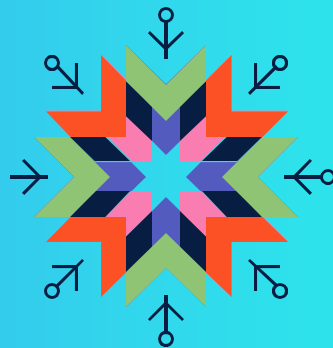


skai™

HOLIDAY PREP BEST PRACTICES

Get ready for the holiday season with
the Skai full funnel retail media guide





INTRODUCTION

As you prepare your Q4 marketing plans and 2024 holiday campaigns, the Skai retail media team has created a guide 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 retail media experts!

FULL FUNNEL RETAIL MEDIA HOLIDAY GUIDE



Phase 1



LEAD IN

Organize, plan, and prepare to reach your goals

Review historical data, leverage automation, and make strategic optimizations before key selling days to ensure success.

Phase 2



GO TIME

Monitor, expand, and optimize during key events

Analyze performance trends to uncover actionable insights for making impactful, data-driven optimizations.

Phase 3



LEAD OUT

Turn holiday learnings into a 2025 strategy

Keep the momentum after events by analyzing holiday insights and using tactics like remarketing to engage and convert undecided customers.



PHASE 1: LEAD IN

Prepare and set up for success

Look to the past to plan for the future

Analyze your historical performance and event results

- Examine the channel landscape and measure how your brand is positioned on important keywords using [Competitive Insights](#) for sponsored ads
- Download insights from [scheduled reports](#) and review historical results from tentpole time periods in [dashboards](#) to understand previous trends
- Set up and tailor [Skai audits](#) to review your campaigns structure and have a tool to help with your structural check-ups

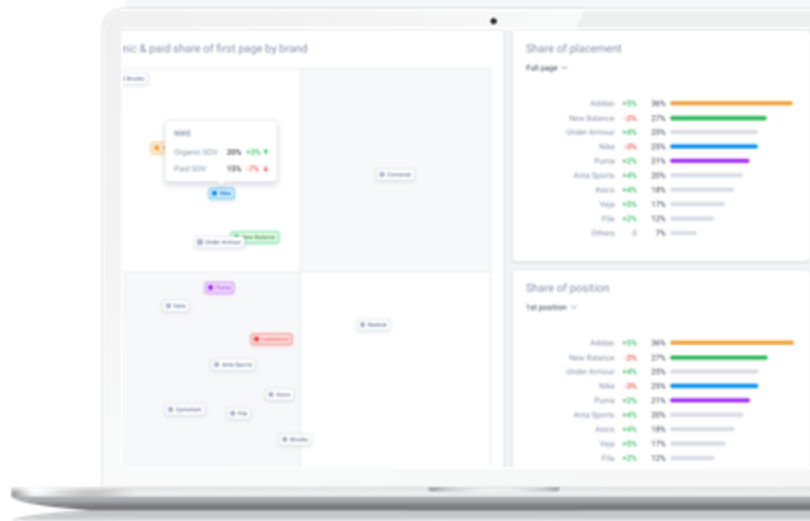
Coming Soon!

Additional retailers are coming to Competitive Insights. Talk to your Skai representative about getting them added to your reporting.



SKAI PRO TIP

Integrate your digital shelf data into Skai and include insights from sources like Profitero to capture the full picture of your commerce program.





LEAD IN

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, you label your holiday activity. Then, you create a view in Activation HQ that is filtered for your holiday campaigns only. Using the op Action Items section you quickly audit your holiday activity at a high level daily and make informed changes.





LEAD IN

Coordinate & organize

Features to help set you up for success to efficiently monitor, manage, and measure

- Make sure **dimension and category** tagging is up to date across all channels to quickly filter or group by your preferred segmentation
- Update current **dashboards** or create new reports concentrated on Q4 initiatives to measure event performance across all high priority publishers
- Create **pacing monitor** plans to include a resource that will support tracking your sponsored ad spend throughout the quarter
- Build **experiments** ahead of time to easily measure before, during, and after event days for valuable insights on what works best for your campaigns

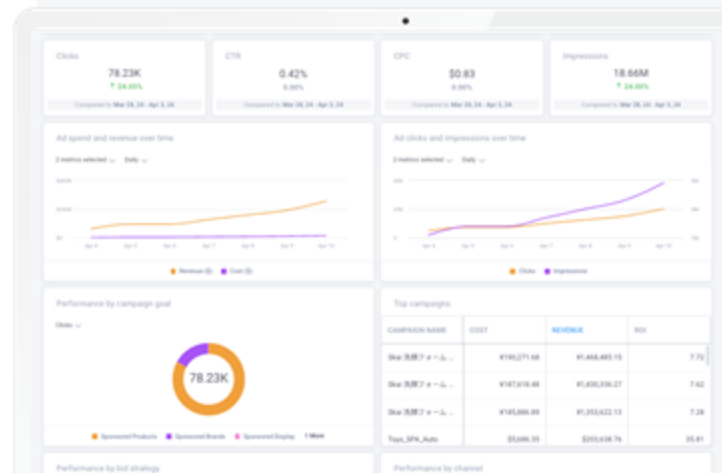
Available now:

Set up the full-funnel widget in dashboards to analyze your sponsored and display ads



SKAI PRO
TIP

Create new dimensions and categories to tag high priority keywords, creative assets, and promoted products to make event reporting a breeze.





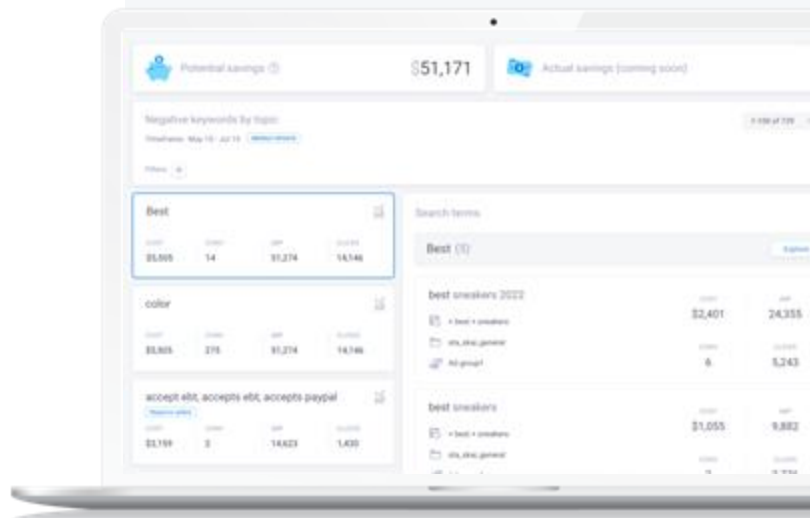
LEAD IN

Prepare your campaigns

Refining the precision and accuracy of your sponsored ads

- 3-4 weeks from the event, set up [automated keyword harvesting](#) to seamlessly build up keyword lists with the high performing and trending search queries that haven't been added to your campaigns yet
- 2-3 weeks from the event, review the [search term analysis](#) tool to see what savings can be made by adding in the suggested negative keywords
- 2 weeks out and the week of the event, use [scheduled reports](#) or [portfolio](#) health checks to review your out-of-budget insights and ad spend trends. This ensures you're optimizing daily budgets without exhausting them too early in the day.

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 then use [automated keyword harvesting](#) to build up more relevant targeting in your keyword lists.





LEAD IN

Display & CTV essentials

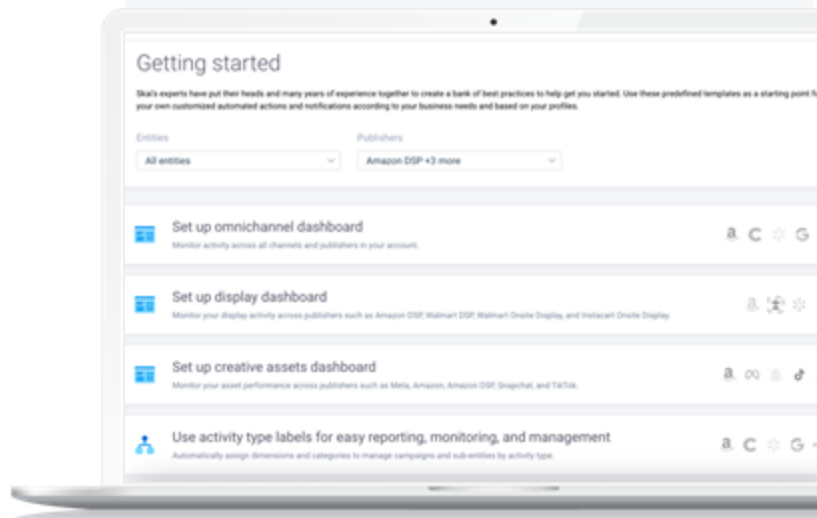
Extend reach and drive greater impact for your brand

- Generate greater demand with engaging display and video messaging when paired with powerful retail media data targeting
- Check out [Skai's display best practices center](#): identify opportunities to boost performance and increase your use of automation
- Set up a [display dashboard](#) and add in the [full-funnel reporting widget](#) to see your entire retail media picture
- Set up your audiences and organize your creative assets in Skai's comprehensive [audience center](#) and [creative center](#)



SKAI PRO
TIP

Test out **new CTV ad formats** to dial up reach and engagement for your brand: Amazon's Sponsored TV and ADSP Streaming TV.





LEAD IN

Take control with Skai's audience center

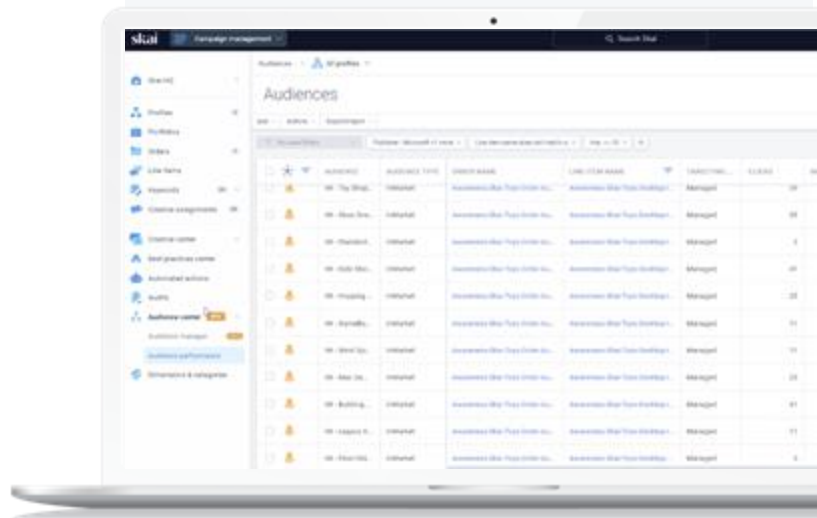
Research, build, assign and set up tools

- Leverage **AMC's audience creation flow** to build custom audiences based on past purchases, cart abandonment, etc.
- Create audiences using the custom audience workflow and **assign in bulk**
- Establish criteria for **automated audience actions**: bid modifiers and deleting poor performers
- Set up reporting: assign custom **dimensions and categories** in the Audience performance grid



SKAI PRO
TIP

Use **AMC's audience discovery** tool to identify additional audiences that may behave like your past top converters.





LEAD IN

Get organized with Skai's creative center

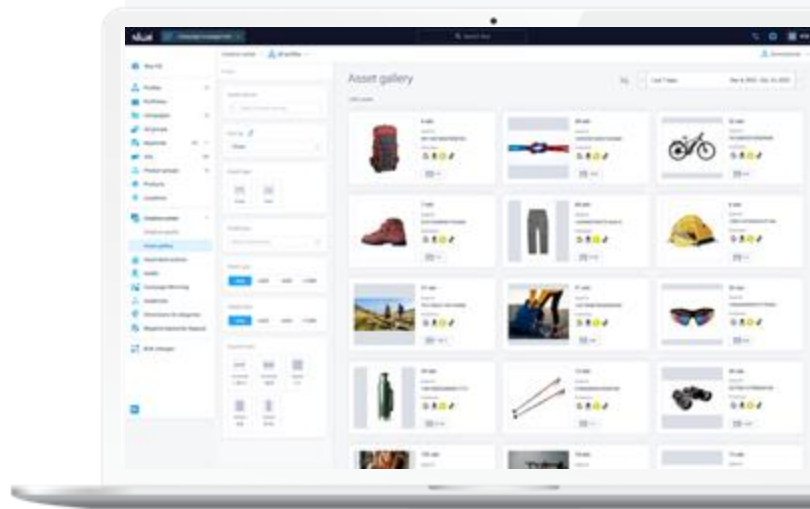
Streamline analysis & reporting of creative across all channels

- **Skai's creative center** is a centralized repository of your retail media, display, video and social creative assets
- Streamline the creation of **cross-channel creative reports**, with ready to use templates in our dashboards tool, on a routine or one-off basis
- Set up reporting: assign custom **dimensions and categories** to get the most from creative center's performance grid



SKAI PRO
TIP

Quickly browse and search for assets using keywords with **Skai's generative AI creative asset filtering** tool.





LEAD IN

Maximize daily optimizations

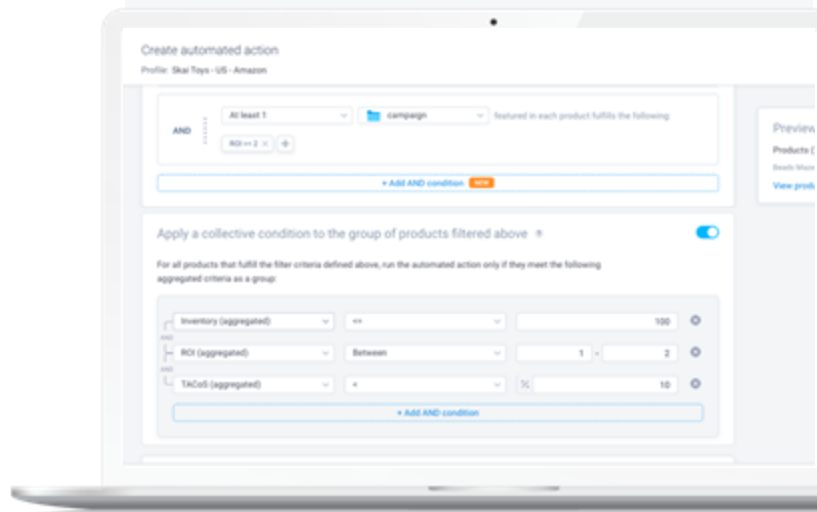
Use the latest tools and feature updates to achieve more with less effort

- Create **Skai portfolios** to enable AI based algorithms to make daily optimizations across multiple campaign groups, or review your current portfolio health status to ensure your settings are aligned with your sponsored ad goals
- Leverage **Budget Navigator** to plan your lead-up strategy for event days by setting ad spend goals based on projections, then efficiently allocate your budget across portfolio groupings according to your priorities
- Set up **multi-level conditions** within **automated actions** to recreate optimization workflows leveraging your product level data

Product note:

As Skai's Portfolios and Budget Navigator do not factor in historical event data for managing high-volume events, we recommend turning them off from Black Friday through Cyber Monday to allow for quicker and more flexible manual adjustments.

SCENARIO: Leading into tentpole times and event day, knowing where your inventory stands is crucial to maximizing ad performance for the products that are going to have the biggest impact on your results. Use the new **multi-level conditions** within **automated actions** to actively manage the ad status of your items based on inventory levels from the products grid.





LEAD IN

Create rule-based actions

Save valuable time and efficiently manage your optimizations

- Set up email notifications through [automated actions](#) to stay on top of key metric changes
- Layer your conditions in [advanced automated actions](#) to create more complex statements in your rule-based optimizations
- Schedule [dayparting](#) rules to efficiently manage spend throughout the day and prioritize peak hours for your sponsored ads
- [Automate your Amazon DSP audience optimizations](#): set up automated actions to remove poor performers based on predefined criteria.

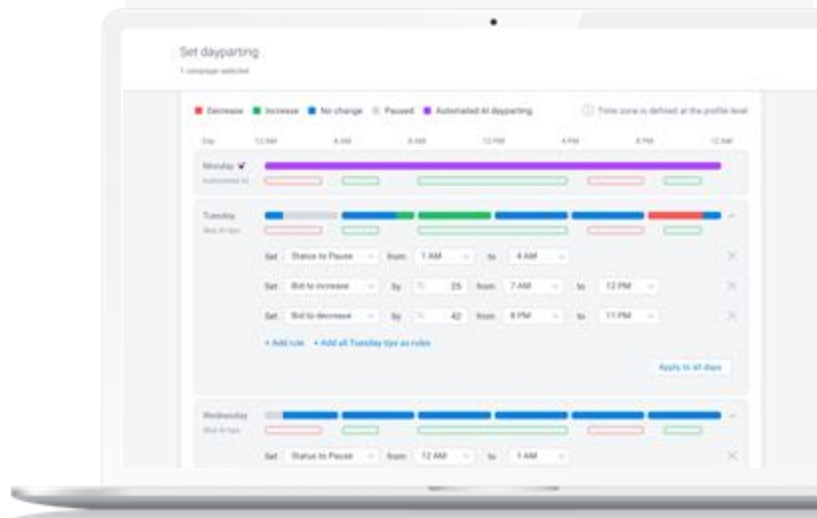
Coming Soon!

Enhance your Amazon ad performance this year by enabling Skai to utilize historical event data in your AI dayparting settings



SKAI PRO
TIP

Check out **Skai's display best practices center** for suggested optimization tools and health checks.





PHASE 2: GO TIME

Launch, monitor, expand,
and optimize



Expand & optimize

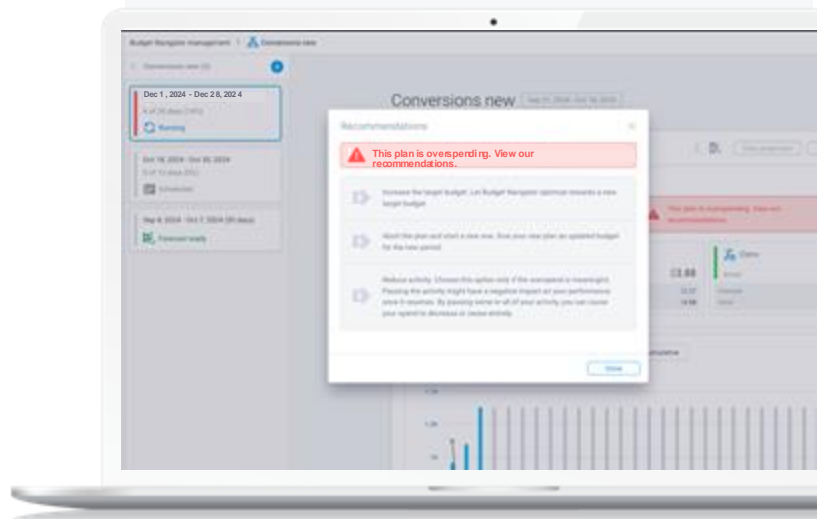
Check your settings and pivot your quickly pivot your optimizations as needed

- Set up **Scheduled Reports** to automatically email performance updates, allowing you to monitor trends without logging into Skai
- For event days, make sure that **Skai portfolios** and **Budget Navigator** are turned off to allow for greater flexibility with your manual management. **Automated Actions** can help you make your manual workflows scalable while these systems are temporarily turned off.
- Review updates from **Skai Decision Pro** or **Skai HQ** to ensure your plans are on track. Evaluate any suggested action items.



**SKAI PRO
TIP**

Skai's tool tips and alerts appear in your optimization tool settings. Regular health checks on all your tools will keep your campaigns on track.





GO TIME

Monitor & adjust

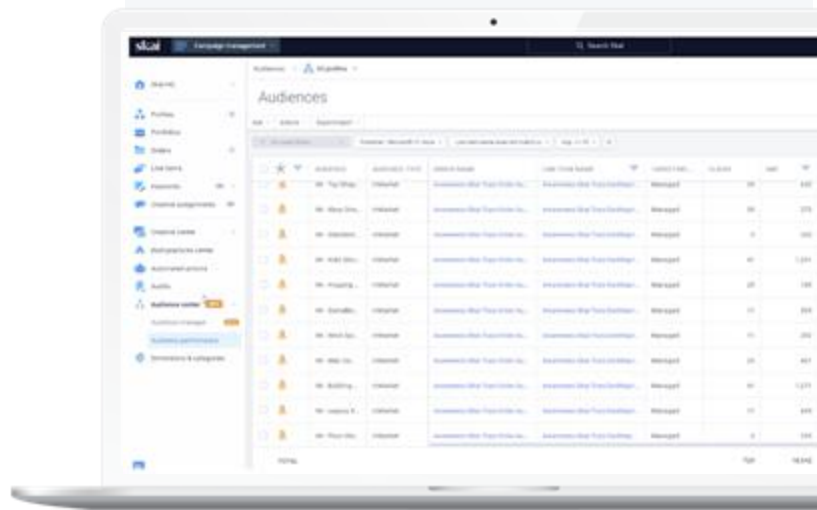
Routine checks to stay on track

- Check the **audience performance grid** to determine which adjustments may be necessary. Reduce budgets on audiences that may be facing impression delivery issues or poor ROI. Dial up audiences that are pacing well and are driving the most efficient outcomes.
- Review the **performance grid within the creative center**. Manage creative assignments within your Ad Groups to dial up creative with better performance.



SKAI PRO
TIP

Organize your audience segments using **Skai's dimensions and categories** for faster analysis in the audience performance grid.





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 successful campaign combinations to future strategies
- 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 business insights
- Review shopper [path to purchase data in AMC](#) to optimize the ad formats and campaigns that had the strongest performance

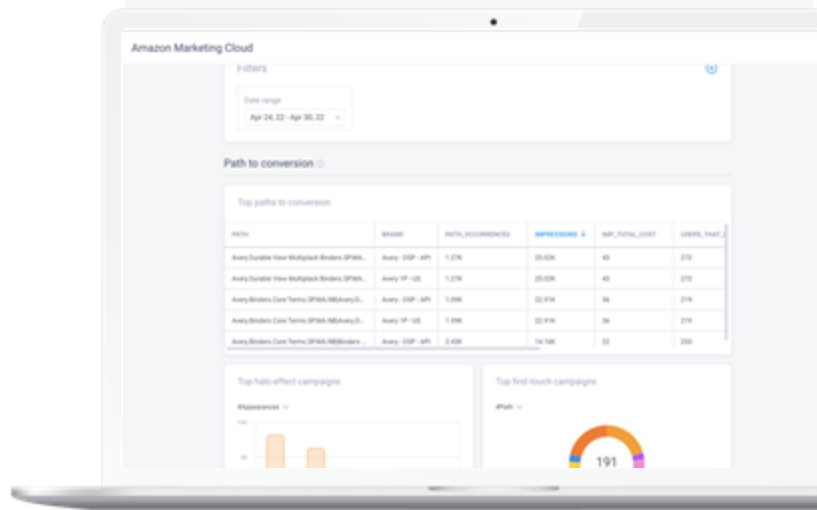
Leverage recommendations from our experts

For more tips and workflow recommendations on AMC reporting, review Skai's AMC playbook.



SKAI PRO TIP

Leverage your current **dashboard** layouts or create new ones to quickly generate presentation slides for your upcoming meeting with a single click.



Maintain & recycle

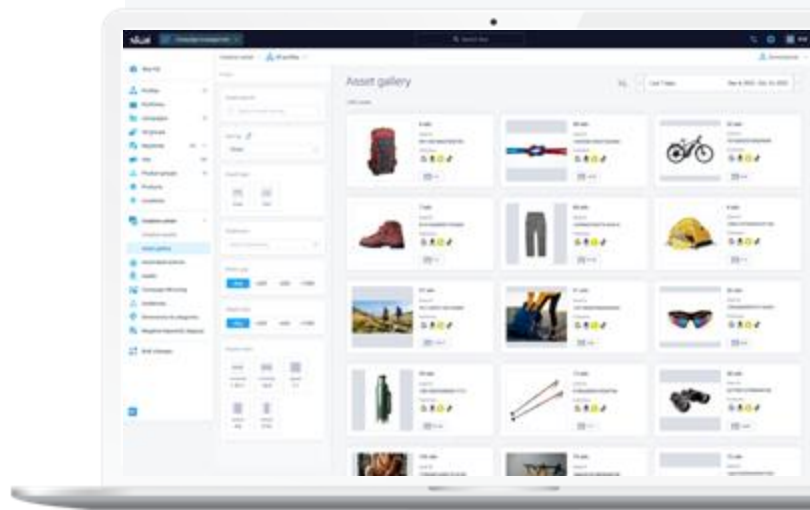
Review results and apply learnings to next year

- Go through the [AMC audience creation workflow](#) to build new ADSP audiences from insights captured during peak shopping times. Utilize those 'top converter' audiences as a starting point in 2025.
- Make sure [automated keyword harvesting](#) settings are capturing trending keywords that can be added into campaigns
- Review final [creative center performance reporting](#) around the most effective creative concepts. Consider applying those broader messaging takeaways to 2025 creative strategy and asset development.
- Turn back on your [Skai portfolios](#) or [Budget Navigator](#) plans leading out of the events days



SKAI PRO TIP

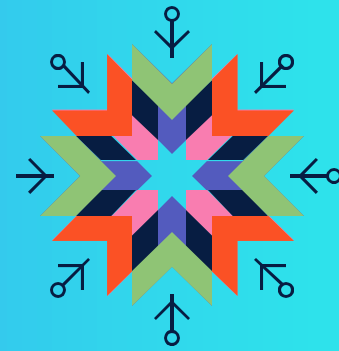
Organize your creative messaging with **Skai's dimensions and categories** for faster analysis at the end of the season.



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THANK YOU

HOLIDAY PREP
BEST PRACTICES



Questions? Reach out to the Skai team at skai.io