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HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season
with the Skai Paid Search toolkit

Introduction

As you ready your holiday and Q4 marketing campaigns, the Skai Paid Search team has created a toolkit to help you make the most of the year's biggest shopping season.

And, year-round, the Skai Team is here to support all of your omnichannel marketing efforts, with industry leading services and the Skai platform, designed to help you drive marketing performance across retail media, paid search, paid social, and app marketing at scale.

Keep reading for recommendations, tactics, and strategies from our paid search marketing experts!

Paid Search Holiday Toolkit

Phase 1

Lead up

**Prepare and set up
for success**

Plan campaigns, strategize
monitoring, alerts, and
optimization.

Automate wherever possible.

Phase 2

Big day

**Launch, monitor,
expand, and optimize**

Identify opportunities to optimize
and take action immediately.

Phase 3

Lead out

**Turn holiday learnings into
2023 strategy**

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

Phase 1: Lead up

Prepare and set up for success.

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Phase 1

Set up and streamline campaigns

✔ Pause and archive campaign elements that are no longer relevant to create a streamlined program, and reduce reporting and processing times during peak season.

✔ Double and triple check campaign setup to ensure ads point to the proper landing pages and offers, and that no issues negatively impact advertising performance.

Skai solution: Skai audits were created to identify any issues in campaign setup and structure, and alert you before they impact performance results.

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Phase 1

Prepare to monitor campaign health in real time

✔ Prepare to quickly analyze campaign performance and surface any issues that need to be addressed.

✔ Audit your campaign setup to to ensure smooth ad delivery throughout the season.

Skai solution: Skai HQ provides a bird's eye view, and audits troubleshoot setup obstacles. Pacing Monitor keeps campaigns on track all day long.

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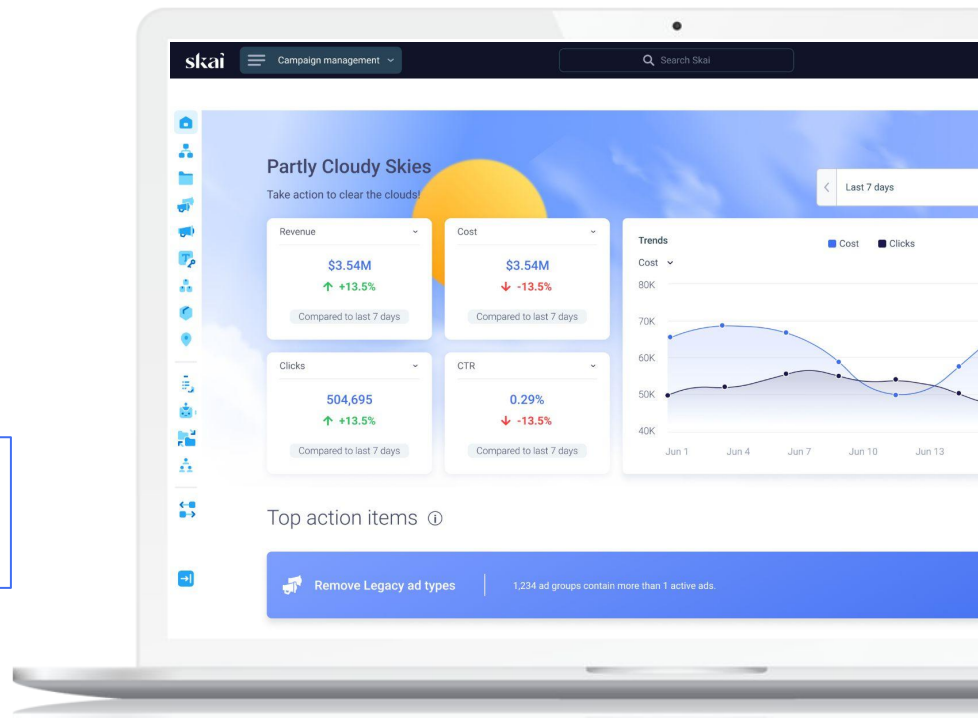
Keyword strategy musts

✓ Use historic holiday data to build a robust base of keywords for your Q4 campaigns.

✓ Expand automatic and broad match activity to capture new trends and consumer interests unique to the holiday season.

✓ Identify underperforming keywords as negative keyword opportunities to focus spend where it's most impactful.

Skai solution: Skai's Search Term Analysis uses AI and machine learning to help you avoid wasted spend and hone in on your most valuable search terms.

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Phase 1

Organize campaigns and campaign elements

✓ Organize campaigns to support rapid analysis and optimization.

✓ Group elements (e.g. Black Friday promos), product category (e.g. sports socks, baby products), brand name, and more to identify and take action faster.

Skai solution: Custom dimensions and categories support flexible grouping of campaigns, ads, and ad groups to power advanced analysis, bulk actions, and performance optimization with just a few clicks.

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Audience strategy musts

✔ Expand audience reach with campaign mirroring to Microsoft.

✔ Leverage your own first-party data and customer match lists to reach customers with proven interest and intent for your brand and products.

✔ Reach out to audience segments similar to your most valuable customers.

Skai solution: Create, target, and manage Google campaigns at scale in Skai. Then mirror and keep Microsoft campaigns in Sync, all from one central location.

Phase 1

Automate now.
Thank yourself later.

✔ Automate all possible campaign actions ahead of time, based on scheduling, budget, and KPI performance.

✔ Build out, template, and automate core reporting and dashboards to ensure you stay on track to hit campaign targets.

Skai solution: Automated Action Templates for the holidays guide campaign performance, while scheduled reports and Pacing Monitor keep you in the know.
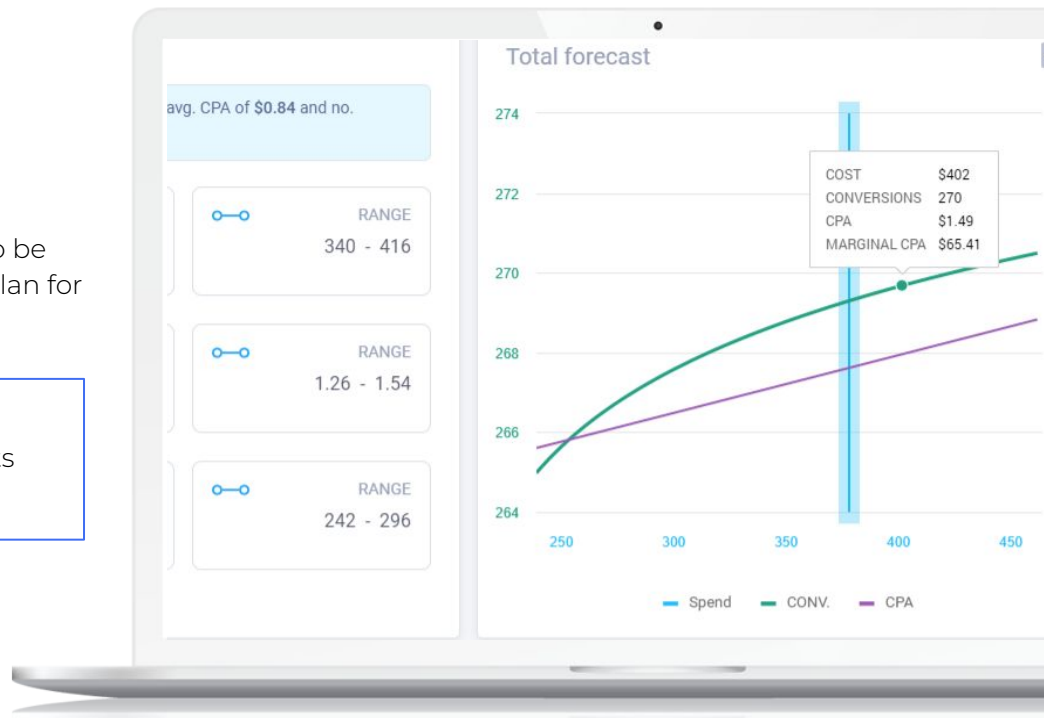
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Phase 1

Build a plan of action for every scenario

✔ Whether KPIs are missed or your daily budgets need to be adjusted to reach your goals, be prepared and have a plan for every scenario.

Skai solution: Skai's Budget Navigator forecasts possible outcomes and supports the management of daily budgets and KPI targets across paid search campaigns.

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Phase 2: The big day

Launch, monitor, expand, and optimize.

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Phase 2

Analyze in flight and take action quickly at scale

✔ Analyze ongoing performance across campaigns, ad groups, ads, and keywords, and optimize the following:

- Copy
- Status
- Budget

- Bids
- Match types
- Keyword text

Skai solution: Skai Performance Grids and bulk actions support rapid analysis and updates across thousands of ad entities with just a few clicks.
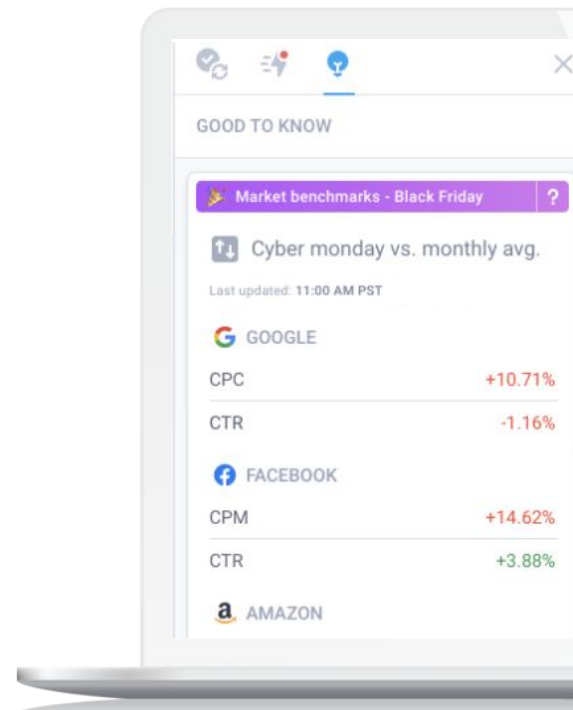
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Phase 2

Use market intel to inform your campaign decisions

✔ Use key market and product trends to inform your campaign strategy throughout the holiday season.

✔ Stay up to date and in the know to avoid missing key trends and opportunities.

> **Skai solution:** Skai's market snapshot provides holiday status updates across Facebook, Google, and Amazon.

GOOD TO KNOW

Market benchmarks - Black Friday ?

Cyber monday vs. monthly avg.

Last updated: 11:00 AM PST

G GOOGLE

| CPC | +10.71% |
| CTR | -1.16% |

FACEBOOK

| CPM | +14.62% |
| CTR | +3.88% |

a AMAZON

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Phase 3: Lead out

Turn holiday learnings into 2023 strategy.

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Analyze results and apply key takeaways

✓ Identify core trends, audience preferences, and untapped opportunities throughout the holiday season, and leverage them to start 2023 on the right foot.

✓ Sync data to other critical business systems to utilize across your marketing program.

✓ Test cross-channel campaign insights from your paid social and retail media initiatives in paid search campaigns.

Skai solution: Scheduled reports and Analysis Grid make surfacing campaign strategy insights easier than ever before.

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Skai's advanced capabilities have you covered for all your omnichannel marketing needs

So you can enjoy the holiday season

- ✓ Skai HQ
- ✓ Creative AI
- ✓ Share of voice analysis
- ✓ Competitive Insights
- ✓ Budget Navigator
- ✓ Pacing Monitor
- ✓ Dimensions and categories
- ✓ Intent driven messaging
- ✓ Search Term Analysis

- ✓ Auditing
- ✓ Automated Actions
- ✓ Portfolio optimization
- ✓ First-party data ingestions
- ✓ Scheduled reporting
- ✓ Experiments
- ✓ Incrementality testing
- ✓ Bulk actions
- ✓ And more!

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HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team with questions.

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