



Key Takeaways

2023 Playbook for Q4 and Holiday Success

Day 2

Session 4: Bridging the Gap Between Engagement and Post-Click Conversions

- More traffic **doesn't always** mean more sales.
- Consider the user journey from impression to conversion as **one holistic activity**.
- Try **landing pages that allow you to hook a user differently** in your ads and compound wins.
- Build a **growth loop around experimentation**.



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Session 5: Conquering Amazon in Q4: Winning Strategies for Maximizing Search, Display, and Sponsored Products

- **Have a plan** - Prioritize goal, data-backed strategy, learn from prime day.
- **Own bottom of the funnel** - sponsored products, ASIN retargeting.
- **Effectively Prospect** - key performance indicators, audience, extending into video

Key Takeaways

2023 Playbook for Q4 and Holiday Success

Day 1

Session 6: Optimize Holiday Conversions by Leveraging First-Party Data Across the Funnel

- **Engagement + Trust = Party (1 + 0)**
- **Successful Q4 Campaigns = start well before Q4!**
Influencers and publishers can be a year-round arrow in the quiver.
- **Feed Automations Data = More Value** From Q4+ Campaigns.
- **Test, test, test!**