



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.
- ✓ Plan your [budgets](#) for periods of high CPC and consider shared budgets for collections of smaller campaigns to efficiently spend budget where there is demand.
- ✓ Apply [auto-bidding](#) to maximise profitability
- ✓ Set up [Automated Rules](#) to schedule and automate your top campaign management tasks on a weekly, or even daily, basis for invaluable time savings and efficiency gains

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