

Holiday 2020: Bidtellect Best Practices Digital Advertisers



1 Scale: Don't Restrict Inventory and Set Aside Your Biggest Budget

1 //

THE MOST REACH IS CRITICAL.

Now is the time to go big or go home. Set aside a large budget. Run nationally-targeted campaigns utilizing all 3 ad formats (in-feed, recommendation widget, and in-ad) across all 3 devices (desktop, tablet, and mobile) to ensure we are able to find relevant users at any time on any device.

2 //

REACH OUTSIDE SOCIAL.

Social promises contextually-relevant native ads that match their environment. Bidtellect promises the same, but across the open web in premium native environments with the ability to avoid undesirable content. Reach more consumers, safely. Native advertising outside social networks and programmatic Native Advertising are the fastest-growing categories of Native (eMarketer). Social media is the least trusted media source (Edelman Trust Barometer).

3 //

GET ACCESS TO AS MANY PLACEMENTS AS POSSIBLE.

Bidtellect is partnered with more than 30 supply partners for the most expansive network in the ecosystem, which means access to 58 million distinctly targetable placements and **55 billion** Native auctions daily.

4 //

ONLINE SHOPPING WILL BE EVEN MORE POPULAR THAN YEARS PAST

2019 holiday online sales were already record-breaking, and ecommerce, strengthened and solidified during the Covid-19 pandemic, will continue to dominate consumer shopping.

71% of US adults said they planned to do more than half of their holiday shopping digitally this year

(daVinci Payments via eMarketer).

60% of consumers plan to shop less in-store this season due to fear of COVID-19 exposure

(Radial survey via MarTech Series)

44% of respondents plan to shop more online during this year's Black Friday, Cyber Monday and Christmas holidays compared to last year's holiday season

(Quibit study via eMarketer)

NAUGHTY

Limiting scale across ad type and devices

Restricting inventory

Focusing too much on Social

nice

Scale across the open web, ad types, and device types.

Cater to online shoppers

Start early



2 Account for Mobile

1 //

HIGHER MOBILE ENGAGEMENT THIS YEAR:

It should be obvious, but maybe it isn't. Mobile usage and engagement continues to grow rapidly. Before setting up campaigns, check that the landing pages you will be directing traffic to are as mobile-friendly as possible, from easy scrolling to readability to ease of purchasing products.

106% Mobile had a 106% higher CTR than Desktop in 1H 2020

(Bidtellect 1H 2020 Native Report).

20% In Q2 2020, Mobile users spent 20% longer on sites per visit after engaging with a Native Ad than Desktop users, and 58% more than Tablet users

(Bidtellect 1H 2020 Native Report).

2 //

MOBILE SHOPPING: THE NEW WAY TO ONLINE SHOP

Expect mobile usage to be higher than ever this holiday season. That includes shopping online and via apps, comparing prices, and even using click-and-collect options. Make sure check outs, landing pages, and content are mobile-friendly.

37% 37% of US adults said they were more interested in mobile app shopping than they were last year

(Salesforce via eMarketer).

17% Mobile shoppers spent an average of \$197 on mobile orders during the 2019 holiday season, a 17% increase over 2018

(Button research via Digital Commerce 360)

NAUGHTY

Landing pages that are not user friendly

Difficult check out process

nice

Scaling inventory to mobile

Mobile-friendly content & shopping experiences



3 Consider the Customer Journey: Start Early, Target and Retarget

1 //

TARGET AND RETARGET

Since a consideration cycle is generally required to make a purchase – especially with so many choices and sales during Black Friday weekend – supplement a prospecting strategy with retargeting to drive prospects back to the site to purchase. Make it even easier to buy online and pick up in store, too.

2 //

HOLIDAY SHOPPING (AND SALES) WILL START EARLIER

Start early, like really early. Shoppers plan to start their holiday shopping earlier this year, and big retailers have sales planned for October. Plus, consumers are less likely to shop in-store and are worried about packages arriving on time in the current climate. They are also more concerned with budgets than in years past. Start sales, holiday gift ideas, content, and retargeting as early as possible.

39% of shoppers plan to start shopping for the holidays in October into early November, and 30% plan to start on Black Friday/Cyber Monday

(Radial survey via MarTech Series)

41% of shoppers say they don't plan to shop any earlier for holiday gifts

(Radial survey via MarTech Series)



Target will kick off holiday sales in October (Target via The Washington Post), while Amazon is considering moving its postponed Prime Day to October

(CNBC via The Washington Post)

47% of Americans say they may need to start saving earlier for Christmas presents

(The Christmas Company).

NAUGHTY

Not testing out different creatives and KPIs for ultimate engagement. Come on now!

Waiting until the last minute.

nice

Start early and Optimize! Test those campaigns and adjust creatives and KPI based on performance for maximum engagement.

Creative Best Practices for Holiday 2020:

The Naughty and Nice List

[b]+studio is Bidtellect's award-winning in-house creative team and they are experts in creating copy and images that draw in consumers and lead them to your content. Here's what you should know:

HEADLINES //

The first (and arguably best) way to catch a shopper's eye? The headline.

NAUGHTY

✗ Two-word headlines are so 2019. Phrases like **"Holiday, Reimagined"** or **"The Best Running Shoes"** don't draw attention and earn trust. Remember, the headline of your Native creative should appear to look like an article.

✗ Always Remember to Title Case Your Headlines

nice

✓ Use Compelling and Educational headlines like **"What Every Girl Wants in Her Closet"**.

✓ Ask Questions **"Did Someone Say 'Epic 1-Day Holiday Sale?'"**

✓ Offer to educate or solve problems **"How to Create the Most Wonderful Holiday Tablescape"**.

✓ Listicles are still the way to go **"3 Classic Casual Outfits, Fit for Everyone"**.

✓ Sense of urgency – especially with sales **"Don't Miss Pier 1's One Big Sale & Clearance"** or **"Spoiler Alert: Your New Favorite Shoe is Here!"** or **"An Event So Extraordinary, It Only Happens Twice a Year."**

✓ Content/Thought Leadership: offer tips for the best gifts or creative ideas. **"The Ultimate Gift Guide for Everyone on Your Nice List"** or **"How to Wear Adidas Like Your Favorite Celebs"**

✓ Witty puns with a holiday twist: **"Deck the Halls with Boughs of Happy"** or **"Take a Step in a New Direction this Holiday SZNI"**

DESCRIPTIONS //

This is the copy under the headline – it gives a little extra information about what your product or content offers!

NAUGHTY

✗ A description that's shorter than the headline. Tsk tsk.

✗ Content that doesn't match what is provided on the landing page

nice

✓ Make sure your call-to-action in the description matches your KPI. **"Beat the heat and save on A/Cs and dehumidifiers from Walmart. Pick from portable air conditioners, window air conditioners, and more! Shop now."** or **"These boots are made for anything. The Killington offers constant support with dynamic flex in every step. Get yours, shop now."**

✓ Include a promotional code that is 20% off or higher. Today more, than ever, consumers need discounts. **"Soft, flawless skin is truly the best gift. Today only, get 30% off your purchase, plus, get free gifts with purchase. Use code: TAKE30"**

✓ Offer to solve problems. Remember, most social gatherings will happen virtually – think how your product will benefit the next Zoom or Facetime call.

IMAGERY //

Actually, the image is probably the first and best visual cue – **so don't slack here!**

NAUGHTY

✗ Text on images. Just don't!

✗ Cluttered images with no focal point

✗ Dark images that don't pop

✗ Depressing imagery that makes the reader look away (hello remember it's the holidays)

nice

✓ Use people or animals (they are more relatable!). Think: lifestyle, authentic, and in the holiday spirit. Tug on those heart strings with images that show emotion.

✓ Children, pets, food and people in images perform best

✓ Add some spice with animation or a cinemagraph