



Marketer's Guide to Holiday 2020

Edition 4 | Cyber 5 Tips

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Media Monitoring Tips for Cyber 5

We have put together a short list of five key tips for monitoring media performance during Cyber 5 this holiday in response to changing consumer behaviors, high demand, and elevated competition.

TIP 1 Proactively manage budgets.

- ☐ Adjust spend to account for increased seasonal demand.
- ☐ Align on target CPA, ROAS, and EMR (Enterprise Marketing Return) thresholds as competition increases.
- ☐ Have forecast options ready for incremental or shifted spend and know the marginal efficiency impact of scaling budgets.
- ☐ Always ensure budgets are not hitting caps to avoid maxing out on profitable spend opportunities.
- ☐ Maintain hourly pacing documentation and use last year hourly spend as a guide.
- ☐ Backup spend changes to have a repository to revert to if needed.

TIP 2 Inspect and test top campaigns and keywords.

- ☐ Continuously monitor top brand terms, non-brand terms, campaigns, and products as costs are expected to increase with competition.
- ☐ Set up alerts against top campaigns and keywords to draw your attention to urgent problem areas.
- ☐ Validate a consistent and relevant experience across creative, copy, promotions, and landing pages.

TIP 3 Keep product strategy top of mind.

- ☐ Ensure product feeds are refreshed regularly to ensure you are serving the most relevant and available merchandise.
- ☐ Point to in-stock inventory with a contingency plan in case of sell-out.
- ☐ Align on which products will comp the deepest year over year discounts.

TIP 4 Monitor site performance.

- ☐ Develop an open and clear communication plan with your site team to keep a pulse on site functionality.
- ☐ Keep an eye on key site indicators including visits, bounce rates, conversion rates, and cart abandonment rates.
- ☐ Setup site alerts and have a contingency plan to pause or redirect media if the site experiences downtime or major issues impacting the consumer conversion.

TIP 5 Establish a proactive communication plan, to your teams and leadership.

- ☐ Align with your direct team, cross-functional partners, leadership, and external partners on who is on point each day of the holiday weekend.
- ☐ Agree on when and how you will connect for key milestones.
- ☐ Overcommunicate. If you see something, say something.