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

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