

BUDGET	CRITICAL Adjust budgets for increased traffic during holiday season If budget is constrained, consider re-allocating budget from other campaigns with less traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Set Budget Delivery Mode to 'Standard' Avoid 'Accelerated' as many clicks/conversions in the holiday season are in the evenings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Plan budget for seasonal campaigns <i>before</i> peak holiday events Including pre-sales for days before peak weekends such as Black Friday, Halloween, Christmas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AUDIENCES	CRITICAL Add your top remarketing lists to all campaigns Equivalent lists to 'all visitors', 'product page viewers', 'cart abandoners', and 'buyers/converters'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Increase bid modifiers in highly competitive holiday season (or use smart bidding) Bid modifiers of at least 150% to 300% are recommended for top audience lists (also if using eCPC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	CRITICAL Add 'Similar Audience' lists to all campaigns to target new customers Equivalent to 'similar to all visitors' and 'similar to buyers' (don't forget to adjust bid modifiers)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Set audience lists' membership duration as high as possible * In addition, benefit from long list membership duration as valuable signal for smart bidding	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Utilize the full scope of (new) Audience Solutions In-Marked Audiences, Tagless Remarketing, Smart Display Campaigns, Gmail Ads, Custom Intent, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Target all age & gender buckets, change topic targeting to advanced audiences Include 'unknown' age & gender buckets and ensure no crossing of topic/interest targeting				<input type="checkbox"/>
SETTINGS	Be present on Mobile and influence in-store behaviour Re-evaluate mobile opt-outs & mSpeed; consider bid by distance, LIAS, and location extensions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Set Ad rotation mode to 'Optimize' Automatically show your best performing and most relevant ads	<input type="checkbox"/>		<input type="checkbox"/>	
	CRITICAL Opt-in Google search/video partners Maximize reach across Google Partners and target all devices	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
	Adjust Frequency Capping (FC) and Ad Schedules Avoid FC & ad schedules for display (if using smart bidding); FC for video of at least 3 impr./week			<input type="checkbox"/>	<input type="checkbox"/>
	Remove dayparting and activate Beta exclusion filters Target all devices and activate for all video campaigns				<input type="checkbox"/>
	Ensure all products are in your feed for Dynamic Remarketing Check if all products are in your Merchant Center and if bids are added to ensure they are served			<input type="checkbox"/>	
AD FORMATS	CRITICAL Have more than 3 ads per ad group Including ETA and RSA (new), and responsive ads for Display - to receive up to 15% more conversions	<input type="checkbox"/>		<input type="checkbox"/>	
	Avoid any keyword conflicts and disapproved ads Fix disapproved ads or extensions, and remove conflicting negative keywords	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	CRITICAL Use at least 3 extensions per ad (incl. promotion/price extensions) Allow AdWords to automatically serve the best extension combination for each query	<input type="checkbox"/>			
	Show Shopping & Text Ads together and add Showcase Ads to your Shopping campaigns PLA & Text ads combined increase CTR. Cover all key categories of your product portfolio	<input type="checkbox"/>	<input type="checkbox"/>		
	Utilize all major video ads formats (TrueView for Action) YouTube: TrueView Discovery, 6" Bumpers; GDN: Outstream, Gmail Video Ads, Lighbox Ads			<input type="checkbox"/>	<input type="checkbox"/>
	Maximize your conversion value through machine learning supported ad types Implement Dynamic Search Ads, Smart Display Campaigns or Smart Shopping Campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
BIDDING	CRITICAL Activate autom. bidding (at least eCPC) across all ad groups/ campaigns Allows to take advantage of Google's unique auction-time signals (compatible with 3P bidding)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Target CPA bidding: Utilize Smart bidding for CPA goals Use tCPA for ad groups / campaigns with at least 30 conversions (last 30 days)	<input type="checkbox"/>		<input type="checkbox"/>	
	Target ROAS bidding: Utilize Smart bidding for ROAS (or 'KUR') goals Use tROAS for ad groups / campaigns with at least 15 (recom.: 50) conversions (last 30 days)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ATTRIBUTION	Use site-wide tagging Ensure flawless measurement and right decision making	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Non last click Attribution Discover the real value for every touchpoint of a user-journey	<input type="checkbox"/>	<input type="checkbox"/>		
	Measure store visits & create local campaigns Connect your online and offline touchpoints for omni-channel success	<input type="checkbox"/>	<input type="checkbox"/>		

* For lists that target users in the EU, please confirm with privacy regulators on list durations