



HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season

with the Skai Retail
Media toolkit



Introduction

As you ready your holiday and Q4 marketing campaigns, the Skai Paid Retail Media 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 retail media experts!

Retail Media 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 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.

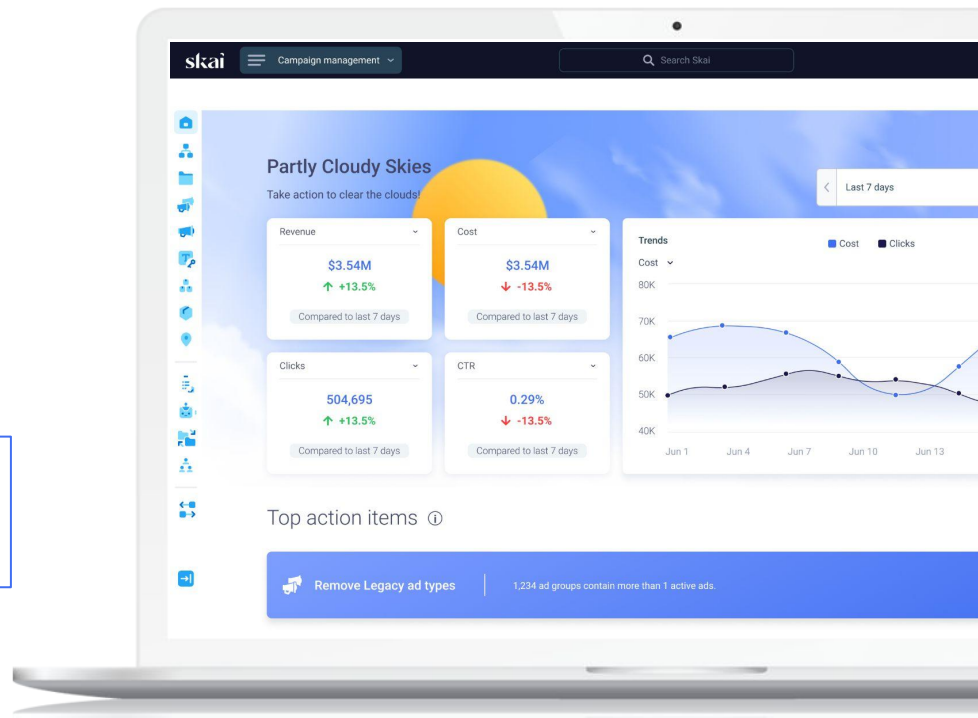


Phase 1

Prepare to monitor campaign health in real time

- ✓ Prepare to quickly analyze campaign performance and surface any issues that need addressing.
- ✓ Audit your campaign setup 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.



Phase 1

Automate now. Thank yourself later.

- ✓ Automate all possible campaign actions ahead of time, based on scheduling, budget, and KPIs.
- ✓ 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.





Phase 1

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.
- ✓ Leverage Amazon Brand Analytics Search Term Report to identify trending keywords for your specific category, add them to your campaigns, and use them as a benchmark to glean your share of voice.
- ✓ Use negative keywords to prevent wasted spend and inefficient campaign performance.

Skai solution: Keyword harvesting, Competitive Insights, Search Term Analysis, and share of voice report are designed to help you get ahead of the competition.

Phase 1

Organize campaigns and campaign elements

- ✓ Organize campaigns to support rapid analysis and optimization.
- ✓ Group campaigns by initiative (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.

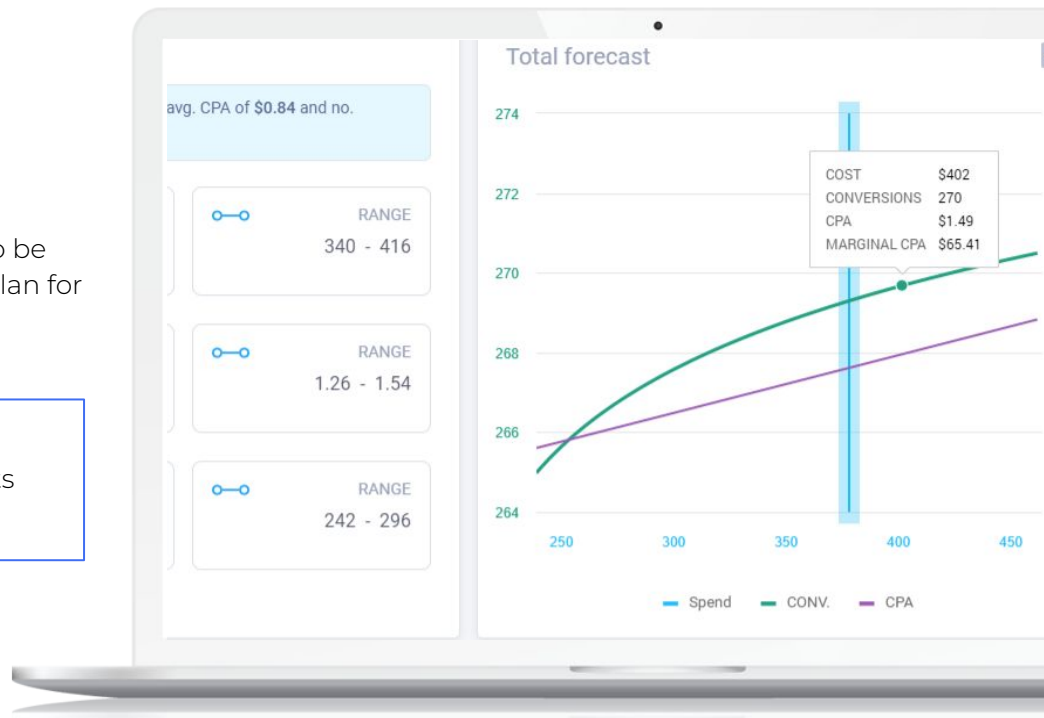


Phase 1

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 retail media campaigns.





Phase 2: The big day

Launch, monitor, expand, and optimize.

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Phase 2

Use first-party data to drive campaign performance

- ✓ Use your unique first-party data to guide campaign optimization and performance.
- ✓ From cost of goods sold to product inventory, this data holds the key to which ads and campaigns are most effective and should be used to identify best and worst performing initiatives.

Skai solution: First-party data boost combined with custom columns and cross-entity data helps you inject your first unique KPIs into Skai, to steer campaign and ad actions and performance.





Phase 2

Keep your eye on the competition

- ✓ Surface insights to optimize share of voice and stay ahead of the competition.
- ✓ Look to answer key questions, including:
 - How does your brand's share of voice compare to your competitors' during the holiday season?
 - How do your ads stack up against the competition?
 - What results position are your ads falling in compared to the competition?

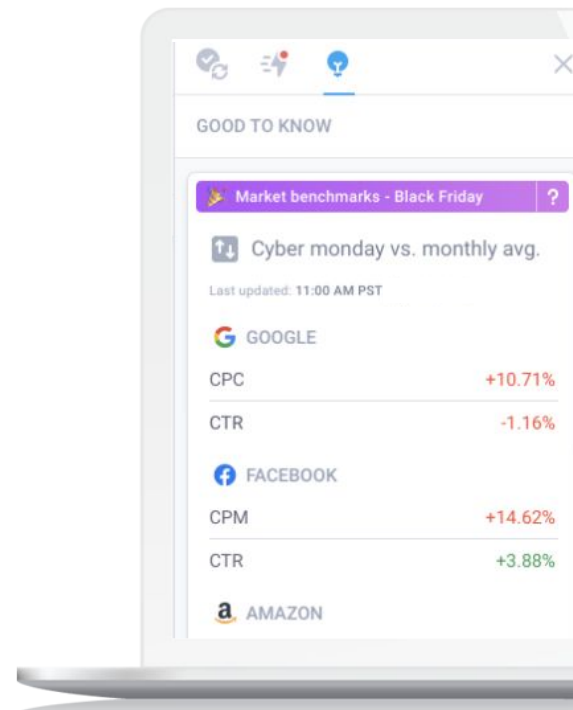
Skai solution: Skai's Competitive Insights and share of voice analysis show how you stack up against your biggest competitors and how you can get ahead.

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

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.





Phase 3: Lead out

Turn holiday learnings into 2023 strategy.

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Phase 3

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 paid search initiatives in retail media campaigns.

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



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.

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