

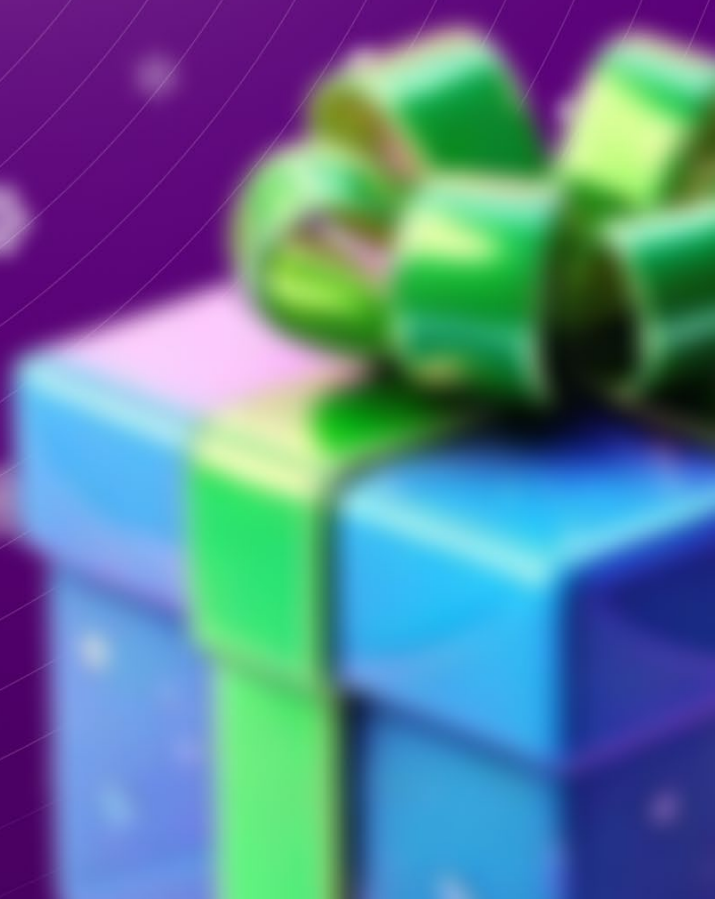


Holiday campaign mastery:

The essential PPC & Social checklist

Boost visibility, conversions, and ROI with pro-level seasonal strategies

The opportunity to boost your yearly results is here. Use our expert tips to optimize your PPC and social campaigns this holiday season and make the most of the shopping rush!



Look beyond the Performance marketing first

Before focusing on campaign adjustments, start with a few essential checks. These initial steps can have a big impact on your results, either boosting or limiting your success. Ensuring these basics are covered will set your campaigns up for the best outcomes.



Analyze last year's data

Review key metrics from last year's campaigns (ROAS, conversions, CPC, etc.) to identify top performers, placements, campaign types and areas for improvement. Use these insights to guide this year's approach.



Identify last year's and this year's best-performing products

Determine which products have sold well seasonally and which ones have consistently performed throughout the past year. This analysis will help you focus your efforts on the most successful items.



Share these insight with your inventory manager and plan accordingly

Ensure high-demand products are well-stocked and have substitutes ready for any items no longer available. Confirm that bestsellers are sufficiently stocked and discuss quick re-stocking options with your distributors for fast-moving items.



Food for thought:

According to research from our conferences and webinars, most marketers do not synchronize their efforts with inventory managers. Do you?

Competitor analysis

Study competitor campaigns from past seasons. Identify unique selling points and trends that could be advantageous to incorporate this year. There's likely something that can inspire you!

Set your goals

Performance marketing relies heavily on data, so it's important to set clear KPIs (Key Performance Indicators). These goals will serve as the foundation of your strategy and help guide your decisions throughout the season. Make sure your KPIs are measurable and aligned with your overall objectives.

Set up real-time performance monitoring

With increased budget spending, every mistake can be costly. Make sure you have the ability to track your campaigns effectively and quickly identify both top-performing strategies and areas that need improvement. Establish a daily monitoring schedule.

Be ready to keep increasing budget

Prepare to boost your already increased budgets—this is peak season. During this time, campaigns often hit budget limits. To avoid missing out on potential sales, be ready to discuss additional investment with your client or boss.

Coordinate with the team on expected peaks

Let your managers know when your peak activity occurs. They will ensure that customer support, sales, and warehouse staff are all aware of the high-demand days. You don't want increased sales to negatively impact your reputation due to poor service.

TIP: Typically, the two main peaks during the season occur at the start of Black Friday and just before its end.

Improve your landing pages

Your landing pages should have a single focus: making conversion as easy as possible. Ensure promo codes are easy to find and can be copied with one click, discounts are clearly visible, and you're offering everything possible to drive conversions.

Perfect shape data is the foundation of great campaigns

Check your feed for any errors

During the season, the chances of an item selling go up a lot. But incorrect information in your feed can cause issues, like wrong categorization, incorrect filtering on comparison sites, or even ad disapprovals—things you want to avoid.

Import additional information to boost ad performance

Consider what information about your product could help improve your ad results. Want to boost credibility with product reviews? Include stock information to create urgency? Go for it.

TIP: If your product reviews are only available on your site, Dotidot lets you easily extract them without needing a programmer.

Use of GTIN, MPN, and brand

Populate GTIN, MPN, and brand fields correctly to improve ad placement and eligibility, especially on Google and price comparison sites. Accurate identifiers help platforms match your products to relevant searches.

Review shipping information

Include accurate shipping costs, estimated delivery times, and any free shipping options. The Christmas season is unique due to the rush of last-minute shoppers and the increased activity of shipping companies. It's essential to be clear and concise while highlighting any advantages you may offer.

Review all pricing attributes

Since you are likely offering some sort of promotion or discount, make sure all the information is correctly in place. Price and sale_price are your key attributes during the season

Update your feed several times a day

Usually, your feeds update every 24 hours, typically at night. However, during the season, you want to reflect the actual state of your inventory as accurately as possible. Changes may trigger specific features, and you don't want to advertise products that are already sold out.

PPC must-dos for success



Revisit your overall strategy asap

Have you structured your campaigns based on profit margins? Wouldn't performance-based strategies, such as ROAS, be more effective during the season to truly maximize sales? Shouldn't you adjust the basic settings of your strategy, especially since many products may have increased conversion potential? These are important questions to consider.



Important:

Start this process several weeks in advance (the more time, the better) to ensure the new structure gathers sufficient data and completes the learning phase in time.

TIP : Read our Pmax articles about Profit margin strategy, Zombie product strategy and ROAS structure.



Prepare everything in advance

At least a month before going all in, ensure everything is set up. While ad hoc campaigns like Display, brand videos or season searches don't require that much time, performance based campaigns do. You don't want to receive any emails from Google notifying you that some ads were disapproved or that your campaigns have returned to the learning phase.

Update the content of your ads

Depending on your Christmas promotions, it's essential to keep your ad content as relevant as possible. This means regularly updating your copy with promotional phrases like "Black Friday: Save Up to 40%" and "Cyber Monday Sale." Remember that the season has various phases, so adjust your messaging accordingly to maintain engagement.

TIP: If you are running too many ads or want to keep your ads as relevant as possible, [read this article](#) to learn how to achieve that.

Set up promotion assets

Yeah, yeah, pretty basic, right? But you might be surprised at how many PPC specialists tend to ignore it. Just remember that by doing this, you gain an extra visually appealing line in the SERP, where every bit of space you take for yourself counts.

Refresh your sitelinks

Sitelinks are often overlooked when it comes to adjusting your content for the season. But enhancing these can boost the engagement too. Instead of generic options, make them specific to your promotions:

Countdown till the end of promotion

Nothing creates a sense of urgency as effectively in the final hours as a dynamic countdown. When there are only two hours remaining to save 30% on a product, the chances of conversion skyrocket if you inform potential customers within the ad they see.

TIP: With Dotidot, you can create a [countdown variable](#) that displays the time remaining before the sale begins or before the promotion ends. Since this is a variable, you can use it in the content of your Search Ads, Meta campaigns, or any other channels where you utilize the feed.

Create urgency for low-stock products

If you have only a few items left in stock, creating a sense of urgency can help drive quick sales, allowing you to clear out inventory efficiently and reduce the risk of unsold products after the sale period ends. This strategy can be highly effective in boosting conversion rates.

Keep an eye on your category campaigns

Monitor categorical campaigns to avoid promoting categories full of out-of-stock products. When inventory runs low, campaigns can become ineffective, wasting ad spend on categories with no products to promote.

*TIP: This is exactly what Dotidot is for.
Learn [how to set up a category feed](#).*

Decrease remarketing bids after Black Friday

If Black Friday is a peak season for your sales and traffic, consider decreasing remarketing efforts in the days that follow. Most users have either made their purchases or weren't interested in the first place. You can increase bids again later.

Meta success playbook

Test DPA versus Advantage+ Shopping campaigns

This topic remains somewhat controversial. Meta claims that Advantage+ Shopping achieves, on average, a 32% higher ROAS. However, many marketers argue that Dynamic Product Ads (DPA), particularly with the DABA settings, still deliver better results. Additionally, there have been known exploits that can significantly confuse the Advantage+ algorithm.

Did you know that:

Dotidot users achieved over 1300 ROAS while testing Advantage+ Shopping? Learn more about [*Dotidot's Meta automation*](#).

Make your ads stand out

People's feeds are overflowing with holiday ads, making it easy for viewers to scroll past ads that blend in. Combined with rising costs per result, this can bury your marketing efforts. To avoid ad fatigue and boost your Meta campaign results, make your ads festive, unique, and attention-grabbing.

*TIP: All this can be achieved with [**Dotidot's Image Editor**](#), which allows you to edit your images in bulk. Not only can you create eye-catching ads, but you can also perform basic edits, such as removing backgrounds or watermarks.*

Create a sense of urgency and make it visible

Imagine advertising a product that has low stock and including a message that says, “Only XY left in stock.” Make sure this message is easy to see in your ad copy, like in the headline or the primary text. You can also include it in your image, which connects well with the previous tip.

Craft several versions of your ad copy

Not all campaign formats offer this option, but if it’s available, be sure to use it. Consider trying different messaging: some that focus on your brand or product benefits, some on promotions, and some that combine both. Then let the algorithm decide which approach drives the best results.

Highlight your promo codes

This simple feature was introduced only a few months ago, and it can help you highlight your promotion to your audience. This element appears in entirely new ad elements while also adding additional features to boost conversion chances.

TIP: Read more about [highlighting your promo codes](#) feature.

Revisit this list for continuous optimization

