

Key Takeaways

2023 Playbook for Q4 and Holiday Success

Day 1

Session 1: Be Where Your Audience Is: Using Conversion – Driven Channels to Move Up the Funnel

- By combining an **audience-first approach with strong creative**, you can better unlock upper-funnel gains with **Performance Max**.
- **It's not too late to start SEO efforts** for the holiday season, but you need to narrow your focus and begin **NOW**.
- Look at the person searching, not just the language they're using. **Getting creative will be key to taking your SEM efforts to the next level** this holiday season.

Key Takeaways

2023 Playbook for Q4 and Holiday Success

Day 1

Session 2: Leveraging Measurement for Effective Audience Targeting and Optimization

- **Review Year-to-Date Performance.**
- **Set Clear Goals** - Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals for Q4.
- Make sure to **understand when you should be ready for seasonal events**. More often than not, we end up preparing too late and too little to capitalize on the benefit of seasonal events.
- **Prepare multiple measurement frameworks** to gain the deepest learnings possible.
- Compare between direct attribution reports, media mix models and incrementality tests to **assess your goals and success**.

Key Takeaways

2023 Playbook for Q4 and Holiday Success

Day 1

Session 3: Q4 Success Secrets: The Essential Elements of Operations and Fulfillment in the Holiday Rush

- **Identify key deadlines and cutoff dates** with your operational partners.
- **Start planning for Q4 early!** Establish your operational processes and diversify your fulfillment locations to get ahead of any curve balls or delays.
- **Start building stock now** to help avoid delays during the holiday rush.