

HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season with
the Skai Apps Marketing playbook





INTRODUCTION

Prepare your 2024 holiday and Q4 marketing campaigns with Skai's **Apps Playbook**, crafted by our internal experts to help you make the most of the year's peak holiday 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 marketing strategy.

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

APPS MARKETING HOLIDAY TOOLKIT



Phase 1



LEAD IN

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

Keep your finger on the pulse. Identify opportunities to optimize. Take immediate action.

Phase 3



LEAD OUT

Turn holiday learnings into 2024 strategy

Sustain momentum and use key takeaways to continue building and iterating on strategy in the new year.

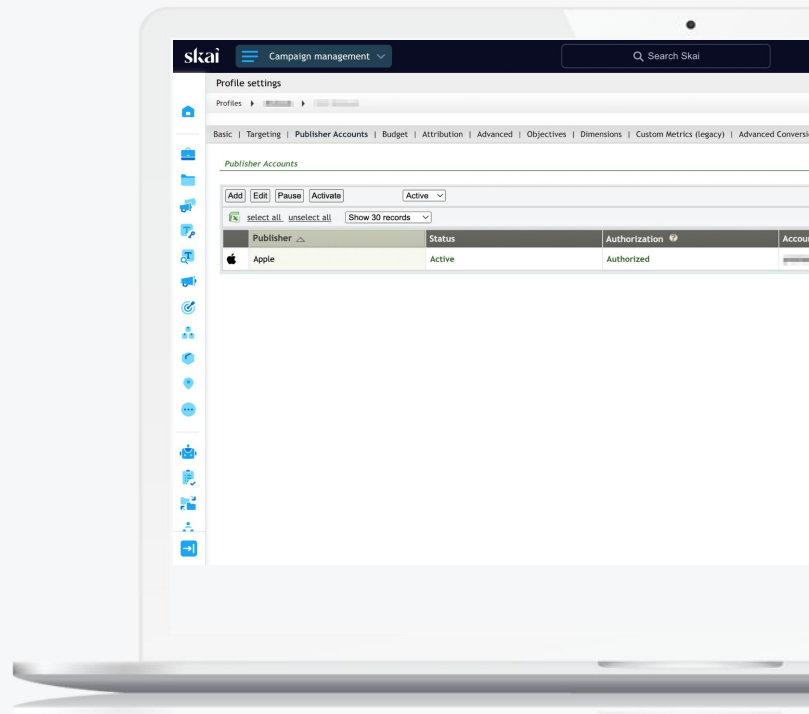


PHASE 1: LEAD IN

Prepare and set up for success

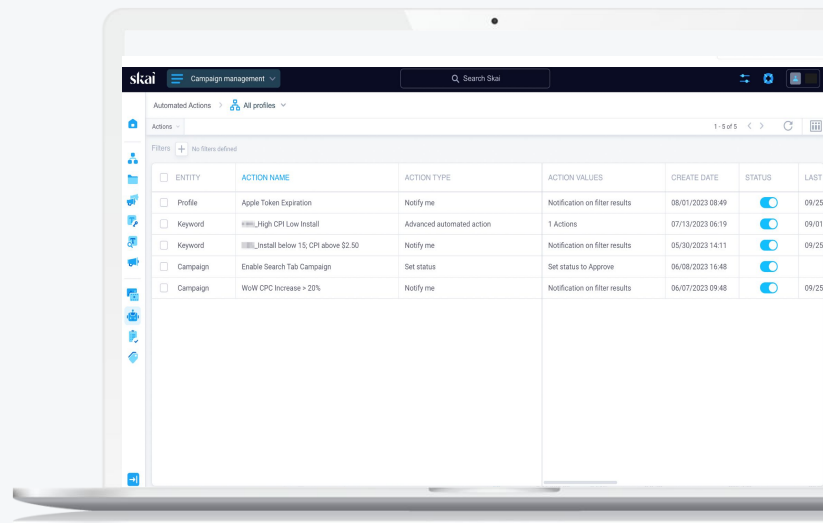
Double check your Apple token is secure

- Make sure your Apple token is secured for the duration of the holiday season to avoid your account being unauthorized and campaigns paused.
- Set up **Automated Actions** to alert you in the event that your token does expire.



Use automated alerts to catch issues before they impact bottom line results

- Set email alerts using **Automated Actions** to:
 - Identify *campaigns with \$0 spend* the previous day
 - Identify brand campaigns with *exhausted budgets*
 - Catch *day over day % change* for key performance metrics including CPA and CPC
 - Identify *failed campaign status*



The screenshot shows the 'Automated Actions' interface in the Skai platform. The interface includes a search bar, a table of actions, and a sidebar with navigation icons. The table lists various actions with columns for Entity, Action Name, Action Type, Action Values, Create Date, Status, and Last Update.

ENTITY	ACTION NAME	ACTION TYPE	ACTION VALUES	CREATE DATE	STATUS	LAST
Profile	Apple Token Expiration	Notify me	Notification on filter results	08/01/2023 08:49	<input checked="" type="checkbox"/>	09/25
Keyword	High CPI/Low Install	Advanced automated action	1 Actions	07/13/2023 06:19	<input checked="" type="checkbox"/>	09/01
Keyword	Install below 15, CPI above \$2.50	Notify me	Notification on filter results	05/30/2023 14:11	<input checked="" type="checkbox"/>	09/25
Campaign	Enable Search Tab Campaign	Set status	Set status to Approve	06/08/2023 16:48	<input checked="" type="checkbox"/>	09/25
Campaign	Wow CPC Increase > 20%	Notify me	Notification on filter results	06/07/2023 09:48	<input checked="" type="checkbox"/>	09/25

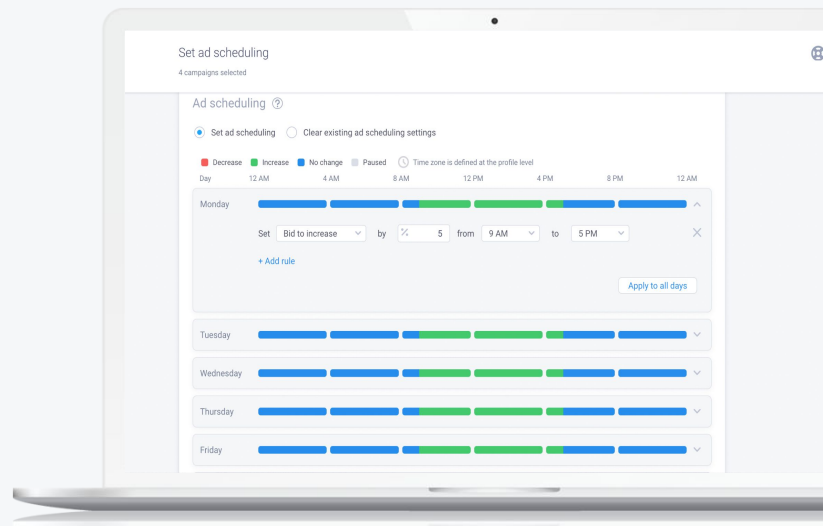
Automate now. Thank yourself later.

- Use **Skai Dayparting for ad status** to automatically schedule ads to go live or pause throughout the day, saving critical time and resources.
- Slash manual labor and get ahead of the competition during peak season, with **Skai Dayparting for bid changes** in advance. Leverage **Automated Actions** to make adjustments based on time of day or performance markers of your choice.



SKAI PRO TIP

It's common for ads to take up to 4 hours to begin being served on Apple Search Ads once set live. So schedule ads 4 hours ahead of your planned start time.



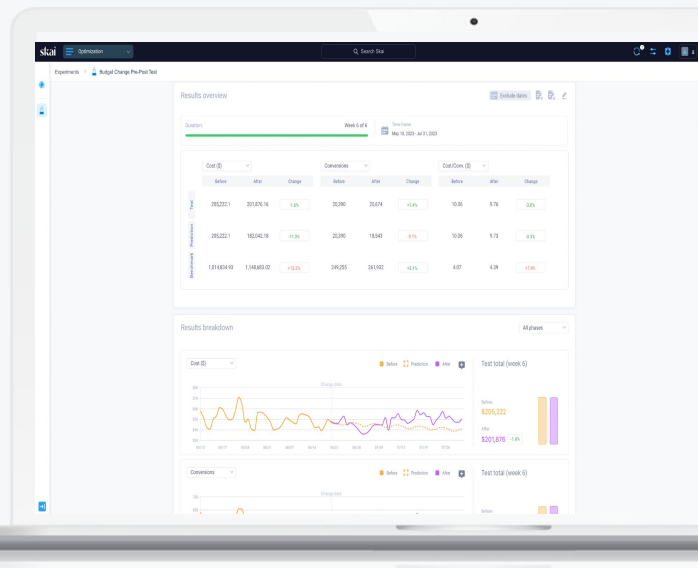
Pre-test all campaign elements

- Use Skai's Pre/Post test **Experiments** to gauge impact of CPPs, CTAs, ad types, bids, and targeting on campaign performance.
- Create and launch 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.
- Perform **Audits** of your campaign setup to ensure smooth ad delivery throughout the season.



SKAI PRO TIP

Run your **Experiments** for at least 14 days after introducing new campaign elements to ensure you get sufficient data on performance impact!

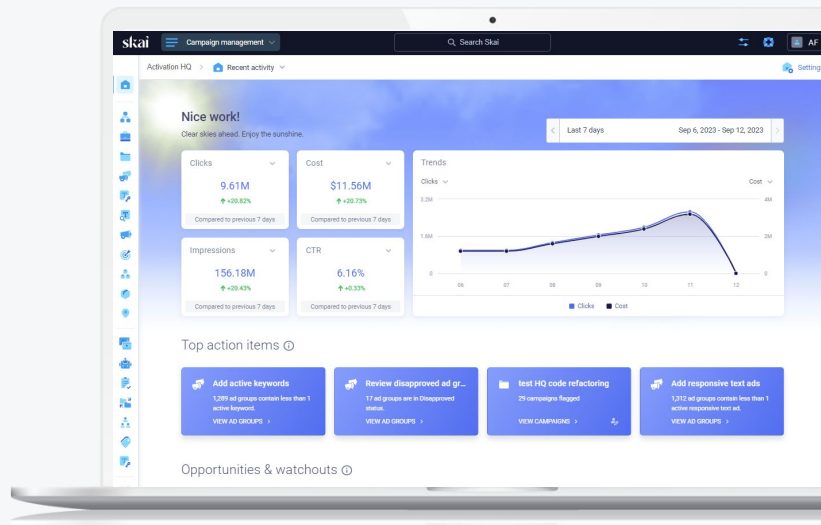


Prepare to monitor campaign health in real time

- Prepare to quickly analyze campaign performance and surface critical issues in Skai's **Activation HQ**, where you get a bird's eye view of performance.
- Keep campaigns on track, and rapidly analyze your program pacing throughout the course of the holiday season with **Pacing Monitor**.
- Create **Dashboard** views ahead of time that slice your data for quick analysis based on the business aspects that matter most to you.

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. Using the **Top Action Items** section you quickly audit your holiday activity at a high level daily and make informed changes.





PHASE 2: GO TIME

Launch, monitor, expand,
and optimize



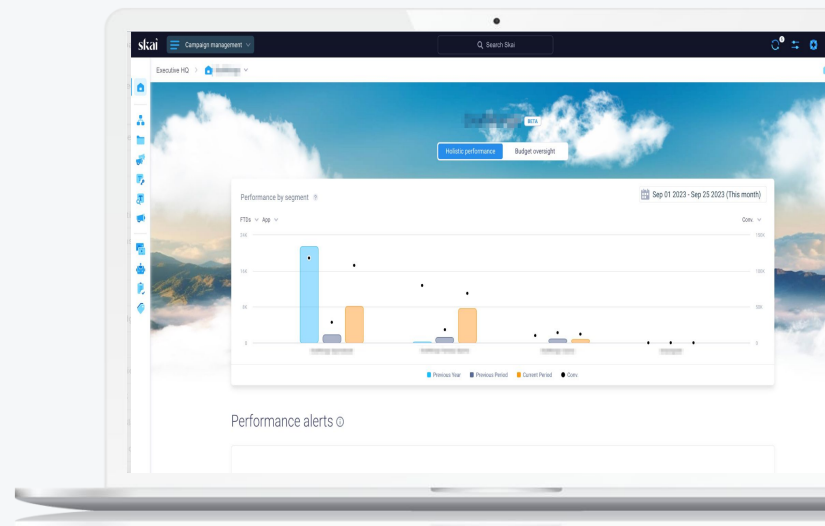
Get a bird's eye view of your full holiday program

- With **Activation HQ**, get a bird's eye view of the campaigns you manage on a daily basis, with critical watchouts and opportunities surfaced for you automatically.
- With **Executive HQ**, view high level performance status and updates across your entire omnichannel marketing program, including spend, budgets and KPIs.



SKAI PRO TIP

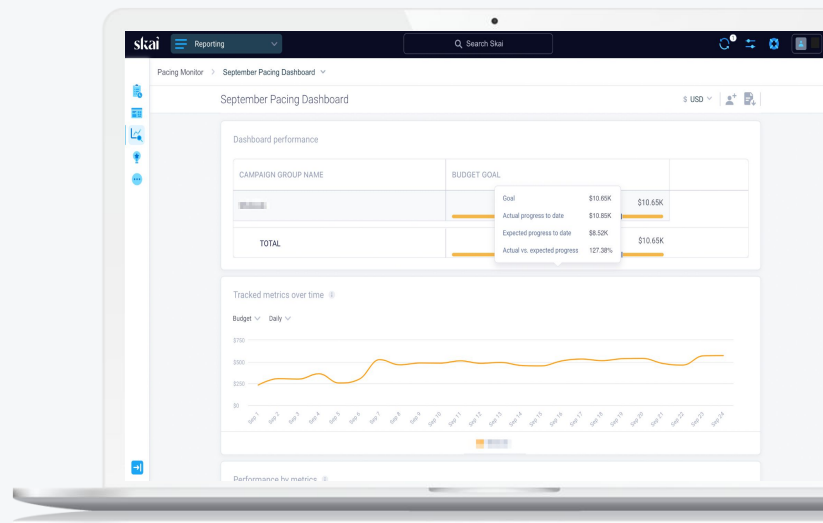
Set up **Alerts** for performance in your preferred HQ to keep an eye on things and quickly handle any bumps that come up along the way.





Remove the manual from your monitoring

- Quickly populate Skai's Analysis Grid with your regularly used **Saved Views**, for rapid analysis of preset groups of campaigns.
- With **Favorite Views** automate your preferred column order, date range and more.
- Check your **Audits** to ensure no issues campaign structure issues impact results.
- Monitor your **Dashboards** and **Pacing Monitors** to ensure you're on track throughout peak season.





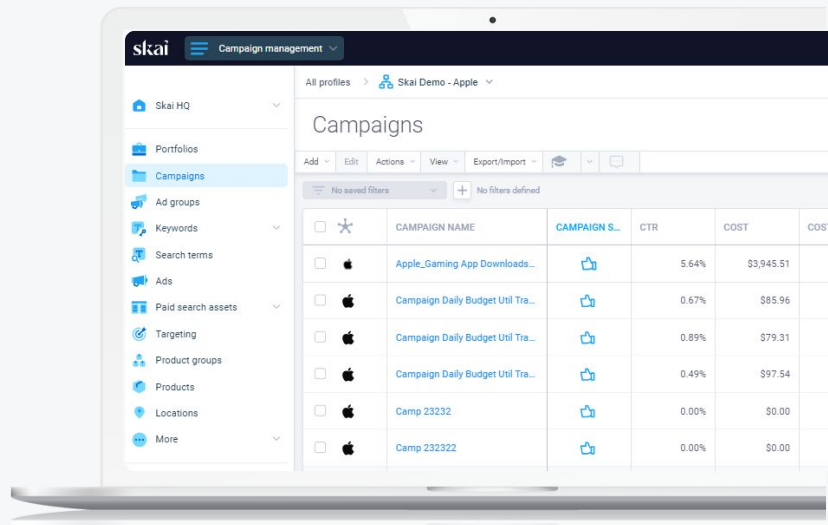
Get clear visibility into all search terms

- Analyze popular search queries driving performance, and easily add them as keywords straight from the **Search term grid**.
- View and compare **share of voice** data to scale keywords and optimize max. CPT bids and budgets for search results campaigns by your preferred column order, date range and more.



SKAI PRO TIP

Easily manage your campaign's keywords to maximize conversions and enhance app discoverability. Add high-performing search terms as keywords, and low-performing search terms as negative keywords, to campaigns and ad groups in bulk.



Compare, contrast and take action

- Stay on top of **Automated Action** alerts to identify campaign, ad group and keyword performance changes.
- Be ready to rapidly troubleshoot issues that crop up, and leverage opportunities your alerts highlight.
- Run and review your preset **Experiments** throughout the season, and take action to generate the best possible results. For example, test CPP performance and redirect traffic to your top performers.



SKAI PRO TIP

Alerts don't only raise issues, they can help you spot opportunities, such as campaigns that are outperforming expectations and worth putting more budget behind.





PHASE 3: LEAD OUT

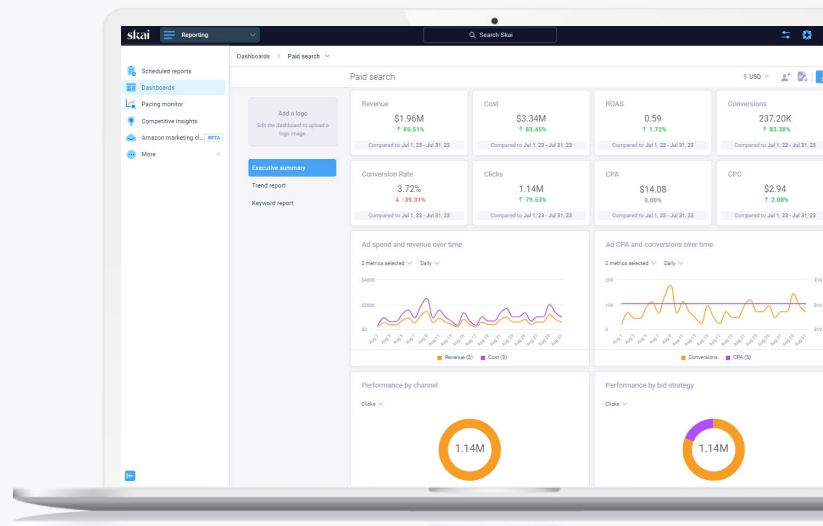
Turn holiday learnings into
2025 strategy

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 an Apps Dashboard from the templates that reports on Apple Search Ads. You customize your Dashboard to include all of your KPIs. Once done, click the share button to send it to your manager.



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

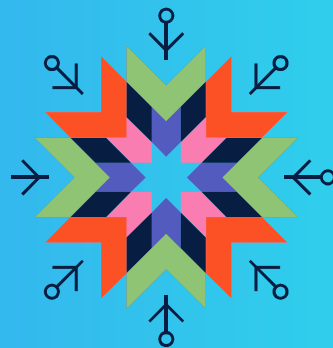
So you can enjoy the holiday season

- ✓ Skai HQ
- ✓ Pacing Monitor
- ✓ Dimensions and categories
- ✓ Intent driven messaging
- ✓ Bulk actions
- ✓ Auditing
- ✓ Analysis Grid
- ✓ Automated Actions
- ✓ First-party data ingestions
- ✓ Scheduled reporting
- ✓ Experiments
- ✓ Dashboards
- ✓ MMP Integration
- ✓ And more!

skai™

THANK YOU

HOLIDAY PREP
BEST PRACTICES



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