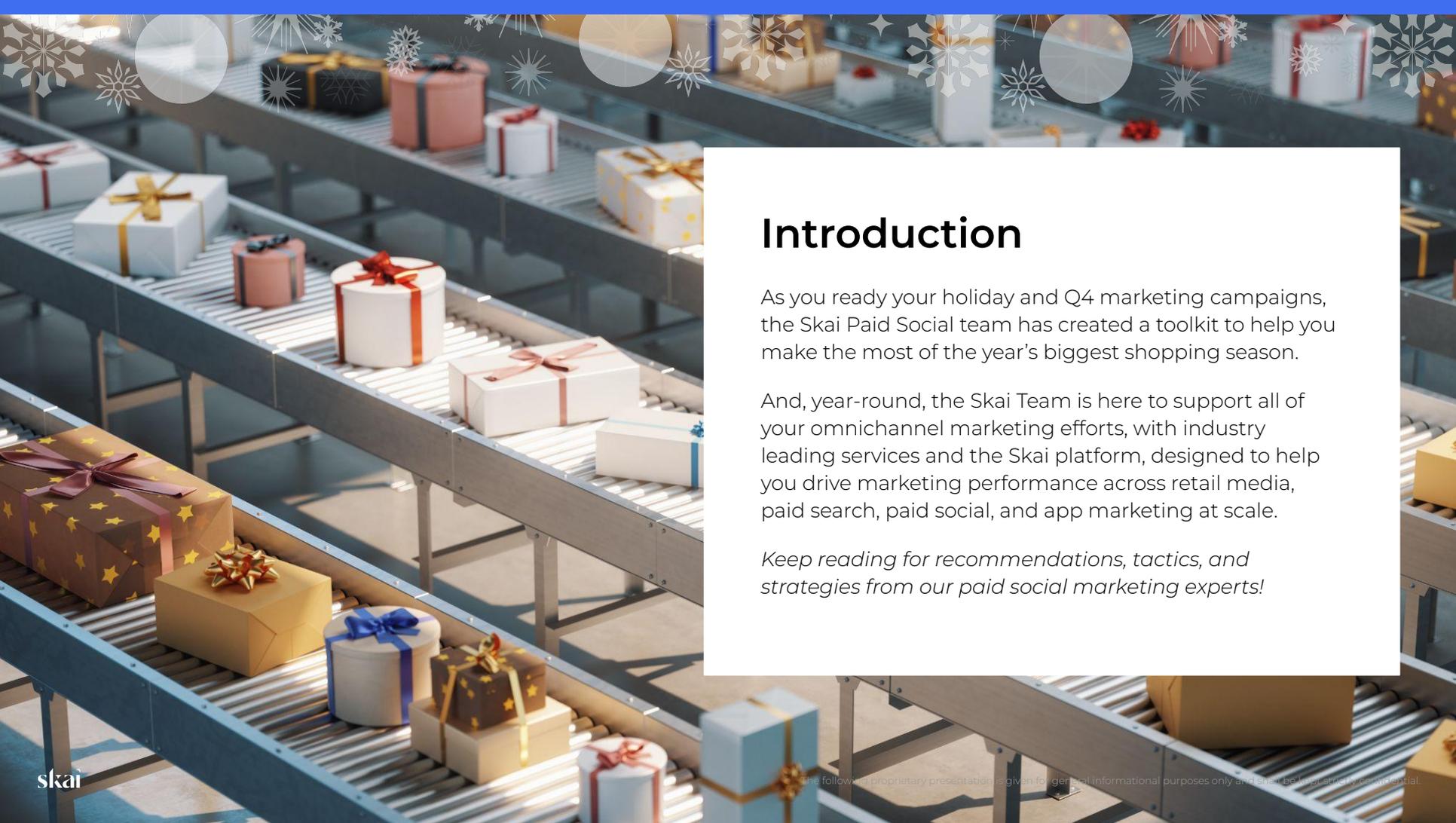


The Skai logo is rendered in a white, lowercase, serif font. The letter 'i' has a distinctive dot that curves upwards and to the right. The logo is positioned on the left side of the slide, to the left of a vertical white line.

skai

HOLIDAY PREP BEST PRACTICES

**Get ready for the  
holiday season**  
with the Skai Paid  
Social toolkit



## Introduction

As you ready your holiday and Q4 marketing campaigns, the Skai Paid Social 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 social marketing experts!*

# Paid Social 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

# Pre-test all campaign elements

- ✓ Pre-test creative themes, CTAs, ad types, bid strategies, and targeting tactics.
- ✓ Create and launch A/B tests across multiple campaigns.
- ✓ Analyze results to surface insights and data-driven decisions.

**Skai solution:** Use Skai Analysis Grid and Experiments to easily test, analyze, and act on results.





## Phase 1

# Prepare to monitor campaign health in real time

- ✓ Prepare to quickly analyze campaign performance and surface any issues that need addressing.
- ✓ Audit your campaign set up to ensure smooth ad delivery throughout the season.

**Skai solution:** Skai's Analysis Grid, scheduled reports, and audits keep you in the know on campaign performance.

## Phase 1

# Reach your highest value audiences

- ✓ Expand your holiday audience reach with broad audience targeting and steer bids toward your highest value audience segments.
- ✓ Leverage lookalike audiences to serve custom ads to segments likely to be tempted by holiday offers.

**Skai solution:** Skai bid multipliers can more aggressively bid on top converting age groups without excluding others. While Skai's Audience Manager can target lookalike audiences greater than 10%.





## Phase 1

# Automate now. Thank yourself later.

- ✓ Automate all possible campaign actions ahead of time, based on scheduling, budget, and KPIs.
- ✓ Build out and automate core reporting and dashboards to ensure you stay on track to hit campaign targets.

**Skai solution:** Templated Automated Actions for the holidays guide campaign performance, as scheduled reporting and our pacing dashboard keep you in the know.

## Phase 2: The big day

Launch, monitor, expand, and optimize.

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## Phase 2

# Immediately tackle ad fatigue

- ✓ Regularly analyze ad performance to identify ads suffering from fatigue based on slowing performance.
- ✓ Immediately refresh ad content to stop fatigue in its tracks.

**Skai solution:** Smart Tags for Ad Fatigue, with our creative refresh tool, help identify ads suffering from or nearing fatigue and provide quick recommended actions to combat it.

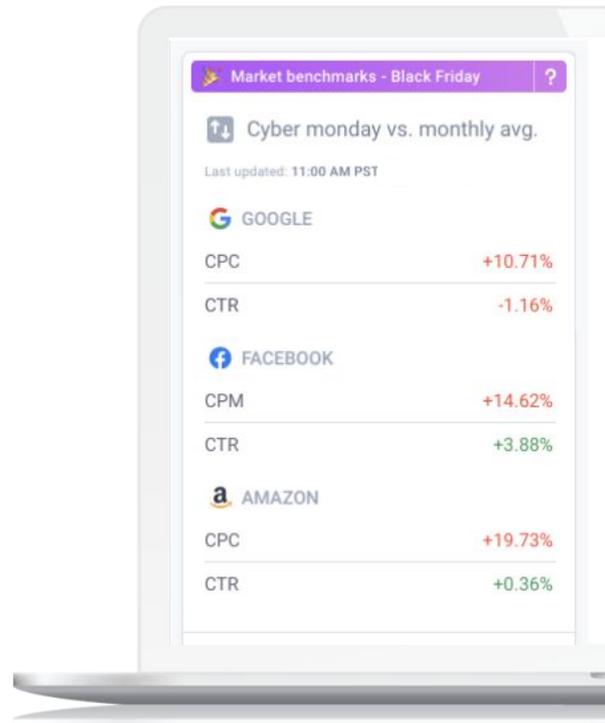


## Phase 2

# 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:** Market snapshot provides holiday status updates across Facebook, Google, and Amazon.





## Phase 2

# Routinely check for performance changes

- ✓ Regularly slice-and-dice data on personas, audience segments, devices, and placements.
- ✓ Rapidly take action to optimize campaign performance.

**Skai solution:** Use Skai's social analysis grid to quickly drill down on campaign performance. Take immediate action with inline and bulk editing.

## **Phase 3: Lead out**

Turn holiday learnings into 2023 strategy.

**skai**

### Phase 3

## Analyze results and apply key takeaways

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

**Skai solution:** Creative AI, Analysis Grid, and more work in tandem to surface essential campaign strategy insights.

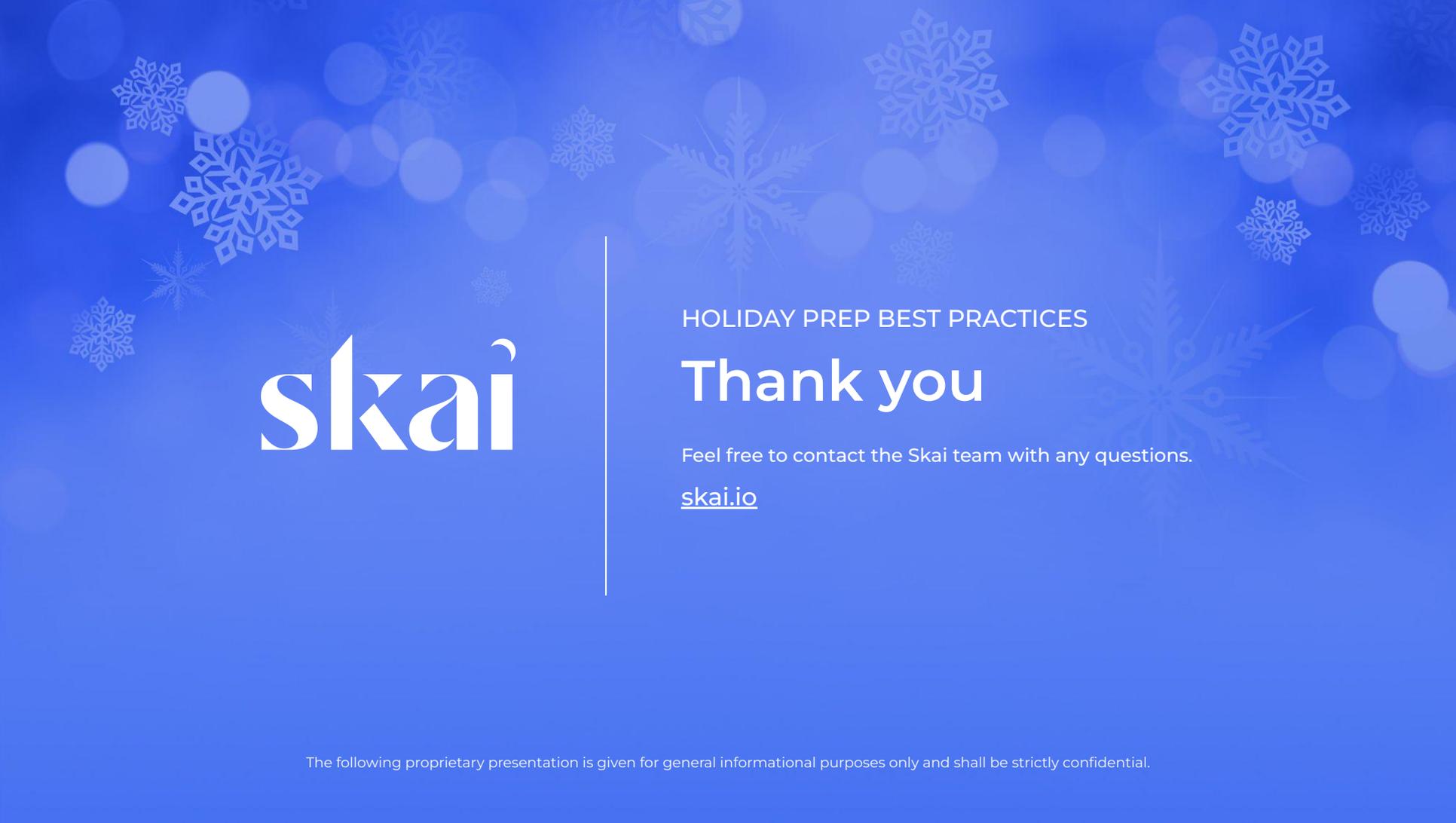


# Skai's advanced capabilities have you covered for all your omnichannel marketing needs

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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HOLIDAY PREP BEST PRACTICES

**Thank you**

Feel free to contact the Skai team with any questions.

[skai.io](https://skai.io)

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