Checklist

Black Friday & Christmas Season

smec

in general

- [ ] Define **non-objectives/worst case scenarios**

- [ ] Prepare **supply chain** for increased demand

- [ ] Ensure a **holistic online presence** (showcase ads, Facebook, newsletters etc.)

- [ ] **Check** & optimize **website speed**

- [ ] **Feed** optimizations: enrich short product titles with information & check **Product attribute specifications 2020**

- [ ] Take advantage of **Merchant Center Promotions**

- [ ] Check **eCPC** settings in the ads account --> select 'Optimize for conversion value'

- [ ] Check **audiences**: have all relevant target groups been added? Should specific target groups be pushed?

- [ ] Prepare **ABS structure**: which products should be advertised more intensively?

- [ ] Treat **low funnel search queries** accordingly - by setting up an independent campaign (Whoop! feature 'Query Sculpting')