

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](https://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

