

# Holiday Planning: Consumer Electronics

US: insights and recommendations for the 2024 holiday season

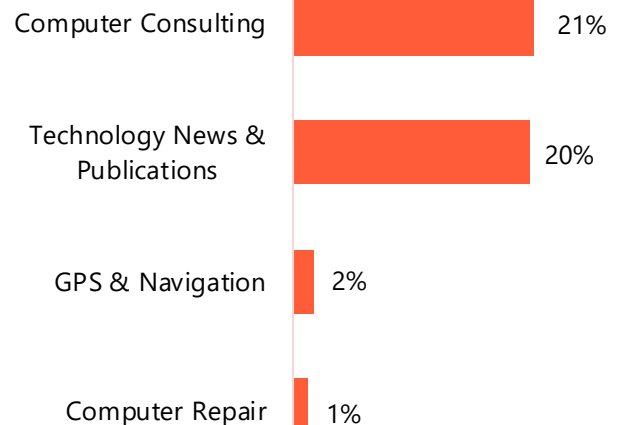


**Pro Tip:** Start your holiday promotions early using **Performance Max** to reach over 1 billion users with high propensity to spend online. Advertisers who adopted Performance Max saw a 32% decrease in CPAs and a 3X increase in ROAS compared to advertisers running only search campaigns.<sup>1</sup>

## Top optimizations this Holiday season:

- Maximize conversions & reach with **Performance Max (PMAX)** campaigns. Using our AI, Microsoft's PMAX will optimize across multiple ad formats and channels to help better your campaign performance in real-time.
- Import your campaigns from Google Ads with a few clicks and use the **Google Import** tool to keep them in sync and scale your advertising reach.
- Increase budgets on your re-targeting campaigns to reach users who have already shown interest and are more likely to convert off your holiday ads.

## Top Electronics categories, YoY expected search growth<sup>2</sup>:



## Consumer Electronics activity: Q4 2023 and forecasted Q4 2024<sup>3</sup>:

Consumer Electronics clicks are projected to see YoY increases this upcoming Q4 :

