

HOLIDAY PAID SEARCH

A Best Practice Brief

Presented by Trada

Popular Online Shopping Days

Right before Thanksgiving

Black Friday

Cyber Monday

Christmas day

Day after Christmas

What Happens to Paid Search During the Holidays?

Increased click prices

Increased competition on keyword bidding

Increased traffic

Holiday Paid Search Budget Allocation

The most popular online shopping day in the holiday is *not* Cyber Monday, contrary to popular belief. The theory of Cyber Monday is that many Americans did the bulk of their online holiday shopping at work due to high-speed Internet connections. Now that high-speed Internet is prevalent, Cyber Monday has lost its significance, due to high-speed Internet connections. Cyber

Monday is now the 12th most popular day of online shopping (source: BusinessWeek).

When allocating budget for your holiday paid search campaigns, don't blow the bulk of it on big shopping days. **Keep a steady budget to last from the research phase in early fall to the end of holiday sales.**

IN THIS BRIEF:

The Buying Cycle:

Learn how the buying cycle affects paid search.

Creative Offers:

Tips for creating offers that will resonate in the holiday season.

Budget Allocation:

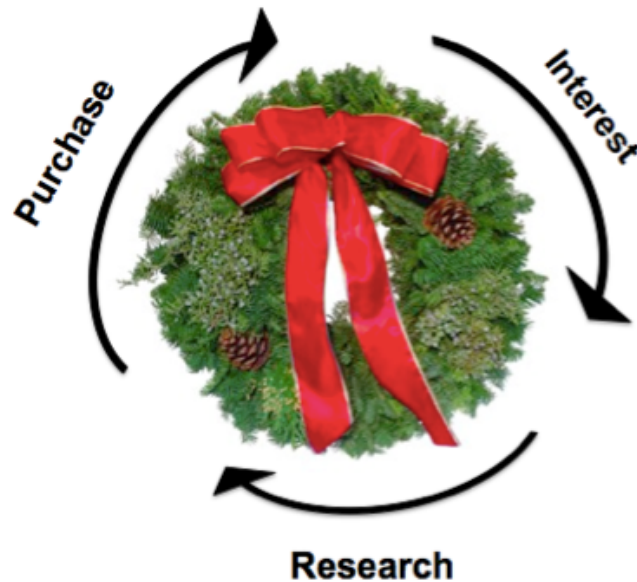
Learn the myths about the most popular online shopping and what this means for your budget.

Year-After-Year Data

A best practice in determining ad spend during the holidays is to examine year-after-year data rather than data from the current year. Website patterns can shift in the holidays.

Dayparting

While dayparting is often a successful tactic during the regular season, shopper's habits will change during the holidays. Examine last year's data to determine, when and if, dayparting makes sense.



How the Buying Cycle Affects Your PPC Ads

Holiday paid search keywords start appearing as early as August, although significant holiday buying won't truly begin until November. Because interest and research begins so early, it's important to do some tactics differently.

Early Bird Shoppers

First, to ensure you are capturing customers who visited your site during research and then came back to make a purchase, set your cookie tracking to 30 days or more.

If you have a higher-dollar commitment purchases, more research will be required. You will want to allocate some of your paid search budget to ensure shoppers can find you early in the holiday season.

One key aspect to remember is that early shoppers will be worried about prices

declining, so **consider a price guarantee**. It can be the last barrier to purchase.

Late Bird Shoppers

Last-minute buyers are much quicker to purchase and research cycle is much smaller or non-existent. After Dec. 10, you should consider capturing late-bird purchases as almost a separate paid search campaign. These shoppers will be asking whether your site can deliver the package by Christmas and looking for last-minute steals. Your ad copy should reflect this.

Evolve your Ads

Make sure you're evolving your ad copy to reflect the different cycles of shoppers and offers you're making. See the previous page for more information on creating compelling offers.

Free Shipping on Monday

Shop Hot Items Before They Sell Out
Receive a Free Gift with Purchase
www.AcmeStores.com/Holiday

Early Bird Ad

Last-Minute Gifts!

Guaranteed delivery for Dec. 25th
Shop Great Selection and Low Prices
www.AcmeStores.com/Holiday

Last-minute Shopper Ad

Developing Creative Offers that Resonate with Holiday Shoppers

Holiday shoppers are likely to be persuaded by offers that speak to a **budget and time crunch**. Make your site offers some of these key ingredients to a successful holiday paid search campaign.

- Sales promotions
- Gift with purchase
- Free shipping
- Early bird specials
- Limited-time offers
- Guaranteed delivery

Paid search ads that mention **gift with purchase** or sales will speak to cash strapped customers.

Also, don't forget that many shoppers will be looking for holiday gift cards this season. According to Google's Holiday Shopper

survey, 69 percent of shoppers plan on purchasing a gift card in the holiday season.

Holiday SEM campaigns should not lead customers to a regular landing page. Create holiday specific landing pages that meet the needs of the time and budget crunched shopper. Specific components of a holiday landing page can include:

- Place a countdown to Dec. 25
- Let customers know the last day they can order and still get delivery for the holidays
- Offer discounts off the entire site
- Offer free shipping

Long-tail keywords are more valuable than ever in the holiday season. Be prepared for prime keywords to see significant price increase, sometimes even as much as 50 to 80 percent.

Questions About your Holiday Paid Search Campaign?

Contact us at sales@trada.com to see how Trada can help you with your holiday paid search campaign.

Paid search is hard, time-consuming and meticulous. The holidays make paid search exponentially harder. Get a crowd of experts to work together on your client's campaign. Hundreds of thousands of people will search for your products this holiday season. Using a crowd of experts will help you identify the many different ways people will search for your products.

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