Get ready for the holiday season with the Skai Apps Marketing playbook
Introduction

Prepare your 2023 holiday and Q4 marketing campaigns with Skai’s Apps Playbook, crafted by our internal experts to help you make the most of the year’s peak holiday season.

The Skai Team is dedicated to enhancing your omnichannel marketing performance at scale. For this holiday season we’ve crafted playbooks for Retail Media, Paid Search, Paid Social, and App Marketing. Be sure to check out our additional solution playbooks relevant to your marketing strategy.

Keep reading for apps marketing recommendations, tactics, and strategies from our team of experts!
# Apps Marketing Holiday Toolkit

## Phase 1

**Lead up**

Prepare and set up for success


## Phase 2

**Go Time**

Launch, monitor, expand, and optimize

Keep your finger on the pulse. Identify opportunities to optimize. Take immediate action.

## Phase 3

**Lead out**

Turn holiday learnings into 2024 strategy

Sustain momentum and use key takeaways to continue building and iterating on strategy in the new year.
Phase 1: Lead up
Prepare and set up for success
Phase 1: Lead up

Double check your Apple token is secure

- Make sure your Apple token is secured for the duration of the holiday season to avoid your account being unauthorized and campaigns paused.
- Set up **Automated Actions** to alert you in the event that your token does expire.
Phase 1: Lead up

Use automated alerts to catch issues before they impact bottom line results

✓ Set email alerts using **Automated Actions** to:

- Identify *campaigns* with $0 spend the previous day
- Identify brand campaigns with *exhausted budgets*
- Catch day over *day % change* for key performance metrics including CPA and CPC
- Identify *failed campaign status*
Phase 1: Lead up

Automate now. Thank yourself later.

✔ Use Skai Dayparting for ad status to automatically schedule ads to go live or pause throughout the day, saving critical time and resources.

✔ Slash manual labor and get ahead of the competition during peak season, with Skai Dayparting for bid changes in advance. Leverage Automated Actions to make adjustments based on time of day or performance markers of your choice.

SKAI PRO TIP

It’s common for ads to take up to 4 hours to begin being served on Apple Search Ads once set live. So schedule ads 4 hours ahead of your planned start time.
Phase 1: Lead up

Pre-test all campaign elements

- Use Skai’s Pre/Post test Experiments to gauge impact of CPPs, CTAs, ad types, bids, and targeting on campaign performance.

- Create and launch tests across multiple campaigns with Skai’s visual and user-friendly Experiments.

- Analyze Experiment results using the Analysis Grid to surface insights and make data-driven decisions directly within the grid.

- Perform Audits of your campaign setup to ensure smooth ad delivery throughout the season.

Run your Experiments for at least 14 days after introducing new campaign elements to ensure you get sufficient data on performance impact!
Phase 1: Lead up

Prepare to monitor campaign health in real time

- Prepare to quickly analyze campaign performance and surface critical issues in Skai’s Activation HQ, where you get a bird’s eye view of performance.
- Keep campaigns on track, and rapidly analyze your program pacing throughout the course of the holiday season with Pacing Monitor.
- Create Dashboard views ahead of time that slice your data for quick analysis based on the business aspects that matter most to you.

SCENARIO

When preparing for the holiday rush, you’d like to find a way to streamline the campaign monitoring process. First, using Dimensions and Categories you label your holiday activity. Then, you create a view in Activation HQ that is filtered for your holiday campaigns. Using the Top Action Items section you quickly audit your holiday activity at a high level daily and make informed changes.
Phase 2: Go Time
Launch, monitor, expand, and optimize
Phase 2: Go time

Get a bird’s eye view of your full holiday program

✔ With Activation HQ, get a bird's eye view of the campaigns you manage on a daily basis, with critical watchouts and opportunities surfaced for you automatically.

✔ With Executive HQ, view high level performance status and updates across your entire omnichannel marketing program, including spend, budgets and KPIs.

Set up Alerts for performance in your preferred HQ to keep an eye on things and quickly handle any bumps that come up along the way.
Phase 2: Go time

Remove the manual from your monitoring

- Quickly populate Skai’s Analysis Grid with your regularly used Saved Views, for rapid analysis of preset groups of campaigns.
- With Favorite Views automate your preferred column order, date range and more.
- Check your Audits to ensure no issues campaign structure issues impact results.
- Monitor your Dashboards and Pacing Monitors to ensure you’re on track throughout peak season.
Phase 2: Go time

Compare, contrast and take action

✔ Stay on top of your **Automated Action** alerts to identify campaign, ad group and keyword performance changes.

✔ Be ready to rapidly troubleshoot issues that crop up, and leverage opportunities your alerts highlight.

**SKAI PRO TIP**

**Alerts** don’t only raise issues, they can help you spot opportunities, such as campaigns that are outperforming expectations and worth putting more budget behind.
Phase 2: Go time

Compare, contrast and take action

✓ Stay on top of **Automated Action** alerts to identify campaign, ad group and keyword performance changes.

✓ Run and review your preset **Experiments** throughout the season, and take action to generate the best possible results. For example, test CPP performance and redirect traffic to your top performers.

**SKAI PRO TIP**

Act quickly when you receive **Automated Action** alerts to troubleshoot issues, as well as identify and act on opportunities when they appear.
Phase 3: Lead out

Turn holiday learnings into 2024 strategy
Phase 3: Lead Out

Analyze results and apply key takeaways

✓ Utilize Skai Dashboards to view all of your aggregated cross-publisher data and gain additional context on your Holiday advertising performance in one comprehensive, interactive view.

✓ Identify core trends, audience preferences, and untapped opportunities throughout the holiday season, and leverage them to start 2024 on the right foot.

SCENARIO
After the Cyber Five, your manager asks for a comprehensive look-back at performance on your paid search results. You dive into the Skai Dashboards and generate an Apps Dashboard from the templates that reports on Apple Search Ads. You customize your Dashboard to include all of your KPIs. Once done, click the share button to send it to your manager.
Skai’s advanced capabilities have you covered for all your apps marketing needs

So you can enjoy the holiday season

- Skai HQ
- Pacing Monitor
- Dimensions and categories
- Intent driven messaging
- Bulk actions
- Auditing
- Analysis Grid

- Automated Actions
- First-party data ingestions
- Scheduled reporting
- Experiments
- Dashboards
- MMP Integration
- And more!
HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team with questions.

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