

Bidtellect's Top 10 *Holiday* Campaign Tips for Brands & Advertisers

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Holiday spend is going to be big. Now is the time to scale. Bidtellect's platform is integrated with 25+ of the industry's leading SSPs and exchanges, giving buyers access to 98%+ of the internet-connected US, and 100s of thousands of publishers and global supply.

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The data shows loyalty programs matter to holiday shoppers for early deals and access. Show off loyalty programs and exciting savings promotions in your creative assets. **Ads with promotions are consistently top performing**, according to [b]+studio.

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Don't skimp on brand safety: filter towards quality to ensure viewability, brand safety, supply path optimization, and to combat fraud.

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Rely on real-time optimization to identify the creatives and content that deliver the best results across devices and sites.

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Make use of all Bidtellect's **ad formats (Responsive Native, High Impact, Banner Display, and Video)** and **devices (desktop, tablet and mobile)** to drive brand and promotional awareness.

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Analyze campaign performance with Bidtellect's **robust analytics, customized reporting, third-party measurement solutions** and **proprietary insights** for the most in-depth assessment of your holiday campaigns.

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Reach consumers already engaging with holiday content, holiday shopping content, or any topic of your choosing with **context-driven targeting and optimization.**

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Teamwork makes the holiday dream come true: Our **creative experts [b]+studio** will create custom, eye-catching, and high performing creative assets for your brand. Our **performance analysts** make recommendations based on performance and goals.

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Utilize Bidtellect's **proprietary audiences**, which use natural language processing technology and the context of the page to build custom audiences that show an explicit interest in the category of your choosing.



eMarketer predicts 2022 holiday retail sales to increase 3.3% to \$1.262 trillion (eMarketer).

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Save where it counts: our optimization technology - especially our automatic bid factoring tool, **AARDvark** - will ensure you're paying for the true value of an ad placement, maximizing **ROI.**



Only 4% of U.S. holiday shoppers did not use digital channels for their shopping in 2021 (Think With Google)



61% of consumers joined a loyalty program to receive discounts during the 2021 holiday season (Deloitte)