

# PREPARING FOR HOLIDAY 2017

10 tactics to help drive campaign performance during the holiday season

1

## Start early – and think beyond the big ‘deal days’

Greet the season with a fully-baked strategy. Set measurable goals and have a plan in place for tracking them. When it comes to setting KPIs, consider what you ultimately want to accomplish. It’s recommended that you run your campaigns through January to capture incremental traffic.

2

## Ensure your retail readiness

Holiday traffic means more clicks, impressions, and sets of eyes on your Amazon product detail pages. Pre-season, take a critical look at the products you intend to promote and make sure their detail pages are set up for success.

3

## Plan your promotions

Know what discounts you’ll be offering, and coordinate early with your retail partners to make sure plans are in place for holiday. You can boost the visibility of these holiday offers with Amazon Marketing Services:

- Deal of the Day
- Lightning Deals and Savings and Sales Deals
- Vendor-powered coupons (VPCs)

4

## Bid strategically and use manual targeting

If there’s ever a time to bid more aggressively, it’s the holiday season. Higher bids boost your chances of winning more competitive auctions. Consider increasing bids two weeks prior to Black Friday/Cyber Monday through the end of January due to the expected rise in the average cost-per-click (aCPC).

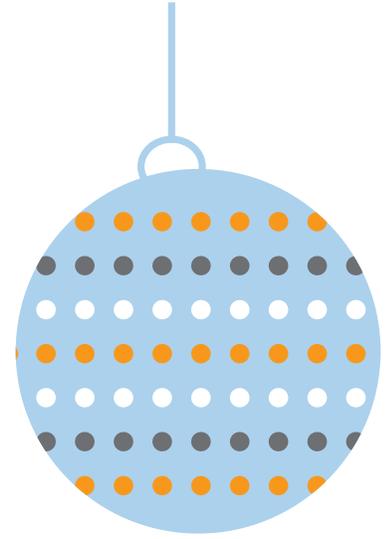
Adjust your bids so that they are 1.5x more than average, especially if you’re advertising deals (as deals will likely result in higher CTR).

5

## Be at the top

Another reason to run manual-targeted campaigns during the holiday season: you gain access to Bid+. Enable Bid+ within your manual-targeted Sponsored Products campaign to help increase your chances of winning top-of-search placement.





# 6

## Test, test, test

Maximize the potential of your Headline Search and Product Display Ads by testing specific elements in Q3 and early Q4. Plan to test for a minimum of 2-3 weeks so campaigns can be optimized for peak seasons.

# 7

## Be cognizant of your copy

Craft clear, engaging headlines using sentence-case styling. Keep promotional copy actionable and direct. Be careful to avoid the pitfalls that will delay campaign approval:

- Price callouts in copy (e.g., dollar value or a % discount)
- Time-sensitive copy (e.g., “Cyber Monday”)
- Unsubstantiated claims (e.g., “World’s best phone case”)
- Superlatives (e.g., “Best Seller,” “Best,” “Highest Quality,” “Ultimate”)
- ALL CAPS or no capitalized first letter
- Misspellings and text errors

# 8

## Optimize your keyword focus

Leading up to holiday, launch your campaigns with many Broad Match keywords targeting across branded, competitive, and category terms. Over the next few weeks, optimize your campaigns for the best-performing keywords and gradually shift from Broad to Phrase Match, and then from Phrase Match to Exact Match.

# 9

## Don't go dark

Monitor your budget to make sure you don't run out mid-flight. You should consider raising budget caps by 150%-350% to accommodate heightened demand. For context, Amazon Marketing Services saw a 25%-75% lift in ad clicks in Q4 2016 compared to Q3 2016. You should also plan to use a Daily Budget, which lets you track when you're running out over the course of the day.

# 10

## Stay in-the-know

Don't wait until the holidays are over to assess how your campaigns performed.

Our reporting lets you see what's working in your campaigns – and lets you know where you need to optimize to hit KPIs and help drive sales. Amazon Marketing Services saw a 75%-125% lift in ad attributed sales in Q4 2016 compared to Q3 2016, making it an important period to ensure your campaigns are tracking toward success.

To learn more, please visit: [ams.amazon.com](https://ams.amazon.com)

**amazon**marketingservices