HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season

with the Skai App Marketing toolkit

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Introduction

As you ready your holiday and Q4 marketing campaigns, the Skai App Marketing 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 app marketing experts!

App Marketing 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
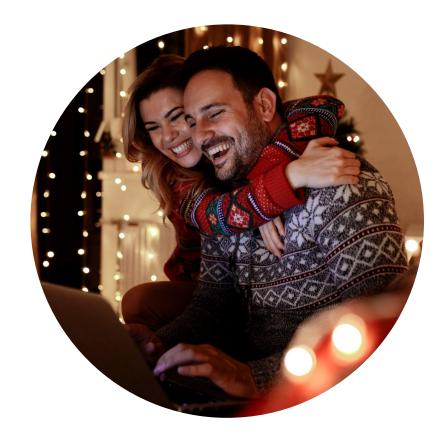remarketing to convert customers
who didn't purchase.

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Phase 1: Lead up

Prepare and set up for success.

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Phase 1

Evaluate your channel mix

✔ Expand your reach by activating additional channels with a strong app offering.

✔ Run brand awareness and consideration campaigns to help boost direct response activity.

Skai solution: Skai offers full read, write, and create support for Meta, Apple, Google, and Snapchat.

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Phase 1

Set up all creative assets

✓ Update product pages to support App Store optimization.

✓ Create Custom Product Pages with holiday-themed assets.

✓ Ensure tracking is set up for all critical in-app events.

Skai solution: Use Skai's Custom Product Pages grid to set up holiday campaigns and report on the results of your creative variations.

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Phase 1

Prepare to monitor campaign health in real time

✔ Quickly analyze campaign performance and make optimizations based on down-funnel events.

✔ Ensure holiday campaigns have an intuitive naming structure that is streamlined across channels to best monitor and report on campaign performance.

Skai solution: With Skai, your MMP data is pulled directly into your account alongside native platform metrics, ensuring campaigns are optimized based on all critical in-app events.

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Phase 2: The big day

Launch, monitor, expand, and optimize.

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Phase 2

Automate now

✓ Set up bid automation for your holiday campaigns and keywords to respond to competitive pressure.

✓ Increase budgets where necessary to avoid campaigns pausing due to budget caps.

Skai solution: Leverage distribution orders to tap into Skai's proprietary automated bidding. Set up alerts for when budgets are capped.

Phase 2

Manage seasonal dips and peaks

✔ Respond to seasonal changes in performance by increasing and decreasing bids manually based on your KPIs.

Skai solution: Provide custom inputs and let Skai's system increase and decrease bids based on your first-party data.

Phase 2

Ongoing keyword discovery and analysis

✓ Find new keyword opportunities as user behavior changes via search during the holidays.

✓ Use revenue metrics to determine top performing keywords. (e.g. post-install events, ROI or ROAS, LTV, and more).

Skai solution: Use Skai's unique keyword analysis and Search Term Analysis to aggregate the performance of each keyword across multiple campaigns and ad groups to more efficiently evaluate their performance across the board.

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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.

✔ Leverage these insights to start 2023 on the right foot.

Skai solution: Easily share learnings between organic and paid media teams using Skai's Custom Product Page reporting grid. Leverage the built-in reporting grid, pivot views, and trend charts to easily identify campaign insights.

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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Thank you

Reach out to the Skai Team with any questions.

skai.io