Checklist

**BE THERE AHEAD OF TIME**
- Review last season's campaigns for successes and lessons learned
- Set budgets to accommodate increases in traffic
- Upload campaigns early and add Merchant Promotions to make the most of your seasonal deals.
- Double-check to make sure all relevant accounts and campaigns are active
- Follow up on any rejected ads
- Add new, relevant and emerging keywords
- Be visible early by influencing decision making using rich image-based ads among shoppers who are choosing brands (Multimedia Ads (new), Multi-Image Extensions and Microsoft Audience Ads)

**FIND APPROACHES FOR A BETTER ROI**
- Test In-market Audiences directly and indirectly related to your industry
- Use remarketing, dynamic remarketing and similar audiences to boost your ad performance
- Use the right combination of ad extensions (Action, Promotion, Filter Link (new) and others)
- Emphasise the metrics you care about most with auto bidding strategies to deliver ROI like Target ROAS or Target CPA.
- Try multi-touch campaigns through search and native utilising the power of the Microsoft Audience Network to boost your reach and ROI.
- Opt-in to search partner sites to expand your reach

**OPTIMISE KEYWORDS, ADS AND BIDS**
- Use long-tail brand terms and have Dynamic Search Ads to discover gaps in your keyword lists.
- Test ad copy variations or use Responsive Search Ads to test up to 40,000 different ad permutations for you.
- Use the right combination of ad extensions (Action, Promotion, Filter Link (new) and others)
- Emphasise the metrics you care about most with auto bidding strategies to deliver ROI like Target ROAS or Target CPA.
- Try multi-touch campaigns through search and native utilising the power of the Microsoft Audience Network to boost your reach and ROI.
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**OPTIMISE SHOPPING CAMPAIGNS**
- Automate part of your product offerings with Smart Shopping Campaigns (new) to target customers who are more likely to convert at higher revenue values
- Refresh your product feed daily
- Go beyond the required attributes and populate your feed with as many recommended attributes as possible for each product offer
- Use the SKU column and unique identifiers to help differentiate product titles and descriptions that may only differ in size, color, etc. All unique identifiers should be consistent between data feeds
- Include specific brands, product types or individual products that align with your business goals