

skai™

HOLIDAY PREP BEST PRACTICES

**Get ready for the
holiday season**
with the Skai Paid
Search playbook

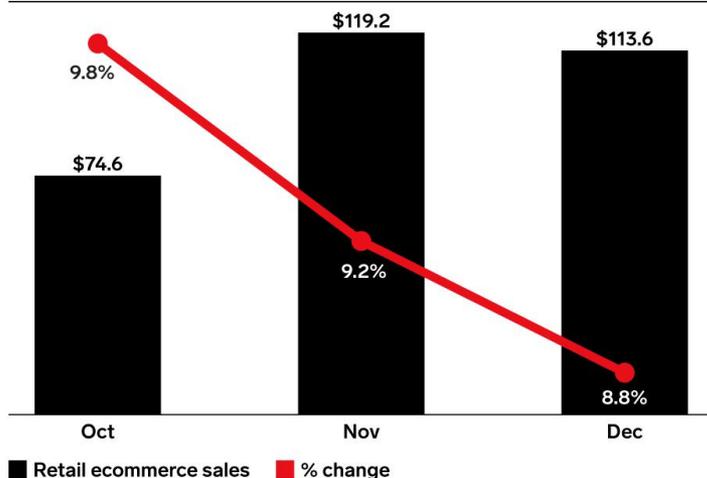
The following proprietary presentation is given for general informational purposes only and shall be strictly confidential.

Paid Search Market Insights

What to expect this holiday season

US Retail Ecommerce Sales, by Month, Q4 2022

millions and % change



The “Holiday Hammock”

Amazon’s October Prime event has pushed up ecommerce holiday events to October, shaping Q4 charts to resemble a hammock of two main spending events, bridging a period of slower spend in between; Advertisers must allocate their marketing budget over this elongated period.

Source: [eMarketer](#)

Search Engine Land » PPC » U.S. paid search spend forecast to hit \$110 billion in 2023

U.S. paid search spend forecast to hit \$110 billion in 2023

Within search, retail media networks (RMNs) are a rising star – it is projected to be near \$30 billion in spending this year.

Chris Wood on May 18, 2023 at 2:45 pm | Reading time: 3 minutes



Paid search spend is expected to reach \$110 billion this year, according to a new eMarketer forecast.

Search and retail media. Paid search represents 41.8% of total digital spending. If it reaches \$110 billion, its growth will remain slightly higher (at 8.2%) than overall U.S. digital ad spend, which is expected to increase by 7.8%.

Meet your new AI-powered marketing assistant

Search Engine Land's chatbot brings Search Engine Land's content and ChatGPT together to help you explore, experiment, and stay ahead. Welcome to the future! [Start chatting now.](#)

Within search, retail media networks (RMNs) are a rising star, with 18.7% growth in retail media search. This segment is projected to be near \$30 billion in spending in 2023.

RMN digital ad revenue (not just in search) is on course to rise from \$31 billion in 2021 to \$45 billion this year. If spending continues at its current rate it should surpass \$106 billion in 2027.

US Display and Search Ad Spending, 2023

billions, % change, and % of total digital ad spending

	Ad spending	% change	% of total digital ad spending
Display	\$147.40	7.9%	55.9%
—Social network display	\$68.45	3.4%	25.9%
—Connected TV (CTV) display	\$25.09	21.2%	9.5%
Search	\$110.20	8.3%	41.8%
—Retail media search	\$29.69	18.7%	11.2%

Note: display includes banners, rich media, sponsorships, video, and ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets; social network excludes payments to influencers or other creators to produce sponsored content; includes branded content amplified as paid media; CTV includes digital advertising that appears on CTV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; search includes contextual text links, paid inclusion, paid listings, and SEO; retail media search includes digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce or is bought through a retailer's media network or demand-side platform (DSP); includes ads purchased through retail media networks that may not appear on ecommerce sites or apps

Source: eMarketer, March 2023

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eMarketer | [Insights@intelligence.com](https://www.emarketer.com)

Image source: eMarketer

Paid Search by the numbers

Improving economic conditions are beginning to spur ad spending growth

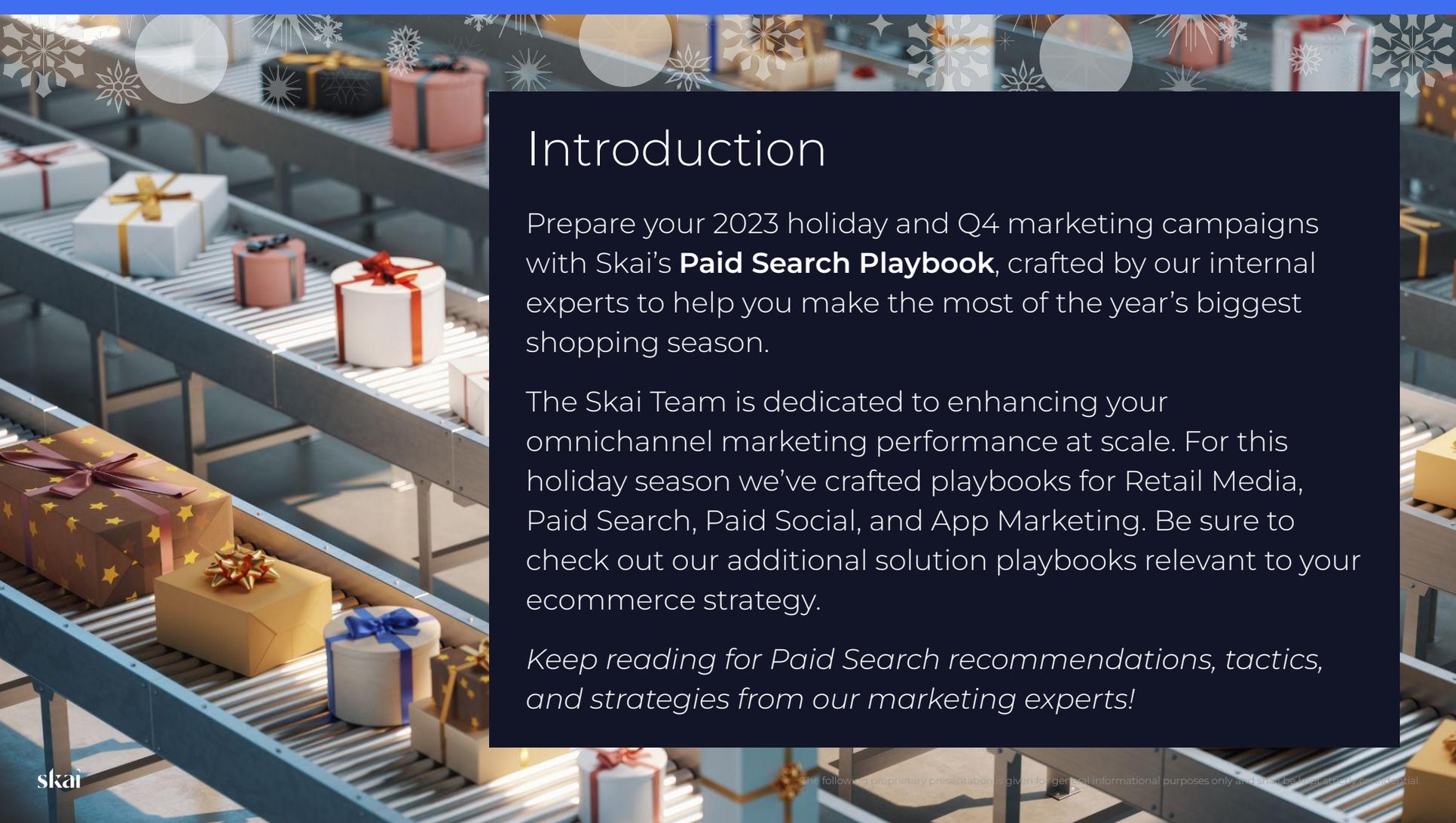
41.8%
Total US Paid Search Ad Spending

10.8%
Expected Paid Search growth from 2023-2024

\$110.20B
Total Forecasted Paid Search spend in 2023

3X
Microsoft's US search ad revenue growth compared to Google's in 2023.

Source: [eMarketer](https://www.emarketer.com)



Introduction

Prepare your 2023 holiday and Q4 marketing campaigns with Skai's **Paid Search Playbook**, crafted by our internal experts to help you make the most of the year's biggest shopping season.

The Skai Team is dedicated to enhancing your omnichannel marketing performance at scale. For this holiday season we've crafted playbooks for Retail Media, Paid Search, Paid Social, and App Marketing. Be sure to check out our additional solution playbooks relevant to your ecommerce strategy.

Keep reading for Paid Search recommendations, tactics, and strategies from our marketing experts!

Paid Search Holiday Toolkit

Phase 1

Lead up

**Prepare and set up
for success**

Prepare strategy. Create campaigns. Schedule alerts. Arrange pacing monitors. Set optimization rules. Automate wherever possible.

Phase 2

Go Time

**Launch, monitor,
expand, and optimize**

Stay on the pulse. Identify opportunities to optimize. Take action immediately.

Phase 3

Lead out

**Turn holiday learnings
into 2024 strategy**

Sustain momentum and use remarketing to convert customers who didn't purchase.



Phase 1: Lead up
Prepare and set up for success

skai

Phase 1: Lead up

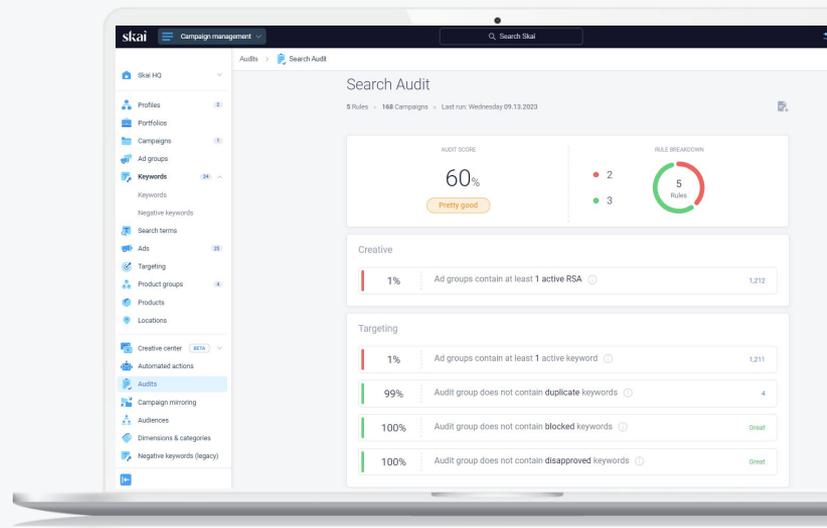
Set up and streamline campaigns

- ✓ Using Skai's **Bulk Edit**, pause and archive campaign elements that are no longer relevant to create a streamlined program, and to reduce reporting and processing times during peak season.
- ✓ Double and triple check campaign setup with **Audits** to ensure ads point to the proper landing pages and offers, and that no issues will negatively impact advertising performance.



SKAI PRO TIP

Identify issues in campaign setup and structure, and get alerts before they impact performance results with **Audits**.



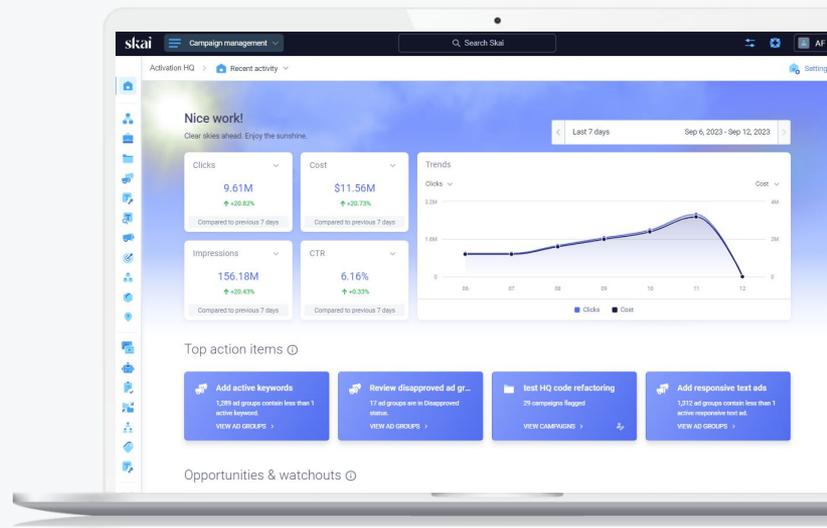
Phase 1: Lead up

Prepare to monitor campaign health in real time

- ✓ Prepare to quickly analyze campaign performance and surface any issues that need to be addressed in Skai's **Activation HQ**, where you get a bird's eye view of performance.
- ✓ Perform **Audits** of your campaign setup to ensure smooth ad delivery throughout the season.
- ✓ Keep campaigns on track all day long with **Pacing Monitor**.

SCENARIO

When preparing for the holiday rush, you'd like to find a way to streamline the campaign monitoring process. First, using **Dimensions and Categories** you label your holiday activity. Then, you create a view in **Activation HQ** that is filtered for your holiday campaigns. Using the **Top Action Items** section you quickly audit your holiday activity at a high level daily and make informed changes.



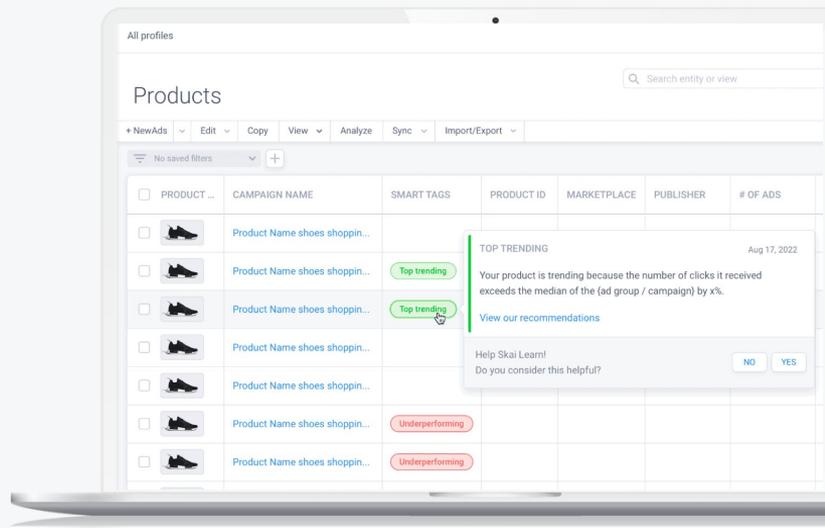
Phase 1: Lead up

Prioritize products with growing interest

- ✓ Uncover product trends and ensure you have campaigns supporting them with **Smart Tags** in the **Products Grid**.
- ✓ Identify and prioritize SKUs/ASINs that are gaining momentum at scale with **Trending Products**.
- ✓ Set appropriate budgets for products with growing or declining interest by drilling into the **Smart Tag Panel** data.

SCENARIO

Using **Trending Products**, you identify that a specific style of men's shoes are gaining significant momentum. Armed with this data, you can go into campaigns containing these products, prioritize SKUs, and capitalize on the increased interest.



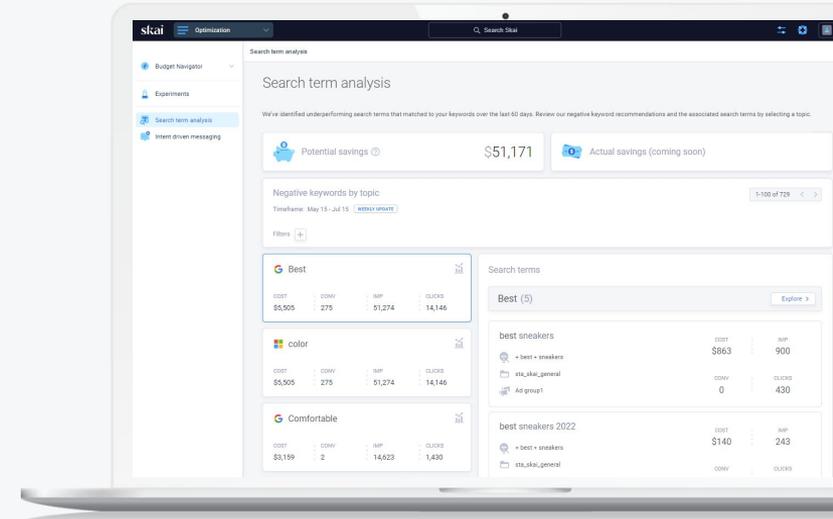
Phase 1: Lead up

Keyword strategy musts for search term optimization

- ✓ Use historic holiday data to build a robust base of keywords for your Q4 campaigns.
- ✓ Identify and negate underperforming keywords with **Search Term Analysis** to focus spend where it's most impactful.
- ✓ Avoid wasted spend by honing in on your most valuable search terms and with **Search Term Analysis**.

SCENARIO

During the holidays your ads may show up for searches that include holiday search terms, but are not relevant to your business. Using the **Search Term Analysis** tool, you can easily find these underperformers and negate them so no money is wasted during peak season.



Phase 1: Lead up

Organize campaigns and campaign elements

- ✓ Organize campaigns to support rapid analysis and optimization.
- ✓ Use **Custom Dimensions** and **Categories** to group campaigns, ads, and ad groups together and take advantage of advanced analysis, bulk actions, and performance optimization with just a few clicks.



SKAI PRO TIP

Group elements (e.g. Black Friday promos), product category (e.g. sports socks, baby products), brand name, and more to identify and take action faster.

GROUP	CTR	CONV.	GDST	COST/CONV.	CONV. RATE	REV.	#
<input checked="" type="radio"/> Ecommerce	17.41%	148,642.99	\$1,977,608.27	\$13.30	8.29%	\$10,519,495.53	
<input type="radio"/> Amazon	0.44%	1,101.99	\$2,675.63	\$2.43	35.62%	\$30,574.88	
<input type="radio"/> AmazonDSP	0.45%	1.68	\$73.14	\$43.54	5.09%	\$719.52	
<input type="radio"/> CitrusAd	43.41%	11,004.36	\$62,236.11	\$5.66	34.01%	\$246,133.37	
<input type="radio"/> Criteo	5.46%	28,737.92	\$436,723.43	\$15.20	7.91%	\$1,933,454.90	
<input type="radio"/> GapPuff	18.47%	6,533.28	\$5,185.45	\$0.79	500.63%	\$3,924.66	
<input type="radio"/> Instacart	0.46%	1,180.80	\$2,766.20	\$2.34	74.55%	\$4,391.67	
<input type="radio"/> Kroger	86.33%	48,959.44	\$1,135,250.28	\$23.19	4.13%	\$6,804,279.82	
<input type="radio"/> Lowes	6.62%	7,587.04	\$4,200.80	\$0.55	1,151.30%	\$648.09	
<input type="radio"/> Macy's	56.92%	19,563.68	\$200,021.12	\$10.22	14.16%	\$966,540.44	
<input type="radio"/> Nectar360							
TOTAL	1.43%	157,098.63	\$3,328,646.94	\$33.92	2.31%	\$11,841,491.10	

Phase 1: Lead up

Make data driven decisions for better performance

- ✓ Improve performance with A/B tests and pre-post **Experiments**.
- ✓ Launch tests on bidding strategies, ad copy, targeting, landing page and more within just a few clicks.



SKAI PRO TIP

Utilize Skai's interactive **Experiments** dashboards and visualizations to distill information quickly by creating a Cyber 5-specific Dashboard.

The screenshot shows the Skai Experiments dashboard. The table lists experiments with columns for Profiles, Goal, Experiment Type, Status, Time Frame, and Group Progress. The experiments are as follows:

PROFILES	GOAL	EXPERIMENT TYPE	STATUS	TIME FRAME	GROUP PROGRESS
EMEA Travel	Conversions	Bidding test	Running	1/4W 01/26/2023 02/23/2023	A/B test Pre/post test
EMEA Travel	Conversions	Bidding test	Running	1/4W 01/26/2023 02/23/2023	A/B test Pre/post test
EMEA Travel	Conversions	Bidding test	Completed	4/4W 11/24/2022 12/22/2022	A/B test Pre/post test
EMEA Travel	Revenue	Bidding test	Completed	4/4W 06/09/2022 07/07/2022	A/B test Pre/post test

Phase 1: Lead up

Audience strategy musts

- ✓ Expand audience reach with **Campaign Mirroring** to Microsoft.
- ✓ Leverage your own first-party data and customer match lists to reach customers with proven interest and intent for your brand and products.
- ✓ Reach out to audience segments similar to your most valuable customers.



SKAI PRO TIP

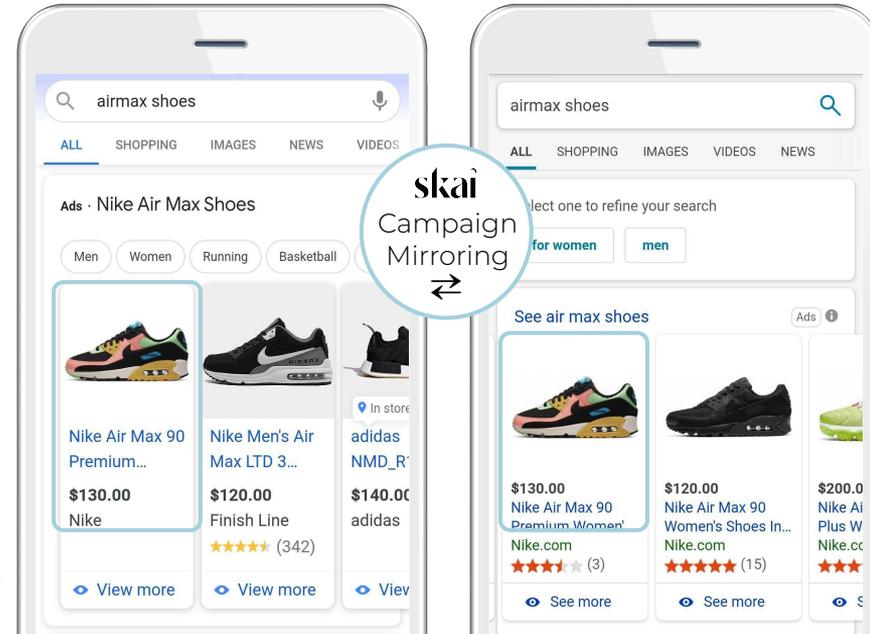
Create, target, and manage Google campaigns at scale in Skai. Then use **Campaign Mirroring** and keep Microsoft campaigns in Sync, all from one central location.



The following proprietary presentation is given for general informational purposes only and shall be kept strictly confidential.

Google

Microsoft



Phase 1: Lead up

Automate now. Thank yourself later.

- ✓ Automate all possible campaign actions ahead of time, based on scheduling, budget, and KPI performance with **Advanced Automated Actions**.
- ✓ Build out, template, and automate core reporting and dashboards to ensure you stay on track to hit campaign targets.

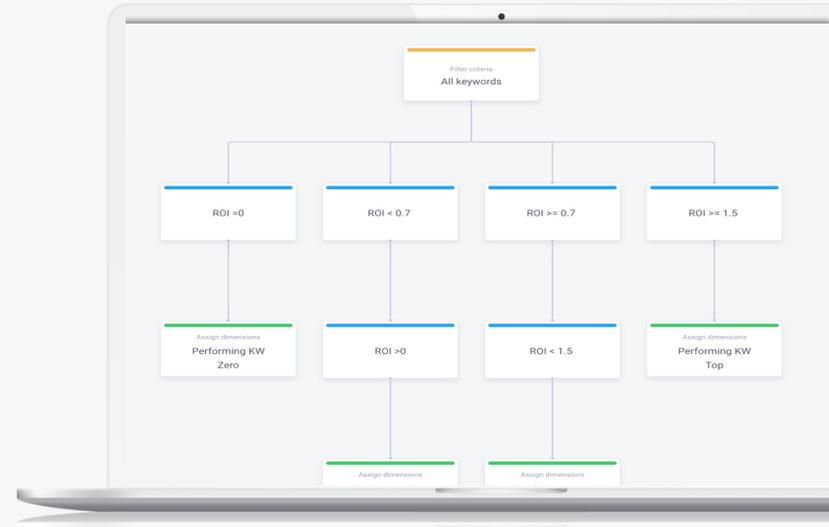


SKAI PRO TIP

Advanced Automated Action templates for the holidays guide campaign performance, while **Scheduled Reports** and **Pacing Monitor** keep you in the know.

SCENARIO

During peak season, promotions often run only at specific times. This promotional ad copy may need to be turned on and off multiple times, and the general ads may need to be paused while the promotional copy runs. Using **Advanced Automated Actions**, you can create a decision tree to pause general campaigns and activate promotional campaigns simultaneously, saving you lots of time.



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Phase 1: Lead up

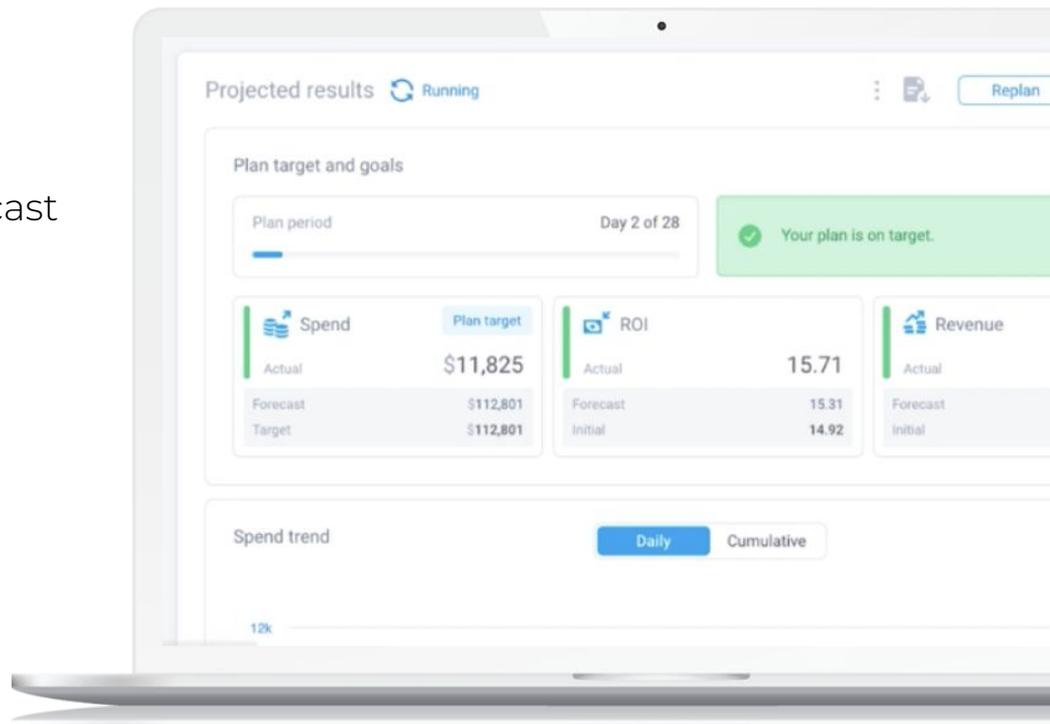
Build a plan of action for every scenario

- ✓ Utilize Skai's **Budget Navigator** to forecast possible outcomes and support the management of daily budgets and KPI targets across paid search campaigns.



SKAI PRO TIP

Whether KPIs are missed or your daily budgets need to be adjusted to reach your goals, Skai's **Budget Navigator** will help you prepare and have a plan for every scenario.





Phase 2: Go Time

Launch, monitor, expand, and optimize

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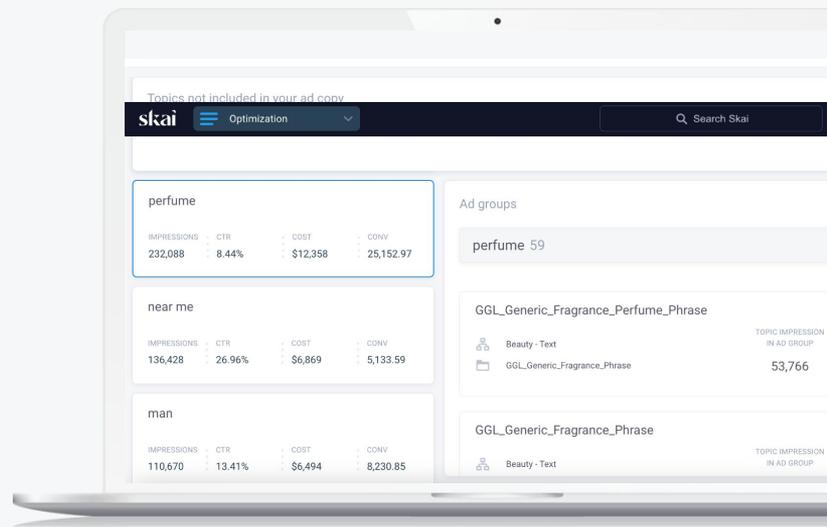
Phase 2: Go Time

Keyword strategy musts for intent and relevancy

- ✓ Expand automatic and broad match activity to capture new trends and consumer interests unique to the holiday season with **Intent Driven Messaging**.
- ✓ Incorporate high-intent keywords into your ad copy that drive engagement and efficiency with **Intent Driven Messaging** this holiday season.

SCENARIO

During peak seasons, it's common to adjust ad copy to reflect holiday promos. Using the **Intent Driven Messaging** tool, you can identify which holiday search terms consumers are already using and then add them to your ad copy to increase your quality score and position in Google.



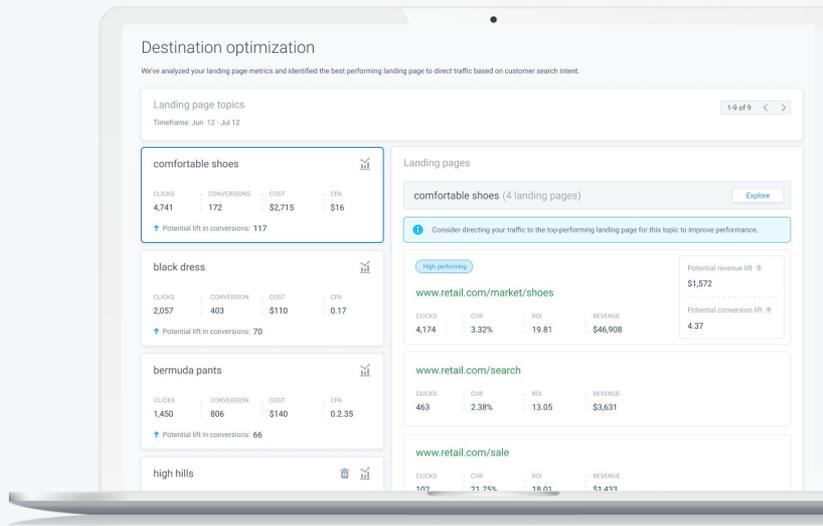
Phase 2: Go Time

Funnel traffic to the right landing pages

- ✓ Prioritize best performing landing pages by intent with **Destination Optimization**.
- ✓ Identify misalignment between customer intent and the landing page served.
- ✓ Uncover outdated or obsolete landing pages and take them offline to reclaim traffic.

SCENARIO

When creating holiday promo ads, there may be multiple landing pages driving traffic, with varying results. Skai's **Destination Optimization** tool will pinpoint the best performing landing pages so you can get the most out of the traffic you are driving to your site.



Phase 2: Go Time

Analyze in flight and take action quickly at scale

- ✓ Analyze ongoing performance across campaigns, ad groups, ads, and keywords in Skai's **Performance Grids**.
- ✓ Use **Bulk Actions** to optimize campaigns including:
 - Copy
 - Status
 - Budget
 - Bids
 - Match types
 - Keyword text



SKAI PRO TIP

In just a few clicks, perform rapid analysis and updates across thousands of ad entities with Skai **Performance Grids** and **Bulk Actions**.

The screenshot displays the 'Ad Groups' section of the Skai Performance Grids interface. The table lists various ad groups with columns for AD GROUP NAME, AD GROUP ID, PENDING UP, PROFILE NA., CAMPAIGN NA., SEARCH BID, AD GROUP TYPE, and IMP. The interface includes a sidebar with navigation options like Profiles, Portfolios, Campaigns, Ad groups, Keywords, Negative keywords, Ads, Product groups, Products, Locations, Creative center, Automated actions, Audits, Campaign mirroring, Audiences, Dimensions & categories, Negative keywords (legacy), and Bulk changes. The table shows 13 rows of data, including ad groups like 'mean_adgroup', 'Slingshock Shoes - Exact', 'Slingshock Shoes - Phrase', 'Slingshock Heels - Exact', 'Slingshock Heels - Phrase', 'Slingshock Shoes - Broad', 'Siletto Heels - Phrase', 'Siletto Heels - Exact', 'Womens Siletto Sandals - Exact', 'Womens Siletto Sandals - Phra...', and 'Siletto Shoes - Phrase'.

AD GROUP NAME	AD GROUP ID	PENDING UP	PROFILE NA.	CAMPAIGN NA.	SEARCH BID	AD GROUP TYPE	IMP
mean_adgroup	39661		US Retail	mean_skt_...	\$0.05		
mean_adgroup_2	39660		US Retail	mean_skt_2	\$0.05		
Slingshock Shoes - Exact	39638		US Retail	GOOD_Mens...	\$1.00		
Slingshock Shoes - Phrase	39637		US Retail	GOOD_Mens...	\$1.00		
Slingshock Heels - Exact	39636		US Retail	GOOD_Mens...	\$1.00		
Slingshock Heels - Phrase	39635		US Retail	GOOD_Mens...	\$1.00		
Slingshock Shoes - exact	39634		US Retail	GOOD_Mens...	\$1.00		
Slingshock Shoes - Broad	39633		US Retail	GOOD_Mens...	\$1.00		
Siletto Heels - Phrase	39632		US Retail	GOOD_Mens...	\$1.00		
Siletto Heels - Exact	39631		US Retail	GOOD_Mens...	\$1.00		
Womens Siletto Sandals - Exact	39630		US Retail	GOOD_Mens...	\$1.00		
Womens Siletto Sandals - Phra...	39629		US Retail	GOOD_Mens...	\$1.00		
Siletto Shoes - Phrase	39628		US Retail	GOOD_Mens...	\$1.00		
TOTAL							



Phase 3: Lead out
Turn holiday learnings into 2024 strategy

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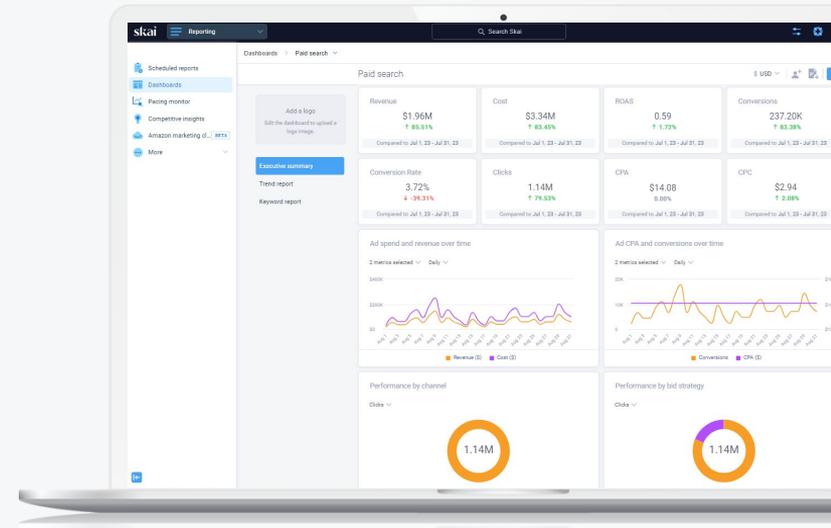
Phase 3: Lead Out

Analyze results and apply key takeaways

- ✓ Utilize Skai **Dashboards** to view all of your aggregated cross-publisher data and gain additional context on your Holiday advertising performance in one comprehensive, interactive view.
- ✓ Identify core trends, audience preferences, and untapped opportunities throughout the holiday season, and leverage them to start 2024 on the right foot.

SCENARIO

After the Cyber Five, your manager asks for a comprehensive look-back at performance on your paid search results. You dive into the Skai **Dashboards** and generate a Paid Search Dashboard from the templates that reports on Google and Microsoft. You customize your Dashboard to include all of your KPIs. Once done with customizing it, you click the share button to send it to your manager, and export a copy for the client as well.



Skai's advanced capabilities have you covered
for all your paid search marketing needs

So you can enjoy the holiday season

- ✓ Skai HQ
- ✓ Budget Navigator
- ✓ Pacing Monitor
- ✓ Dimensions and categories
- ✓ Intent driven messaging
- ✓ Trending Products
- ✓ Search Term Analysis
- ✓ Destination Optimization
- ✓ Bulk actions
- ✓ Auditing
- ✓ Automated Actions
- ✓ Portfolio optimization
- ✓ First-party data ingestions
- ✓ Scheduled reporting
- ✓ Experiments
- ✓ Incrementality testing
- ✓ Dashboards
- ✓ And more!

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HOLIDAY PREP BEST PRACTICES

Thank you

Reach out to the Skai Team
with questions.

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