HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season
with the Skai Paid Social playbook
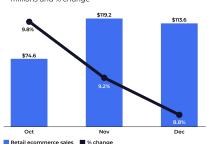
Paid Social Market Insights

An essential component of the two-tentpole season

The "Holiday Hammock"

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

- Oct: $74.6 — 9.8%
- Nov: $119.2 — 9.2%
- Dec: $113.6 — 8.8%

■ Retail ecommerce sales ■ % 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

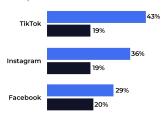*more online shopping visits driven by social media ads vs. traditional marketing*

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

- TikTok: 43% / 19%
- Instagram: 36% / 19%
- Facebook: 29% / 20%

■ Gen Z* ■ Total

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

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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!

Phase 1: Lead up

Prepare and set up for success

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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.
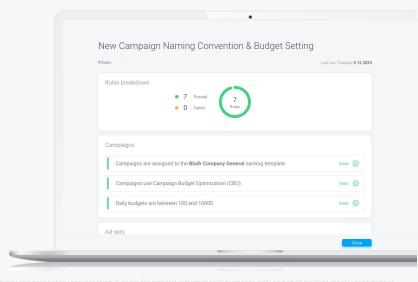
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Phase 1: Lead up

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**.

New Campaign Naming Convention & Budget Setting

7 Rules   Last run: Tuesday **9.12.2023**

Rules breakdown

● 7 Passed
● 0 Failed

7 Rules

Campaigns

Campaigns are assigned to the **Bluth Company General** naming template	Great ✓
Campaigns use Campaign Budget Optimization (CBO)	Great ✓
Daily budgets are between 100 and 10000	Great ✓

Ad sets

Close

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Phase 1: Lead up
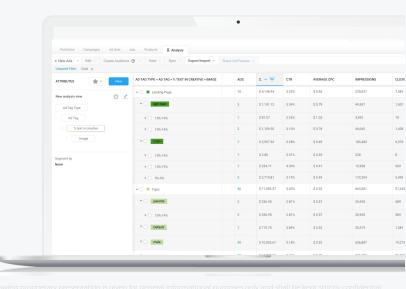
Organize your activity prior to launch day

✔ 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.
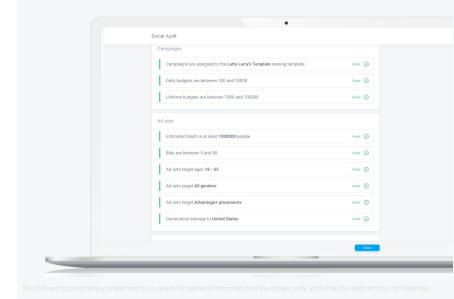

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Phase 1: Lead up

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.

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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.
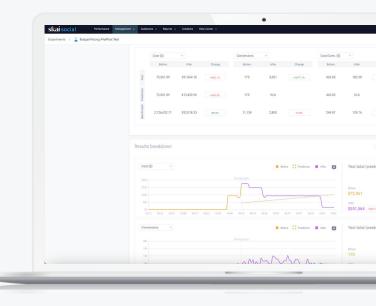
Social Audit

Campaigns

Campaigns are assigned to the **Latte Larry's Template** naming template	Great	✓
Daily budgets are between 100 and 10000	Great	✓
Lifetime budgets are between 1000 and 100000	Great	✓

Ad sets

Estimated reach is at least **1000000** people	Great	✓
Bids are between 5 and 50	Great	✓
Ad sets target ages **18 - 65**	Great	✓
Ad sets target **All genders**	Great	✓
Ad sets target **Advantage+ placements**	Great	✓
Geolocation belongs to **United States**	Great	✓

Close

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!
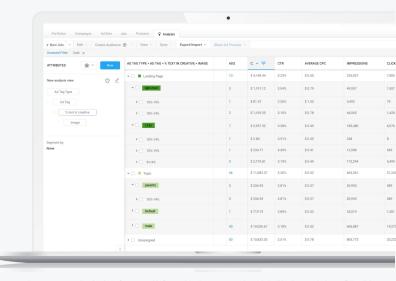
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Phase 1: Lead up

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.

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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.
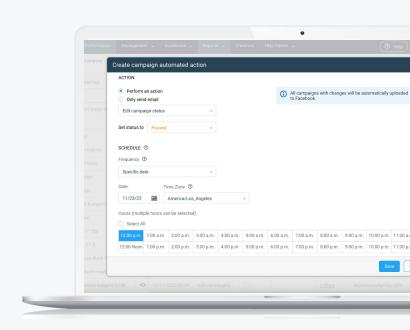
Phase 1: Lead up
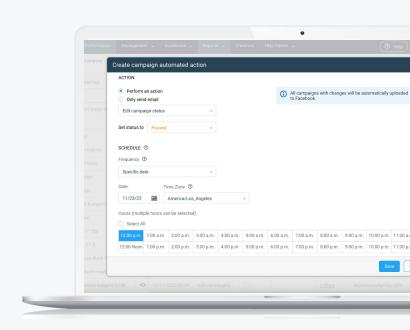
Automate now. Thank yourself later.

✓ 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

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Phase 1: Lead up

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Phase 2: Go Time

Launch, monitor, expand, and optimize

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Phase 2: Go Time

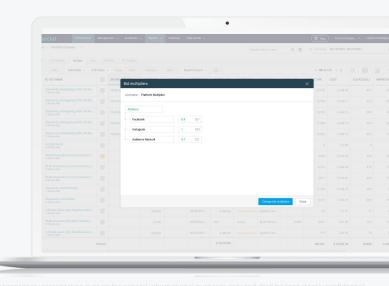# Reach your highest value audiences

✔ 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 Skai's **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.
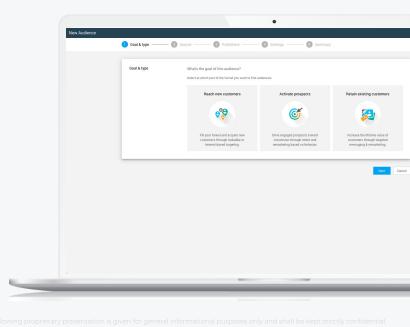
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Phase 2: Go Time

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.
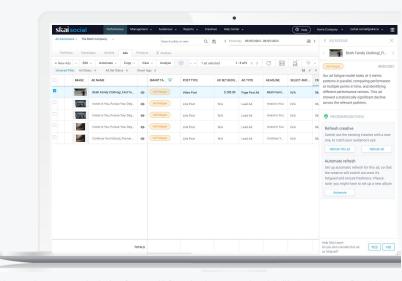

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Phase 2: Go Time

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.
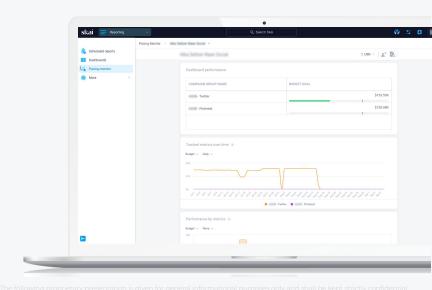
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Phase 2: Go Time

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.
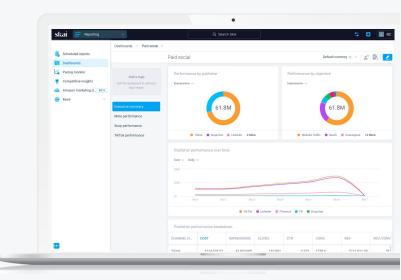
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Phase 3: Lead out

Turn holiday learnings into 2024 strategy

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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.

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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!

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HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team
with questions.

skai.io