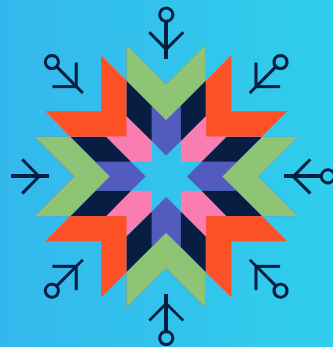


skai™

HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season with
the Skai Paid Search playbook



Paid Search Market Insights

What to expect this holiday season

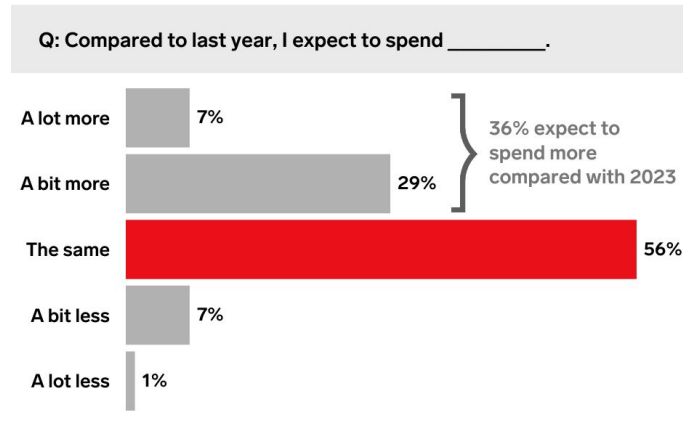
Adapting to a Shortened Holiday Season

This year, the holiday shopping window is more compressed than in previous years with Cyber Monday falling in December, and five fewer shopping days between the Cyber Five and the end of December.

And yet, more than half of consumers expect to maintain holiday spending and over a third anticipate increases. This means, the pressure is on for marketers to maximize every single day.

More Than Half of Consumers Expect to Maintain Holiday Spending and Over a Third Anticipate Increases

% of US internet users, May 2024



Note: n=2,000 ages 16+
Source: Basis Technologies in collaboration with GWI, "2024 Holiday Shopping Trends," July 11, 2024

351361

EMARKETER

Paid Search by the numbers

Traditional search remains the biggest draw for marketing spend in 2024.

\$90.73B

Total Forecasted Paid Search spend in 2024

11.1%

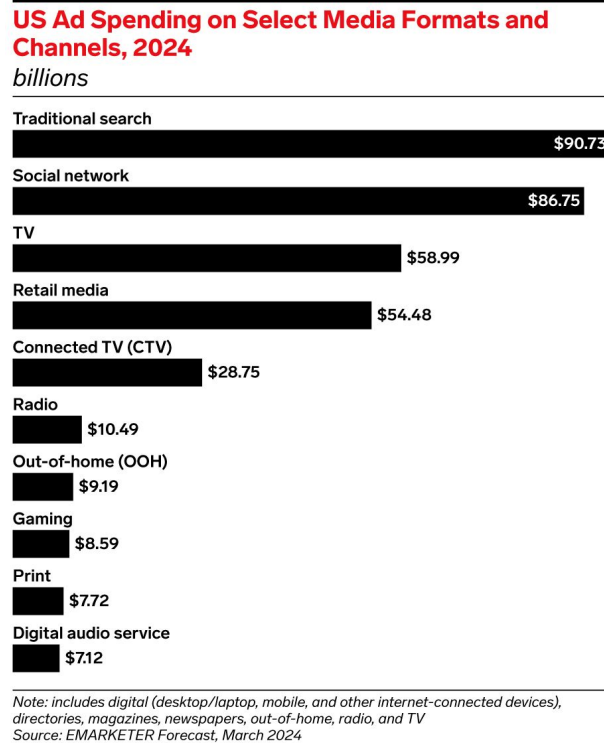
Expected Paid Search growth from 2024-2025

18.6%

Growth for retail media search compared to 8.6% traditional search growth

50.5%

More than half of all ad spending will go to Google in 2025



285315

EMARKETER



INTRODUCTION

As you ready your 2024 holiday and Q4 marketing campaigns, the Skai 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, display, CTV, paid search, paid social, and app marketing at scale.

Keep reading for recommendations, tactics, and strategies from our team of media experts!

YOUR FULL FUNNEL HOLIDAY GUIDE



Phase 1



LEAD IN

Prepare and set up for success

Plan cross-channel 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 2025 strategy

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



PHASE 1: LEAD IN

Prepare and set up for success

Planning kickoff

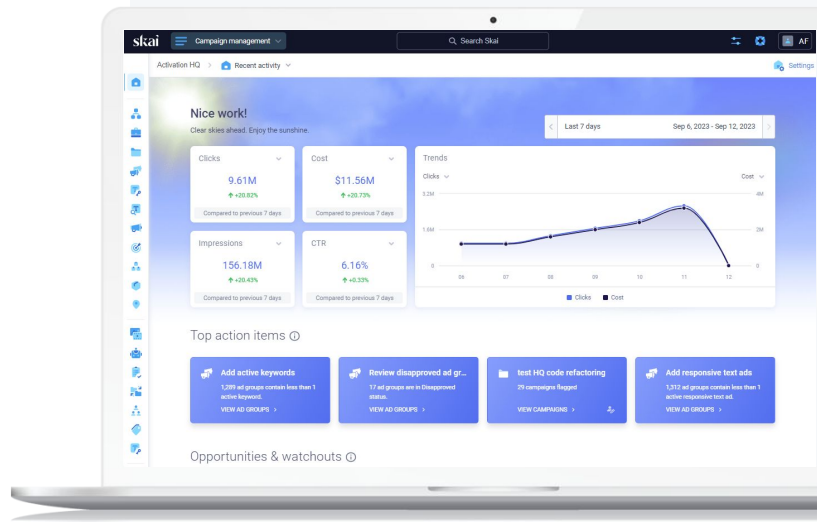
Save valuable time on your Q4 planning and daily analysis

- Head over to the media planning hub to plan, oversee, and forecast campaigns to capture data-driven insights that will help you create strategic plans based on projected outcomes
- Tailor your **Skai HQ** settings to get alerts on valuable activations and ensure executive reporting is up to date to easily capture quick insights

Maximize your Q4 planning with Skai Decision Pro:

Oversee performance in a single place to avoid overspending, plan budgets, and maximize your outcomes.

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.



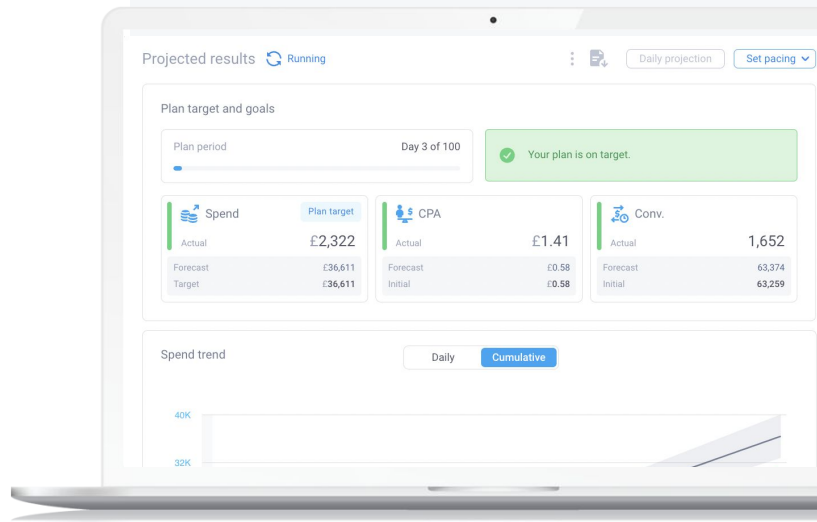
Set up and streamline campaigns

- Create [Skai portfolios](#) or publisher portfolios to optimize daily across multiple campaign groups, or review your current health status to ensure your settings are aligned with your sponsored ad goals
- Use Skai's [Bulk Edit](#) to pause and archive campaign elements that are no longer relevant 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 will negatively impact advertising performance.



SKAI PRO TIP

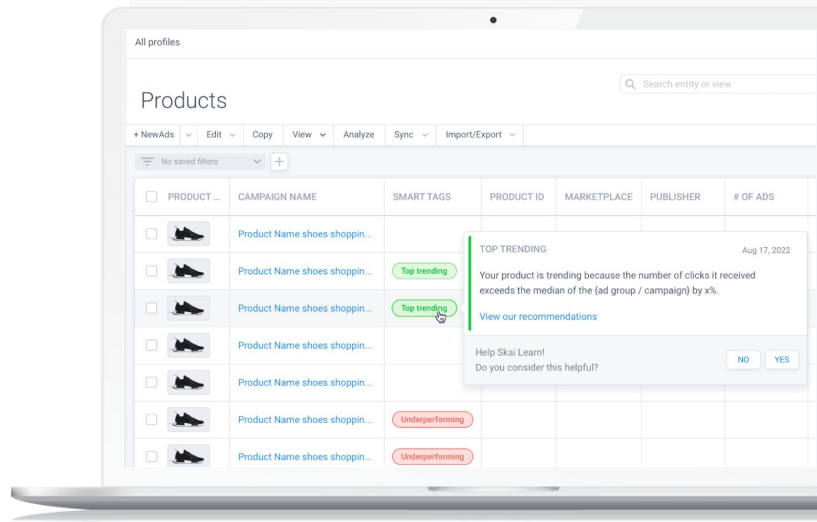
Group similar performing campaigns with the the same KPI goal into **portfolios** for best optimization outcomes. Then let Skai take it from there!



Prioritize products with growing interest

- Uncover product trends and ensure you have campaigns supporting them with **Smart Tags** in the **Products Grid**.
- Identify and prioritize SKUs/ASINs that are gaining momentum at scale with **Trending Products**.
- Set appropriate budgets for products with growing or declining interest by drilling into the **Smart Tag Panel** data.

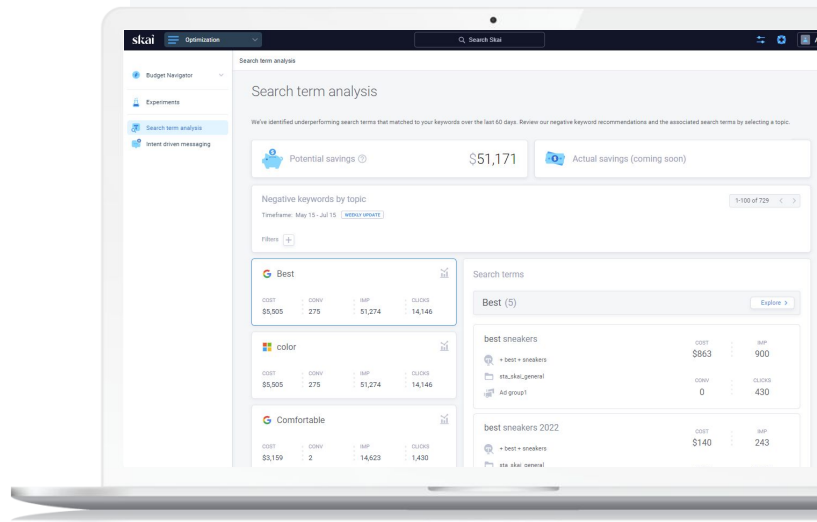
SCENARIO: Using **Trending Products**, you identify that a specific style of men's shoes are gaining significant momentum. Armed with this data, you can go into campaigns containing these products, prioritize SKUs, and capitalize on the increased interest.



Keyword strategy musts for search term optimization

- Identify poor performing keywords with [Search Term Analysis](#), so you can reallocate budget to your top performers.
- Analyze your campaigns with [Intent Driven Messaging](#) to better align ads with user search intent and in turn boost ad strength.
- Optimize your traffic flow with [Destination Optimization](#) and drive traffic to the landing pages most likely to convert.

SCENARIO: With Skai's customer journey intelligence suite, you can better optimize the path to conversion for customers by providing actionable insights into your target audience, what messaging resonates with them, and which landing pages are most likely to convert.



Organize campaigns and campaign elements

- Organize campaigns to support rapid analysis and optimization.
- Use **Custom Dimensions** and **Categories** to group campaigns, ads, and ad groups together and take advantage of advanced analysis, bulk actions, and performance optimization with just a few clicks.



SKAI PRO TIP

Group elements (e.g. Black Friday promos), product category (e.g. sports socks, baby products), brand name, and more to identify and take action faster.

GROUP	CTR	CONV.	COST	COST/CONV.	CONV. RATE	REV.
<input checked="" type="checkbox"/> Ecommerce <input type="checkbox"/> Amazon <input type="checkbox"/> AmazonDSP <input type="checkbox"/> CitrusAd <input type="checkbox"/> Onite <input type="checkbox"/> GoPuff <input type="checkbox"/> Instacart <input type="checkbox"/> Kroger <input type="checkbox"/> Lowes <input type="checkbox"/> Macys <input type="checkbox"/> Netstar360	17.41%	148,662.99	\$1,977,608.27	\$13.30	8.29%	\$10,519,495.53
	0.44%	1,101.99	\$2,675.63	\$2.43	35.62%	\$30,574.88
	0.43%	1.68	\$73.14	\$43.54	5.09%	\$719.52
	43.41%	11,004.36	\$62,236.11	\$5.66	34.01%	\$246,133.37
	5.46%	28,737.92	\$456,723.43	\$15.20	7.91%	\$1,933,454.90
	18.47%	6,533.20	\$5,185.45	\$0.79	500.63%	\$3,024.66
	0.46%	1,180.80	\$2,766.20	\$2.34	74.55%	\$4,391.67
	86.33%	48,959.44	\$1,135,350.28	\$23.19	4.13%	\$6,804,279.82
	6.62%	7,587.04	\$4,200.80	\$0.55	1,151.30%	\$648.09
	56.92%	19,563.68	\$200,021.12	\$10.22	14.16%	\$966,540.44
	---	---	---	---	---	---
TOTAL	1.43%	157,098.63	\$5,328,646.94	\$33.92	2.31%	\$11,841,491.10

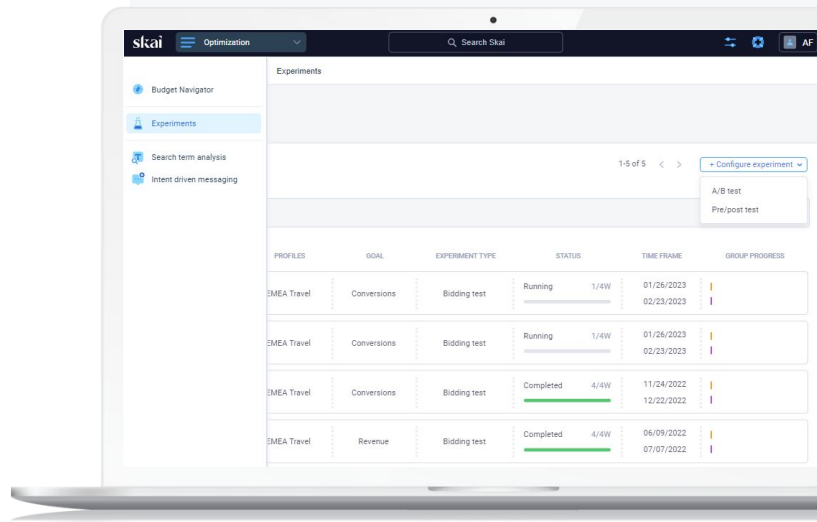
Make data driven decisions for better performance

- Improve performance with A/B tests and pre-post **Experiments**.
- Launch tests on bidding strategies, ad copy, targeting, landing page and more within just a few clicks.



SKAI PRO TIP

Utilize Skai's interactive **Experiments** dashboards and visualizations to distill information quickly by creating a Cyber 5-specific Dashboard.



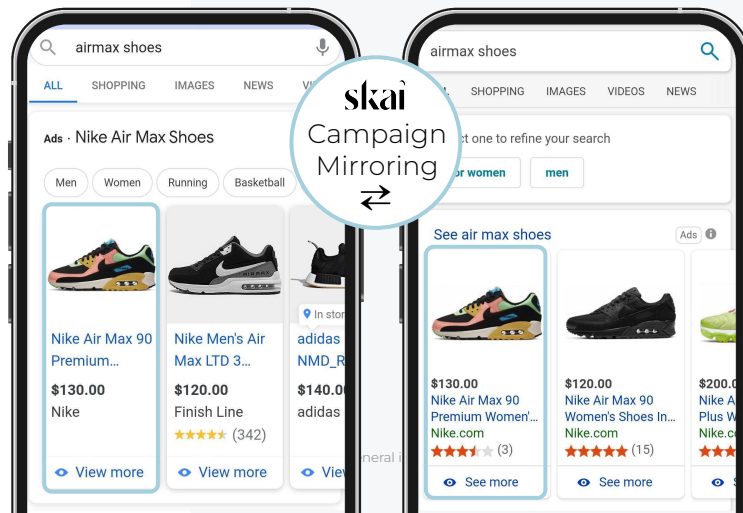
Audience strategy musts

- Expand audience reach with **Campaign Mirroring** to Microsoft.
- Leverage your own first-party data and customer match lists to reach customers with proven interest and intent for your brand and products.
- Reach out to audience segments similar to your most valuable customers.



SKAI PRO TIP

Create, target, and manage Google campaigns at scale in Skai. Then use **Campaign Mirroring** and keep Microsoft campaigns in Sync, all from one central location.



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, template, and automate core reporting and dashboards to ensure you stay on track to hit campaign targets.

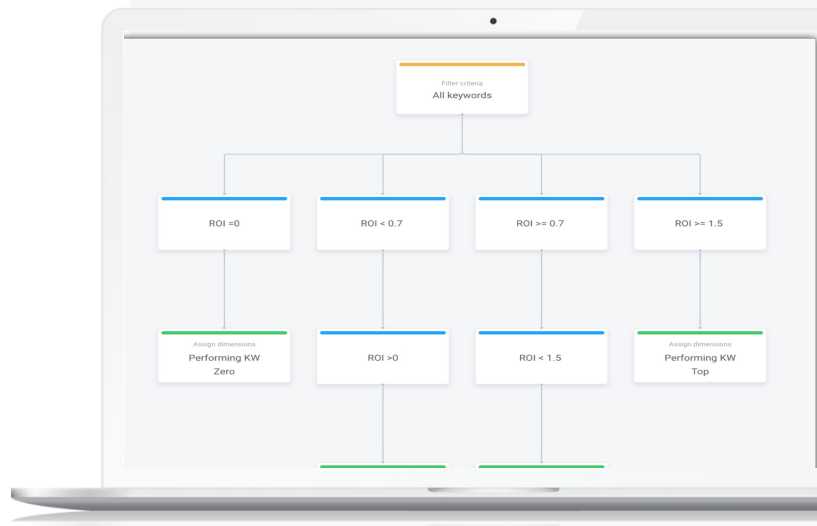
[Check out these sample Automated Actions you can use!](#)

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.



SKAI PRO TIP

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



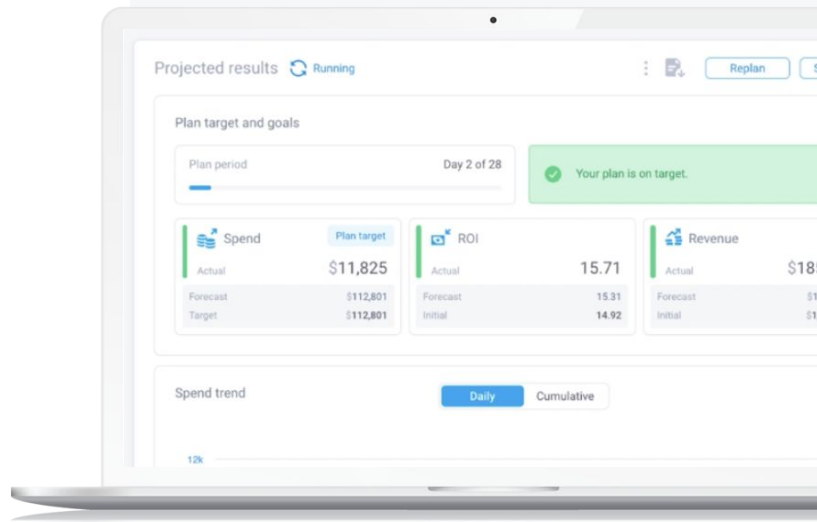
Build a plan of action for every scenario

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



SKAI PRO TIP

Set different budget allocations for different days with **Budget Navigator** for special promotions, instances when you want to pace unevenly, or when you want to exclude specific days.





PHASE 2: GO TIME

Launch, monitor, expand,
and optimize

Expand & optimize

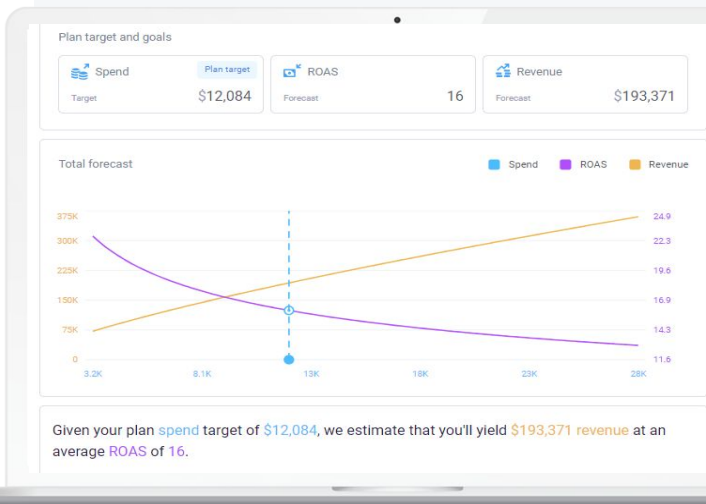
Check your settings and pivot as needed

- Set up [Scheduled Reports](#) to automatically send updates via email to easily stay on top of performance trends without logging into Skai
- Review [Skai HQ](#), [Advanced Automated Actions](#), and [Audits](#) to review the suggested action items
- Check your [Skai portfolio](#) health status and review your [Budget Navigator](#) plan to make sure your original plans stay on track and address any new alerts in the system



SKAI PRO TIP

Track how your plan is pacing with daily **Budget Navigator** insights and automated alerts to notify you if your plan is off target.



Analyze and optimize opaque campaign types

- Derive insights and take action to grow your RSA campaigns with [RSA asset performance](#) analysis.
- Identify which PMax asset is driving performance and make more informed PMax asset strategy decisions.
- View & report on PMax search term categories performance in the search term grid and make sure you are reaching the right customers.



SKAI PRO TIP

Gain insight into which asset types are driving the most traffic by setting audit rules to notify you if certain assets are driving a higher ROI than others

The screenshot shows the Skai Campaign Management interface. The main table displays campaign performance data across various asset types. The table has columns for GROUP, # OF CAMPAI..., CAMPAIGN S..., CAMPAIGN ID, REV./CONV., and PROFIT. The data is grouped by asset type, with 'Text' being the most prominent category.

GROUP	# OF CAMPAI...	CAMPAIGN S...	CAMPAIGN ID	REV./CONV.	PROFIT		
Text	4						
○ _G_UK_Internal_Travel			2231	\$0.00	200,996	2.7%	\$2,873.3
○ "Paper Towel"RSA (B)			kemshoo.spl.L.	5,294	200,996	2.7%	\$2,873.3
○ Toys_STA_SP_Teys			kemshoo.spl.L.	5,294	200,996	2.7%	\$2,873.3
○ _L_Brand_LSA_Travel			kemshoo.spl.L.	5,294	200,996	2.7%	\$2,873.3
> Video	22						
> Display	5						
> Image	16						
> Shopping	83						
> Unassign	127						
TOTAL					\$77.05		\$194,777,824



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 'Ad Groups' section of the Skai Performance Grids interface. The table lists various ad groups with columns for Ad Group Name, Ad Group ID, Pending Status, Profile Name, Campaign Name, Search Bid, and Ad Group Type. The interface includes a sidebar with navigation options like Profiles, Portfolio, Campaigns, Keywords, Ads, Product groups, Products, Locations, Creative center, Automated actions, Campaign mirroring, Audiences, Dimensions & categories, and Bulk changes.

AD GROUP NAME	AD GROUP ID	PENDING LP...	PROFILE NA...	CAMPAIGN N...	SEARCH BID	AD GROUP TYPE	IMP
msaa_adgroup	39661		US Retail	msaa_hwh_...	\$0.05		
msaa_adgroup_2	39660		US Retail	msaa_hwh_2	\$0.05		
Slingback Shoes - Exact	39628		US Retail	GOOG_Mem...	\$1.00		
Slingback Shoes - Phrase	39637		US Retail	GOOG_Mem...	\$1.00		
Slingback Heels - Exact	39626		US Retail	GOOG_Mem...	\$1.00		
Slingback Heels - Phrase	39635		US Retail	GOOG_Mem...	\$1.00		
Slingback Shoes - exact	39634		US Retail	GOOG_Mem...	\$1.00		
Slingback Shoes - Broad	39633		US Retail	GOOG_Mem...	\$1.00		
Siletto Heels - Phrase	39632		US Retail	GOOG_Mem...	\$1.00		
Siletto Heels - Exact	39631		US Retail	GOOG_Mem...	\$1.00		
Womens Siletto Sandals - Exact	39630		US Retail	GOOG_Mem...	\$1.00		
Womens Siletto Sandals - Phra...	39629		US Retail	GOOG_Mem...	\$1.00		
Siletto Shoes - Phrase	39628		US Retail	GOOG Mem...	\$1.00		
TOTAL							



PHASE 3: LEAD OUT

Turn holiday learnings into
2025 strategy

Measure & report

Once all post-holiday conversions are captured, dig in to the final reporting

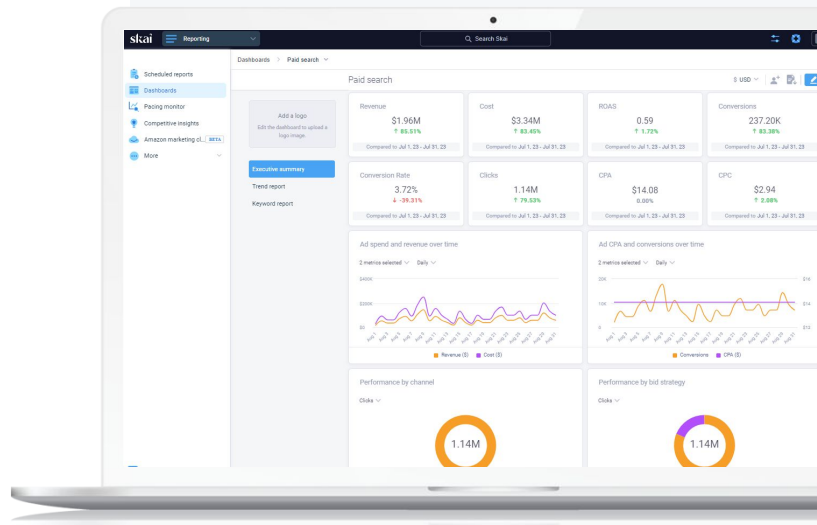
- Review your **dashboard** reports to analyze trends, slice and dice results, and capture valuable insights about your event performance to share with stakeholders
- Review outcomes of any **experiments** that were set up and apply findings to future strategy
- Set up **Scheduled Reports** to send data to an FTP or cloud storage to include your Skai data alongside your other reporting solutions for comprehensive Q4 insights

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



SKAI PRO TIP

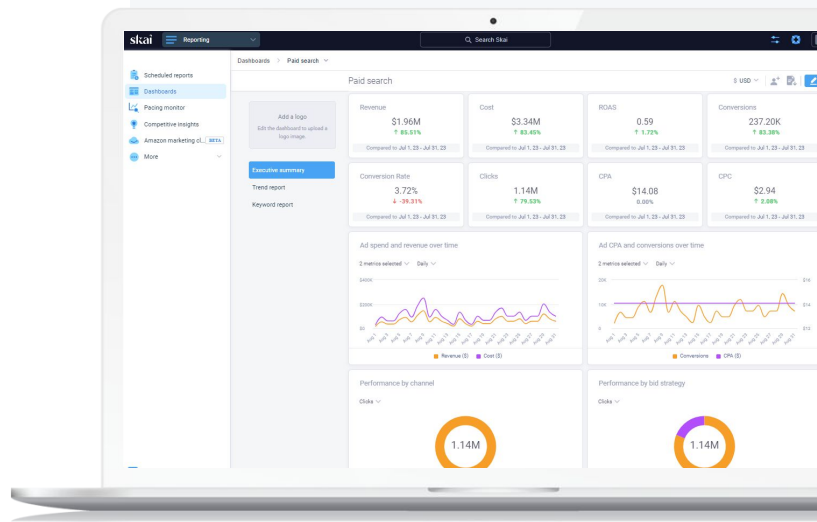
Use your dashboard layouts to instantly create slides for presentations with a single click



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.

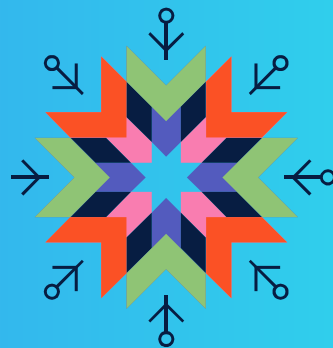
SCENARIO: After the Cyber Five, your manager asks for a comprehensive look-back at performance on your paid search results. You dive into the Skai **Dashboards** and generate a Paid Search Dashboard from the templates that reports on Google and Microsoft. You customize your Dashboard to include all of 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™

THANK YOU

HOLIDAY PREP
BEST PRACTICES



Reach out to the Skai Team with questions. skai.io