



HOLIDAY PREP BEST PRACTICES

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

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



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.

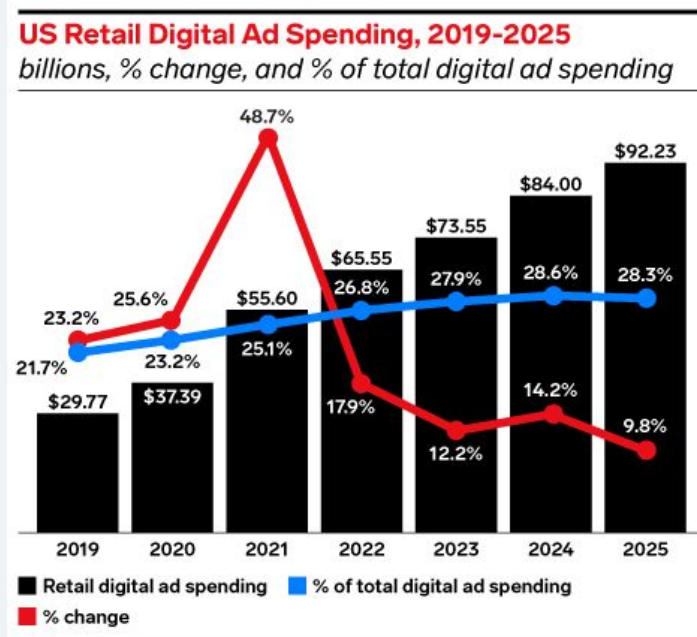
And, year-round, the Skai Team is here to support all of your omnichannel marketing efforts, with industry leading services and the Skai platform, designed to help you drive marketing performance across retail media, paid search, paid social, and app marketing at scale.

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.

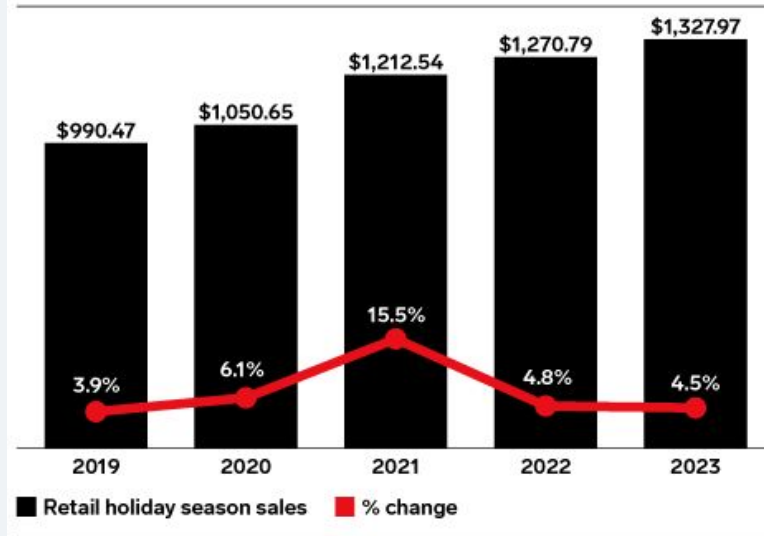


Projections for retail holiday spending are strong.

4.5%

Growth expected YoY for Retail Holiday Spending reaching \$1.3B

US Retail Holiday Season Sales, 2019-2023
billions and % change



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

9%

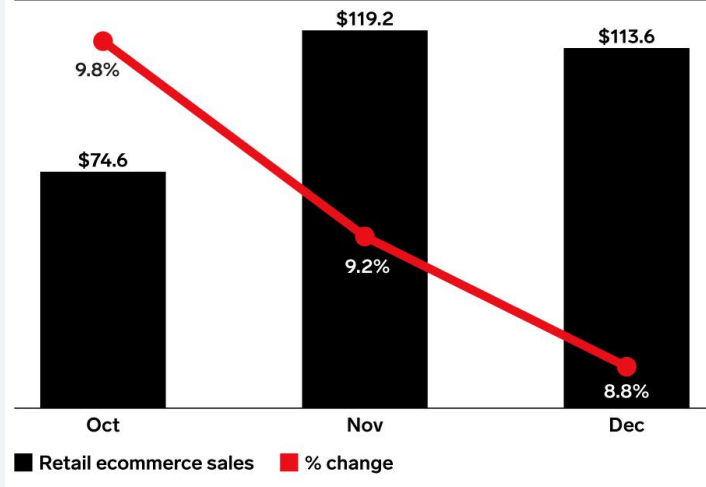
Growth in Cyber Monday sales YoY



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.

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



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.

The background is a dark navy blue. It features several decorative elements: a large red circle in the top left with a white starburst pattern; a light blue starburst pattern in the top center; a light blue circle in the top right with a white snowflake pattern; a large white snowflake in the bottom left; a red semi-circle in the middle right with white concentric arcs; a light blue semi-circle in the bottom center; and a red starburst pattern in the bottom right. The text is centered in the middle of the slide.

Phase 1: Lead up

Prepare and set up for success

skai

Phase 1: Lead up

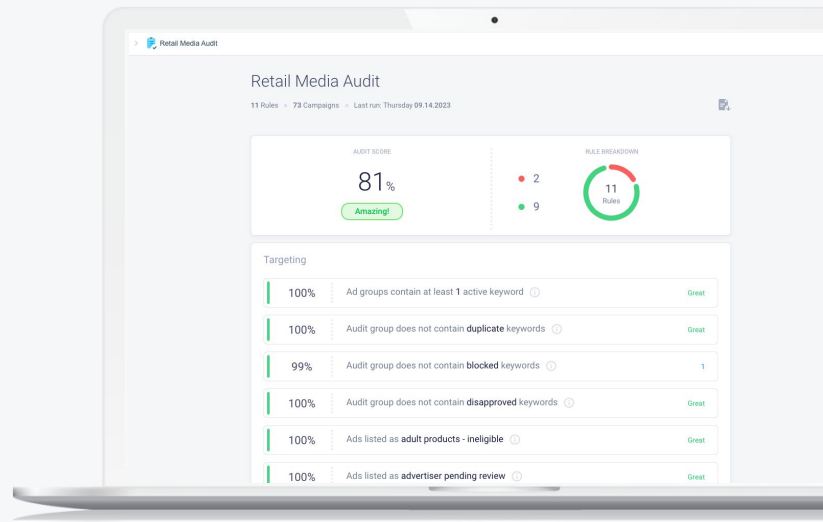
Set up and streamline campaigns

- ✓ 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**.



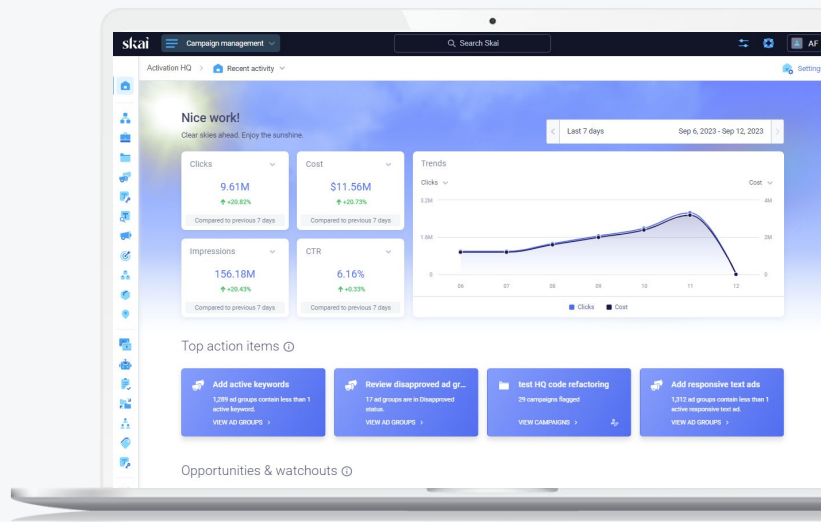
Phase 1: Lead up

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.



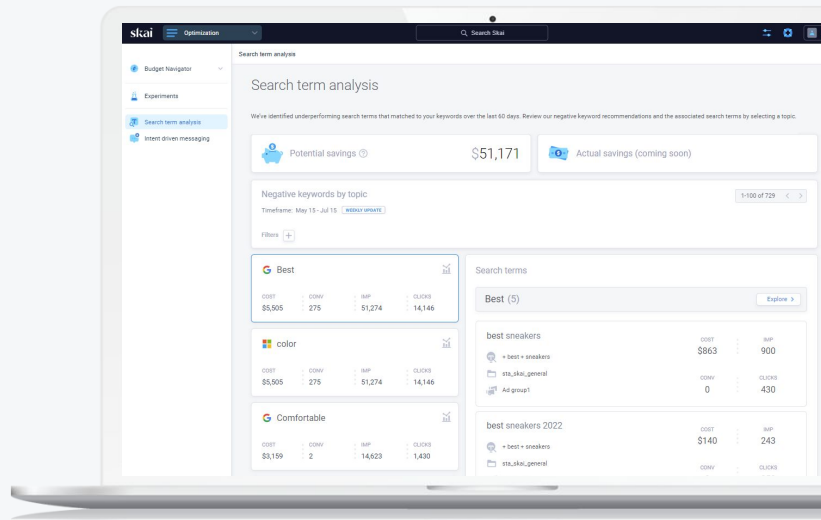
Phase 1: Lead up

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.

18% Higher conversion rates (on average)

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.



SKAI PRO TIP

Set **Automated Actions** based on **Dimensions** to automate optimization of campaigns on an hourly basis.

The screenshot displays the 'Ad Groups' table in the SKAI Pro interface. The table lists various ad groups with their respective performance metrics. The columns are: GROUP, CTR, CONV, COST, COST/CONV, CONV RATE, and REV. The rows include categories like Ecommerce, Amazon, AmazonDSP, CitrusAd, Criteo, GoPuff, Instacart, Kroger, Lowes, Macys, and Nectar360, followed by a TOTAL row.

GROUP	CTR	CONV	COST	COST/CONV	CONV RATE	REV
✓ <input type="radio"/> Ecommerce	17.41%	148,662.99	\$1,977,608.27	\$13.30	8.29%	\$10,519,495.53
<input type="radio"/> Amazon	0.44%	1,101.99	\$2,676.63	\$2.43	35.62%	\$30,574.88
<input type="radio"/> AmazonDSP	0.45%	1.68	\$73.14	\$43.54	5.09%	\$719.52
<input type="radio"/> CitrusAd	43.41%	11,004.36	\$62,236.11	\$5.66	34.01%	\$246,133.37
<input type="radio"/> Criteo	5.46%	28,737.92	\$436,723.43	\$15.20	7.91%	\$1,933,454.90
<input type="radio"/> GoPuff	18.47%	4,533.29	\$5,185.45	\$0.79	500.63%	\$3,924.66
<input type="radio"/> Instacart	0.46%	1,180.80	\$2,766.20	\$2.34	74.55%	\$4,391.67
<input type="radio"/> Kroger	86.33%	48,939.44	\$1,135,250.28	\$23.19	4.13%	\$6,804,279.82
<input type="radio"/> Lowes	6.62%	7,587.04	\$4,200.80	\$0.55	1,151.30%	\$648.09
<input type="radio"/> Macys	56.92%	19,563.68	\$200,021.12	\$10.22	14.16%	\$966,540.44
<input type="radio"/> Nectar360						
TOTAL	1.43%	157,098.63	\$5,328,646.94	\$33.92	2.31%	\$11,841,491.10

Phase 1: Lead up

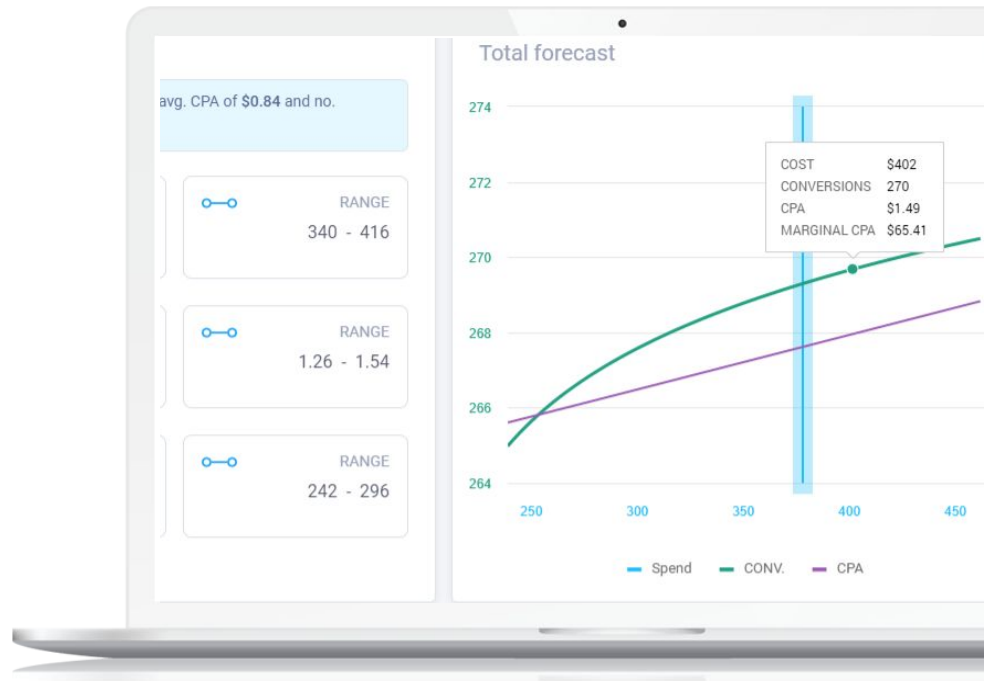
Build a plan of action for every scenario

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



SKAI PRO TIP

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 to 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

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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



SKAI PRO TIP

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

The screenshot displays the Skai Pro interface with a sidebar on the left containing navigation options like Profiles, Portfolios, Campaigns, Ad groups, Keywords, Negative keywords, Ads, Product group, Products, Locations, Creative center, Automated actions, Audits, Campaign mirroring, Audience, Dimensions & categories, Negative keywords (legacy), and Bulk changes. The main area shows the 'Ad Groups' table with columns: AD GROUP NAME, AD GROUP ID, AD GROUP ID, PENDING UP, PROFILE ID, CAMPAIGN ID, SEARCH ID, AD GROUP TYPE, and IMP. The table lists various ad groups such as 'mean_adgroup', 'mean_adgroup_2', 'Slingback Shoes - Exact', 'Slingback Shoes - Phrase', 'Slingback Heels - Exact', 'Slingback Heels - Phrase', 'Slingback Shoes - Broad', 'Siletto Heels - Phrase', 'Siletto Heels - Exact', 'Womens Siletto Sandals - Exact', 'Womens Siletto Sandals - Phra...', and 'Siletto Shoes - Phrase'. Each row includes a checkbox, a status icon, and a 'PENDING UP' icon. The bottom of the table shows a 'TOTAL' row.

	AD GROUP NAME	AD GROUP ID	AD GROUP ID	PENDING UP	PROFILE ID	CAMPAIGN ID	SEARCH ID	AD GROUP TYPE	IMP
<input type="checkbox"/>	mean_adgroup	39661			US Retail	mean_text_1	\$0.05		
<input type="checkbox"/>	mean_adgroup_2	39660			US Retail	mean_text_2	\$0.05		
<input type="checkbox"/>	Slingback Shoes - Exact	39638			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Slingback Shoes - Phrase	39637			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Slingback Heels - Exact	39636			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Slingback Heels - Phrase	39635			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Slingback Shoes - Exact	39634			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Slingback Shoes - Broad	39633			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Siletto Heels - Phrase	39632			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Siletto Heels - Exact	39631			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Womens Siletto Sandals - Exact	39630			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Womens Siletto Sandals - Phra...	39629			US Retail	GOOS_Mens...	\$1.00		
<input type="checkbox"/>	Siletto Shoes - Phrase	39628			US Retail	GOOS_Mens...	\$1.00		
TOTAL									

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

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 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!

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HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team
with questions.

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