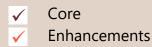
Your holiday checklist



1 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 <u>Performance Max</u>, <u>Search</u>, and <u>Shopping</u> campaigns in October.
- Double-check to make sure all relevant accounts and campaigns are active.
- Add new seasonally relevant and emerging keywords. <u>Use our automated solution using scripts</u> 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.

- Schedule a <u>free consultation</u> with our experts to kickstart or optimize your campaign setup.
- Set up your <u>Universal Event Tracking</u> tag and define <u>Conversion Goals</u> 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 <u>ad extensions</u> 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 <u>Dynamic Search Ads</u> to discover gaps in your keyword lists.
- Use <u>Broad Match and Phrase Match</u> keyword targeting on Search ads to increase search term coverage.
- Use <u>Shared Budgets</u> for across smaller campaigns to efficiently spend budget where there is demand.
- Apply <u>auto-bidding</u> to drive the ROI metrics you care about most and <u>apply seasonality adjustments</u>.
- 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 <u>Automated Rules</u> 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.