

# prepare for peak eCommerce paid media checklist



need help  
preparing for  
peak? let's talk

## budget and bids

- Increase your budget to accommodate the influx in traffic
- Maximise your ad campaigns for mobile bids
- Bid on relevant and profitable keywords
- Set up campaign alerts
- Review and use insights from demographic and location data
- Move away from manual bidding to smart bidding

## shopping and feed management

- Optimise your shopping feed and fix disapprovals
- Follow Google's best practice for product images and titles
- Increase the density of relevant terms within your product descriptions
- Increase your shopping campaign bids based on your business priorities
- Implement Google Ads smart shopping campaigns and run alongside your standard shopping campaigns
- Submit a request to Google to be whitelisted and set up merchant promotions
- Shoptimised users only: Set up Promotion IDs and performance rules

## audience

- Use Google search trends and their keyword planner to gain extra audience insights
- Retarget past visitors and customers through remarketing lists (RLSA)
- Use affinity and in-market audience targeting for your ad campaigns
- Reward loyal and previous shoppers with offers or priority sale access

## ad copy and imagery

- Analyse historical performance and use this to inform your ads
- Immediately approve your design and ad copy
- Set campaigns up in advance of their launch
- Split test the use of countdowns in your ads
- Use promotion, review/seller ratings and call out extensions
- Set up automated rules

## webpage/landing page experience

- Prepare your website to cope with an influx of traffic
- Check your tracking codes are working correctly
- Test your transaction code and make sure it is set up for both macro (transaction) and micro (form sign-ups) goals
- Ensure your website is mobile and tablet friendly
- Optimise your webpage/landing pages and checkout process
- Create urgency - add a countdown banner for when your promotions will end
- Don't over complicate your user journey

## monitor, analyse and optimise

- Review historical data and learn from year-on-year performance
- Gather insights from Google Analytics and other real-time tracking tools
- Be prepared to make last minute changes and don't panic!