

# PREPARING FOR HOLIDAY 2017

10 tactics to help drive book ad performance during the holiday season

- 1 Start early – and think beyond the big ‘deal days’**

It’s not too early to be thinking about your holiday strategy. Consider distributing your ad spend across the whole holiday season, rather than just focusing on key shopping dates like Black Friday and Cyber Monday (where competition and CPC bids will be at a premium).
- 2 Plan your promotions**

Identify the top titles you want to focus your ad dollars on and start running your campaigns early. Focus on new releases, flagship authors and popular series to capitalize on holiday gifting.
- 3 Prepare your detail pages**

Holiday traffic means more impressions, clicks and visits to titles’ detail pages. Take a critical look at the titles you intend to promote and make sure their detail pages are up-to-date and conveying the message you want to deliver to readers interested in your titles.
- 4 Bid strategically and use manual targeting**

If there’s ever a time to bid more aggressively, it’s the holiday season. Higher bids may 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 Broaden your ad coverage**

Maximize the potential of your ads by running multiple ad types for the same titles. Each ad type provides unique placements and targeting criteria, expanding the opportunity to reach the right customers on the right pages on Amazon. Because there is greater ad density during the holiday season, running multiple ad types also helps increase the likelihood of ad visibility among competing advertisers.

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## Focus your keyword strategy

Start now with testing different groupings of keywords, from broad category terms to title-specific phrases, so you'll know which types of search terms perform best and where to focus your budget on during peak holiday traffic season. For ideas on how to group your keywords, take a look at our [keyword strategy guide](#).

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## Keep your campaigns running

Amazon Marketing Services saw a 25%-75% lift in ad clicks in Q4 2016 compared to Q3 2016.\* Monitor your budget to make sure you don't run out mid-flight. You should consider raising budget maximums by 150%-350% to accommodate heightened demand.

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## Get creative with your copy

Craft clear, engaging headlines and custom text. Keep promotional copy actionable and direct. Be careful to avoid the common 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., "Over a million copies sold!")
- Superlatives (e.g., "Best Seller," "Best," "Highest Quality," "Ultimate")
- ALL CAPS or no capitalized first letter
- Misspellings and text errors

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## Monitor campaign performance

Don't wait until the holidays are over to assess campaign performance.

Our reporting helps you see what's working in your campaigns – and lets you know where you need to switch up your campaign strategy to 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.

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## Extend into the New Year

The year may be ending, but that doesn't mean peak traffic season has stopped. Take advantage of high volumes of site traffic by running your campaigns through January. We recommend a focus on eBook campaigns, to capture new device owners looking to fill their Kindle e-readers.