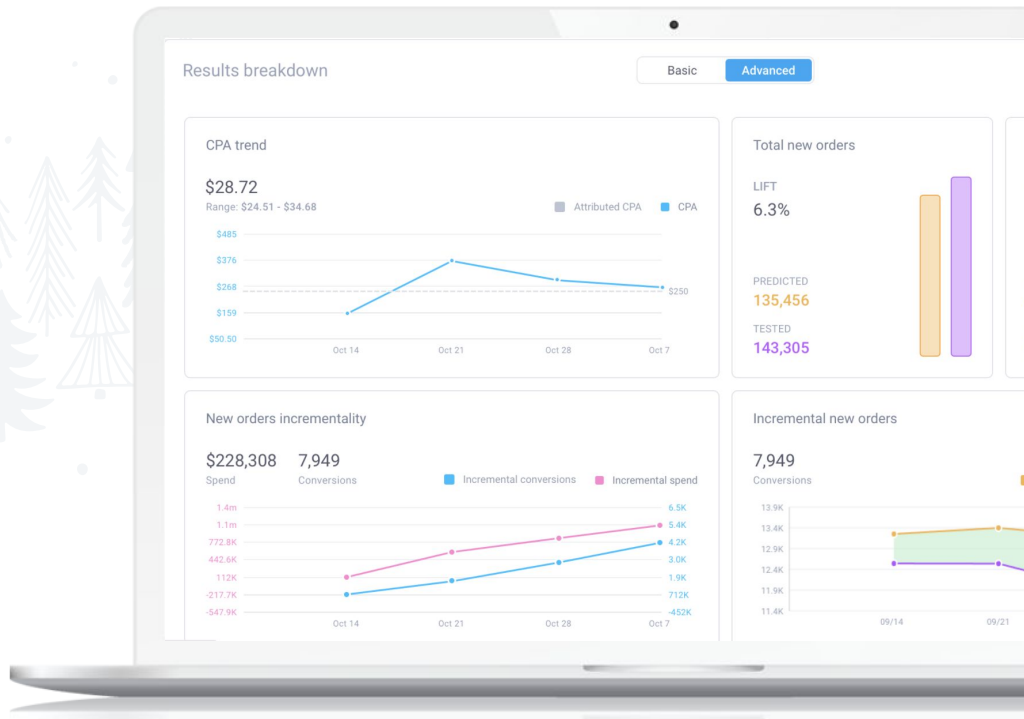skai

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
* Geo-targeting is a necessary variable to leverage IN

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 — $250

Total new orders
LIFT
6.3%
PREDICTED
135,456
TESTED
143,305

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

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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.

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