

KEY TAKEAWAYS

2024 Playbook for Q4 & Holiday Success: Make the Most of Your Data & Budget Across the Full Funnel

Day 1

Holiday Kickoff: Optimizing Data and Budget for Maximum Seasonal Impact

- **Balance Long & Short Term Objectives:** New-to-file customers may not show similar retention to customers acquired during other periods, plan accordingly.
- **Data Ducks:** Get 'em in a row. Focus on PII capture and signal resilience by way of Server-Side portability.
- **Creative Led:** Dig deep to resource more creative options than you think you may need, you may need to pivot quickly.
- **Agility:** As always, remain vigilant and prepare plans for rogue waves.

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Campaign Planning Workshop: Crafting a Comprehensive Strategy

- **Optimize your search and PMAX ad copy throughout the funnel** highlighting value propositions, brand advantages and seasonal promotions.
- **Start advertising early** and diversify your Social ad placements and formats.
- **Use TV and Audio opportunities** to generate awareness in premium environments while supporting lower-funnel conversions.
- **Retailer data knows what you BUY**, harness that to be **surgical with a strategy** based on what is most likely to convert.

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Does Your Brand Measure Up? Optimize & Measure Campaign Performance Pre- and Post-Holiday Season

- **Measurement must be forward-looking** not just homework-grading.
- **Incrementality is central** to all optimization.
- Consider the **full-funnel** at all stages of your holiday campaign.
- Be aware of reaching **diminishing returns**.

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Clean Sweep: Perfecting Your Brand Strategy Across All Marketing Fronts

- **Ensure clean, high-quality content** and accurate listings to build trust and recognition.
- **Use real-time behavior targeting** to optimize visitor engagement.
- **Capture and utilize data early** to inform holiday marketing strategies. **START NOW!**
- **Focus on conversion rate optimization (CRO)** by targeting key behaviors and using product recommendations.
- **Review and prioritize inventory management** based on retailer capacity and performance.

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Breaking the Mold: Pushing Marketing Boundaries with Next-Gen Strategies

- **Think audience-first & lean into first-party data** wherever possible from planning through to the execution and measurement phases
- **Be willing to test out new features;** whether that be a new tactic, hop on a trend, concept etc.
- **Strong creative is critical in any testing,** as that will be what draws users to engage. **Video and audio are both vital to driving engagement**

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Search to Sale: Linking Your Search Strategy with Commerce

- **Search is evolving**, in the how, the where.
- Search is more **conversational and used for discovery** than ever before.
- **TikTok Shop. Social Search** - you are leaving money on the table.
- **Enhancing the consumer shopping experience through AI capabilities** and seamless integration across all channels
- **Gen Alpha is coming for us all.**

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The Power of AI: Work Smarter, Not Harder

- **AI** and advanced modeling **can personalize and enhance engagement** across all elements of paid media in Q4. **Start with easy**, out-of-the-box solutions & **scale to more sophisticated** strategies as you become familiar with the AI ecosystem.
- **AI can be a key component in creative analysis** by leveraging intricate image and audio recognition to tag assets and scale insights so you can launch informed creatives in Q4.
- AI powered tool sets enable marketers to do more with less. It's streamlining repetitive and time-consuming tasks, freeing time for marketers to **focus on strategic and creative efforts.**