

Holiday 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](#) and [Flyers](#)
- ✓ 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
- ✓ Budget for PC/tablet and mobile traffic.
- ✓ Plan your [budgets](#) for periods of high CPC
- ✓ Opt-in to [search partner sites](#) to expand your mobile reach
- ✓ Use long-tail brand terms
- ✓ Optimize your keywords and ads

Optimize keywords, ads and bids

- ✓ Use the right combination of [ad extensions](#) ([Action](#), [Promotion](#), [Filter Link \(new\)](#) and others)
- ✓ Test ad copy variations
- ✓ Set bids in anticipation of increased competition during the seasonal peaks
- ✓ Apply [auto-bidding](#) to maximize 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

Optimize 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