

Meta Holiday Performance Playbook

Your comprehensive, four-step plan for maximizing holiday sales and ROAS with industry-leading AI.



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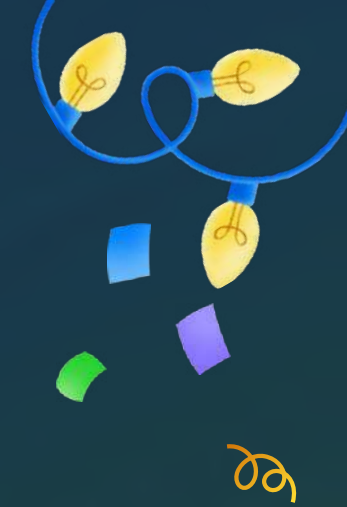
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Strategies for customer engagement and lead generation

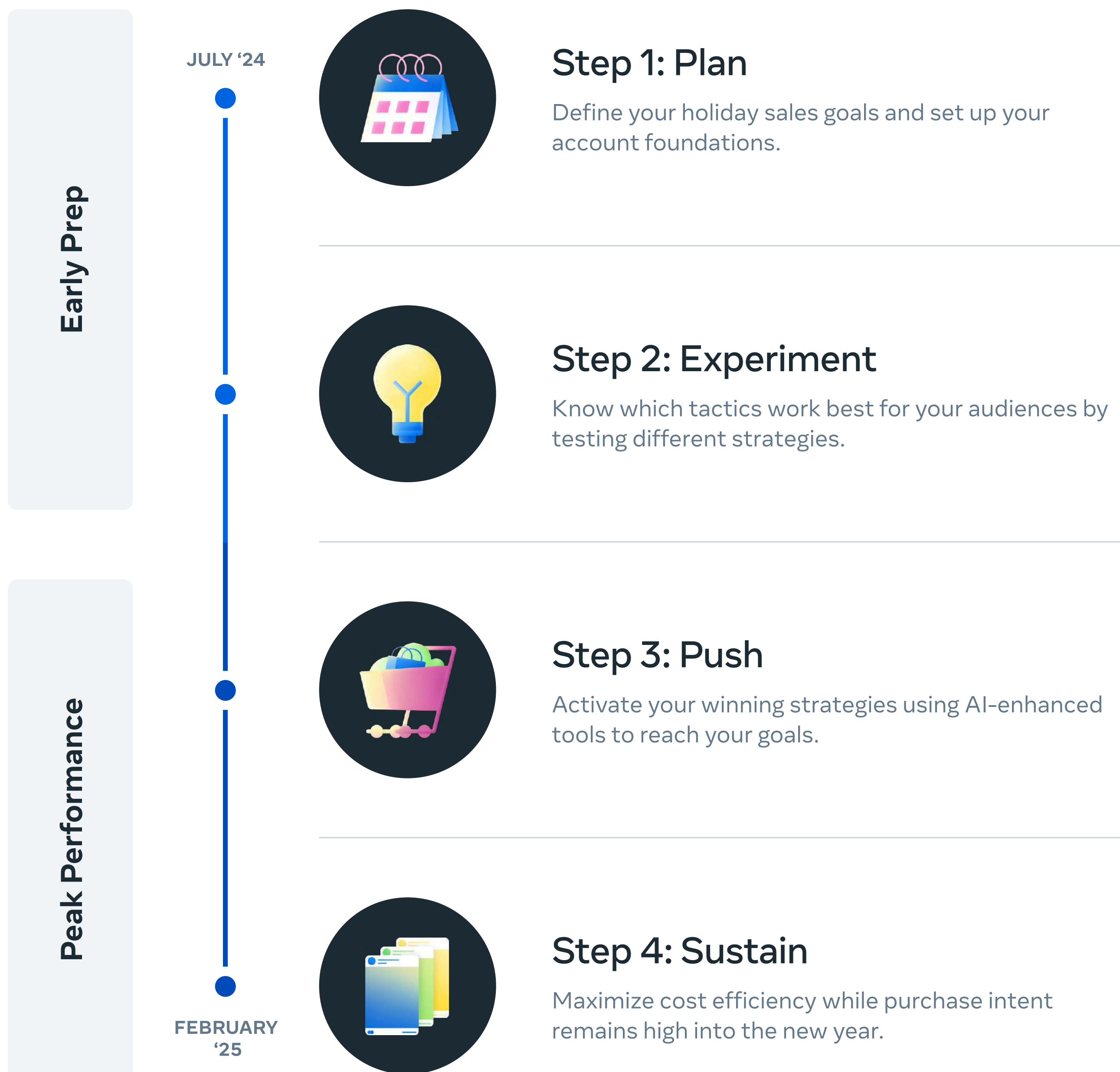
Learn how to leverage ads that click to message, instant forms, and more.



Your complete plan for elevating holiday sales.



Follow these 4 steps to create your strongest holiday ad campaigns across Meta technologies — from the early prep phase to peak performance.



Holiday sales happen here.

Shoppers rely on Meta technologies to discover, research, and purchase products and services — with buying starting earlier than ever.



Your future customers are using Meta technologies — and they're ready to buy.

Check out last year's seasonal shopping behaviors:

54%

of holiday shoppers discovered brands or products on Meta technologies.¹

55%

of holiday shoppers reported Meta technologies helped influence their holiday purchases.¹

77%

of Black Friday and Cyber Monday shoppers said Meta technologies helped them decide to buy.¹

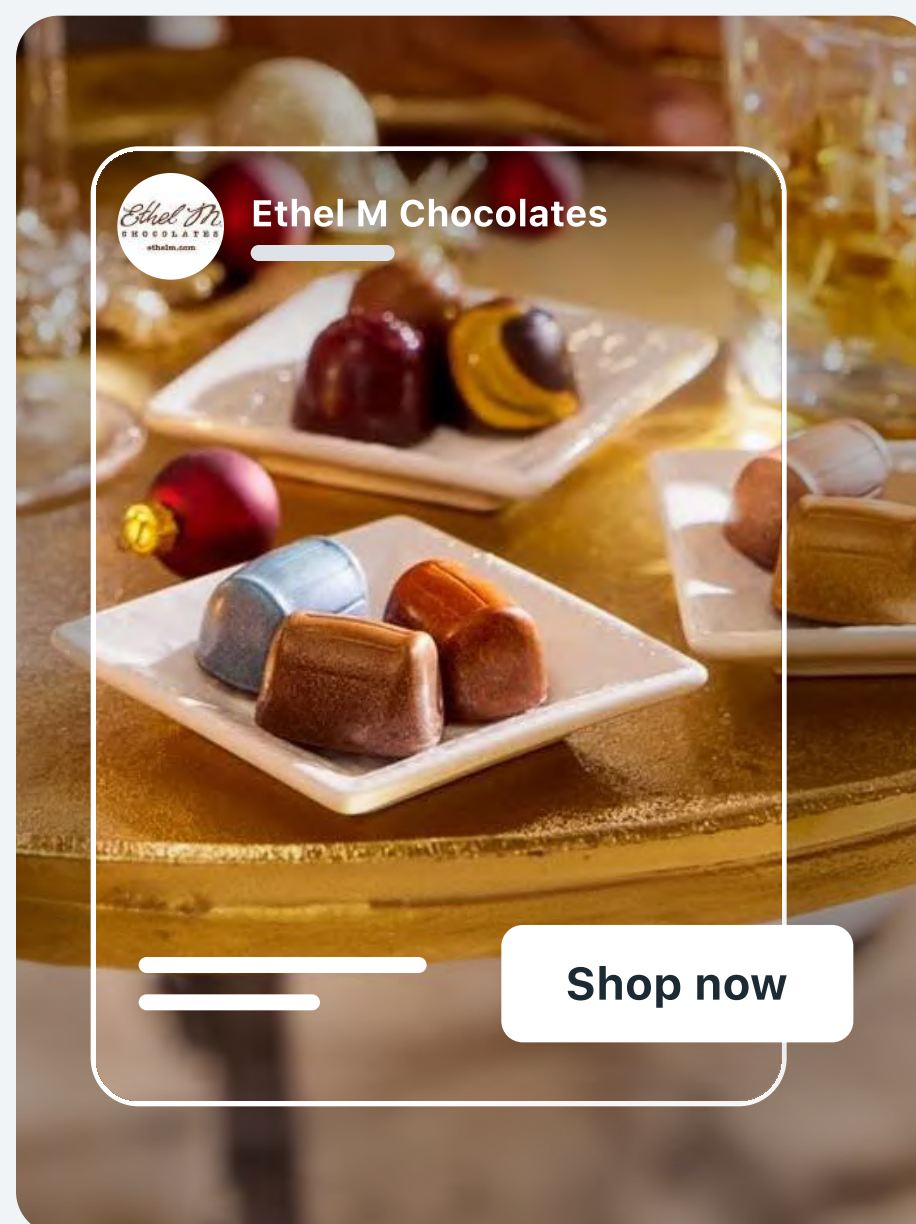
Success story

Ethel M Chocolates reached more holiday shoppers, raised brand awareness, and boosted online sales during the winter holiday gift-buying season on Meta technologies.



Our winter holiday campaign across Meta apps is important for us as a performance-focused brand. Building on last holiday's success, we tested a multi-objective campaign with the majority of our spend allocated to the sales objective. To enhance our campaign KPIs, we used a brand lift study and realized incredibly strong brand metric — validating a breakthrough in creative message and targeting.

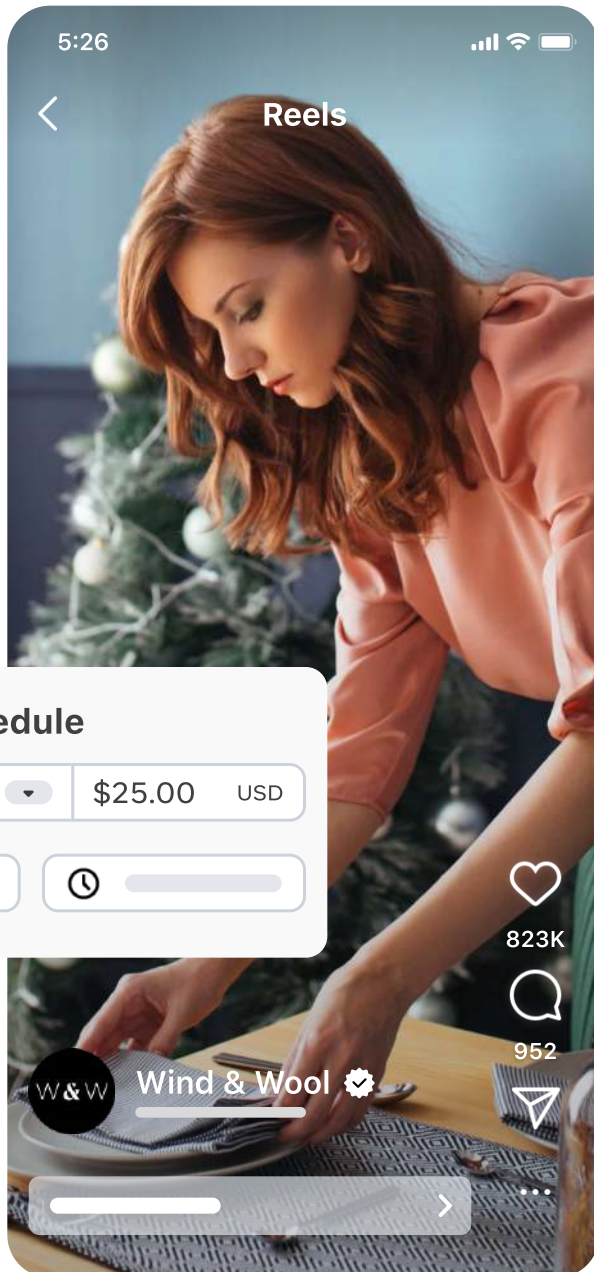
Lisa Vannerson
Director Creative & Media, [Ethel M Chocolates](https://www.ethelm.com)



¹Meta-commissioned study by YouGov based on an online survey of 17,906 adults. The study was conducted in 14 countries: Australia, Brazil, Canada, France, Germany, Indonesia, Japan, Mexico, South Korea, Sweden, Thailand, UK, USA, Vietnam.

Step 1: Plan

Define your holiday marketing strategy and build the foundation for your most effective holiday campaigns.



Determine your ideal budget in advance.

Let auction trends guide your budget planning.

Cyber Week is an efficient time to allocate your budget towards; conversion rates tend to increase dramatically while cost per action dips well below October levels. Go to page 16 to see how cost per 1,000 impressions (CPM) drops in Q5 (post-holiday).

Plan now for high-volume sales days.

Set aside enough budget to show your ads to more people when purchase intent is high (such as Black Friday, Cyber Monday or your holiday shipping deadlines).

Tip: Automatically allocate budget to top performing ads.

Skip to page 9 to learn how with Advantage campaign budget.

Seasonal Moments/Mega Sales Days

Thanksgiving (CA): 14 Oct

Singles Day: 11 Nov

Thanksgiving (US): 28 Nov

Black Friday: 29 Nov

Small Business Saturday: 30 Nov

Cyber Monday: 2 Dec

Christmas Eve: 24 Dec

Christmas Day: 25 Dec

Hanukkah: 25 Dec - 2 Jan

Boxing Day: 26 Dec

Q5: 15 Dec - 31 Jan

New Years Eve: 31 Dec

New Years Day: 1 Jan

How to get ready for peak-season sales.

Make sure these foundations are in place to help reach your seasonal goals:

Set up the Conversions API.

Create a direct connection between your marketing data and Meta technologies to find more relevant holiday shoppers and make more accurate campaign optimizations based on real-time data.

- **Reminder:** Make sure you have the [Meta Pixel](#) for best results. Advertisers with both the pixel and the Conversions API improved cost per result by 13%.²

Optimize your Conversions API setup.

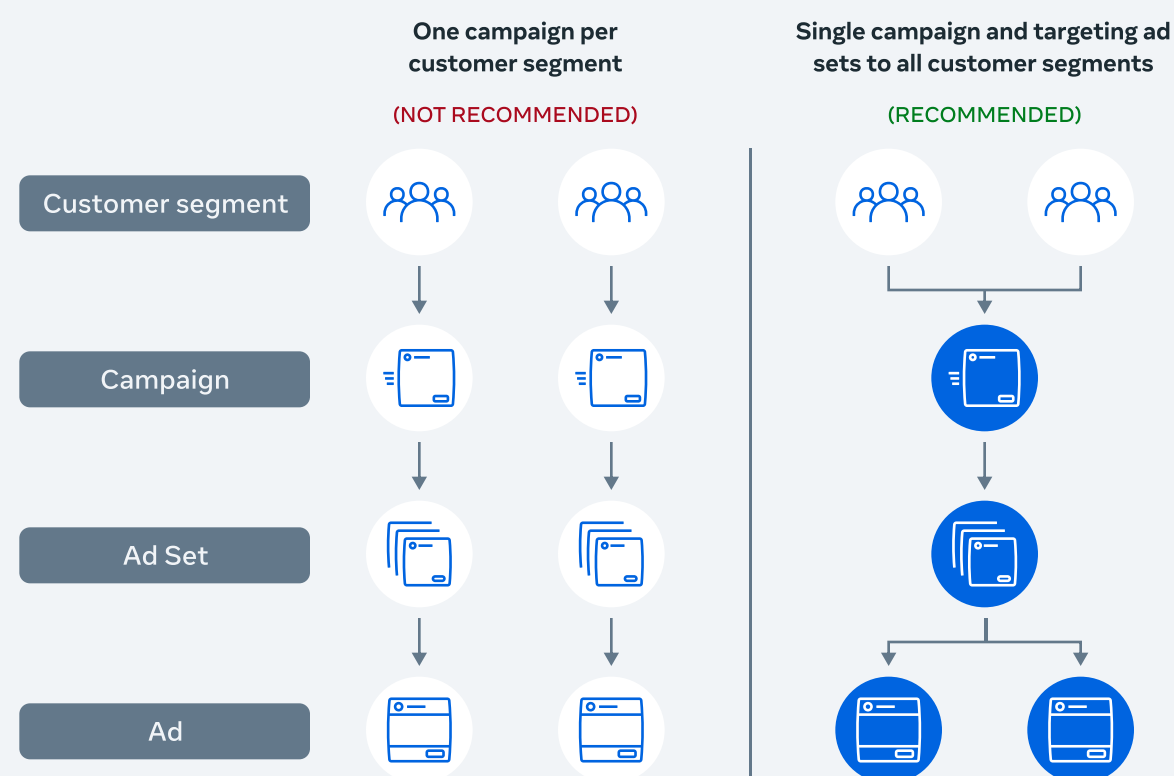
Already have the Conversions API set up? Make sure you're leveraging the latest best practices, including:




- **Event match quality:** Share high value customer information parameters for better event match quality.
- **Data freshness:** Share events as close to real time as possible.
- **Deduplication:** Add effective deduplication keys with each event.

Simplify your campaign setup.

When setting up your holiday campaigns, don't run multiple ad sets targeting similar audiences and objectives.

Streamlining your ad sets can help your ads exit the [learning phase](#) faster, meaning more stable cost per result and better performance.



	Name	Availability
<input type="checkbox"/>	 Moisturizer	In stock
<input type="checkbox"/>	 Face mask	In stock
<input type="checkbox"/>	 Serum	In stock

Set up a catalog.

Consistently and easily manage your product data.

- Catalogs can help you build customer trust and increase your conversion rate.
- Choose how you want to build and manage your catalog from manual upload to Meta Pixel import.
- Data automatically populates into Advantage + catalog ads.



IS LEAD GENERATION YOUR TOP GOAL THIS SEASON?

Skip ahead to page 18 for guidance.



INTERESTED IN DRIVING SALES THROUGH MESSAGING?

Learn more [here](#).

²Based on 28 global experiments of direct, partner, or Conversions API Gateway integrations between May to August 2022

Step 2: Experiment

Know which strategies will drive the most holiday sales for your business by testing tactics and ad creative.



Measure your results to make data-driven decisions.

A/B testing is a great way to identify what levers to pull to amplify your performance — from your ad creative to targeting. Use the [A/B test tool](#) with these helpful tips to run a successful test:

Develop a hypothesis.

Base your test on a hypothesis related to your business goal, such as, “Does product-focused creative drive more sales than lifestyle creative?” Running multiple small A/B tests without a hypothesis in mind is unlikely to provide usable results.

Create distinct ad variations.

Make sure there are distinct differences in your test set. For example testing an ad with an audience that is 18-20 years old versus 20-22 year old may be too similar to get conclusive results.

Test only one variable at a time.

Change only one variable when testing to accurately attribute performance to that variable.

Keep ad tests running at least 2 weeks.

All ad versions in your test should run for the full test duration, or until a winner is declared — whichever comes first.

Learn more about [A/B testing](#).

30% delivered with winning ads in A/B tests (versus losing ads).³
lower cost per result

Your measurement strategy can answer questions like:

- Which advertising tactics deliver the strongest ROI?
- How effective are the latest AI-enhanced tools for my business?
- What kind of ad creative drives the most sales?

Test the products below to gain actionable performance insights.

ADVANTAGE:

- Advantage+ shopping campaigns
- Advantage+ catalog ads
- Advantage+ placements
- Advantage campaign budget
- Advantage+ audience
- Advantage+ creative

CREATIVE TOOLS:

- Reels ads

³ Facebook internal data. Based on the average performance difference of 601,000 A/B tests run between January–September 2023.

Drive sales with Advantage+ shopping campaigns.

This automated campaign setup is designed to be the most efficient way to drive online sales by optimizing your campaign levers in real time, including:



Creative

Automatically tests multiple ad creatives to deliver top-performing ads. Testing 10-20 assets is recommended.



Targeting

Combines new and existing customers into a single campaign.



Placements

Shows your ads to places most likely to drive the best results at the lowest cost.



Budget

Distributes spend across the best-performing ad sets in real time.



Destination

Sends customers to where they're most likely to convert (your website or your Shop on Facebook and Instagram).

Learn how to set up Advantage+ shopping campaigns.

[Watch this short video](#) for step-by-step instructions on how to create Advantage+ shopping campaigns directly from Ads Manager.

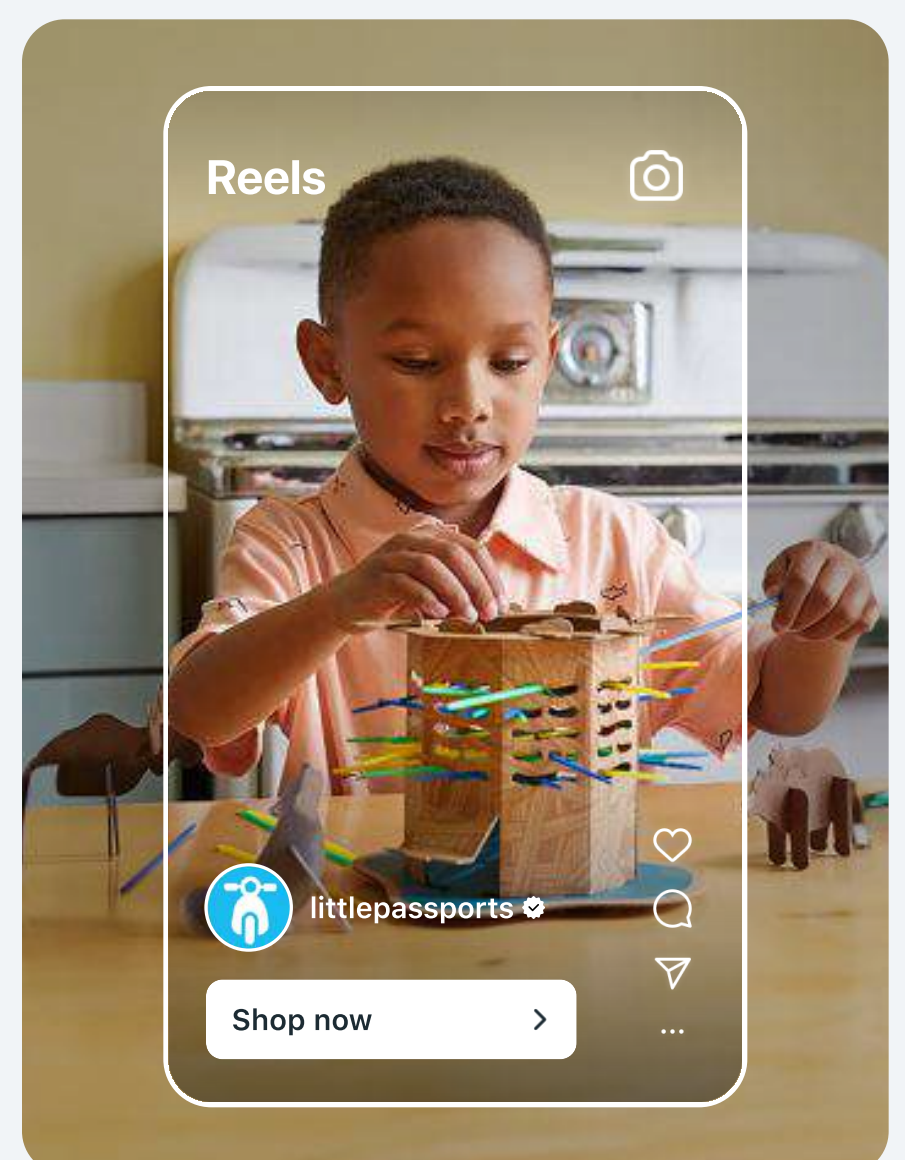
Success story

Subscription-based learning company Little Passports increased online sales by 89% with Advantage+ shopping campaigns and a consolidated single ad set campaign.



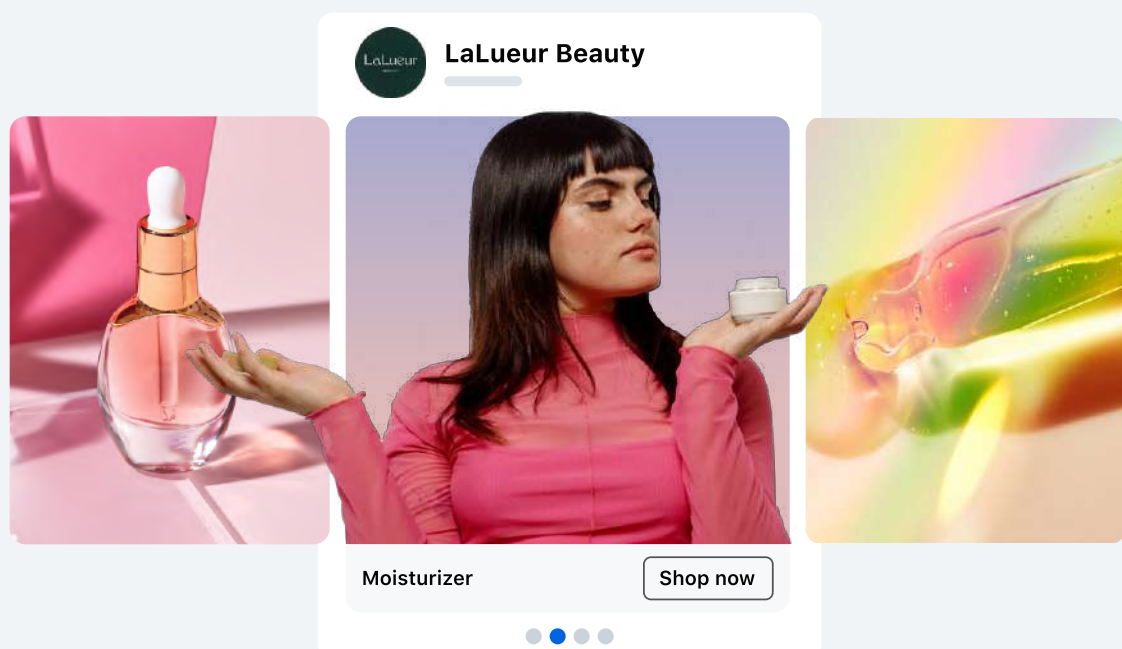
The period leading up to the winter holidays is an important time of year for us, so we wanted to ensure we had the best campaign structure in place to achieve our sales goals. We found that by consolidating Meta ad accounts and activating an Advantage+ shopping campaign in tandem, we were able to drive impressive online holiday sales conversions.

Riley Spicer
Sr. Manager Paid Social, [Little Passports](#)



Test Advantage to elevate performance with AI.

ADVANTAGE+ CATALOG

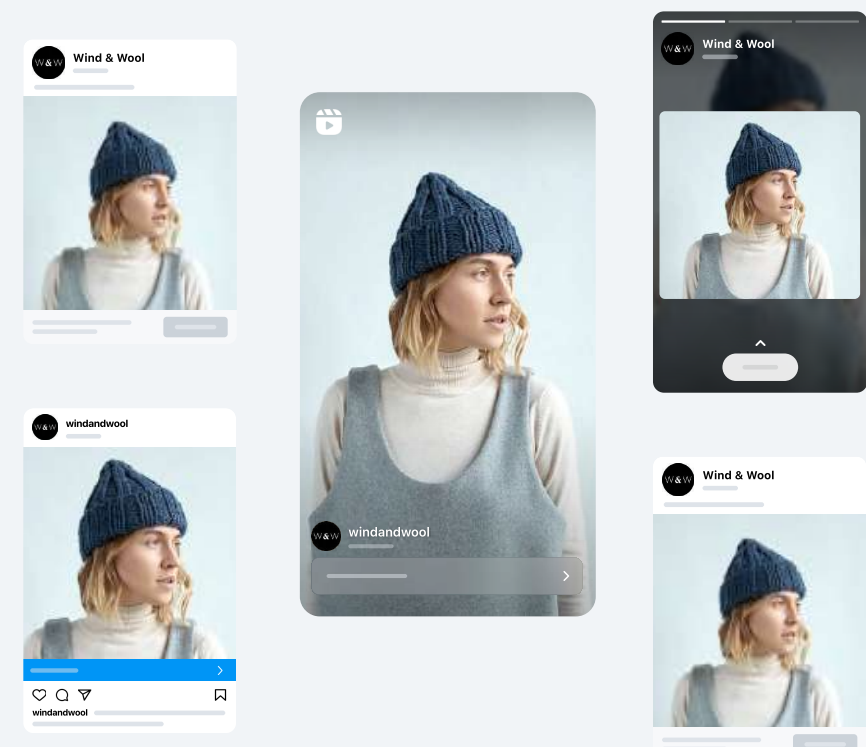


Get more catalog sales with Advantage+ catalog ads.

Do you have a catalog of items you'd love to showcase? You can automatically deliver the most relevant products from your catalogs to people most likely to purchase.

[Learn more](#)

ADVANTAGE+ PLACEMENTS



Run in cost-effective places with Advantage+ placements.

Use this default setting to reach a wider audience and automatically allocate your budget to the most cost-effective placements across Meta technologies.

[Learn more](#)

ADVANTAGE CAMPAIGN BUDGET

Advantage campaign budget

Campaign budget

Daily budget ▼ \$75.00 USD

Campaign bid strategy

Highest volume ▼

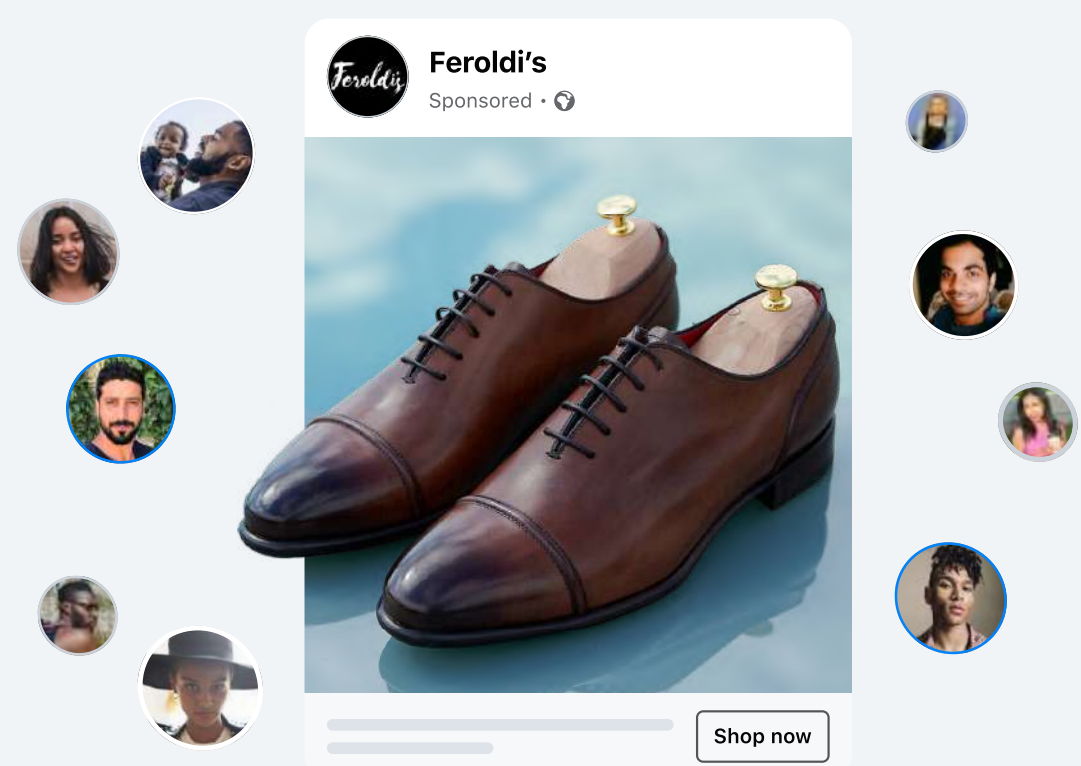
- Highest volume
- Highest value

Focus ad spend on winning ads with Advantage campaign budget.

You can set one central campaign budget that automatically and continuously distributes spend to ad sets with the best opportunities.

[Learn more](#)

ADVANTAGE+ AUDIENCE



Increase relevance with Advantage+ audience.

Find more relevant audiences in a single step based on information like past conversions and interactions with previous ads.

[Learn more](#)

Personalize ads with Advantage+ creative.

Turn on this AI-enhanced feature to automatically create enhanced versions of your ad creative at scale. From applying artistic filters to adjusting image brightness and contrast, this feature creates more relevant ads for every viewer in your audience based on what they're most likely to respond to. [Learn more](#)

Test the latest Advantage+ creative features.

These [generative AI features](#) empower you to effortlessly build and test a variety of creative to find your most effective approach for peak-season sales.

Background generation

Creates multiple backgrounds to complement your product images, making it easy to tailor your ads to different audiences.

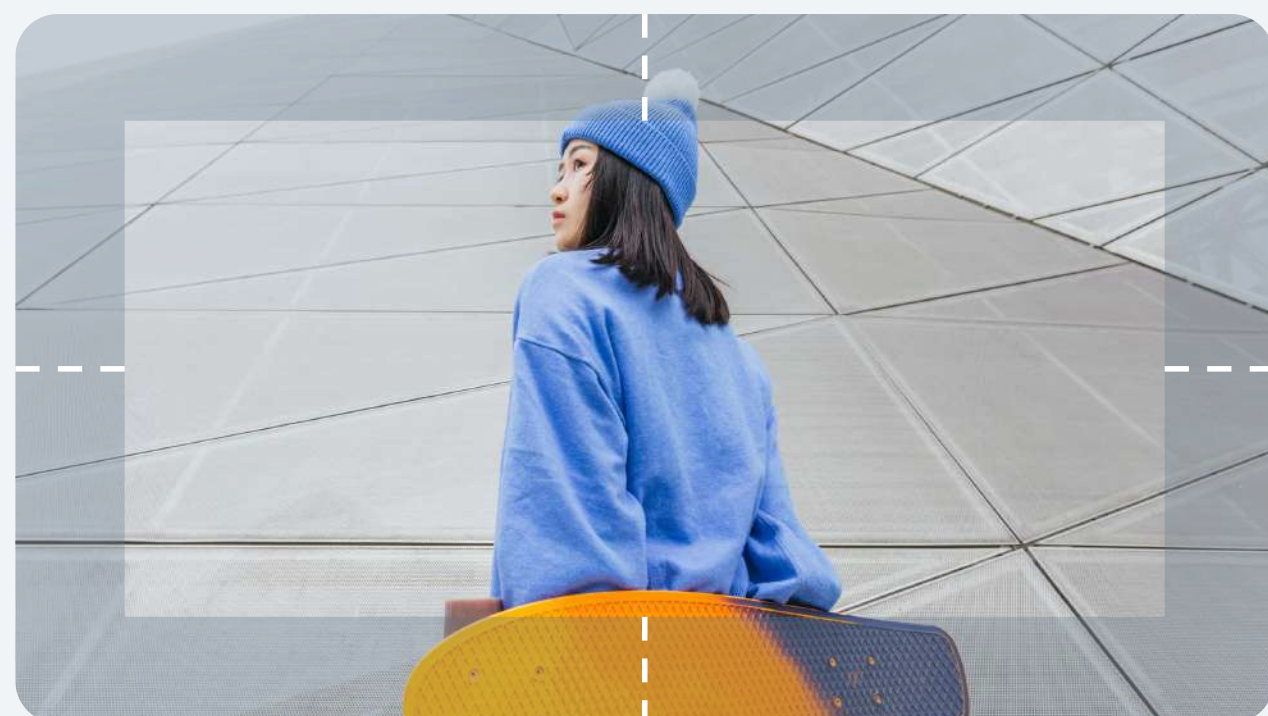


Image expansion

Seamlessly adjusts creative assets to fit different aspect ratios across multiple surfaces, like Feed or Reels.

Text variations

Generates multiple versions of ad texts based on your original copy so you can learn what messaging connects most with your shoppers.

The screenshot shows an ad creative for Zoomture. The ad features a winter scene with a snow-covered cabin and trees. The text on the ad includes the Zoomture logo, the headline "Book your holiday trip today!", and a "Book today" button. Below the ad, there is a text variation tool with two sections: "Primary text" and "Headline text".

Primary text

- Book your holiday trip today! (selected)
- Holidays around the world
- Holidays everywhere you love to celebrate

Headline text

- 20% off today! (selected)
- % OFF TODAY!

Try Reels to supercharge ad performance.

Now is the perfect time to test a variety of Reels creative approaches to learn what drives the most sales. Reels are authentic and entertaining videos with serious selling power. In fact, 79% of people surveyed have purchased a product or service after watching Reels.⁴

Your Reels creative essentials checklist:



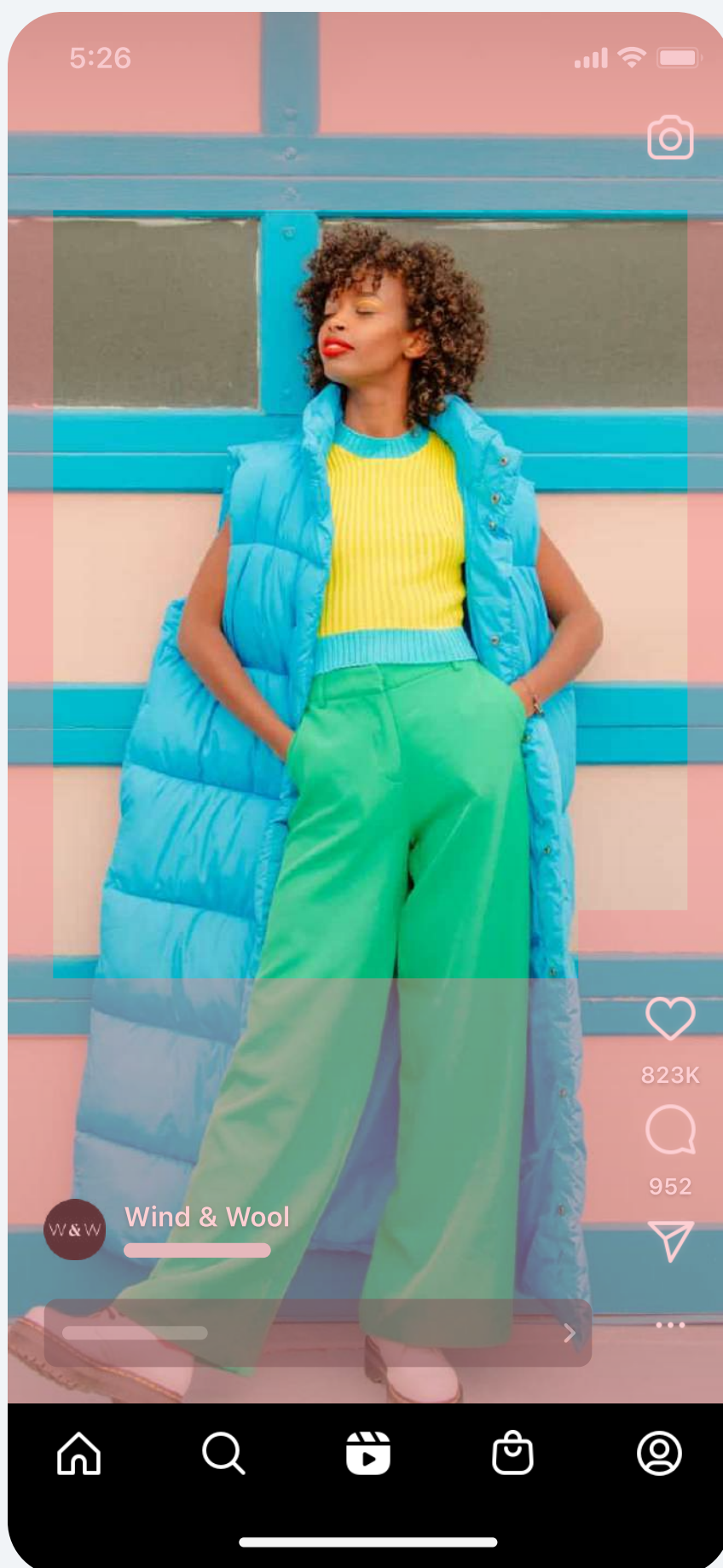
Use a 9:16 aspect for better performance.

Reels filmed in a vertical 9:16 aspect ratio are proven to perform better than horizontal video—filling up the screen for a better viewing experience.



Build for audio on for more engaging ads.

Include voiceover, music and/or sound effects in your Reels ads to grab and hold your audience's attention. [Learn how to use the free sound library.](#)



Build in “safe zones” to make your video viewable.

Keep your key messaging and visual focal points in the “safe zone,” which is the portion of your video that will never be covered by the Reels interface (such as the profile icon or call-to-action button).



Put a face to your business.

Include people in your Reels ad to help potential customers relate to your business.

TIP: MAKE HIGHLY-ENGAGING VIDEO THE EASY WAY WITH REELS TEMPLATES.

Reels templates on Facebook and Instagram let you borrow the structure and audio of another reel and upload your own visuals. [Here's how to get started.](#)

⁴ Meta-commissioned research with GWI, 2023. Base: 6,758 heavy short-form video consumers (1,178 in Brazil, 1,110 in Germany, 1,178 in India, 557 in Japan, 515 in South Korea, 1,113 in UK, 1,107 in US) aged 16-64 who are at least weekly Reels users.

Get Reels creative inspiration.

Continue trying different content ideas for your Reels ads to find out what inspires your holiday shoppers to buy. Then use those insights to build out your Reels ahead of high-volume sales days.

Story types:



THE PHOTODUMP

Turn a collection of images or videos synced to music into a mini story.

Ideas

“Our new products for holiday”: Round up new releases or seasonal favorites to build excitement.

“Here are our top gift ideas for 2024”: Showcase a variety of images and videos of product details, the product being used, etc.

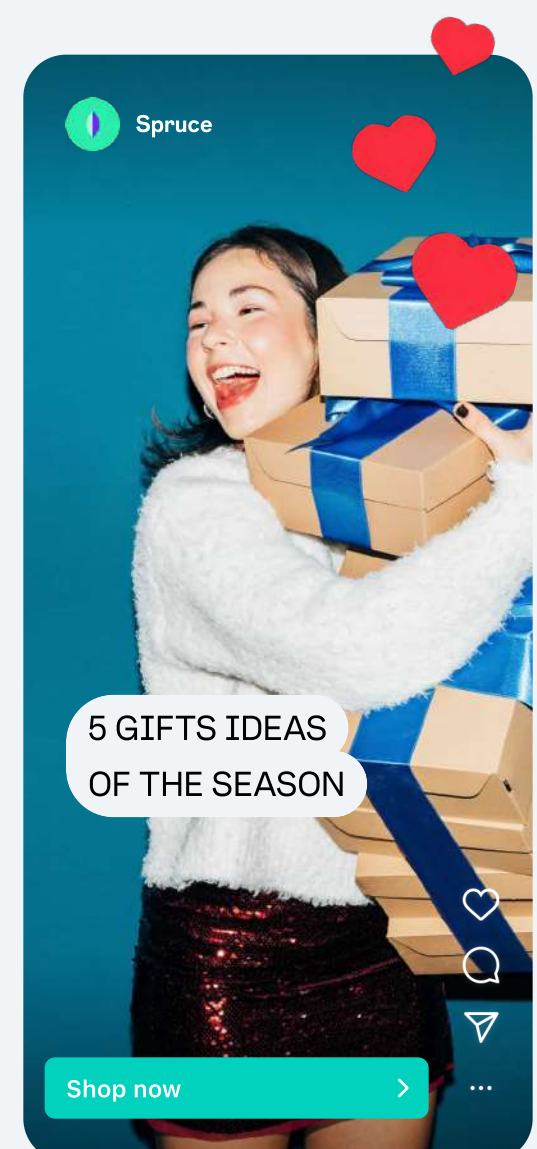
THE LISTICLE

Use an editorial approach to storytelling with text stickers to break down a video into bite-sized chunks.

Ideas

“5 gifts you can check off your list:” Showcase gift ideas for everyone on the holiday shopping list — from grandparents to teachers.

“3 reasons [your product] is the best gift ever”: Create a fun sizzle reel of the top reasons customers will love your product.





THE Q&A

Answer commonly asked customer questions about your online or retail store.

Ideas

“The #1 question our customers ask us”: This is a great way to answer the most commonly asked question.

Let a customer interview you/an employee: An interview format can create a real-time sense of authenticity and showcase your brand’s personality.

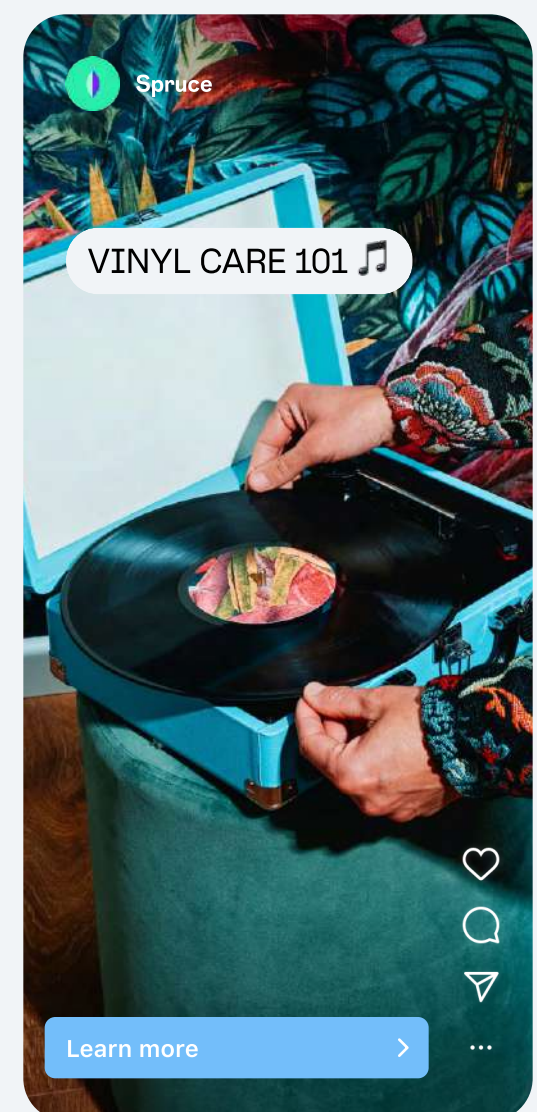
THE TUTORIAL

Give back to your audience by sharing knowledge or making something complex feel accessible.

Ideas

Show real customers using your product: Featuring real customers who genuinely love your product helps build credibility and relatability.

Give a step-by-step demonstration: Show customers how to use your product in a specific context, such as during the holiday season.



THE BEHIND-THE-SCENES LOOK

Show your audience a peek behind the curtain.

Ideas

“How we make [your product]”: Highlighting the craftsmanship and care that goes into every product is a great way to build a loyal customer base.

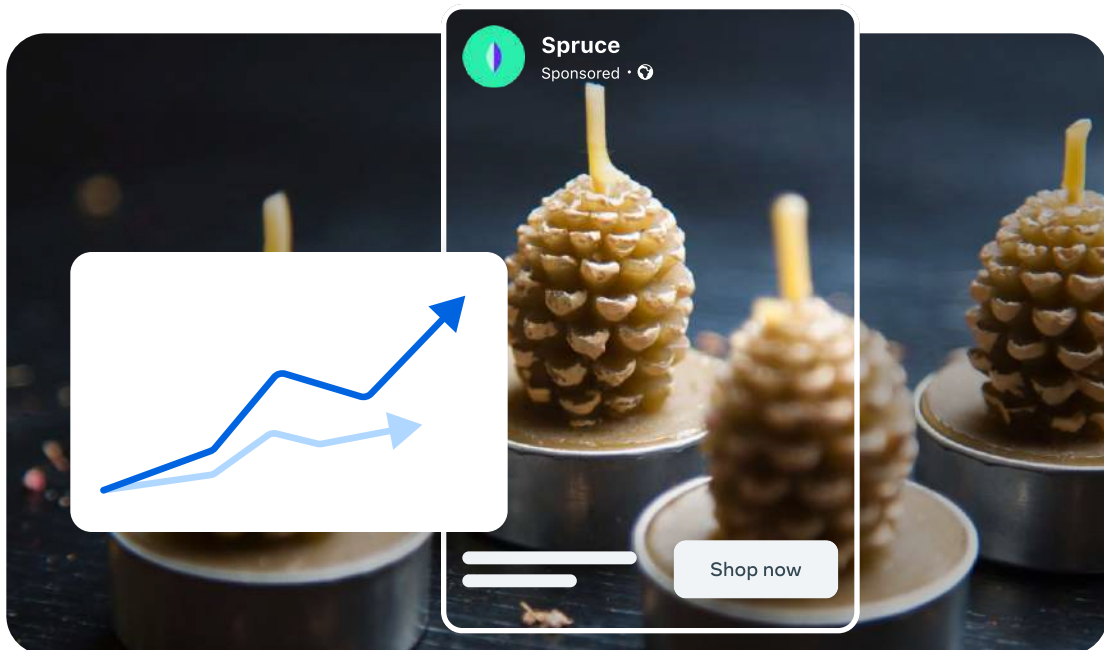
“How we source our materials”: Root your brand in transparency and authenticity by sharing sustainability information your customers care about.

Step 3: Push

Now is the time to reach your peak season holiday goals. Use these best practices to maximize performance with your winning strategies.



Performance best practices to drive stronger sales and ROAS:

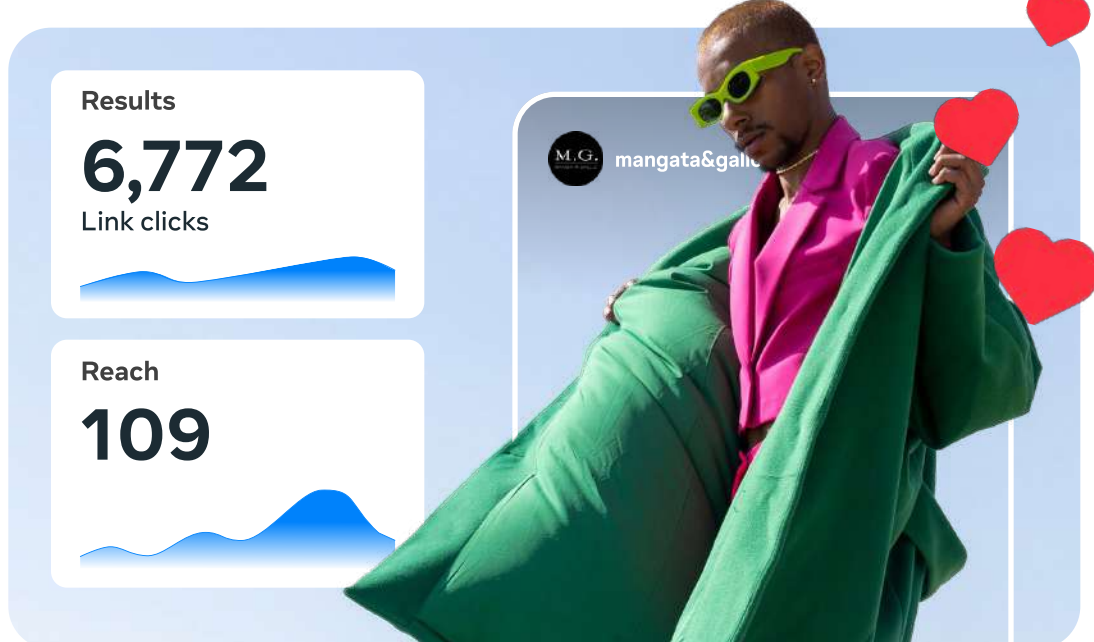
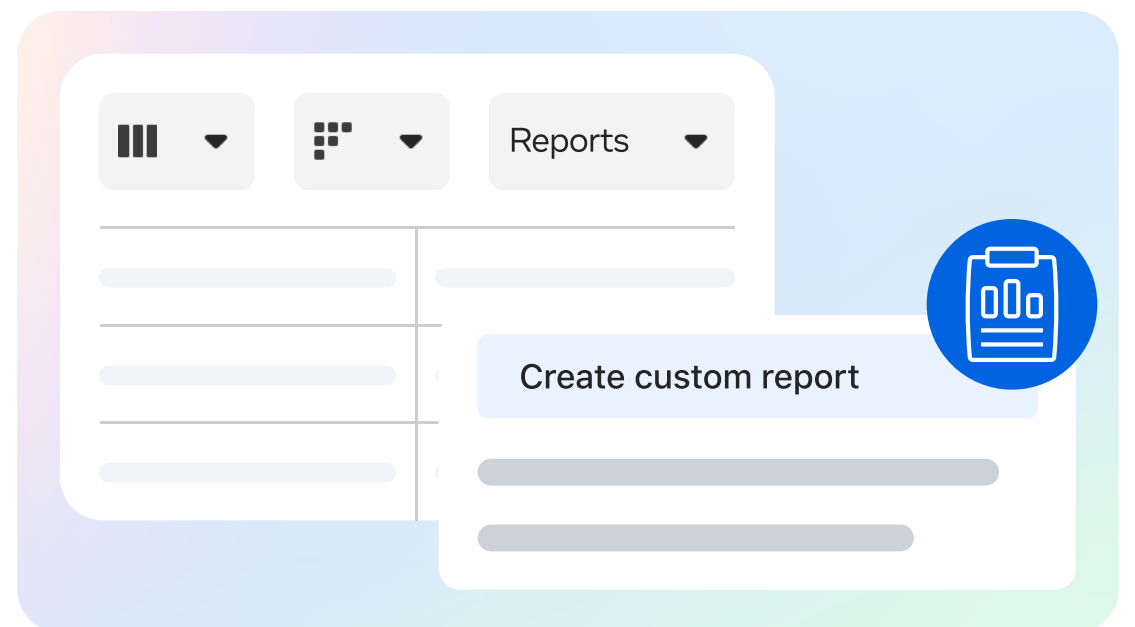


Avoid big changes to stay out of the learning phase.

Don't make [significant edits](#) to your live campaigns during important sales periods (like Black Friday and Cyber Monday) to avoid sending your campaigns back into the learning phase. Performance is more stable and cost per results usually better after your campaigns exit the learning phase, which is especially important at this point.

Don't "set and forget" your ads.

Create a weekly customized report to make sure your campaigns are performing well and driving sales. Look for possible minor performance improvements (like turning off low-performing ads) for stronger short-term results — and do look at trends over time for future planning. [Learn how](#)

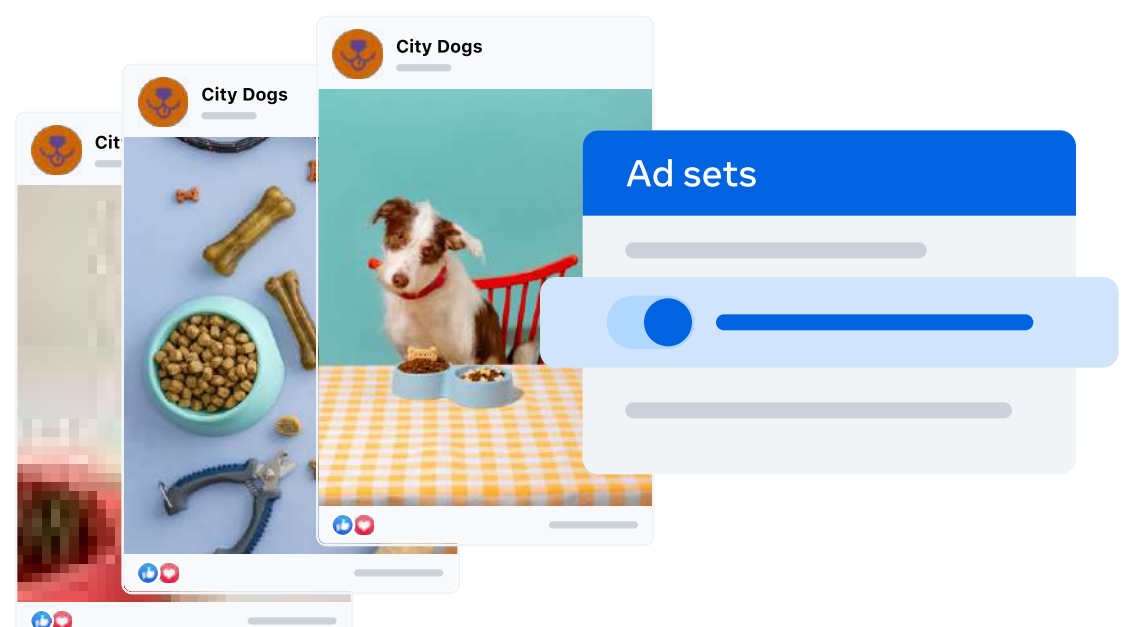


Run creative that sells.

Make sure to review which creative strategies were most effective in **Step 2: Experiment**, and keep focusing on those top-performing strategies! Incorporate shipping cutoff dates into your ad messaging (such as, "Two days left for free shipping!") for added urgency.

Keep your campaign structure simple.

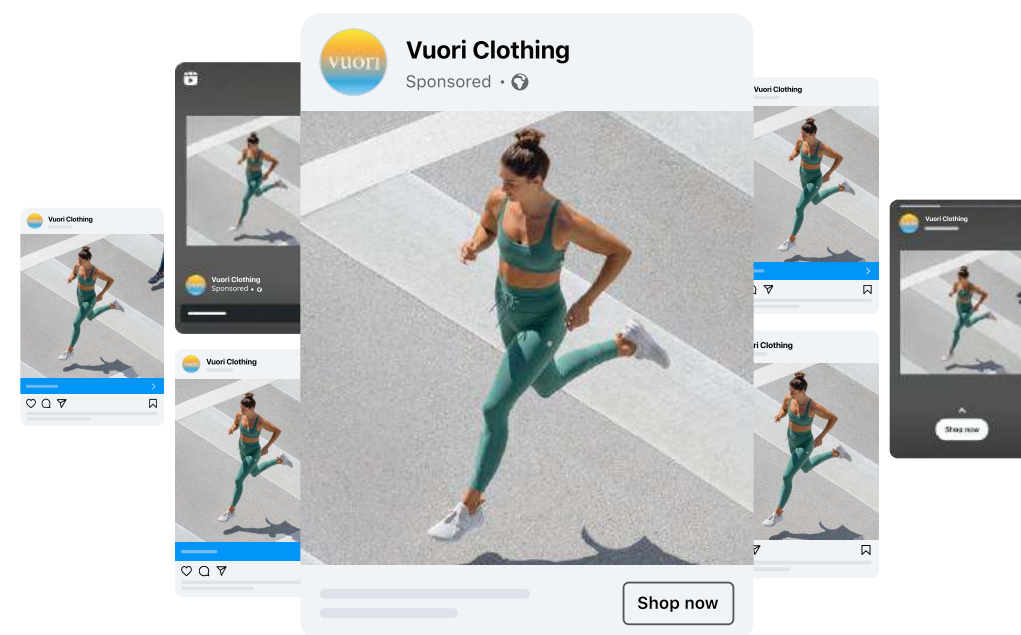
Maintain a [simplified campaign setup](#) for optimal performance and better cost efficiency by grouping ad sets that target similar audiences with similar objectives. (Go back to page 6 for details.)



Keep leveraging Advantage for stronger results.

Whether you automate all or parts of your campaigns, learn how to deliver stronger ROAS — with significantly less time and effort!

[Get an Advantage overview](#)



ADVANTAGE+ SHOPPING CAMPAIGNS

Efficiently drive more online sales.

[Learn more](#)

ADVANTAGE CAMPAIGN BUDGET

Focus spend on top-performing ads.

[Learn more](#)

ADVANTAGE+ CATALOG ADS

Increase your catalog sales through relevancy.

[Learn more](#)

ADVANTAGE+ CREATIVE

Create enhanced versions of your ad creative at scale.

[Learn more](#)

ADVANTAGE+ PLACEMENTS

Run in the most cost-efficient places.

[Learn more](#)

ADVANTAGE+ AUDIENCE

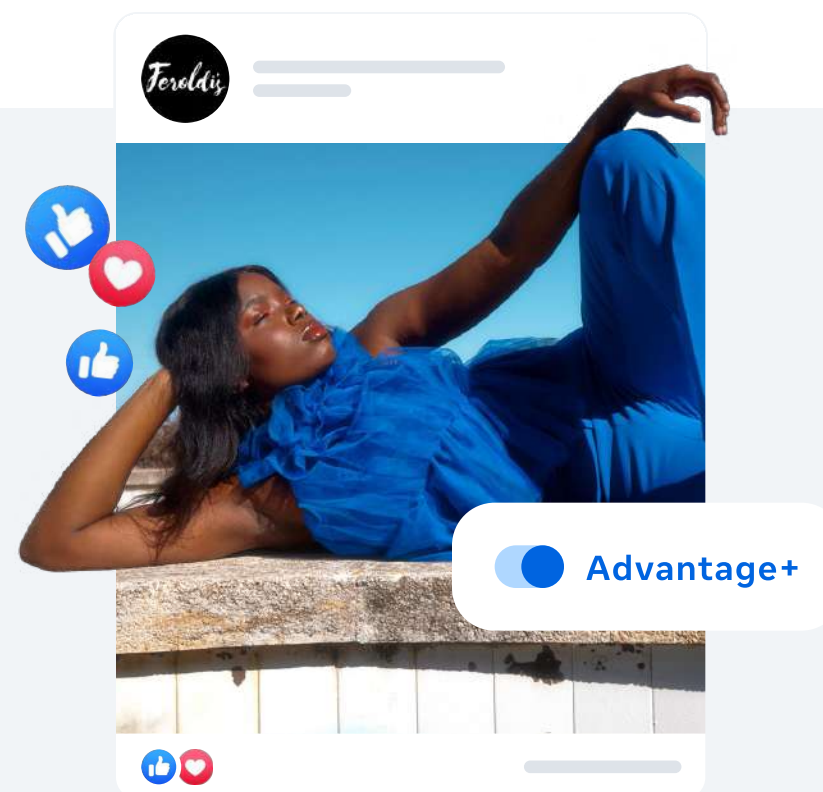
Find more relevant audiences in a single step.

[Learn more](#)

3.3x

Return on ad spend

Advertisers using Meta Advantage had a 20% increase in Q4 conversions year-over-year⁵ and a 3.3x return on ad spend.⁶



⁵ Meta Q4 2022 earnings, Feb 2023. ⁶ Meta Q1 2023 earnings, Apr 2023.

⁶ Meta Q1 2023 earnings, Apr 2023.

Step 4: Sustain

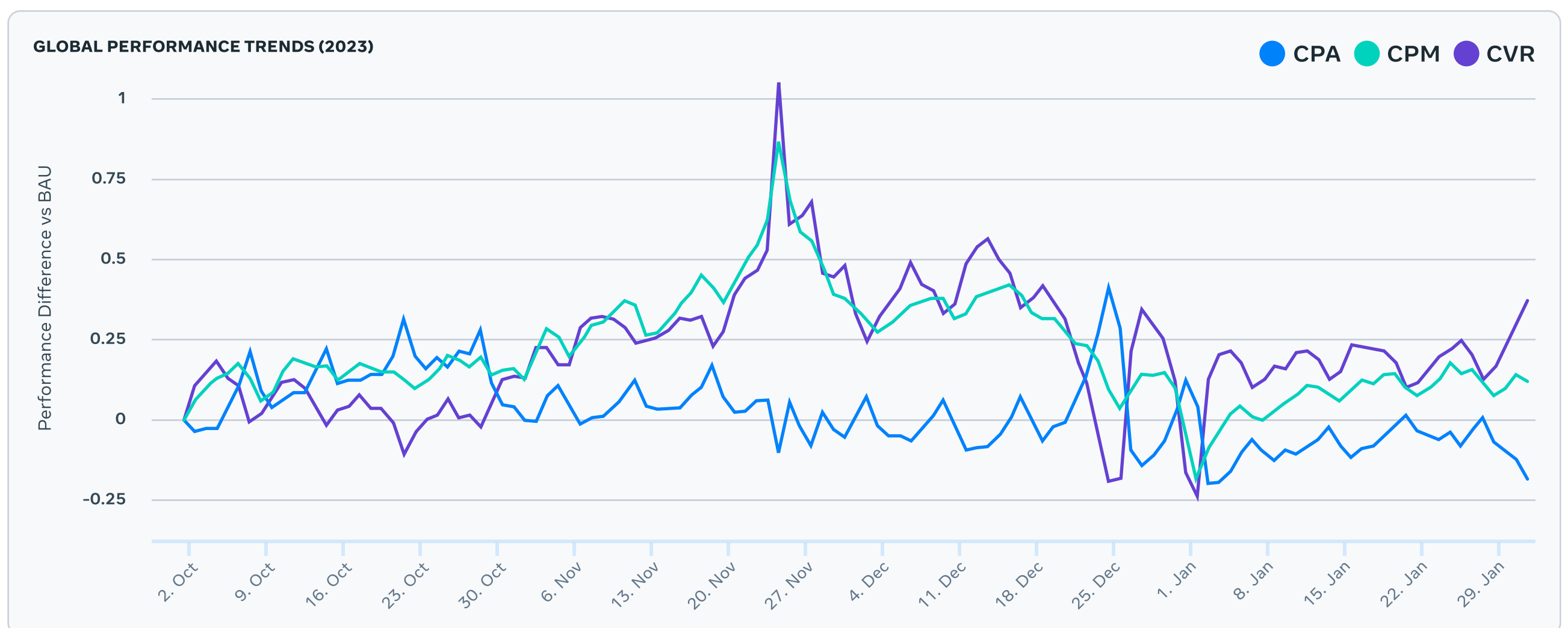
Keep your performance going strong during Q5 — the most cost-efficient time of the season — by staying active into the new year.



Why is Q5 the biggest opportunity for your lowest ad costs?

Q5 is the time between holiday shipping cutoffs (mid-December) and late January where cost per 1,000 impressions (CPM) dip significantly.

This creates an opportunity to run your most cost-efficient campaigns on Meta technologies while purchase intent remains high — in fact, 41% of holiday shoppers keep buying past the holiday season.⁷



In January, CPM rates were ~6.3% below their Oct 1st levels with a ~16% increase in conversions.⁸

Simple ways to take advantage of lower CPMs in Q5.

Keep sales going into the new year.

Leverage lower cost ad inventory to boost sales by reaching new and existing customers in a single [Advantage+ shopping campaign](#).

Create a sense of urgency.

Highlight end-of-season sales (to move leftover inventory), along with back-in-stock or limited edition items in your Reels ads to inspire more buying.

Refresh your ad creative with AI.

Use our latest [generative AI features in Advantage+ creative](#) to automatically create a variety of ad messaging and image backgrounds.

Use insights from your holiday performance.

Review which tactics and creative strategies delivered the best results during the peak-sales season, then use those insights to inform your Q5 strategy.

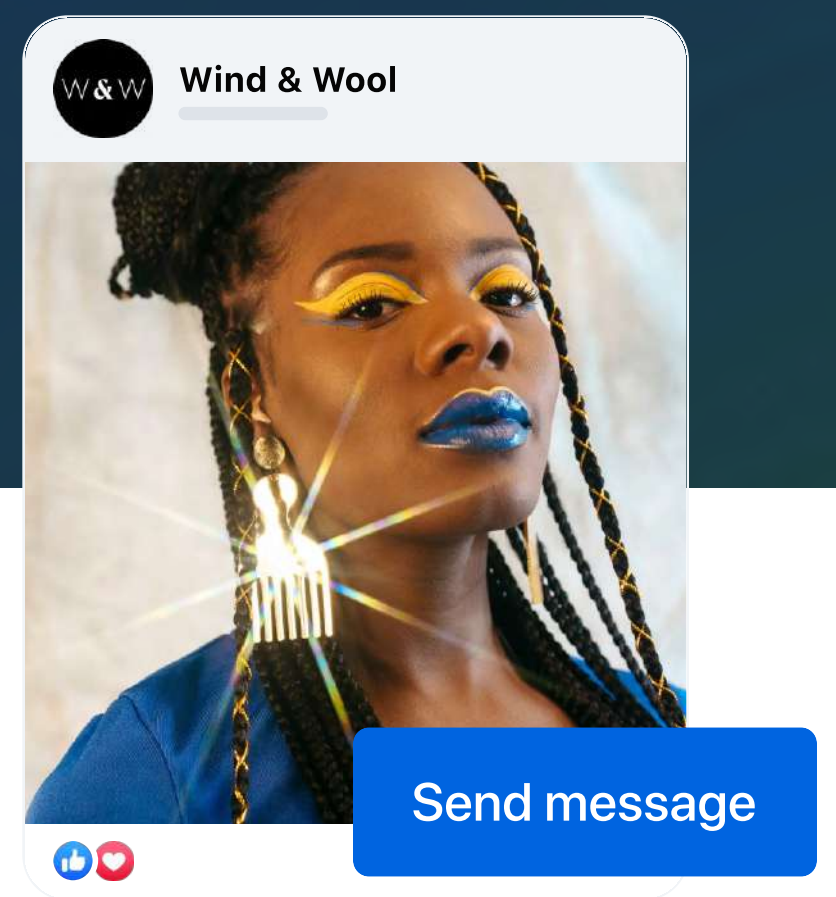
⁷ "Meta Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 41,663 holiday shoppers aged 18+ across 34 markets: AE, AR, AU, BR, CA, CL, CO, CZ, DE, DK, ES, HK, ID, IT, FR, JP, KR, MY, MX, NL, PH, PL, PK, SA, SG, TH, TR, TW, RU, SE, UK, US, VN, ZA). Minimum N=1500 per market, published June 2022.

⁸ Meta internal data, Q4 2023. Values normalized so October 1 = 1 for each metric.



Reach shoppers with ads that click to message.

Reach the right audience with ads that encourage people to message your business in Messenger, Instagram and WhatsApp. Ads that click to message create opportunities for your business to answer frequently asked questions, provide customer support and help reach your goals for the season (and beyond), including:



- **Driving sales:** Create personalized, one-on-one opportunities to connect with shoppers and drive sales directly in Messenger or WhatsApp.
- **Generating quality leads:** Respond to people who want to learn more about your products and services.
- **Building customer relationships and loyalty:** Share exclusive offers and updates to help turn one-time seasonal buyers into loyal customers.

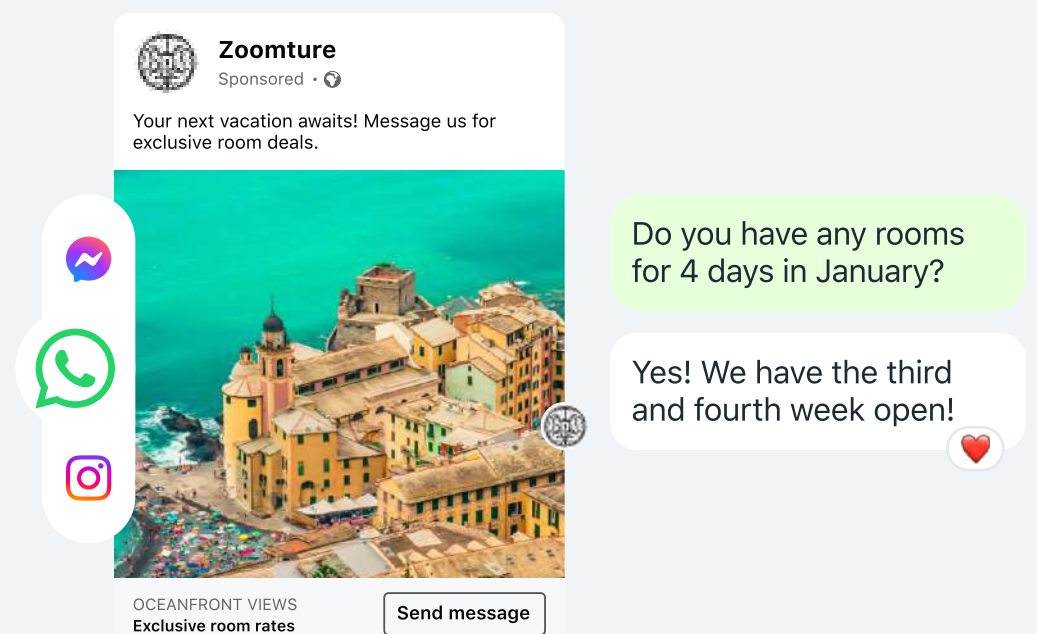
[→ Learn more](#)

Grow your customer base.

Ads that click to Messenger



Ads that click to WhatsApp



[→ Get started](#)

[→ Get started](#)

3 tips for highly-effective ads that click to message:

TIP 1

Be direct about what to expect

Set expectations that your ad will start a chat through copy, visual elements, and a “Send Message” call-to-action button (which can deliver a 63% lower cost per conversation).⁹

TIP 2

Set up automated responses

Respond automatically to messages received outside your business hours to let customers know when you’ll be back; this feature is especially helpful during your busiest sales season.

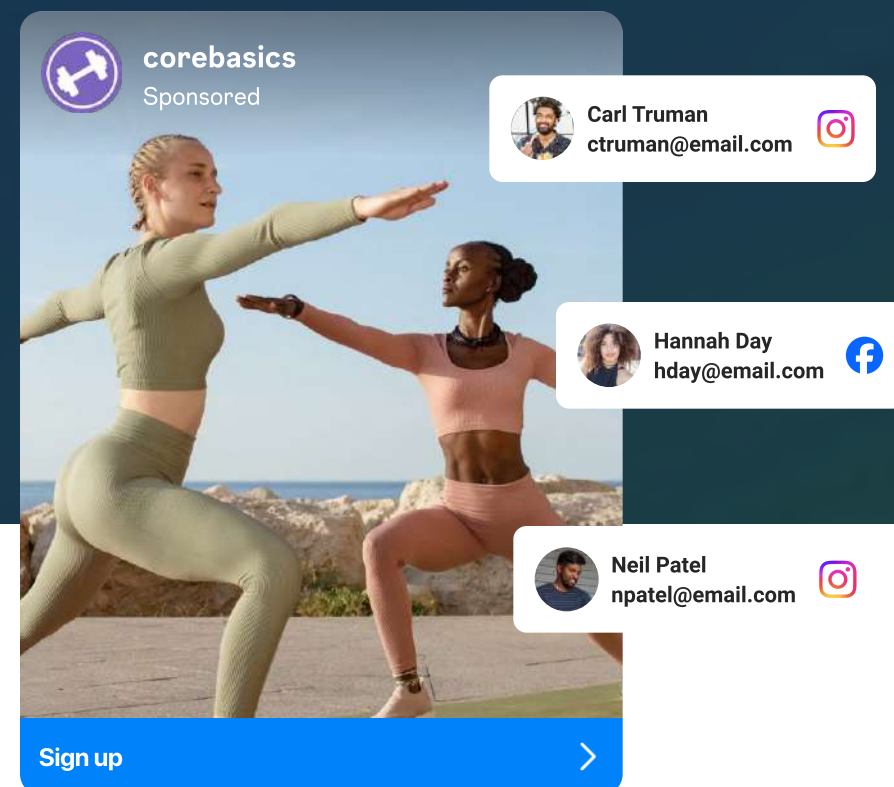
TIP 3

Run Reels and static image ads

Use a variety of static images and Reels in your ads and turn on Advantage+ creative to tailor your ads to each person in your audience. This can help improve performance.

Generate more valuable leads than ever.

Here's how to upgrade your lead gen strategy this holiday season and well beyond — especially if you're a service-based business.



Your most effective tool for generating leads.

[Lead ads with instant forms](#) are one of the most direct ways to find new, highly interested customers. Businesses saw 20% lower cost per qualified lead when they used instant forms to collect information versus sending customers to their websites.¹⁰

[→ Learn how to get started](#)

Reasons to try instant forms:

- Mobile-first and loads quickly, without requiring customers to leave Facebook or Instagram
- Collects information that's most important to your business
- Filters out leads that don't meet your criteria

Reduce cost per quality lead with the Conversions API for CRM.

[Conversions API for CRM](#) can optimize performance to reach people more likely to convert. Ads that used this integration with the conversion leads performance goal saw a 44% increase in rate of converting a lead to a quality lead.¹¹

Success story

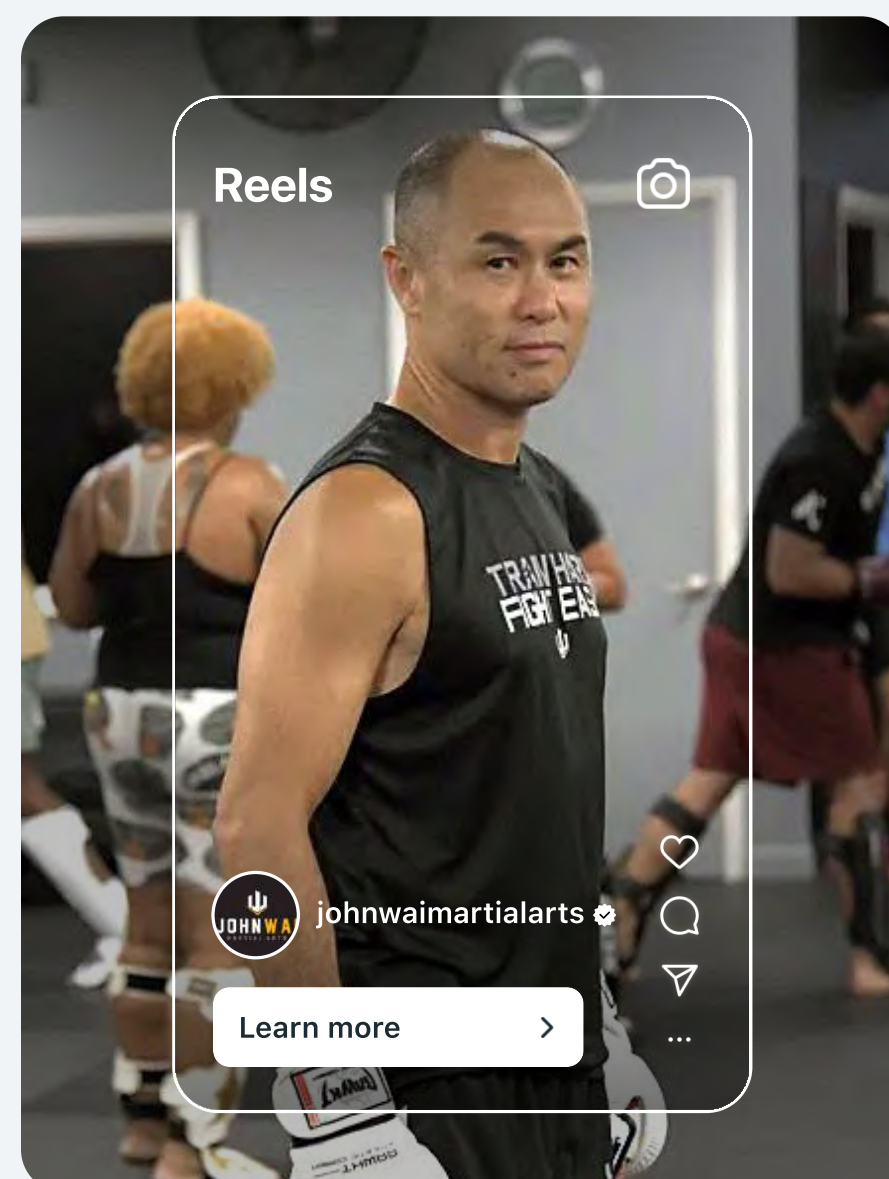
62% increase in conversion rate

John Wai Martial Arts increased the conversion rate from lead to customer by 62% using instant forms and the conditional logic feature for Facebook and Instagram lead ads.



Instant forms and the conditional logic feature have been a game-changer because the question flow helps filter out leads that live too far from the academy. They also make connecting with leads more personal, because if leads do fit our criteria, we can start chatting with them about our programs right away and get them feeling connected to our community.

John Wai
Owner, [John Wai Martial Arts](#)



¹⁰ Analysis of 15 global 3-cell A/B tests run from November 2022 through February 2023 where advertisers self-reported results and used website forms that were similar to their Meta forms. Onsite Lead Ads used Conversion Leads Optimization. ¹¹ Results based on A/B tests on 273 advertisers, with ads delivered globally from January 11th to 28th, and included incentives. Results were statistically significant at a 95% confidence level. Performance may vary.

Every connection is an opportunity.
It's Your World.