Fringe-hem wool scarf »

Double-layer wool jacket »

# Peak sales peak performance.

Maximize performance this holiday and mega sales day season.

∞ Meta

# Across Meta technologies, advertisers are using AI to maximize holiday performance.

Meta invests in industry-leading AI to evolve its business tools, and many advertisers have already benefited with stronger campaign performance.

## During the 2022 holiday peak season, advertisers saw:

### BETTER PERFORMANCE

**+20%**

increase in Q4 conversions year-over-year[1]

**+$3.31**

in revenue for every $1 spent[2]

### COST-EFFECTIVE INVENTORY

**+23%**

increase in Q4 ad impressions[1]

**-22%**

decrease in Q4 average price per ad[1]

> Highest level of conversions on Meta during the weekend of Black Friday and Cyber Monday in Q4 last year[1]

## And meeting the increasingly high standards of their customers.

**Best platform to discover deals.**

**The top online platform for holiday discovery and growing**

**The place to find relevant brands and products.**

**50%**

found out about mega sales days offers on Meta technologies.[3]

**56%**

discovered brands and products on Meta during the holiday season.[4]

**35%**

agree that brands and products discovered on Facebook or Instagram, during the holiday season, are more relevant than those discovered on other platforms.[4]



windandwool
Sponsored

Red Faux Fur Coat $250

Shop now

windandwool Stay cozy this winter with our new faux fur coat line!

# Automation

## Lean into automation to optimize holiday campaign performance.

The holiday season is a particularly dynamic and competitive time for marketing. Automation helps businesses keep up with the pace of change with less budget, resources, and time. By enabling automation tools with critical inputs, automation makes decisions based on real-time learnings and optimizes holiday campaigns through thousands, if not millions, of iterations.

### Decision levers

- $ BUDGET
- CREATIVE
- AUDIENCE
- PLACEMENT
- DESTINATION
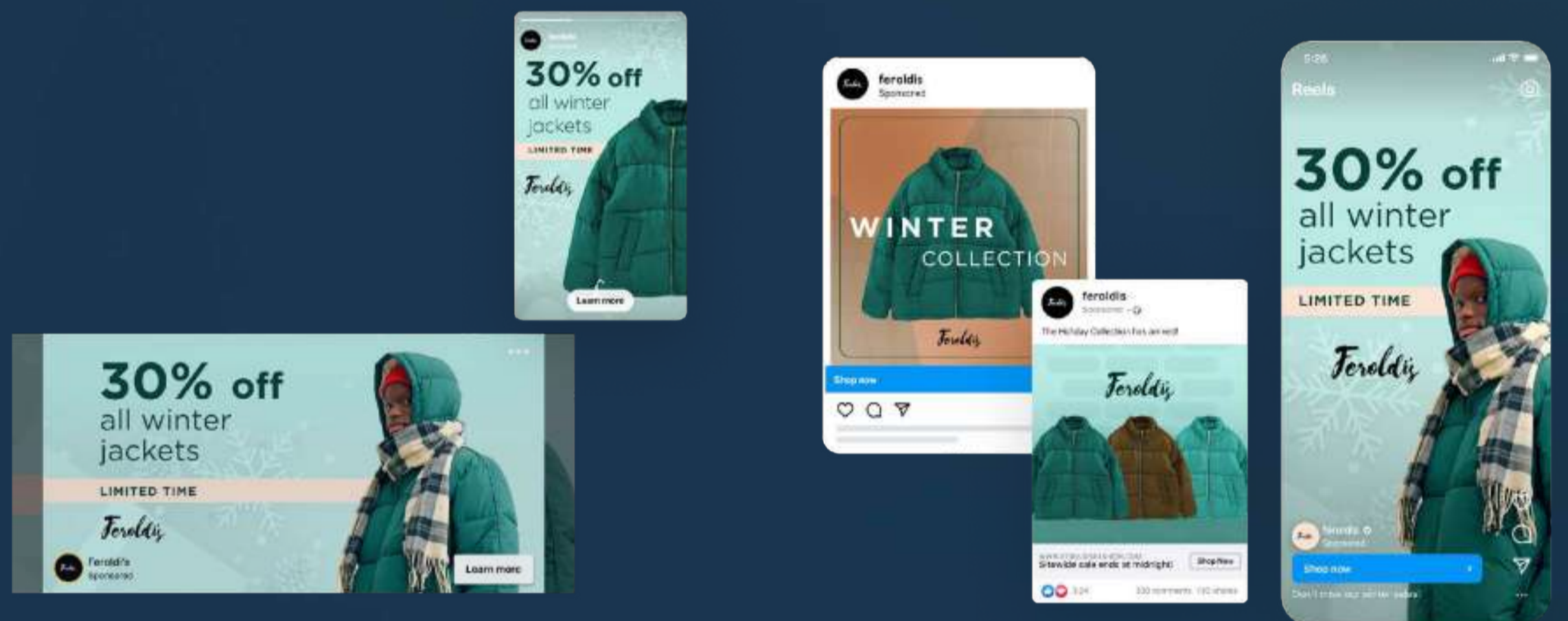
## Meta Advantage suite automation can make campaigns more efficient.

Advertisers can automate their entire setup or select parts of a campaign.
In this guide, we will cover a subset of the most impactful solutions within Advantage suite.

### Advantage+ single step solutions

⟵ ⟶

Leverage the power of AI to execute more specific campaign strategies

| Budget automation | Creative automation | Shopping automation | Placement automation | Destination automation |
|---|---|---|---|---|
| Advantage campaign budget | Advantage+ catalog ads Advantage+ creative | Advantage+ shopping | Advantage+ placements | Advantage destination: Website, Shop*, App |

End-to-end automation

# Advantage+ shopping campaigns can help grow online sales and increase performance
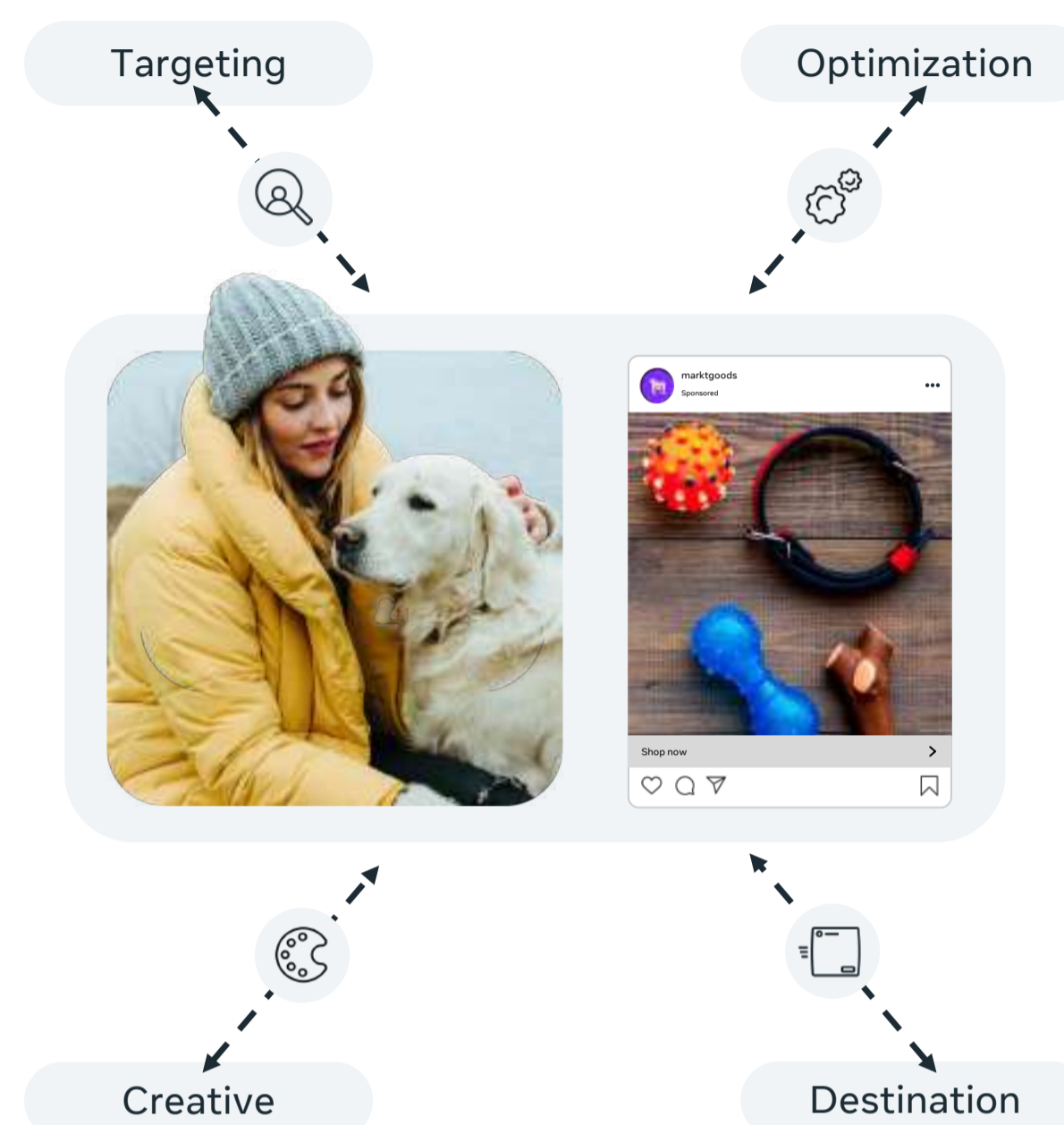
Advantage+ shopping campaigns are designed to be used when sales are your primary objective, and you are looking to sell to new and existing customers in as few steps as possible.

## 17%
improvement in cost per conversion[1]

## 32%
increase in return on ad spend cost[1]



Targeting

Optimization

Creative

Destination

## RECOMMENDATIONS

Input diverse creatives and high-performing audiences to drive holiday results.

### CREATIVE

✓ Import or create as many creatives as possible (minimum of 10) to automatically test creative.

✓ Include mixed formats (static image, video and catalog) to help improve performance.

✓ Connect with a Meta Business Partner to help you generate diversified holidays creative at scale.

### AUDIENCES

✓ Upload existing customers through custom audiences to inform the delivery system.

✓ Specify percentage of budget allocated toward existing customers vs. acquiring new customers.

## Success story

UK-based fashion brand, Moda in Pelle, decided to introduce Meta Advantage+ shopping campaigns in addition to its usual Facebook ad strategy for a fall holiday season, achieving a 2.4x increase in return on ad spend and 65% lower costs per acquisition when compared to usual campaigns.
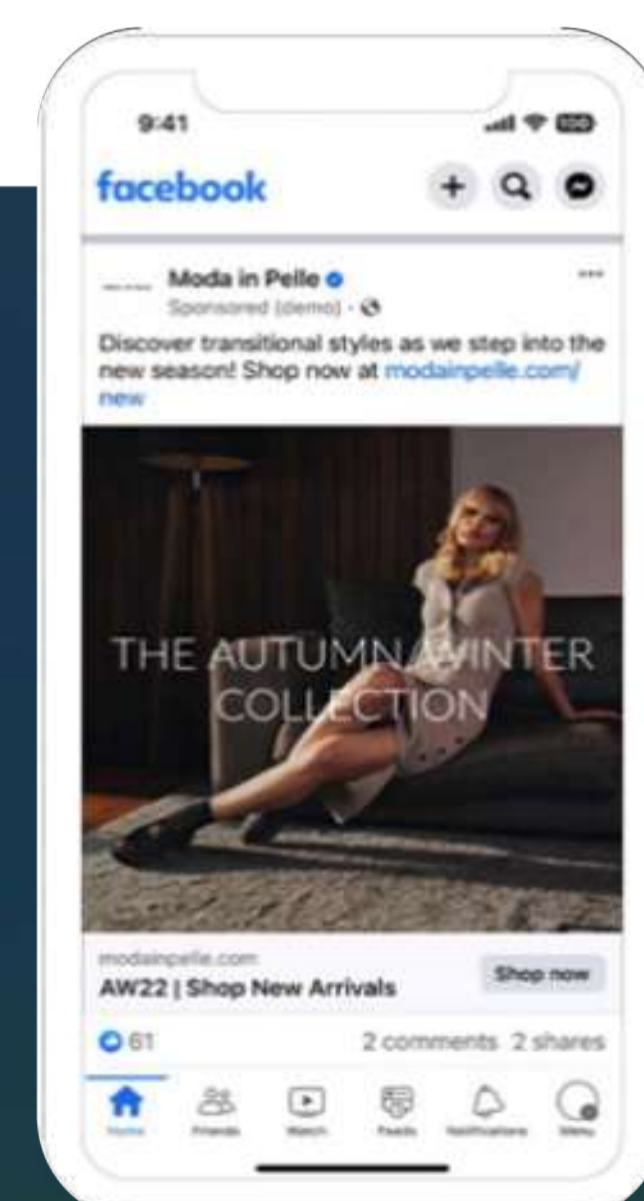
## Creative automation

> ### 🎁 Success story
>
> French fashion ecommerce brand, Almé, saw a 20% sales increase by adopting Meta Advantage+ shopping campaigns compared to their usual campaigns. Almé also experienced a 16% decrease in cost per purchase by using Advantage+ shopping campaigns.

# Connect products to people with Advantage+ catalog ads

Advantage+ catalog ads use machine learning to help drive sales by automatically delivering personalized ads to new and existing shoppers based on their behavior, interests, and intent.

Two targeting options to reach holiday shoppers:
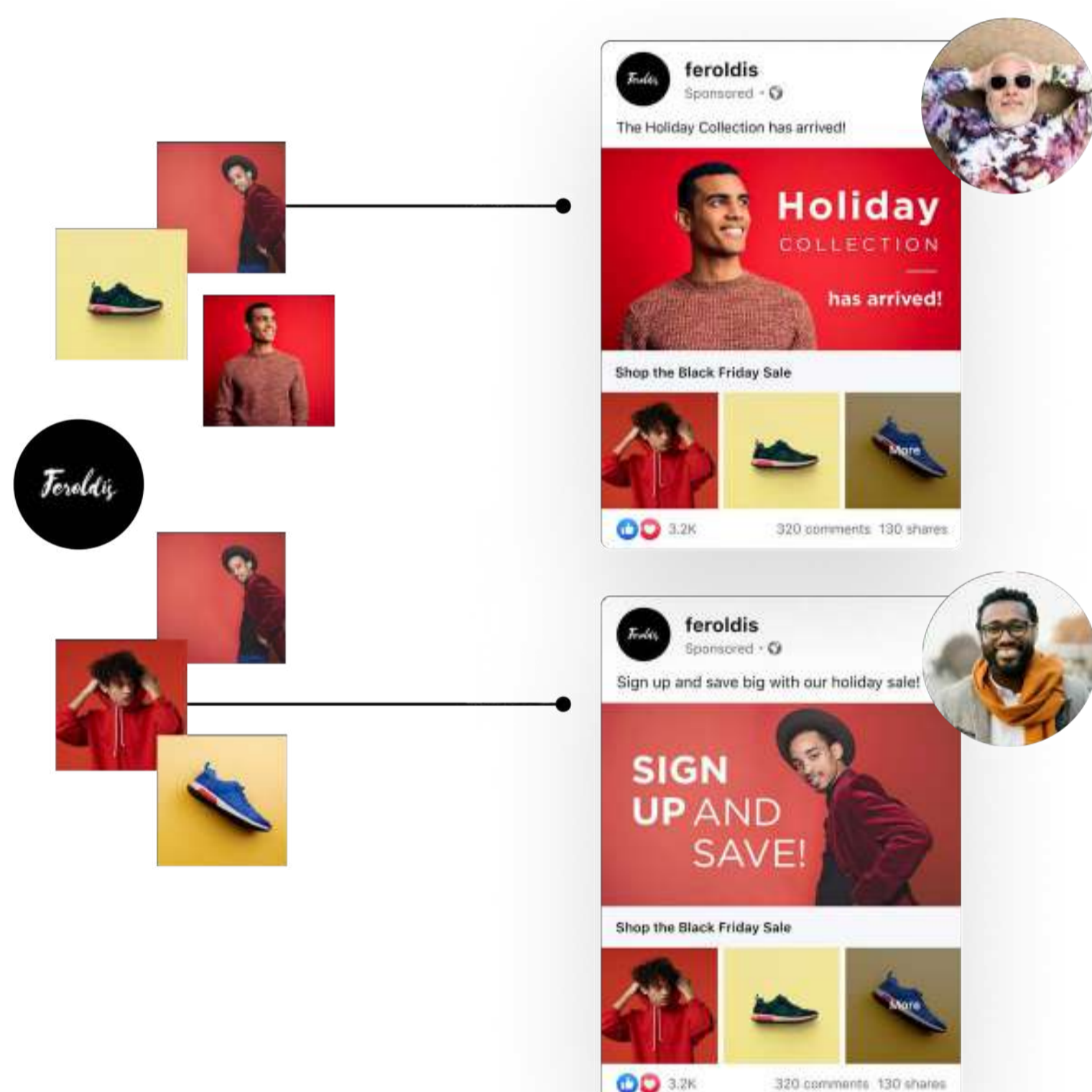
### Reach new audiences

Find people most likely to love your products.

SOLUTION

Advantage+ catalog ads for broad audiences

### Reach existing audiences

Help people find more of your products they are most likely to love.

SOLUTION

Advantage+ catalog ads for retargeting

## REACH INTERESTED SHOPPERS

**Performance:** Improve product sales with machine-learning.

**Personalization**: Connect products to people where they spend their time.

**Efficiency:** Drive efficient sales of your catalog so you can focus on strategy.

Placement automation

# Place your ads where your customers are with Advantage+ placements.

Use Advantage+ placements to find the most cost-effective opportunities across Meta technologies and placements. With the Advantage+ placements solution, you can use any existing creative across multiple placements, including Instagram Stories, Instagram Feed, Messenger and Audience Network.

## RECOMMENDATIONS

Provide holiday assets in multiple formats and dimensions to optimize creative per placement.

In order to create engaging ad experiences, placement asset customization displays the right holiday image or video depending on where those ads appear.

✓ Use different assets. For example, you could upload a product image or video to Facebook and a brand image or video to Instagram.

✓ Use different crops. We recommend different aspect ratios for different placements. For example, use a vertical aspect ratio for ads in Stories.

✓ Use edited videos. For example, you can upload a shorter video to fit the Stories video requirements (1–15 seconds).

✓ Use different text, headlines and links. For example, Instagram Stories work well with short copy.
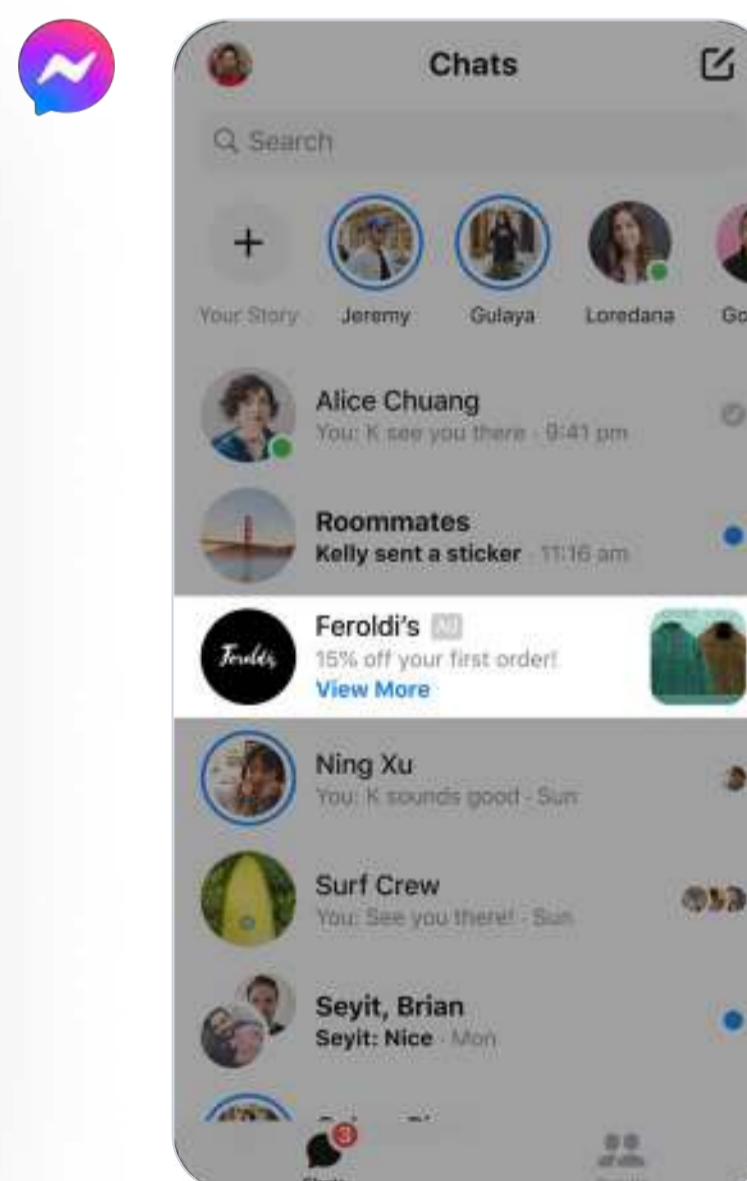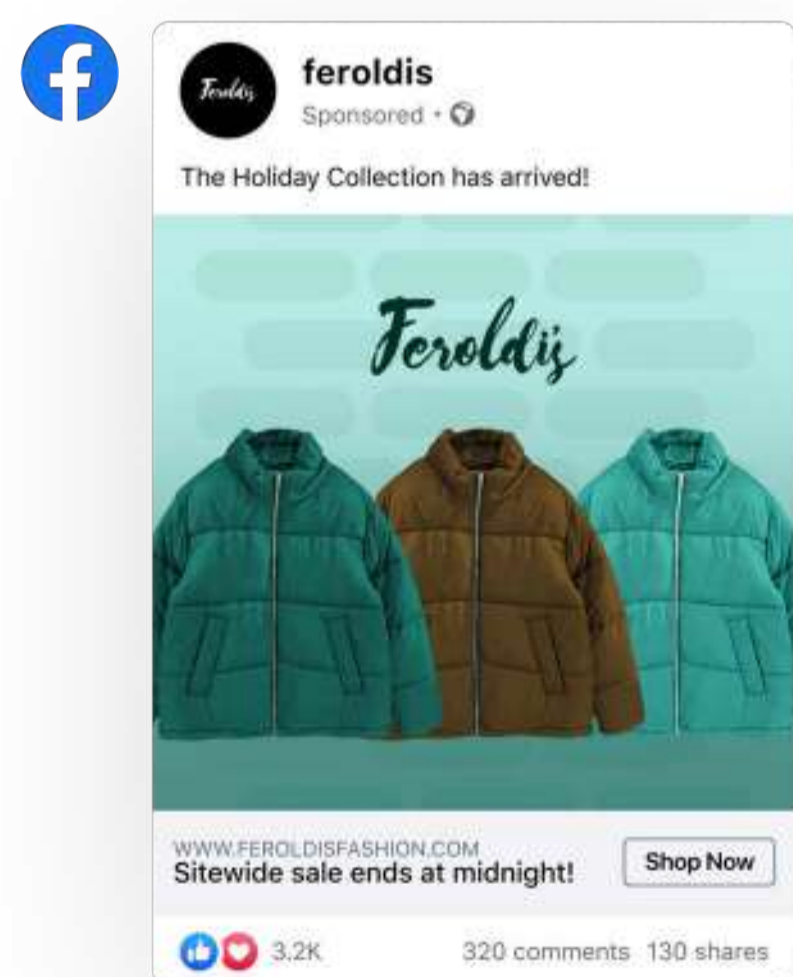
# Creative diversification

## Same product, different motivation.



feroldisfashion
Sponsored

Shop now
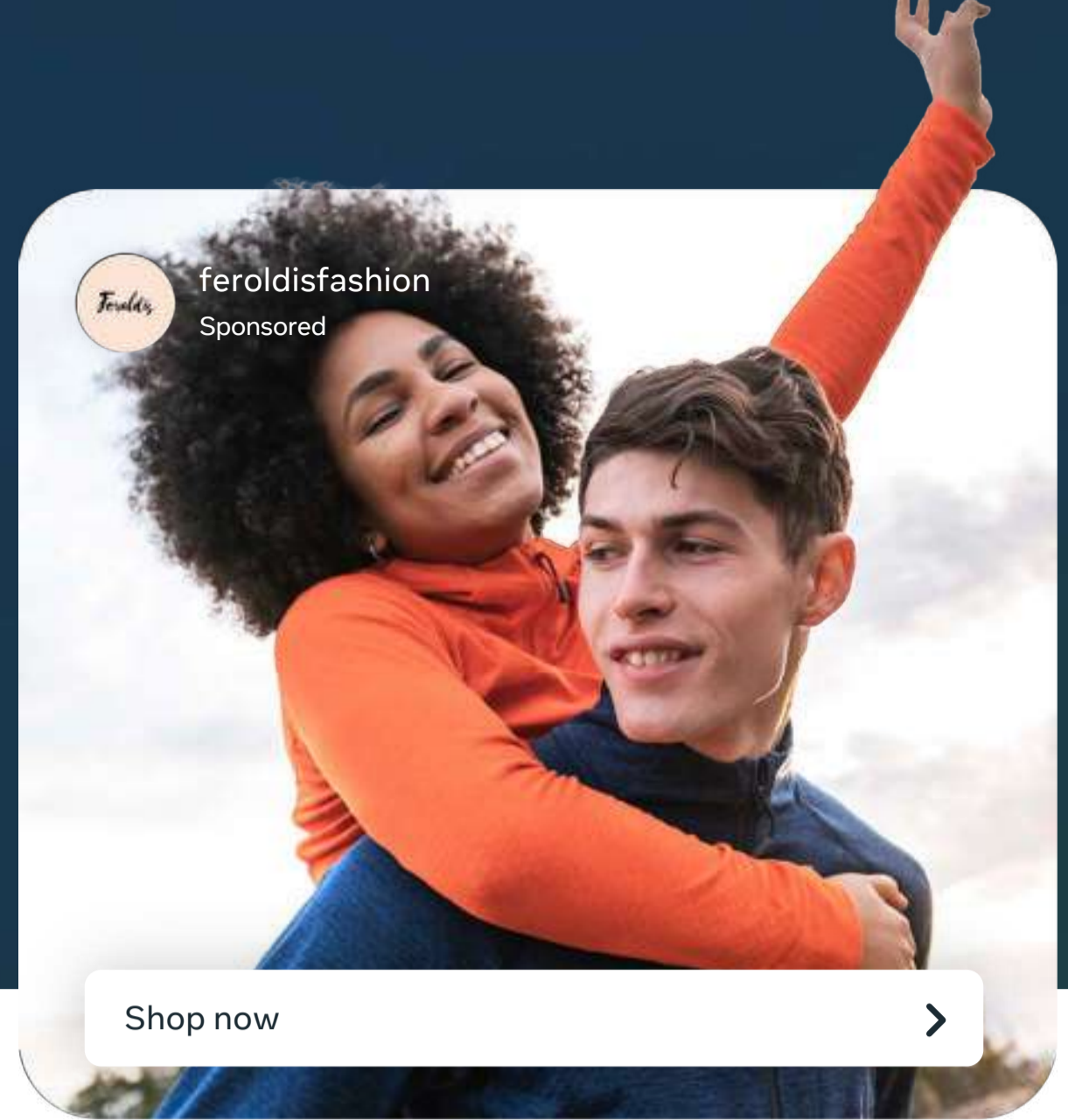
## Shoppers have different reasons to buy during the holidays.

A Meta study found that there are at least 11 reasons that people say influence their holiday purchase decisions including price (87%), product quality (87%), product authenticity (82%) and familiarity with the store or site (73%).

Today, businesses are realizing the potential effect of delivering personalized messaging at scale. Marketers that bring diversified creative to their holiday campaigns enable AI to deliver the right ad to the relevant person.

**HOW TO DIVERSIFY AT SCALE**

✓ Identify top motivators and barriers for your product

✓ Map motivators to a benefit and call to action



"My son is always on his headphones listening to audio books. I want something that he will love, and at the right price point!"

markt
Sponsored

**20% OFF**
all electronics

Learn more

on the go
headphones

markt
Sponsored

Learn more

"My sister is always active and on-the-go. I want to get her something that's durable for everyday use."

**Creatives can be differentiated by concept and format**

**BY CONCEPT**

Differentiate your creative routes to speak to people's different motivations.

**BY FORMAT**

Differentiate your ad formats to tap into different viewing behaviors.

# Diversify your creative by exploring people's relationships to your products.

Consumer needs and motivations are diverse and multifaceted, so your creative should be as well.

✓ Incorporate creative diversity that appeals to different audiences.

✓ Ensure a vibrant mix of creative assets that addresses your customers' many reasons to buy your products.

✓ Visit Meta Creative Center to view a library of inspiration from other businesses.
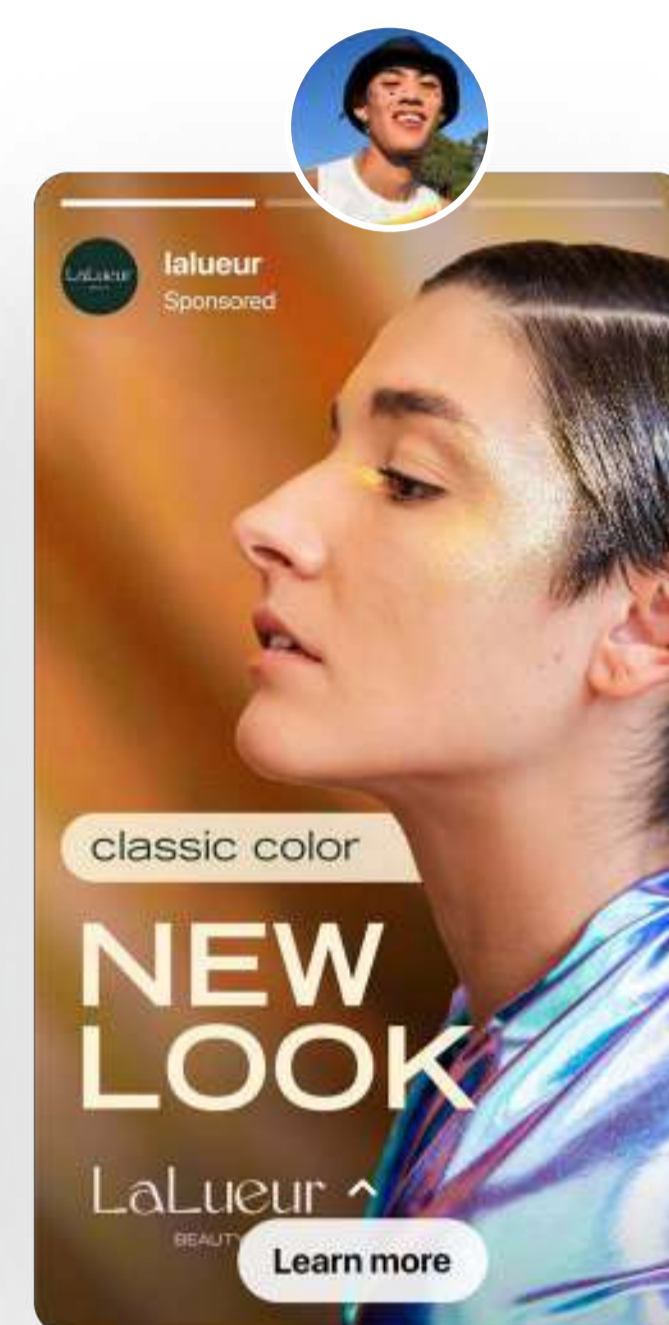


**REELS RECOMMENDATIONS**

✓ **Make it entertaining**. Build content that surprises, delights and provokes and emotional response.

✓ **Make it digestible**. Create Reels that are easy to understand, immediate and clear. Build for mobile.

✓ **Make it relatable**. Keep it unpolished, imperfect and human to drive authenticity and relatability.

## Reels

**51%** median improvement in cost per incremental conversions for lower-funnel conversion events.[1]

### Success story

To boost sales and convert new customers before, during and after the Singles' Day mega sales day on 11.11, beauty brand Jealousness ran a multi-phase campaign utilizing video ads in collaboration with creators. They achieved a remarkable 10.8% lift in purchase conversion and notable 4.5-point lift in purchase intent.[2]

# Simplify your account structure to reach potential customers faster

This enables Meta AI to learn quickly and deliver more efficient results.

**What is the learning phase and how is it impacted by account structure?**

When a campaign starts running, each ad goes through an initial learning phase.

Faster learning helps maximize marketing budget. This is especially important during holidays when campaigns are typically shorter.

Simplifying your account structure helps AI systems get the learnings you need faster.

## 19%
lower CPA for ad sets that successfully exited the learning phase



Learning phase · Optimized delivery

EXPECTED CONVERSION RATE

NUMBER OF CONVERSIONS
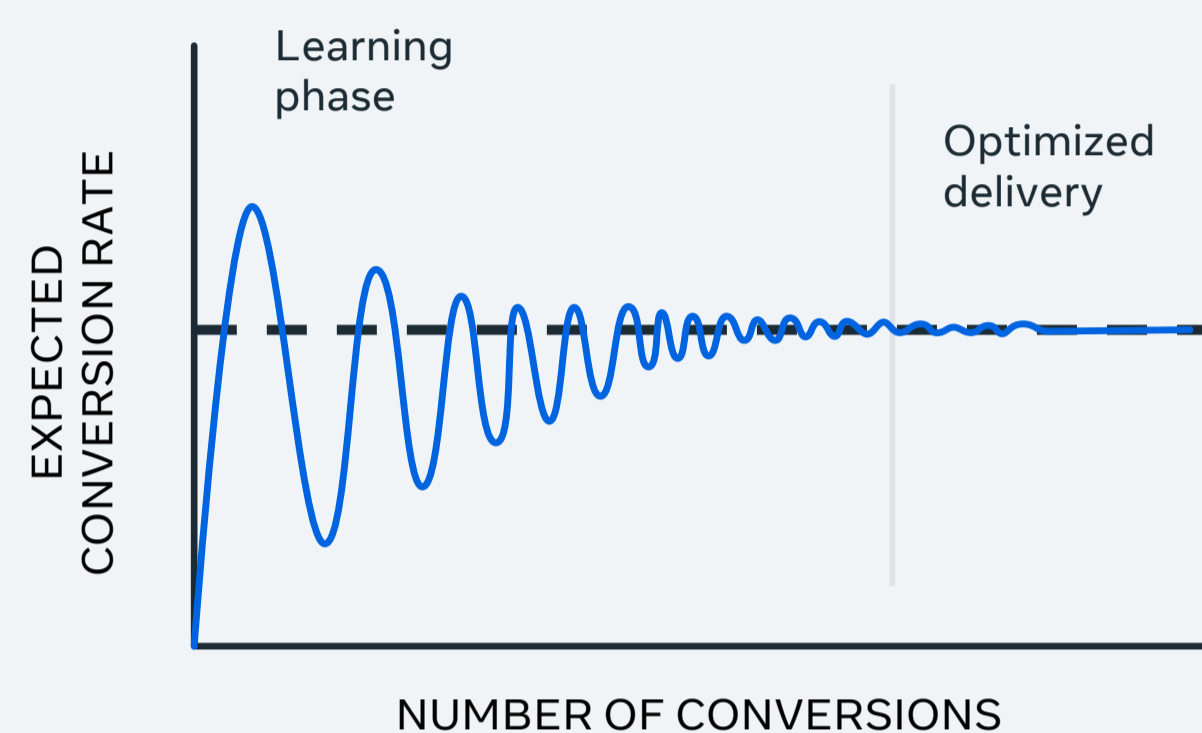
## RECOMMENDATIONS

✓ Limit the number of ad sets you create. When you set up ad sets don't create more than needed in order to maximize efficiency.

✓ Scale your sales by simplifying ad sets. Combine campaigns to acquire new paying customers as well as getting repeat purchases or additional sales from existing customers into one streamlined campaign.

✓ For businesses with few creatives, lower conversions (<50), or niche targeting needs, it is recommended to test and learn before scaling campaign.

✓ Optimize for events with sufficient volume (50 conversions/week).

✓ Group together significant edits before peak sales season to avoid sending an ad set back into the learning phase.

## RECOMMENDED STRUCTURE

Single campaign and ad set targeting all customer segments



Campaign · Ad set · Ad
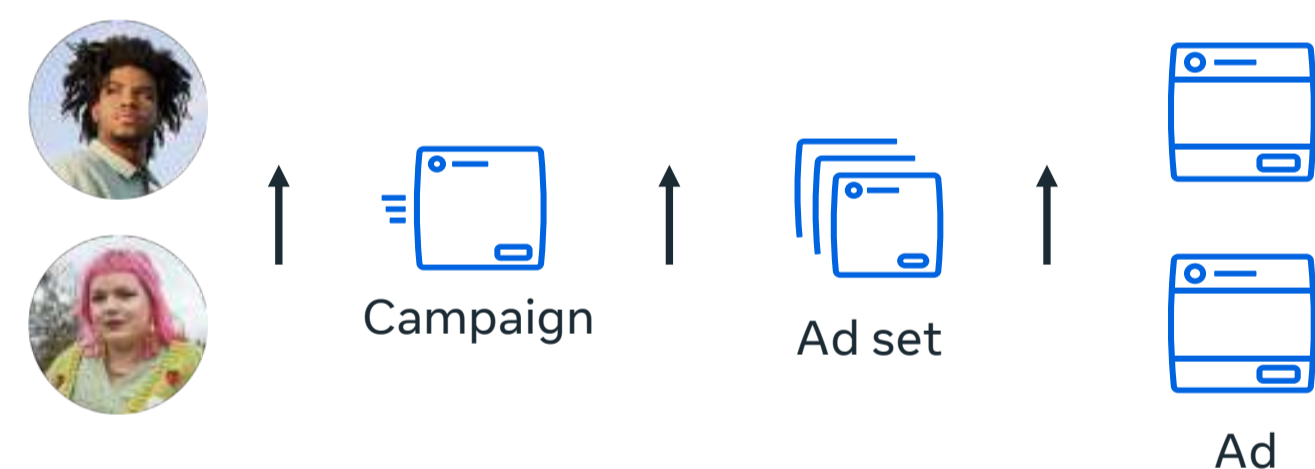
## Success story

The Red Wagon, an online children's boutique ran a multi-cell A/B test comparing Facebook ad targeting strategies and saw 77% more purchases when it used a mix of core and high-intent targeting strategies, compared to using core targeting strategies alone.

Source: "Analysis excludes smaller tail-end advertisers who are not eligible to see spend in learning details, and uses only purchase optimized activity from October 2022"
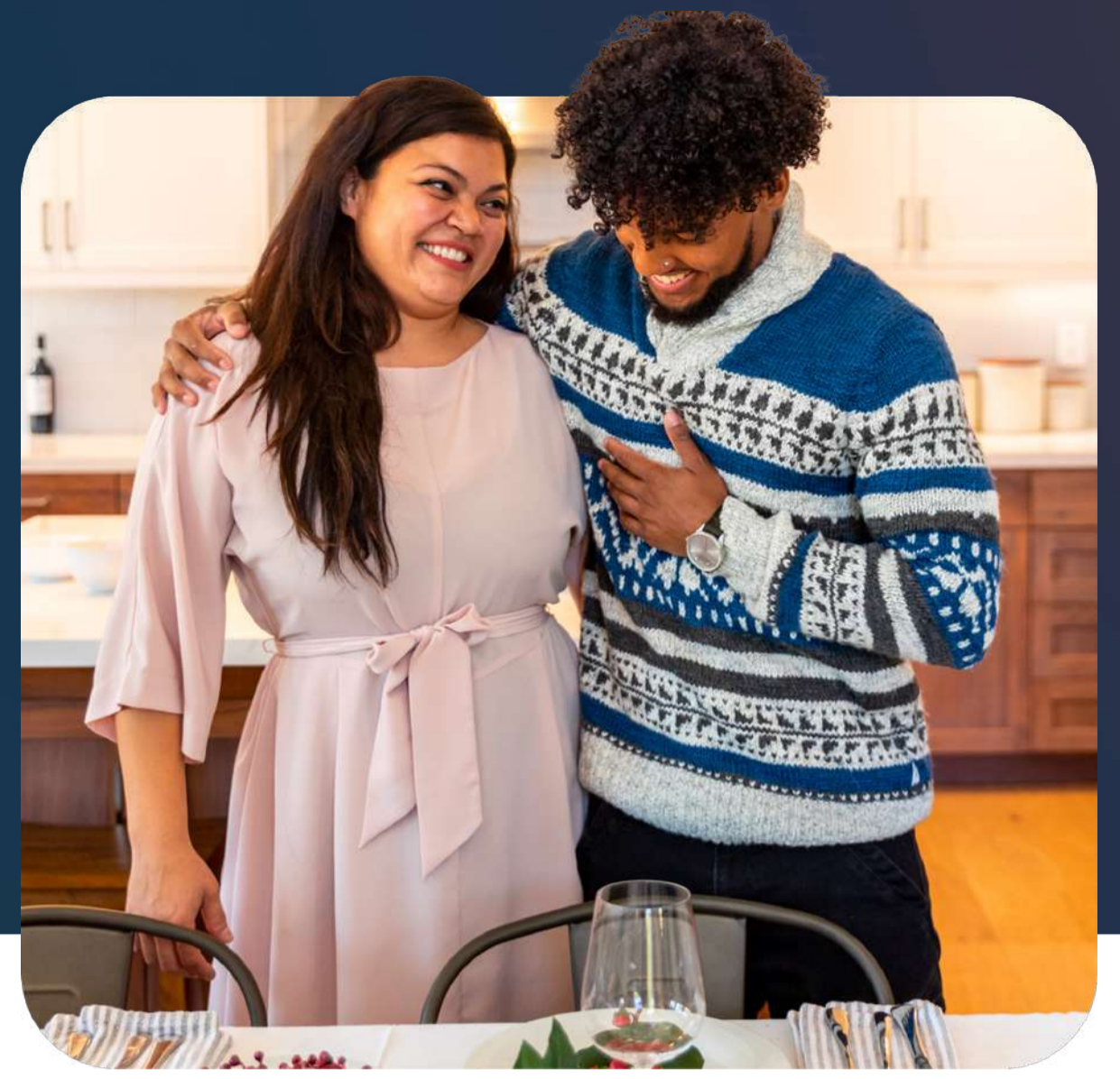
# Data quality



## Strengthening data quality can help your business reach people across their unique shopping journey.

The way people find and buy products is continuously evolving, and 73% of customers expect brands to understand their unique needs and expectations.

Holiday consumers shop seamlessly across various channels from physical stores to mobile apps and social media, creating unique and diverse purchasing journeys. This behavior becomes even more diverse during the holidays when individuals are buying gifts or are on a specific timeline.
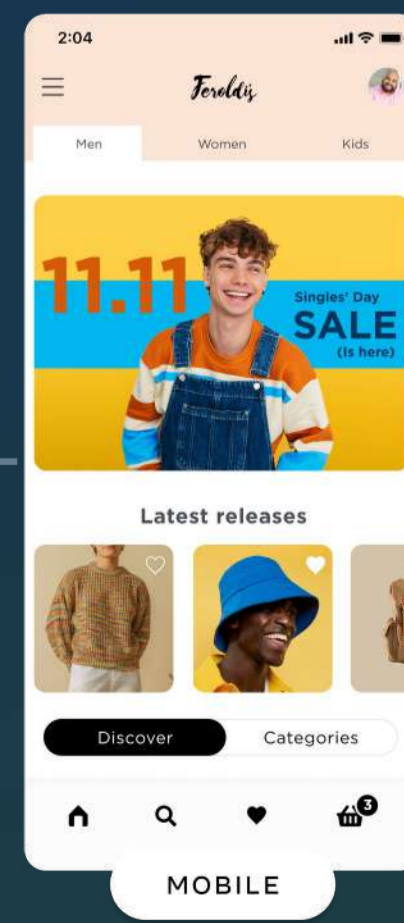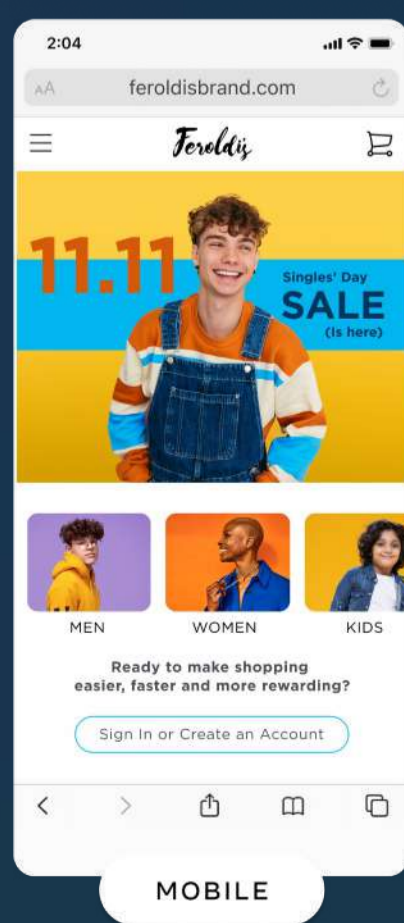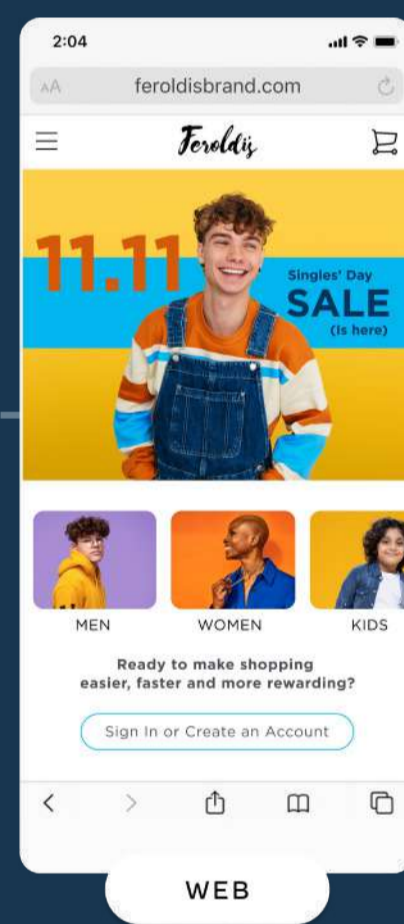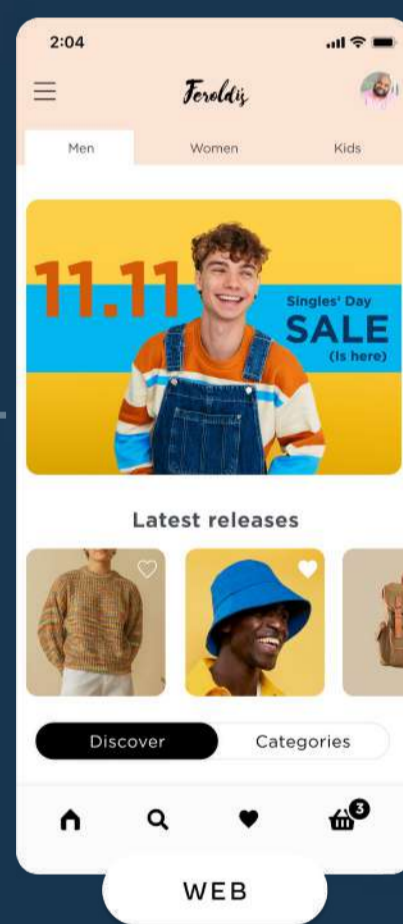
# Conversions API helps businesses better understand and connect with holiday shoppers.

A direct connection between your marketing data and Meta across all your channels.

**13%**

cost per result improvement[1]

Conversions API optimizes performance by creating a direct connection between your cross-channel marketing data and Meta.

Event match quality helps you track how likely it is that your events match a Meta account, increasing conversions and improving acquisition costs.

### Success story

Karla and Co. This Latina-owned women's fashion brand saw a **1.5x** increase in return on ad spend by bundling the Conversions API and Advantage+ shopping campaigns.

### RECOMMENDATIONS

Maximize data quality to find relevant holiday shoppers.

✓ Combine Conversions API with the Meta Pixel to enhance the information available to optimize your ad.

✓ Ensure information sent from your server is matching to Meta accounts by maintaining an event match quality of "good" or "great."

✓ Confirm you're not counting events from multiple data sources more than once.

✓ Ensure data freshness by minimizing the time between when the event occurred and when it is sent via the Conversions API.

# Measurement

## Understanding the true impact of your marketing helps inform holiday campaign strategies.

Measurement can help businesses like yours prepare for holiday campaigns, as it allows you to understand the effectiveness of your marketing efforts and make data-driven decisions to improve their strategies.

**The right measurement approach helps answer these questions and more:**

? Which tactics can maximize my holiday ads' performance?

? What approach works best for my business?

? How do I allocate holiday resources effectively?

**Test and learn:**

A/B testing can provide a data-driven approach to identify what elements drive the best performance to optimize the performance of campaigns.

Choose one element to test, while keeping the others constant to get clear and actionable insights.

# Build relationships and connection with messaging.

Start more conversations with ads that let people chat directly with your business in Messenger, Instagram, or WhatsApp.



## Chat with customers

✓ **Create ads that click to Messenger** and send people that click on your ads directly into conversations with your business.

- Invite customers to chat with action buttons.

- Provide automated customer support.

- Close sales with customers one-on-one.



**Hair Day**
Sponsored · 🌐

Get New Year's ready with a fresh look! Message us today for availability.

Do you have any color appointments available?

Yes! We have openings for December 28th and 29th.

Send message

---
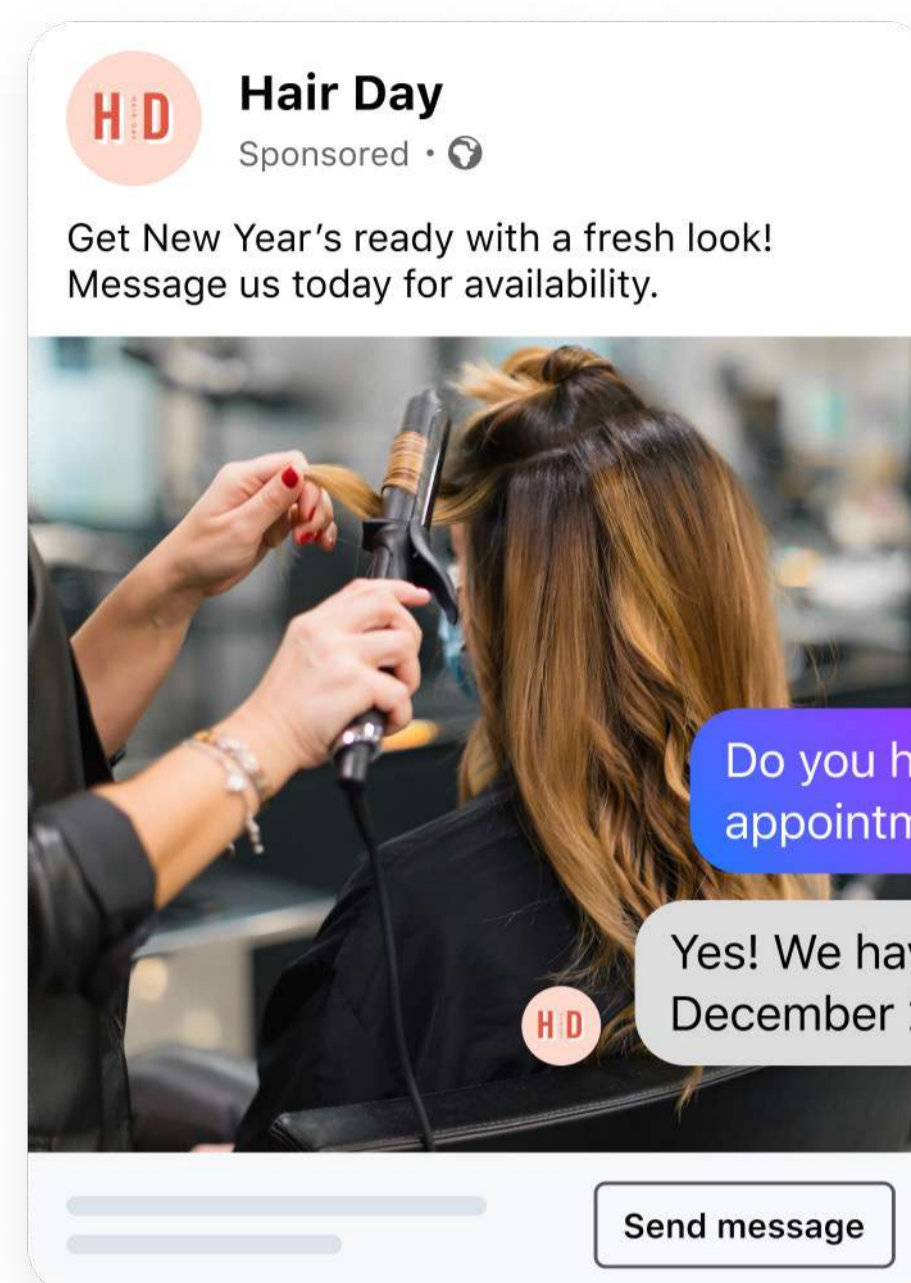
**78%** of consumers say messaging is their preferred way of communicating with a business[1]

**66%** of consumers say they are more likely to purchase from a company they can contact via messaging.[1]

## Generate high quality leads using Instant Forms

**Instant Forms** are one of the most direct ways to find new customers for your business. Potential customers can easily express interest in your business with just a few simple taps.

- Optimized for mobile: Instant forms load quickly and auto-populate with customer contact information previously shared with Meta.

- Form fields are editable and customizable. Learn how to build effective Instant Forms **here**.



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Get 15% off your spa visit
Book now

**LaLueur**

Pamper yourself with 15% off your first spa trip. Sign up to receive your exclusive discount.

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Full Name
Lisa Smith

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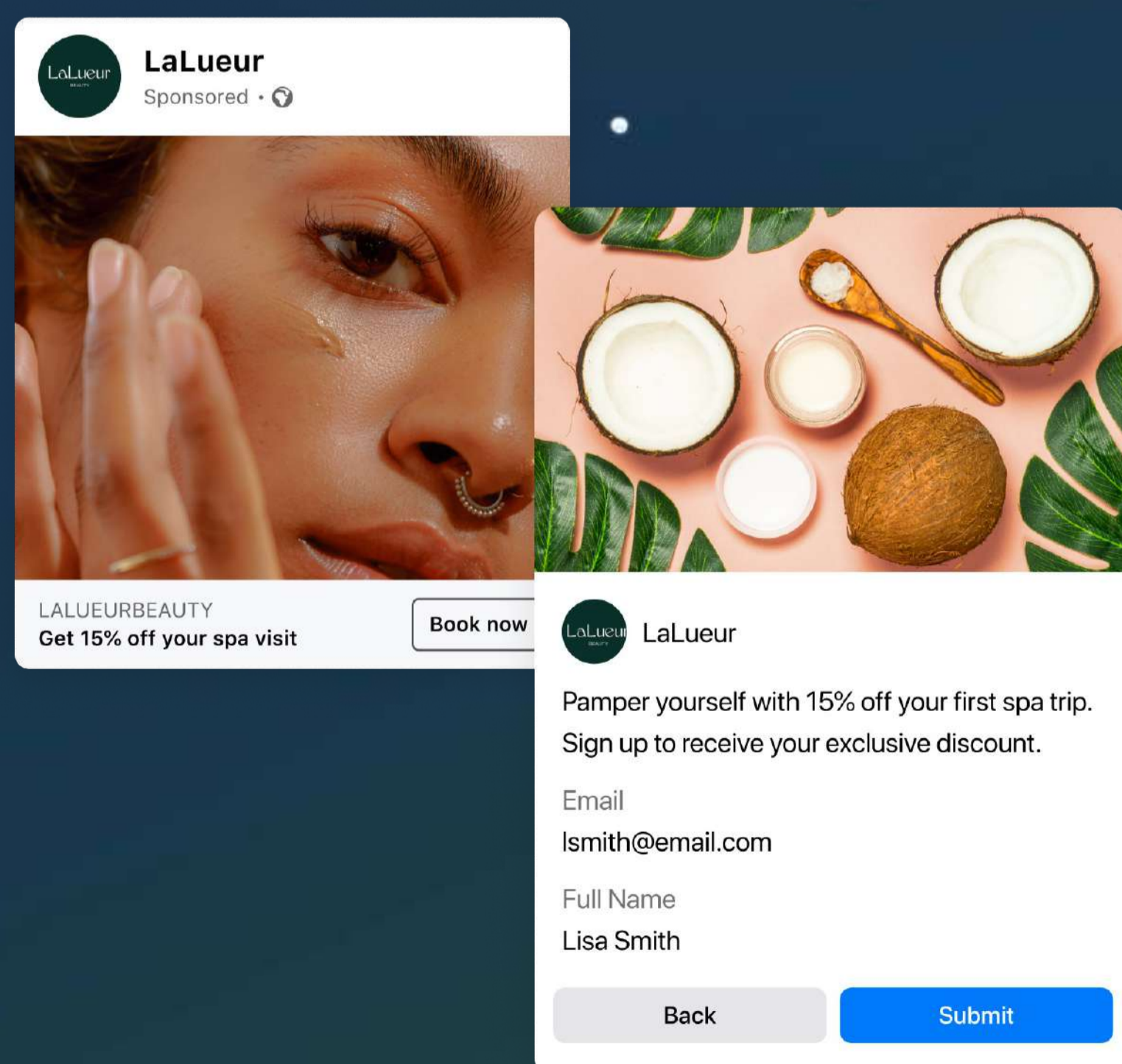
Source: Business Messaging Usage Research by Kantar. (Meta commissioned online study of 5,504 online adults in BR, MX, ID, TH, VN, UK, DE, ES, DR, IN, US), April 2022

# Maximize performance during peak sales moments.

| 4–8 WEEKS BEFORE THE MOMENT | 1–4 WEEKS BEFORE THE MOMENT | AFTER THE MOMENT |
|---|---|---|

Reach shoppers early to build awareness and create demand for your shopping moment.

Take advantage of peak purchase activity during the moment until shipping cutoff date.

Build holiday campaign foundations and use measurement tools to test and learn which strategies work best.

After the shipping cutoff date, competition declines and creates an opportunity for retailers and businesses who do not need to meet a Christmas delivery.

Stay top of mind. CPMs are significantly lower than the Q4 average after Christmas and into the new year. Coupled with a continued demand to shop, businesses have an opportunity to continue driving sales efficiently.

# Suggested holiday and mega sales day campaign plan.

| FOUNDATIONS | 4–8 WEEKS BEFORE THE MOMENT | 1–4 WEEKS BEFORE THE MOMENT | AFTER THE MOMENT |
|---|---|---|---|

**Data**

Set up Conversions API to connect your server with Meta ads delivery system.

Maintain an event match quality of "good" or "great."

**Creative**

Build seasonal creative that is diversified across concepts and formats.

Consider a creative refresh to speak to "after the moment" shopping motivations.

Start planning post-season campaigns to reach lapsed or late shoppers.

**Media**

Adopt the simplest account structure possible.

Align bid strategy with campaign goals around volume, cost or ROI.

Automate across budget, audience, creative and placements.

Consider optimizing for higher funnel metrics (add to cart, link clicks, landing page view) to increase reach.

Minimize changes to avoid resetting the learning phase.

Reach valuable audiences with less setup time and greater efficiency with Advantage+ shopping campaigns.

Help match your products to people with Advantage+ catalog ads.

Drive people in store for last-minute purchases after shipping cutoff dates with custom audiences.

Market to lapsed or late shoppers with Advantage+ shopping campaigns and Advantage+ catalog ads.

**Measurement**

Create a learning plan to identify, test and answer key business questions.

Understand campaign performance with custom and benchmark reports.

Apply learnings from holiday/mega sale days campaigns.