



HOLIDAY PREP BEST PRACTICES

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

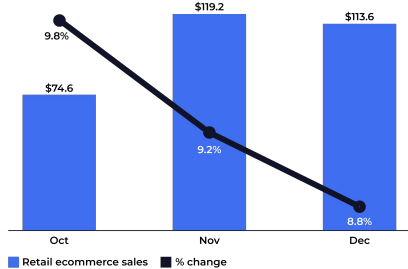
The following proprietary presentation is given for general informational purposes only and shall be strictly confidential.

Paid Social Market Insights

An essential component of the two-tentpole season

The “Holiday Hammock”

US Retail Ecommerce Sales, by Month, Q4 2022
millions and % change



Amazon’s October Prime event has pushed up ecommerce holiday events to October, shaping Q4 charts to resemble a hammock of two main spending events, bridging a period of slower spend in between; Advertisers must allocate their marketing budget over this elongated period.

Source: [eMarketer](#)

The Decision Maker

10x

*more online shopping visits
driven by social media ads vs.
traditional marketing*

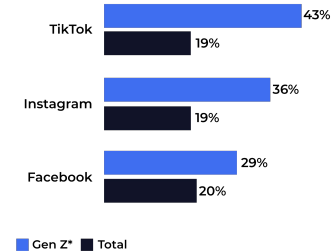
Social media advertising will have a greater impact on purchase decisions versus traditional marketing efforts this holiday season. Advertisers should plan accordingly with their budgets.

Source: [eMarketer](#)

The Power Couple

Where US Adults Start Their Online Product Searches,
Gen Z vs. Total, Feb 2023

% of respondents



Retail Media Networks venturing into Social boosts sales with younger shoppers. Amazon inked a deal with Pinterest for shoppable ads, and #TikTokMadeMeBuyIt: two factors to consider in your power couple strategy.

Source: [eMarketer](#)



Introduction

Prepare your 2023 holiday and Q4 marketing campaigns with Skai's **Paid Social Playbook**, crafted by our internal experts to help you make the most of the year's biggest shopping 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 ecommerce strategy.

Keep reading for Paid Social recommendations, tactics, and strategies from our marketing experts!

Paid Social Holiday Toolkit

Phase 1

Lead up

**Prepare and set up
for success**

Prepare strategy. Create campaigns. Schedule alerts. Arrange pacing monitors. Set optimization rules. Automate wherever possible.

Phase 2

Go Time

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

Stay on the pulse. Identify opportunities to optimize. Take action immediately.

Phase 3

Lead out

**Turn holiday learnings
into 2024 strategy**

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



Phase 1: Lead up
Prepare and set up for success

skai

Phase 1: Lead up

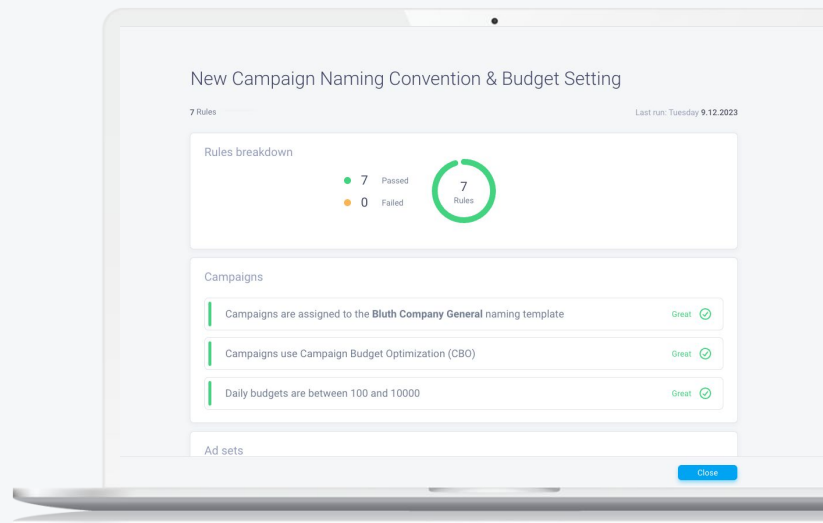
Set up and streamline campaigns

- ✓ Using Skai's **Bulk Edit**, pause and archive campaign elements that are no longer relevant to create a streamlined program, and to reduce reporting and processing times during peak season.
- ✓ Double and triple check campaign setup with **Audits** to ensure ads point to the proper landing pages and offers, and that no issues negatively impact advertising performance.



SKAI PRO TIP

Ensure that your campaigns follow all of your best practices with their setup *before* the launch with **Audits**.



Phase 1: Lead up

Organize your activity prior to launch day

- ✓ Establish a classification system make your optimization, analysis and reporting that much easier.
- ✓ Use the **Naming Template** to seamlessly name all of your activity based on the classification system.
- ✓ Use Skai's **Tags** to label your activity on the Campaign, Ad Set and Ad level, allowing you to breakdown and pivot activity based on tags for easier analysis and optimization.



SKAI PRO TIP

Implement **Tags** prior to launch day for easier analysis and optimization post-launch. Label by Business Line, Product Category, Promo etc.

ATTRIBUTES	AD TAG TYPE + AD TAG + % TEXT IN CREATIVE + IMAGE	ADS	C.	CTR	AVERAGE CPC	IMPRESSIONS	CLICKS
10	Landing Page	10	\$ 4,148.44	3.23%	\$ 0.55	225,037	7,383
3	parent	3	\$ 1,911.12	3.04%	\$ 0.79	49,357	1,507
1	15%-19%	1	\$ 81.87	2.26%	\$ 1.03	3,492	79
2	10%-14%	2	\$ 1,109.55	3.10%	\$ 0.78	46,065	1,428
7	Topic	7	\$ 2,957.32	3.28%	\$ 0.49	185,480	6,076
1	10%-14%	1	\$ 2.80	3.51%	\$ 0.35	228	8
1	15%-19%	1	\$ 224.71	4.39%	\$ 0.41	12,958	569
5	5%-9%	5	\$ 2,719.81	3.19%	\$ 0.49	172,294	5,499
46	Topic	46	\$ 11,083.37	3.02%	\$ 0.52	663,261	21,243
5	parent	5	\$ 336.95	2.81%	\$ 0.57	20,955	589
5	10%-14%	5	\$ 336.95	2.81%	\$ 0.57	20,955	589
1	Default	1	\$ 719.75	3.89%	\$ 0.52	35,319	1,381
40	max	40	\$ 10,026.67	3.18%	\$ 0.52	606,887	19,273

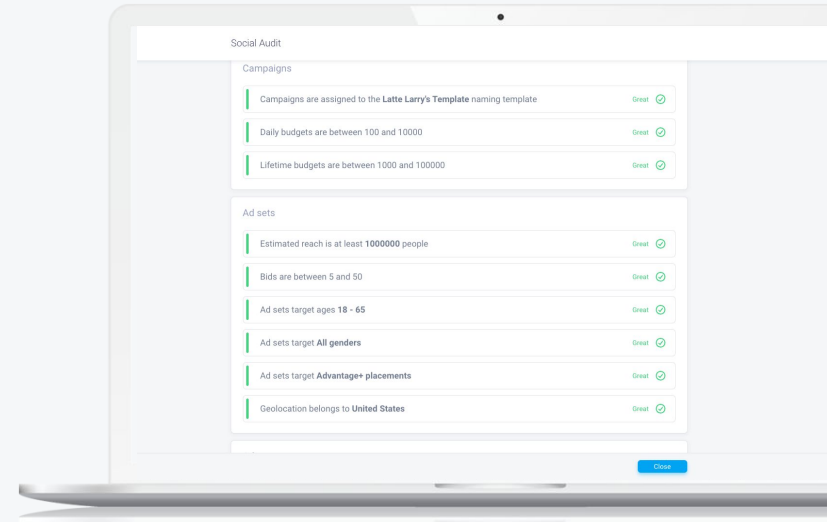
Phase 1: Lead up

Prepare to monitor campaign health in real time

- ✓ Prepare to quickly analyze campaign performance and surface any issues that need addressing with the **Analysis Grid**.
- ✓ Run **Audits** on your campaigns to ensure smooth ad delivery throughout the season.

SCENARIO

After setting up your Cyber Five campaigns, you want to make sure that they follow all of your best practices prior to launching. You run a New Activity QA Checklist which finds that 2 campaigns do not have the correct naming template applied, and 4 ad set bids are not set correctly. Thanks to the **Audit**, you are able to correct these issues, ensuring a smooth launch day.



Phase 1: Lead up

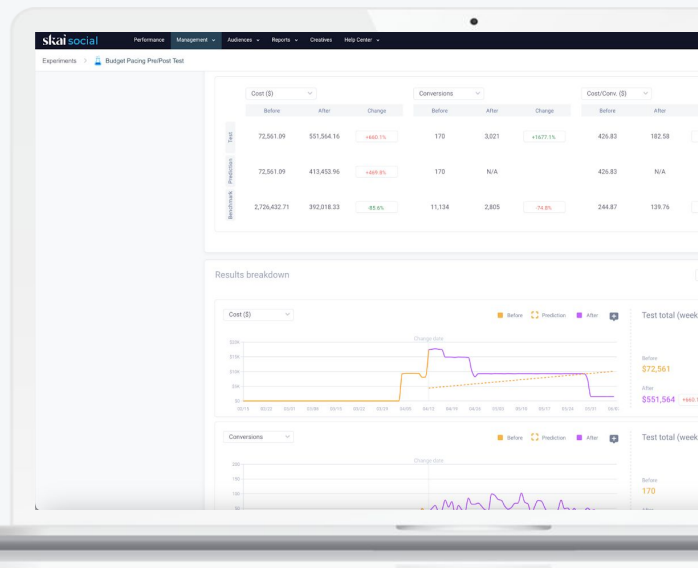
Pre-test all campaign elements

- ✓ Use Skai's Pre/Post test in **Experiments** to gauge impact of creative, CTAs, ad types, bids, and targeting on campaign performance.
- ✓ Create and launch A/B 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.



SKAI PRO TIP

Run your **Experiments** for at least 14 days (after introducing test elements in the case of Pre/Post tests) to ensure you get sufficient data on performance impact!



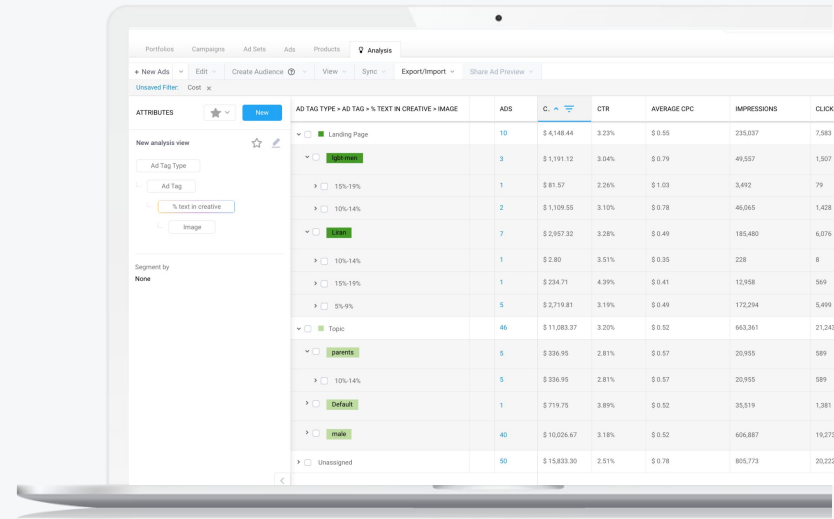
Phase 1: Lead up

Generate your creative assets based on past performance

- ✓ Use **Creative AI** to evaluate the performance of the 2022 Holiday creative assets and identify elements that resonated well with the audience, such as specific visuals, messaging tone, or thematic approaches.
- ✓ Share your learnings with creative teams so that they can generate 2023 assets based on findings.

SCENARIO

Your brand experienced stellar performance with several creative assets from last year's holiday campaign, but when tasked with guiding your creative team on asset needs for 2023, you hit a wall. Using Skai's **Creative AI**, you were able to determine that Images with smiling faces and a blue backgrounds performed best, allowing you to provide the creative team with more specific direction.



The screenshot displays a Skai Analytics dashboard with a table of creative asset performance. The table has columns for AD TAG TYPE + AD TAG + % TEXT IN CREATIVE + IMAGE, ADS, C., CTR, AVERAGE CPC, IMPRESSIONS, and CLICK. The data is filtered by 'Landing Page' and 'Image'.

AD TAG TYPE + AD TAG + % TEXT IN CREATIVE + IMAGE	ADS	C.	CTR	AVERAGE CPC	IMPRESSIONS	CLICK
Landing Page	10	\$ 4,148.44	3.23%	\$ 0.55	235,837	7,583
Image	3	\$ 1,191.12	3.04%	\$ 0.79	49,357	1,507
10%-14%	1	\$ 81.57	2.26%	\$ 1.03	3,492	79
10%-14%	2	\$ 1,109.55	3.10%	\$ 0.78	46,065	1,428
Image	7	\$ 2,957.32	3.28%	\$ 0.49	185,480	6,076
10%-14%	1	\$ 2.80	3.51%	\$ 0.35	228	8
10%-19%	1	\$ 234.71	4.39%	\$ 0.41	12,958	569
5%-9%	5	\$ 2,719.81	3.19%	\$ 0.49	172,294	5,499
Topic	46	\$ 11,083.37	3.20%	\$ 0.52	663,361	21,243
parents	5	\$ 336.95	2.81%	\$ 0.57	20,955	589
10%-14%	5	\$ 336.95	2.81%	\$ 0.57	20,955	589
Default	1	\$ 719.75	3.89%	\$ 0.52	35,519	1,381
male	40	\$ 10,026.67	3.18%	\$ 0.52	606,887	19,273
Unassigned	50	\$ 15,833.30	2.91%	\$ 0.78	805,773	20,222

Phase 1: Lead up

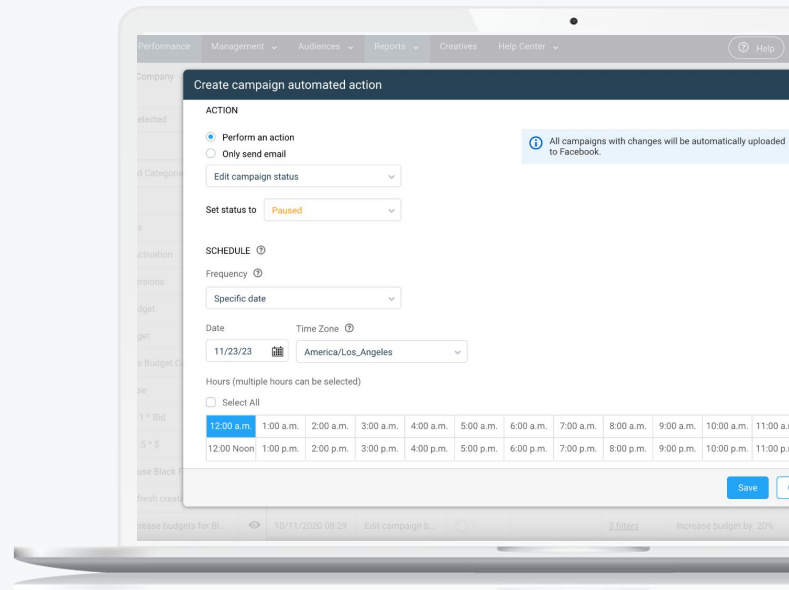
Automate now.
Thank yourself later.

- ✓ Automate all possible campaign actions ahead of time, such as launching and pausing ads, based on scheduling, budget, and KPIs with **Automated Actions**.
- ✓ Build out and automate core reporting with **Scheduled Reports** and **Dashboards** to ensure you stay on track to hit campaign targets.



SKAI PRO TIP

Templated **Automated Actions** for the holidays guide campaign performance and can be setup in just a few clicks



Phase 1: Lead up

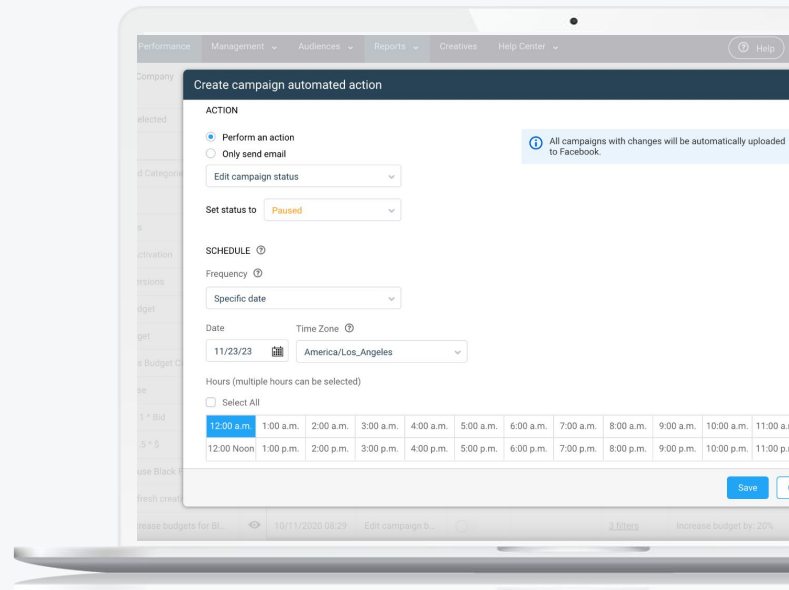
Automate now.
Thank yourself later.

- ✓ Automate all possible campaign actions ahead of time, such as launching and pausing ads, based on scheduling, budget, and KPIs with **Automated Actions**.
- ✓ Build out and automate core reporting with **Scheduled Reports** and **Dashboards** to ensure you stay on track to hit campaign targets.



SKAI PRO TIP

Templated **Automated Actions** for the holidays guide campaign performance and can be setup in just a few clicks





Phase 2: Go Time

Launch, monitor, expand, and optimize

skai

Phase 2: Go Time

Reach your highest value audiences

- ✓ Steer bids toward your highest value audience segments with **Bid Multipliers**, which allow you to bid more aggressively on top converting segments.
- ✓ Leverage lookalike audiences to serve custom ads to segments likely to be tempted by holiday offers.



SKAI PRO TIP

Expand your holiday audience reach with broad audience targeting using Skai's ability to target **lookalikes greater than 10%** (up to 20%)

SCENARIO

While you're aware that targeting different geos in the US typically yields more profitable results, you still want to adhere to Meta's best practices by keeping your ad set targeting broad, especially with more competitive CPMs this time of year. Using **Bid Multipliers**, you maintain your ad set targeting at the national level but inform Skai what geos to prioritize with higher bids to boost performance where it matters.

Platform	Bid Multiplier	Bid
Facebook	0.9	\$37
Instagram	1	\$30
Audience Network	0.7	\$21

Phase 2: Go Time

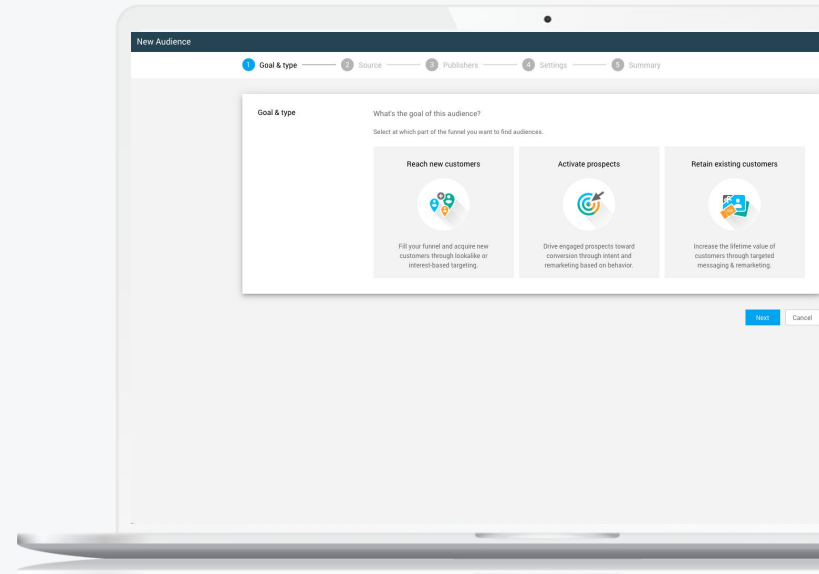
Look for ways to tap into *new* audiences

- ✓ Analyze top-performing audiences to identify opportunities for expansion.
- ✓ Explore more niche audience segments for improved conversion and tap into them with Skai's **3rd Party Audiences**, which offers seamless access to Oracle, Experian, and Mobilewalla.



SKAI PRO TIP

Ask your Skai rep about getting started with **3rd Party Audiences**, and use Skai's **Audience manager** for access to unique API-only targeting opportunities and performance data.



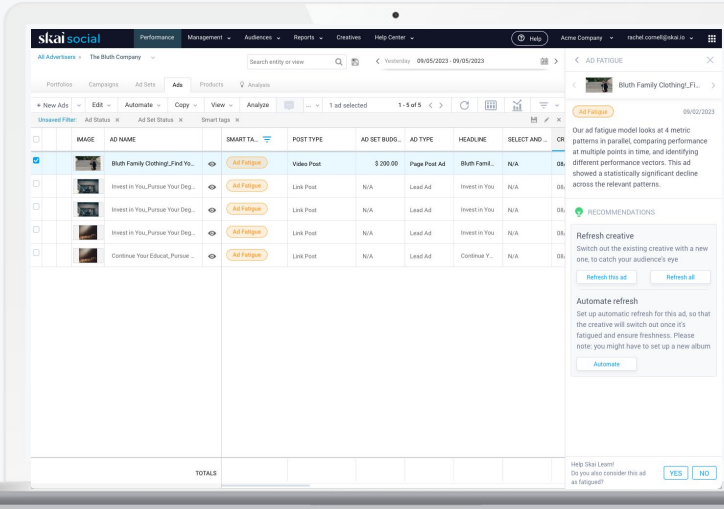
Phase 2: Go Time

Immediately tackle ad fatigue

- ✓ Use Skai's **Smart Tags** to proactively identify ads suffering from fatigue, or forecasted to fatigue, based on slowing performance.
- ✓ Immediately refresh ad content to stop fatigue in its tracks with the **Refresh Creative** tool.

SCENARIO

Upon analyzing performance of your ads in Skai, you notice that several of them are surfacing with the **Smart Tag for Ad Fatigue**. You select these ads and then utilize **Refresh Creative** to create a copy of the existing ad but with updated image and text, while pausing the original version of the ad, all within a single flow.



The screenshot displays the Skai Social interface. At the top, there are navigation tabs for Performance, Management, Audiences, Reports, Creatives, and Help Center. Below this is a search bar and a date range selector (09/05/2023 - 09/05/2023). The main content area shows a table of ads with columns for NAME, AD NAME, SMART TAG, POST TYPE, AD SET BIDD., AD TYPE, HEADLINE, and SELECT AND. The first row is selected, showing an ad named 'Bluth Family Clothing_Fad Yo...' with a 'Smart Tag' of 'Ad Fatigue'. To the right of the table, there is a 'Refresh Creative' panel with a 'Refresh this ad' button and an 'Automate' button. Below the panel, there is a 'Help Skai Learn' button.

NAME	AD NAME	SMART TAG	POST TYPE	AD SET BIDD.	AD TYPE	HEADLINE	SELECT AND	OR
<input checked="" type="checkbox"/>	Bluth Family Clothing_Fad Yo...	Ad Fatigue	Video Post	\$ 200.00	Page Post Ad	Bluth Fam...	N/A	0%
<input type="checkbox"/>	Invest in You_Purse Your Deg...	Ad Fatigue	Link Post	N/A	Lead Ad	Invest in You	N/A	0%
<input type="checkbox"/>	Invest in You_Purse Your Deg...	Ad Fatigue	Link Post	N/A	Lead Ad	Invest in You	N/A	0%
<input type="checkbox"/>	Invest in You_Purse Your Deg...	Ad Fatigue	Link Post	N/A	Lead Ad	Invest in You	N/A	0%
<input type="checkbox"/>	Continue Your Educat_Purse...	Ad Fatigue	Link Post	N/A	Lead Ad	Continue Y...	N/A	0%

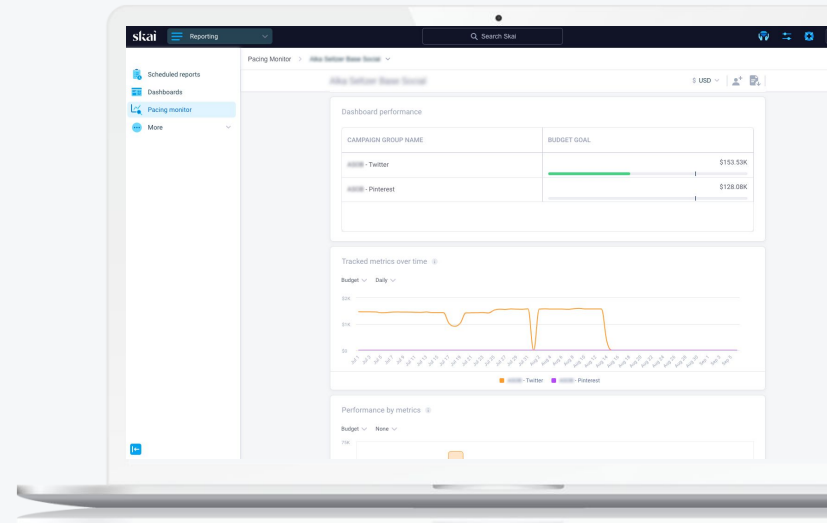
Phase 2: Go Time

Routinely check for performance changes

- ✓ Regularly slice-and-dice data on personas, audience segments, devices, and placements in the **Analysis Grid**.
- ✓ Closely monitor your campaign pacing to avoid over or under spend of your Holiday budgets with **Pacing Monitor**.
- ✓ Rapidly take action to optimize campaign performance with **Automated Actions**.
- ✓ Set up **Automated Alerts** that can run hourly to alert you if something needs your attention.

SCENARIO

Knowing CPMs can shift unexpectedly during the holidays, you set up separate **Automated Alerts** to run every hour, checking for significant increases in CPM (with different thresholds for separate audiences). With these alerts sent directly to your email, you get to stay out of the grid and off your laptop until Skai alerts you with an email in your inbox.





Phase 3: Lead out
Turn holiday learnings into 2024 strategy

skai

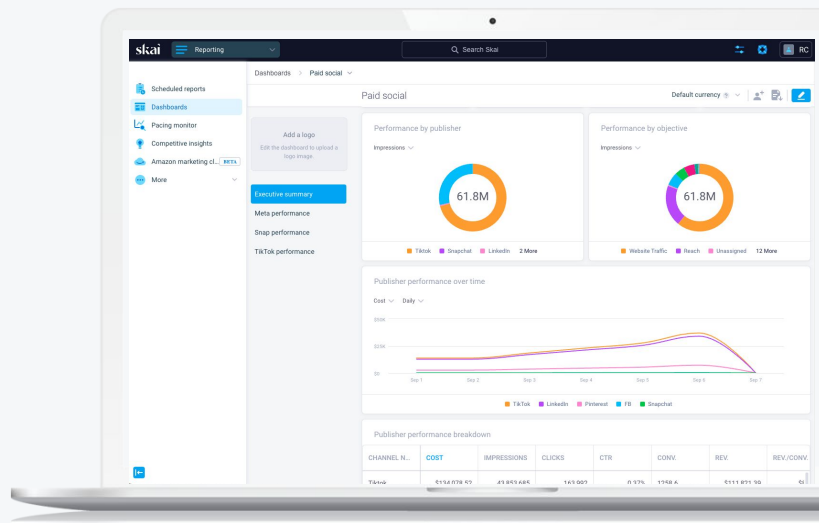
Phase 3: Lead Out

Analyze results and apply key takeaways

- ✓ Identify core trends, audience preferences, and untapped opportunities throughout the holiday season, and leverage them all to start 2024 on the right foot.
- ✓ Utilize **Dashboards** to view all of your aggregated cross-publisher data and gain additional context on your Holiday advertising performance in one comprehensive, interactive view.
- ✓ Use **Scheduled Reports** to automatically send you and your team all of the data needed to complete the seasons' post-mortem and lookback.

SCENARIO

After the Cyber Five, your manager asks for a comprehensive look-back at performance on all paid social channels. You dive into the Skai **Dashboards** and generate a Paid Social Dashboard from the templates that reports on Meta, TikTok, Snapchat, and Pinterest. You customize your Dashboard to include all of your KPIs. Once done with customizing it, you click the share button to send it to your manager, and export a copy for the client as well.



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

So you can enjoy the holiday season

- ✓ Creative AI
- ✓ Pacing Monitor
- ✓ Dimensions and categories
- ✓ Auditing
- ✓ Automated Actions
- ✓ Portfolio optimization
- ✓ First-party data ingestions
- ✓ Scheduled reporting
- ✓ Experiments
- ✓ Incrementality testing
- ✓ Bulk actions
- ✓ And more!

skai



HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team
with questions.

skai.io

The following proprietary presentation is given for general informational purposes only and shall be strictly confidential.