Ready, Set, Sell

How to win the marathon of peak shopping moments and sustain profits

Think with Google
2023 Shopping Marathon
## 2023 Shopping Marathon Checklist

### From August to December

#### AUGUST
- **Aug 23-27**: Click Frenzy (Travel)
- **Aug TBC**: The Afterpay Day Sale

#### SEPTEMBER
- **Sep TBC**: Vogue Online Shopping Night
- **Sep 3**: Father’s Day

#### OCTOBER
- **Oct 23-29**: Melbourne Fashion Week
- **Oct 24-26**: Click Frenzy (Main Event)
- **Oct 31**: Halloween

#### NOVEMBER
- **Nov 7**: Melbourne Cup
- **Nov 11-13**: Singles Day
- **Nov 21-15**: Black Friday
- **Nov 27**: Cyber Monday

#### DECEMBER
- **Dec 11**: Green Monday
- **Dec 14**: Free Shipping Day
- **Dec 23**: Super Saturday
- **Dec 25**: Christmas Day
- **Dec 26**: Boxing Day

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**Holiday outfits for dogs**

**FREE DELIVERY**

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3 Big Trends in 2023:

Peak shopping moments in AUNZ are evolving into a marathon
Peak season is no longer a sprint, but a marathon. It’s not just about winning Black Friday or Cyber Monday, but being present and capturing demand early and throughout the full, elongated season.

Sale days are embraced amid inflation
In fact, sales events have grown in importance, with Australians more aware and active on these days. 20% of Australian shoppers are ‘deal seekers’, doing most of their shopping on major sales days.¹

The confidence gap is widening during peak shopping season
61% of shoppers in Australia are confident that they can spot a good deal around the holidays when they see one,² but 46% agree it’s time consuming.³

During times of uncertainty, shoppers look for value in purchases and spend more time researching to feel good about their decisions.

The 2023 Shopping Marathon Checklist is here to help you to:

- Get ready with the right foundation
- Go beyond discounting. Show up with the right messaging and help shoppers make confident purchase decisions
- Maximise sales during peak shopping season
Get ready with the right foundation

**Peak season objectives:**
Set measurable, time-bound and customer centric goals that are informed by seasonal trends. Plan the right budget & target setting with Performance Planner based on your business objectives.

**Tracking foundations:**
Establish robust sitewide tagging with Google tag to collect consented first-party data.

**Google Merchant Centre feed health:**
Fix and ensure at least 90% approval for listed products. Prioritise important products for key seasonal moments, such as

1. Products that yield the highest profit
2. Best sellers
3. Trending categories

Spot underperforming offers, improve your offer quality by enhancing key feed attributes (i.e. title, description, image, price, GTIN), and adding custom labels to denote best sellers / discounted products. Finally, evaluate your bidding competitiveness with product-specific insights.

**Robust measurement foundation:**
Set up enhanced conversions, and use on-device conversion measurement for apps to improve the amount of observable app conversions from your iOS App campaign.
Show up with the right messaging and help shoppers make confident purchase decisions

Apart from price promotions, differentiate yourself by utilising these 5 behavioural science principles:

### Social Proof

Credible reviews about the brand/product

Examples:
Reviews, sales numbers, and a perception that a majority of consumers support the brand

Tips
- Enable product and seller ratings across your Shopping Ads and Search inventory
- Partner with YouTube creators to talk about your product through YouTube Premieres
Delivery Friction

Make shopping convenient for customers

Examples:
- Free delivery
- Same day delivery
- Free returns
- Pick up in store

Tips
- Reduce delivery friction by enabling free and fast shipping annotations, and setting up your return policy for Shopping Ads
- Adopt ‘pickup later’ in location extensions for Shopping ads to let users know they can pick up items at a store near them
activating the top two behavioral principles, social proof and delivery friction, increases share of consideration by between 1.7x to 2x. when you apply all five principles, it can be as impactful as a 15% discount.
Maximise sales during peak shopping season

**Maximum coverage across channels**
Complement your Search campaigns with Performance Max*, Video Action Campaigns, Apps and Discovery campaigns with feeds to drive online and offline sales.

When targeting shoppers across channels, also ensure that you create a seamless web-to-app journey with Web to App connect.

**Budget & Bidding:**
Ensure budgets are not capped during the lead up to peak season, and use Maximise conversion value or Target ROAS value based bidding to help maximise sales and handle dynamic seasonality.

**Creative excellence:**
Ensure maximum coverage across surfaces. Assess your Ad strength indicator, targeting “Excellent” to maximise your efficiency across Google surfaces.

**Measurement:**
Tap into Insights page to measure your performance and optimise your campaign.

During the competitive shopping season, make use of auction insights to track shifts in auction competition.

For retailers who have an offline presence, measure the impact of your online ads on your physical store, including store visits and store sales measurement. Add this data to your Smart Bidding to grow total sales, whether they happen online or offline.

*Advertisers that use Performance Max campaigns see an average increase of 18% in conversion value at a similar cost per action.
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