

Your holiday checklist

- ✓ Core
- ✓ Enhancements

01 Be there ahead of time

- ✓ Use [Google Import](#) to easily create and automatically sync your Merchant Center, Performance Max, search, Shopping, and Demand Gen campaigns.
- ✓ Launch your [Connected TV \(CTV\) ads](#), [Display ads](#), [Video ads](#), and [Native ads](#) in September to generate awareness and consideration.
- ✓ Launch your [Performance Max](#), [Search](#), and [Shopping](#) campaigns in October.
- ✓ Double-check to make sure all relevant accounts and campaigns are active.
- ✓ Add new seasonally relevant and emerging keywords. [Use our automated solution using scripts](#) to easily discover disapproved ads and rejected keywords.
- ✓ Make sure that you are opted [into the entire Microsoft Advertising Network](#), including Syndication and mobile inventory to maximize reach and results.

02 Find approaches for a better ROI

- ✓ Schedule a [free consultation](#) with our experts to kickstart or optimize your campaign setup.
- ✓ Set up your [Universal Event Tracking](#) tag and define [Conversion Goals](#) unlock conversion tracking and optimization, and Re-marketing.
- ✓ Apply [in-market audiences](#), including specific seasonal audiences, across your search and audience campaigns to find people ready to buy.
- ✓ Use [Remarketing](#), [Dynamic Re-marketing](#) and [Similar Audiences](#) to nurture and re-engage users down the funnel.
- ✓ Use a combination of Search [ad extensions](#) like Action, Review, Enhanced Sitelinks.
- ✓ Increase visibility and capture attention for your brand with rich image ads: [Multimedia Ads](#) and [Audience Ads](#).

03 Optimize keywords, ads and bids

- ✓ Use [Dynamic Search Ads](#) to discover gaps in your keyword lists.
- ✓ Use [Broad Match and Phrase Match](#) keyword targeting on Search ads to increase search term coverage.
- ✓ Use [Shared Budgets](#) for across smaller campaigns to efficiently spend budget where there is demand.
- ✓ Apply [auto-bidding](#) to drive the ROI metrics you care about most and [apply seasonality adjustments](#).
- ✓ Clear mobile device bid modifiers to 0% in November and December.
- ✓ Add last-minute shopping keywords, like gift cards, to search ads in December.
- ✓ Set up [Automated Rules](#) to schedule and automate campaign management tasks.

04 Optimize shopping campaigns

- ✓ [Use high-quality images and best practices](#) to maximize the value of Shopping campaigns.
- ✓ Add [Merchant Promotions](#) to make the most of your seasonal deals.
- ✓ Expand your reach by creating a shopping feed-based campaign for audience ads.
- ✓ Include specific brands, product types or individual products that align with your business goals.
- ✓ Use the SKU column and unique identifiers to help differentiate product titles and descriptions that may only differ in size, color, etc.