Get ready for the holiday season with the Skai Retail Media playbook
Introduction

As you ready your 2023 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!*
Digital Retail is enjoying more investment as a whole and as a percentage of total digital spend.

$73.55 Billion in Retail Digital Ad Spending, accounting for nearly 28% of all digital ad spending.

Source: eMarketer
Projections for retail holiday spending are strong.

4.5% Growth expected YoY for Retail Holiday Spending reaching $1.3B

Source: eMarketer
Cyber Five ecommerce sales grew better than expected as consumers shopped for deals in 2022.

9% Growth in Cyber Monday sales YoY

Source: eMarketer
Amazon’s October Prime event pushed up shopping to October, shaping Q4 into two main spending events with slower spend in between.

Advertisers must allocate their marketing budget over this elongated period.

Source: eMarketer
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

Go Time

Launch, monitor, expand, and optimize

Identify opportunities to optimize and 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
Phase 1: Lead up

Set up and streamline campaigns

✓ Using Skai’s **Bulk Edits**, pause and archive campaign elements that are no longer relevant to create a streamlined program.

✓ Double and triple check campaign setup with **Audits** to ensure the correct setup is being used, and that no issues will 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**.

The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.
Phase 1: Lead up

Prepare to monitor campaign health in real time

- Prepare to quickly analyze campaign performance and surface any issues that need to be addressed in Skai’s Activation HQ, where you get a bird’s eye view of performance.

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

- Keep campaigns on track all day long with Pacing Monitor.

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 only. Using the Top Action Items section you quickly audit your holiday activity at a high level daily and make informed changes.
Phase 1: Lead up

Keyword strategy musts for search term optimization

- Use historic holiday data to build a robust base of keywords for your Q4 campaigns.
- Identify and negate underperforming keywords with **Search Term Analysis** to focus spend where it’s most impactful.
- Avoid wasted spend by honing in on your most valuable search terms and with **Search Term Analysis**.

**SCENARIO**

During the holidays your ads may show up for searches that include holiday search terms, but are not relevant to your business. Using the **Search Term Analysis** tool, you can easily find these underperformers and negate them so no money is wasted during peak season.
Phase 1: Lead up

Automate now. Thank yourself later.

✔ Automate all possible campaign actions ahead of time, based on scheduling, budget, and KPI performance with **Advanced Automated Actions**.

✔ Build out, templatize, and automate core reporting and dashboards to ensure you stay on track to hit campaign targets.

✔ **Advanced Automated Action** templates for the holidays guide campaign performance, while **Scheduled Reports** and **Pacing Monitor** keep you in the know.

**SCENARIO**

During peak season, promotions often run only at specific times. This promotional ad copy may need to be turned on and off multiple times, and the general ads may need to be paused while the promotional copy runs. Using **Advanced Automated Actions**, you can create a decision tree to pause general campaigns and activate promotional campaigns simultaneously, saving you lots of time.
Phase 1: Lead up

Know the Competition

✔️ Use Competitive Insights to tag keywords and visualize SOV and competitive analysis. Then use the dashboard to:

✔️ Understand SOV at a glance so that you can take action to win market share across key retailers’ digital shelves.

✔️ Drill down into keywords, placements, and brands to surface granular insights on impactful changes like average position.

✔️ Shorten time to competitive insights and action resulting in market share gains and more effective competitive conquering.

✔️ Keep your eye on your biggest competitors and how you stack up against them.

SCENARIO
Your SOV dropped unexpectedly, possibly due to a new, aggressive competitor in the market. Consider bidding on their name, increasing your budget temporarily, or conquering their ASINs and keywords to regain share. Monitoring their behavior through Skai’s Competitive Insights can also help you understand their strategy.

Higher conversion rates (on average)

18%

For clients that regularly used Skai’s Competitive Insights compared to those who didn’t*
Phase 1: Lead up

Organize campaigns and campaign elements

✓ Utilize Dimensions and Categories to organize campaigns and support rapid analysis and optimization.

✓ Group campaigns in the Analysis Grid 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.

Set Automated Actions based on Dimensions to automate optimization of campaigns on an hourly basis.
Phase 1: Lead up

Build a plan of action for every scenario

✓ Utilize Skai’s **Budget Navigator** to forecast possible outcomes and support the management of daily budgets and KPI targets across paid search campaigns.

Whether KPIs are missed or your daily budgets need to be adjusted to reach your goals, Skai’s **Budget Navigator** will help you prepare and have a plan for every scenario.
Phase 1: Lead up

Use first-party data to drive campaign performance

✓ Using a First-Party Data integration, upload your preferred data into the Skai platform to guide your campaign optimization and improve performance.

✓ Set up Custom Columns to add these new data metrics to the Skai grids for viewing alongside your performance metrics so you can take action.

SCENARIO
From cost of goods sold to product inventory, your unique first-party-data holds the key to which ads and campaigns are most effective and should be used to identify best and worst performing initiatives. Integrate this information with Custom Columns to improve your optimization.
Lead-Up Checklist

**Content**

- ✔ Update product detail page with video and A+ content feature products/Deals
- ✔ Create Amazon post to feature priority ASINs
- ✔ Update backend keywords and onsite SEO
- ✔ Have Holiday related images/videos for ads

**Advertising in Skai**

- ✔ Set your Automated Alerts
- ✔ Set your Automated Actions
- ✔ Tag your SOV keywords in Competitive Insights
- ✔ Turn off AI Dayparting and Portfolios ahead of a high-traffic event (like Black Friday)
Phase 2: Go Time
Launch, monitor, expand, and optimize
Phase 2: Go-Time

Analyze in flight and take action quickly at scale

- Analyze ongoing performance across campaigns, ad groups, ads, and keywords in Skai’s Performance Grids
- Use **Bulk Actions** to optimize campaigns including:
  - Copy
  - Status
  - Budget
  - Bids
  - Match types
  - Keyword text

In just a few clicks, perform rapid analysis and updates across thousands of ad entities with Skai Performance Grids and Bulk Actions.
Go Time: Checklist

☑ Confirm ads are live in the campaign and on Amazon with healthy inventory and buy box ownership.
☑ Make sure Skai notifications are on so that you don’t miss any Automated Alerts
☑ Check email regularly for Scheduled Reports or other alerts
☑ Monitor placements on high conversion keywords
☑ Check competitor deals and category keywords
☑ Adjust bids as needed
Phase 3: Lead out

Turn holiday learnings into 2024 strategy
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 to start 2024 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 PRO TIP**

Use **Dashboards** and **Analysis Grid** for visual representations of your accounts and to slice and dice the data.
Lead Out Checklist

- Run ASIN-level sales report to review YoY growth, and to analyze what strategies worked in 2023, what didn’t, and areas for improvement
- Focus on retargeting campaigns as a cross-selling and upselling tool
- Use Skai Automated Actions to revert bids and budget to evergreen traffic
- Use Skai Search Term Analysis and Scheduled Reports to identify new keywords to add to your campaign
- Use Competitive Insights to compare your SOV changes before, during and after Holiday Season
- Review SOV to compare your strength in the category before, during and after Holiday Season
- Reassess new AI Dayparting tips and schedule ads accordingly
Skai’s advanced capabilities have you covered for all your omnichannel marketing needs.

So you can enjoy the holiday season

- Skai HQ
- AI Dayparting
- Amazon Marketing Cloud
- Competitive Insights
- Budget Navigator
- Pacing Monitor
- Dimensions and categories
- Search Term Analysis

- Auditing
- Automated Actions
- First-party data ingestions
- Scheduled reporting
- Experiments
- Bulk actions
- And more!
HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team with questions.

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