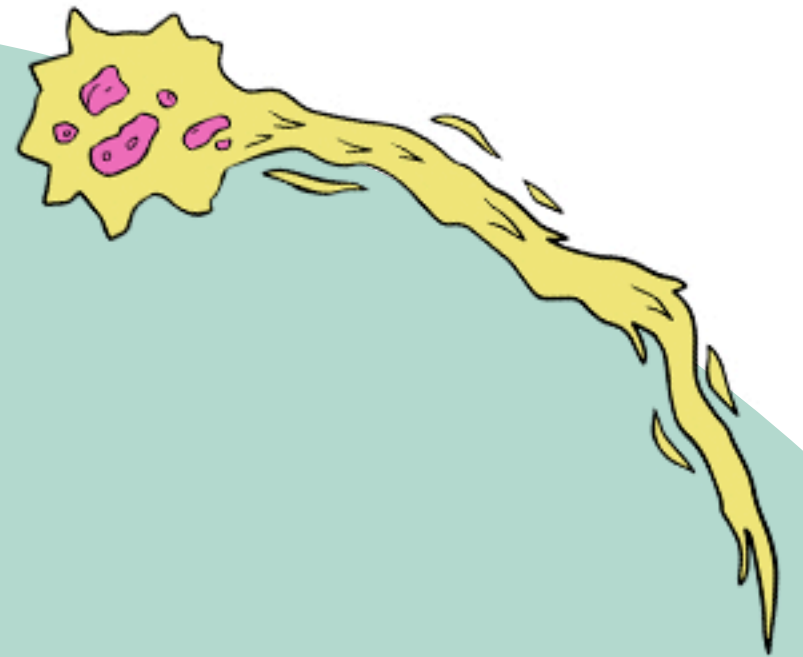


Google holiday campaign checklist



Double-check spelling

Run a thorough QA process.



Audit product feeds

Resolve issues ahead of time.



Let machine learning help

Optimize campaigns with Smart Bidding to stay competitive while maintaining cost efficiency.



Sufficient budget coverage

Use automated rules on Google Ads to control budgets.



Adjust for the post-pandemic eCommerce boom

Enhance your user experience and SEO.



Expand search coverage

Cover more generic terms like “Black Friday sales”.



Updates to physical stores

Communicate any policy changes or messaging online AND in store.



Apply last year's learning

Analyse last year's data while considering the real-time data.



Omnichannel approach

Create multiple touchpoints with shoppers across channels.