

Start now

Moment Be there at the right moment

- Biggest moment of the Year: Black Friday
- Sinterklaas: The local moment you can't miss
- Christmas longest moment of the year (Sep - Jan)

Gift Be there for the right gift

Categories that matter: **Electronics & Lifestyle** on Black Friday, Toys & Games on Sinterklaas and **Home Gifts** during Christmas

Screen Be there on the right screen

Device preferences: ~70% demand on Mobile, Are you there?



Connect with your customers & focus on their demand

Audience Activate and expand on- and offline 1st party audiences

Create similar audiences from (offline) customer lists

Audience Target over indexing Google audience for better prospecting

Find proven to work Google audiences in a data driven way, or create your own

Audience Incorporate Seasonal audiences

Try to sign up for the Alpha coming in Q3 (no guarantees at this point)

YouTube Reach your audience using powerful intent signals

On YouTube that is essential to purchase decisions

YouTube Drive Conversions with new formats optimized for online & offline

Trueview target CPA & Max conversion, Local Campaigns, Bumper Ads

YouTube Prove it works with improved online & offline measurement

Maximise Consideration Lift, YouTube Store Visits

Drive Action & Capture demand On-site, In-Store and Across the Web

Search Capture extra traffic with Responsive Search Ads

The more unique assets are present in an ad group, the higher your chances for success in an auction

Shopping Show up when it matters with Keywords + Dynamic Search Ads

Combining keywords and DSA in an integrated approach yields the best results

Search Get the most out of your campaigns with query-level bidding

Implement in time to get out of learning phase by peak

Shopping Apply the best practices for Shopping

Organize your product inventory into a tiered, relational structure

Omni Measure online transactions + store sales or store visit

Determine an average order value and in store purchase rate to give a value to a store visit

Omni Set an Omni Channel target for your team

Look at both online and offline sales by taking into account total sales when calculating ROAS

Omni Drive extra footfall with local ad formats

Make sure you have creative assets that are tested and approved for local ad formats

Accelerate Mobile Slowness is a show stopper, make sure this is sorted

Mobile Optimise you campaigns for both mWeb and app

- Make sure the right ad format is being used
- Activate deep linking for the app
- Engage new customers through delightful mweb experiences while leveraging on your app to build a loyal base of consumers

Mobile Remove friction with a great user experience

- Analyze your data to understand where consumers are dropping off
- Use clear CTA's and next steps
- adopt recommendations from the UX retail best practices services.google.com/fh/files/events/pdf_retail_ux_playbook.pdf

Mobile Increase you mWeb speed by adopting new technologies

- Optimize your pages with AMP
- Resize and use next gen format for your images
- Reduce calls to the servers



Start planning your campaigns *now* to align with key seasonal moments

