

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% **+\$3.31**

increase in Q4 conversions year-over-year¹

in revenue for every \$1 spent²

COST-EFFECTIVE INVENTORY

+23% **-22%**

increase in Q4 ad impressions¹

decrease in Q4 average price per ad¹

Highest level of conversions on Meta during the weekend of Black Friday and Cyber Monday in Q4 last year¹

And meeting the increasingly high standards of their customers.

Best platform to discover deals.

50%

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

The top online platform for holiday discovery and growing

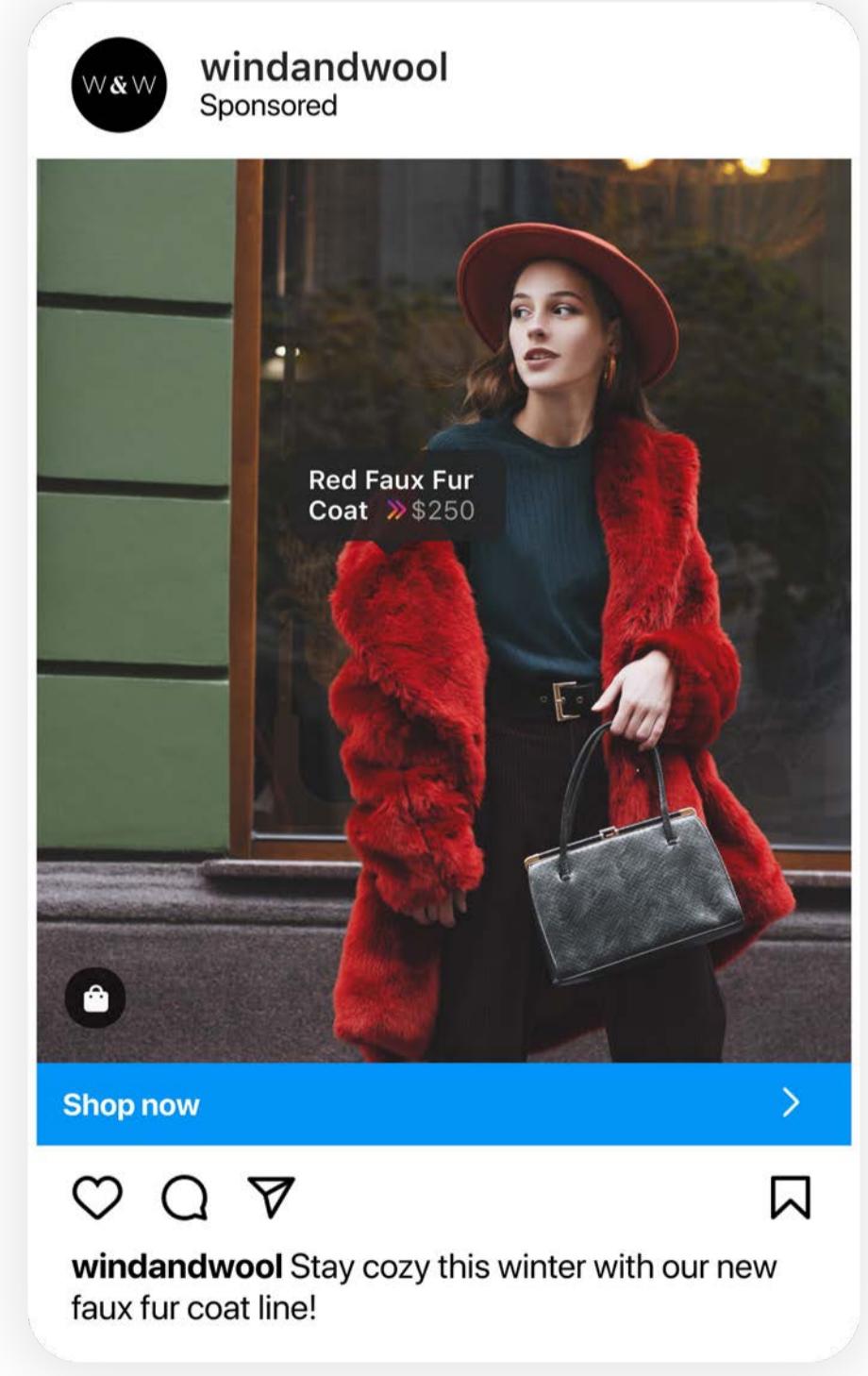
56%

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

The place to find relevant brands and products.

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



Sources:

1. Meta, Q4 2022 Earnings Call Transcripts

2. Meta Q1 '23 Earnings Call Transcripts

3. "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.

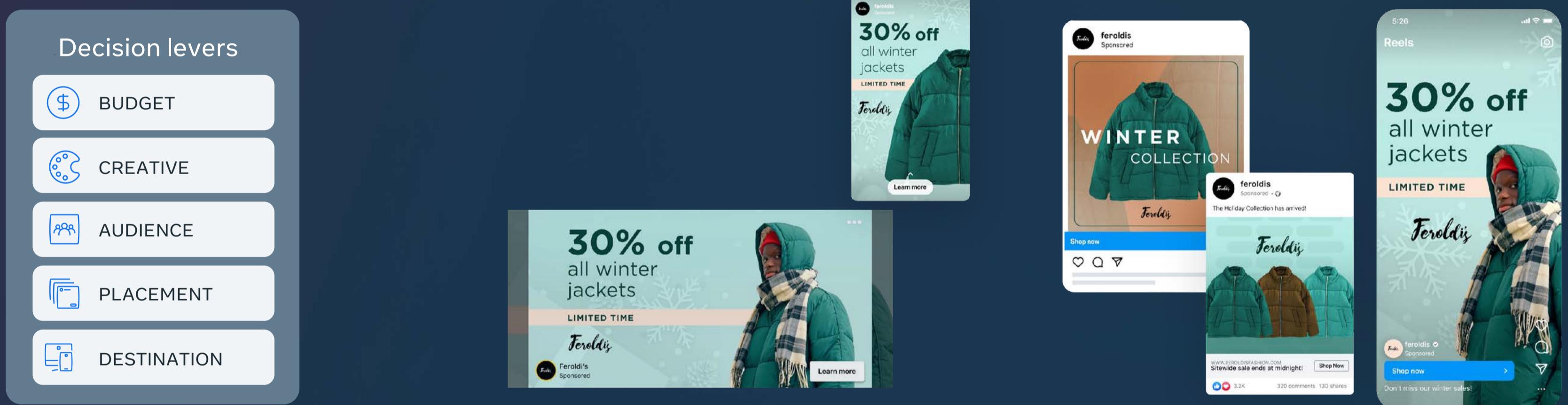
4. "Meta Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 38,548 holiday shoppers aged 18+ across 31 markets: AE, AR, AU, BR, CA, CZ, DE, DK, ES, HK, ID, IT, FR, JP, KR, MY, MX, NL, PH, PL, PK, SA, SG, TH, TR, TW, SE, UK, US, VN, ZA). Minimum N=1000 per market, Dec 2022

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.



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

A circular icon containing a blue dollar sign symbol.

Budget automation
Advantage campaign budget

A circular icon containing a blue paint palette symbol.

Creative automation
Advantage+ catalog ads
Advantage+ creative

A circular icon containing a blue shopping cart with two people symbol.

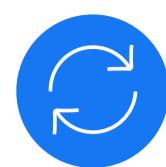
Shopping automation
Advantage+ shopping

A circular icon containing a blue stack of screens symbol.

Placement automation
Advantage+ placements

A circular icon containing a blue laptop and smartphone symbol.

Destination automation
Advantage destination:
Website, [Shop*](#), App



End-to-end automation

Advantage+ shopping campaigns can help grow online sales and increase performance

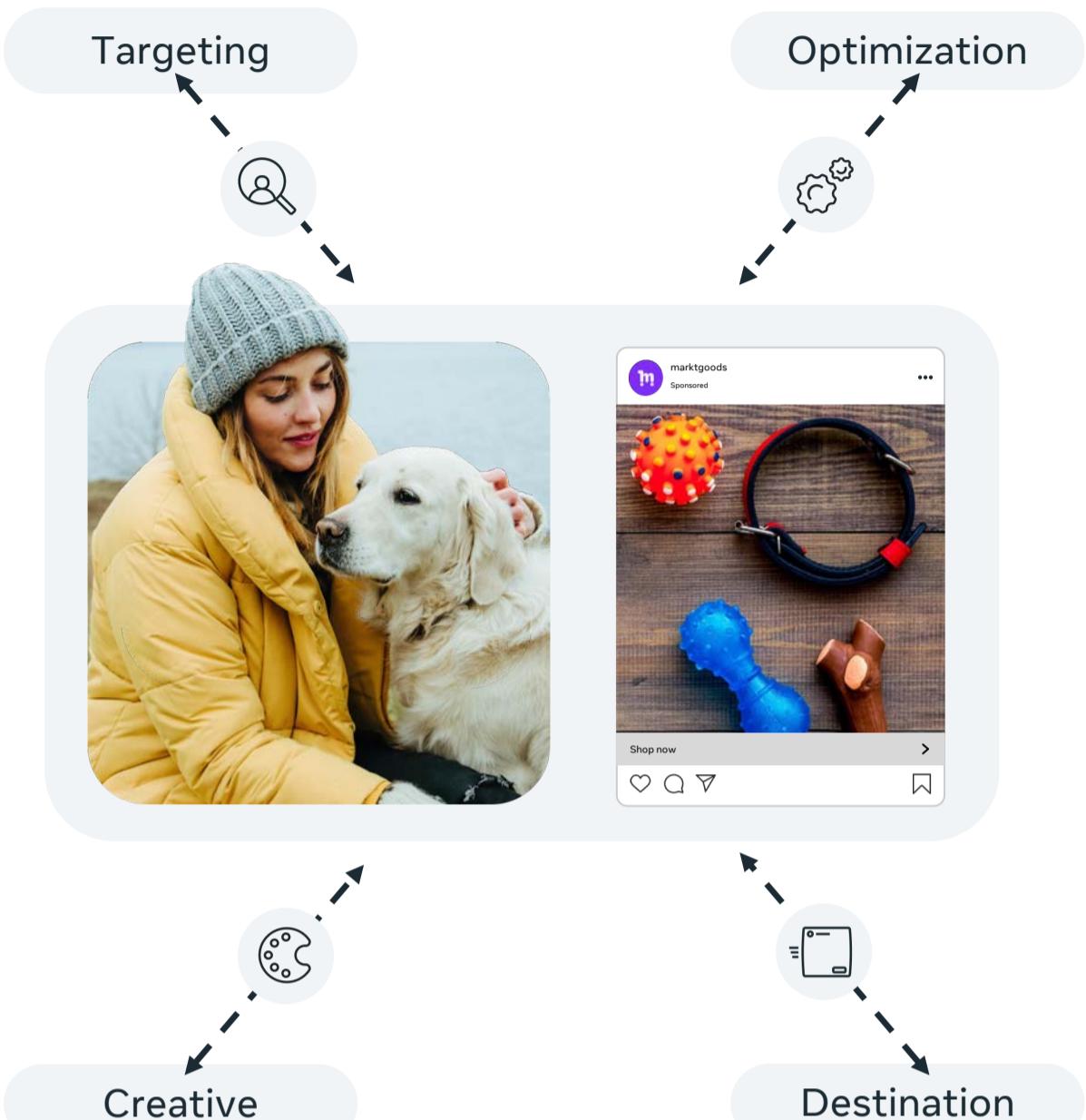
Advantage+ shopping campaigns are designed to be used when sales are your primary objective, and you are looking to sell to new and existing customers in as few steps as possible.

17%

improvement in cost per conversion¹

32%

increase in return on ad spend cost¹



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.

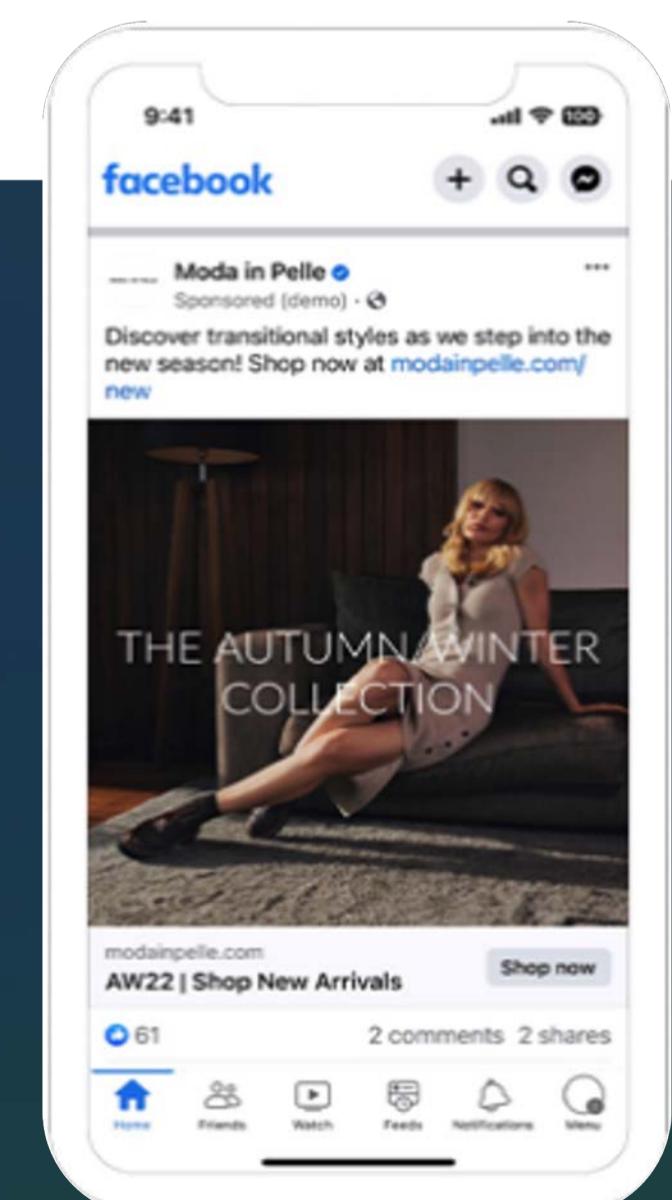
AUDIENCES

- 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.



Source: 1. Meta internal study on 31 advertisers from NA, APAC, EMEA, and LATAM from July-Sept 2022. 2. Meta case study, Jan 2023. All results are self-reported and not identically repeatable. Generally expected individual results will differ.



Creative automation



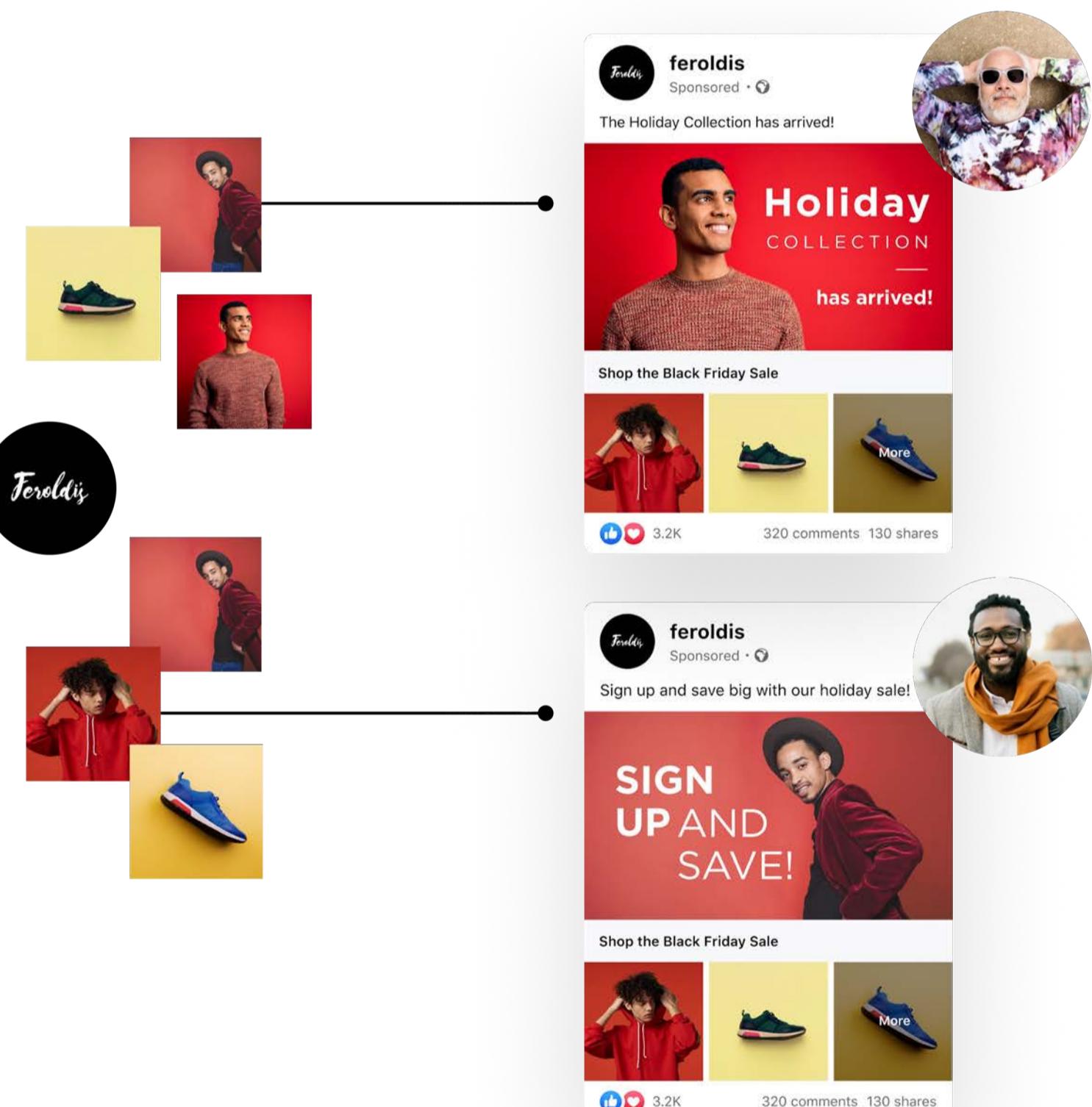
Success story

French fashion ecommerce brand, [Alm ](#), saw a 20% sales increase by adopting Meta Advantage+ shopping campaigns compared to their usual campaigns. Alm  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.

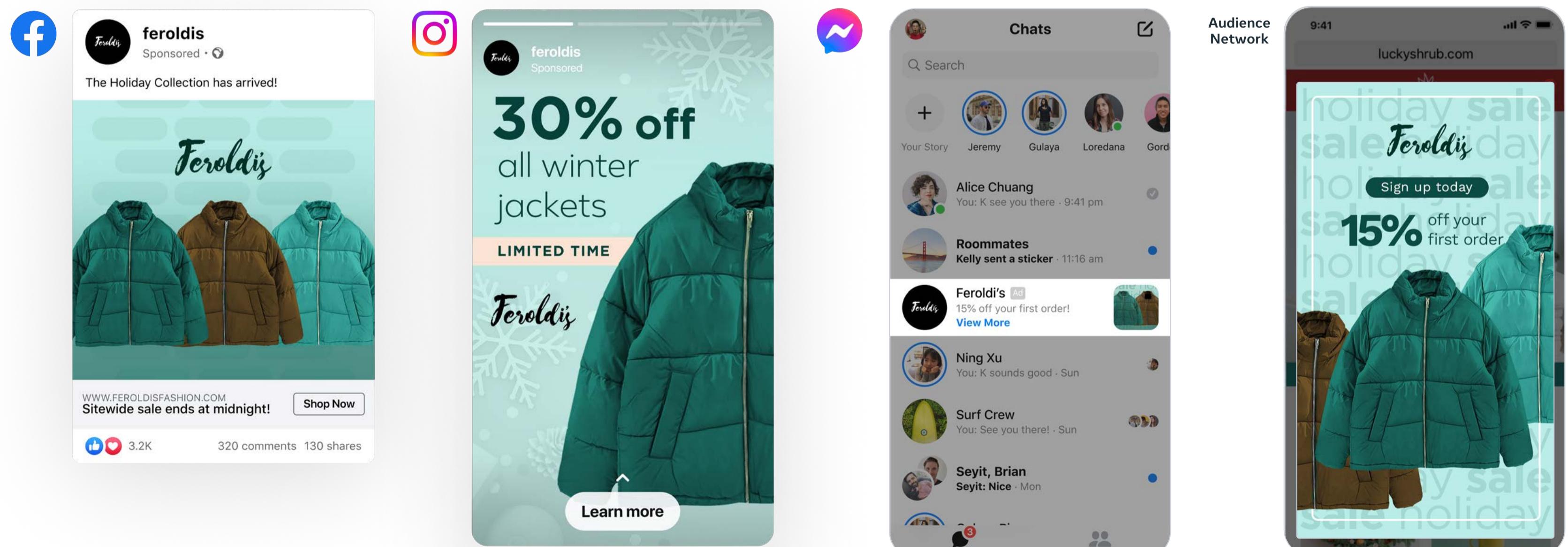
Use [Advantage+ placements](#) to find the most cost-effective opportunities across Meta technologies and placements. With the Advantage+ placements solution, you can use any existing creative across multiple placements, including Instagram Stories, Instagram Feed, Messenger and Audience Network.

RECOMMENDATIONS

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

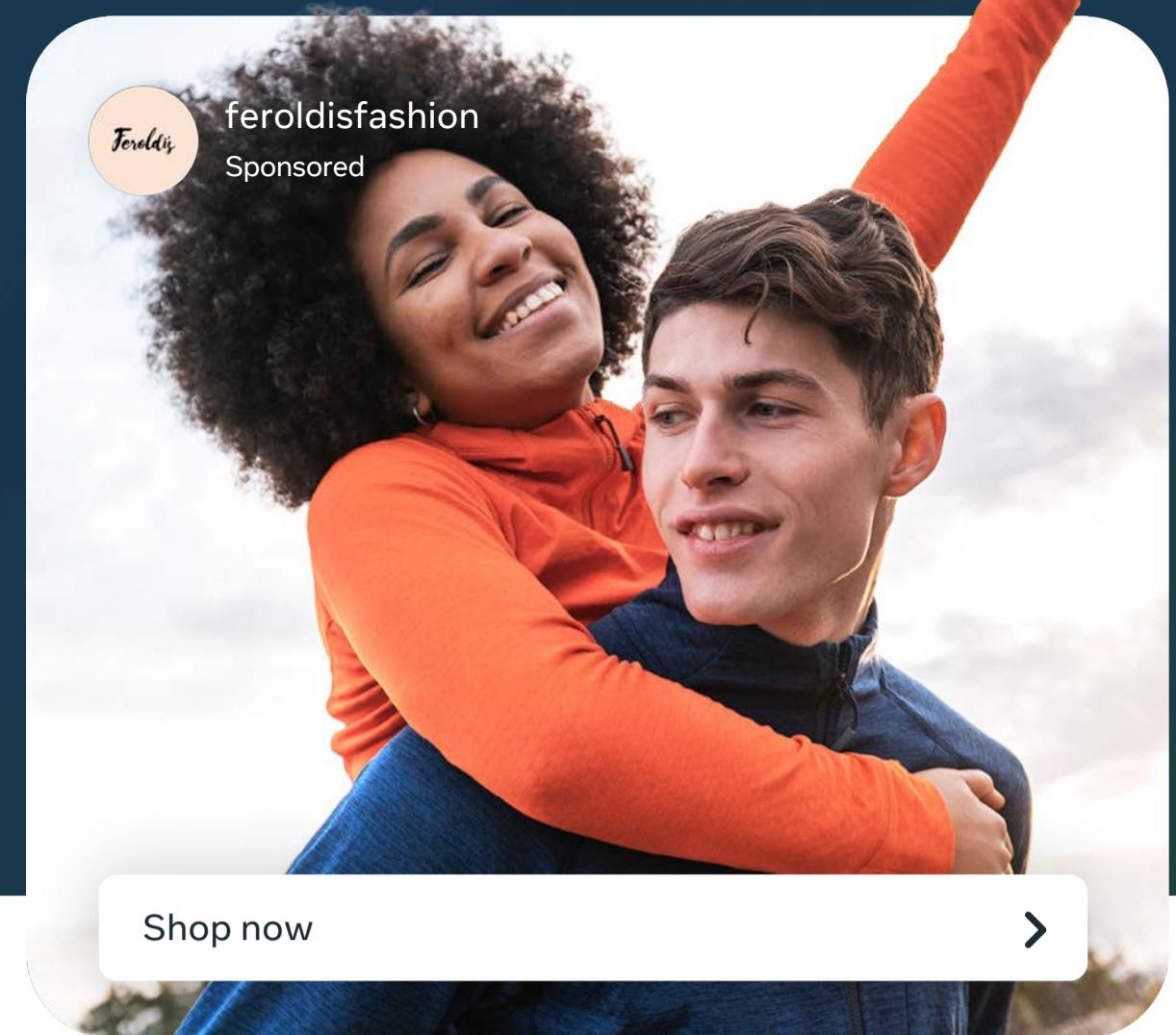
In order to create engaging ad experiences, [placement asset customization](#) displays the right holiday image or video depending on where those ads appear.

- ✓ 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.



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!"



"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

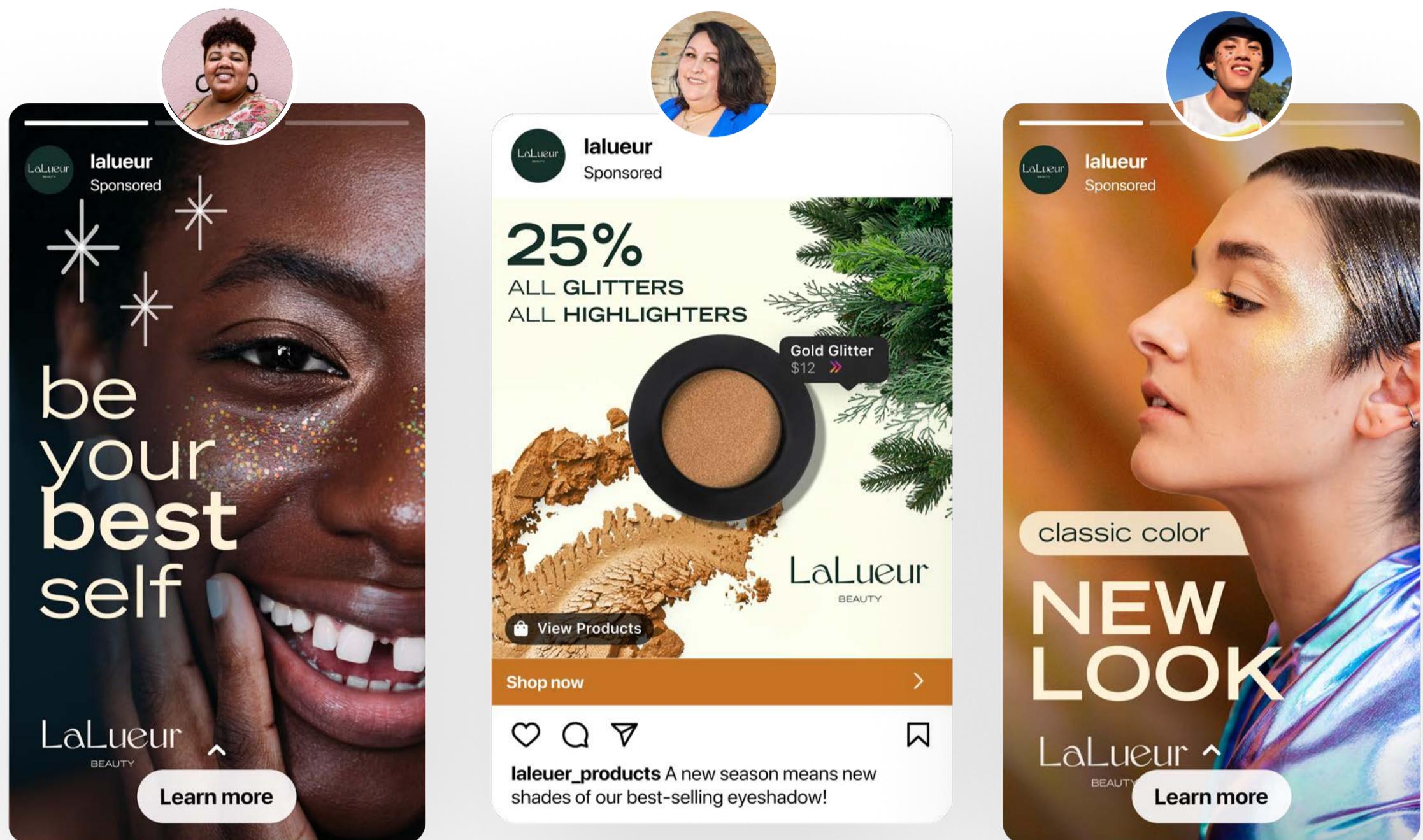
Differentiate your ad formats to tap into different viewing behaviors.

"Meta Seasonal Holidays Study" by YouGov (Meta-commissioned online study of 38,548 holiday shoppers aged 18+ across 31 markets: AE, AR, AU, BR, CA, CZ, DE, DK, ES, HK, ID, IT, FR, JP, KR, MY, MX, NL, PH, PL, PK, SA, SG, TH, TR, TW, SE, UK, US, VN, ZA). Minimum N=1000 per market, Dec 2022

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

Source: 1. Meta-analysis of conversion lift tests with 11 global advertisers across 9 verticals, conducted in November 2022. These results are inclusive of both Instagram and Facebook Reels. We define lower funnel conversion events as those that happen at the end of the marketing funnel, such as purchasing an item or signing up for a service. 2. Meta case study, Jun 2022. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

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?

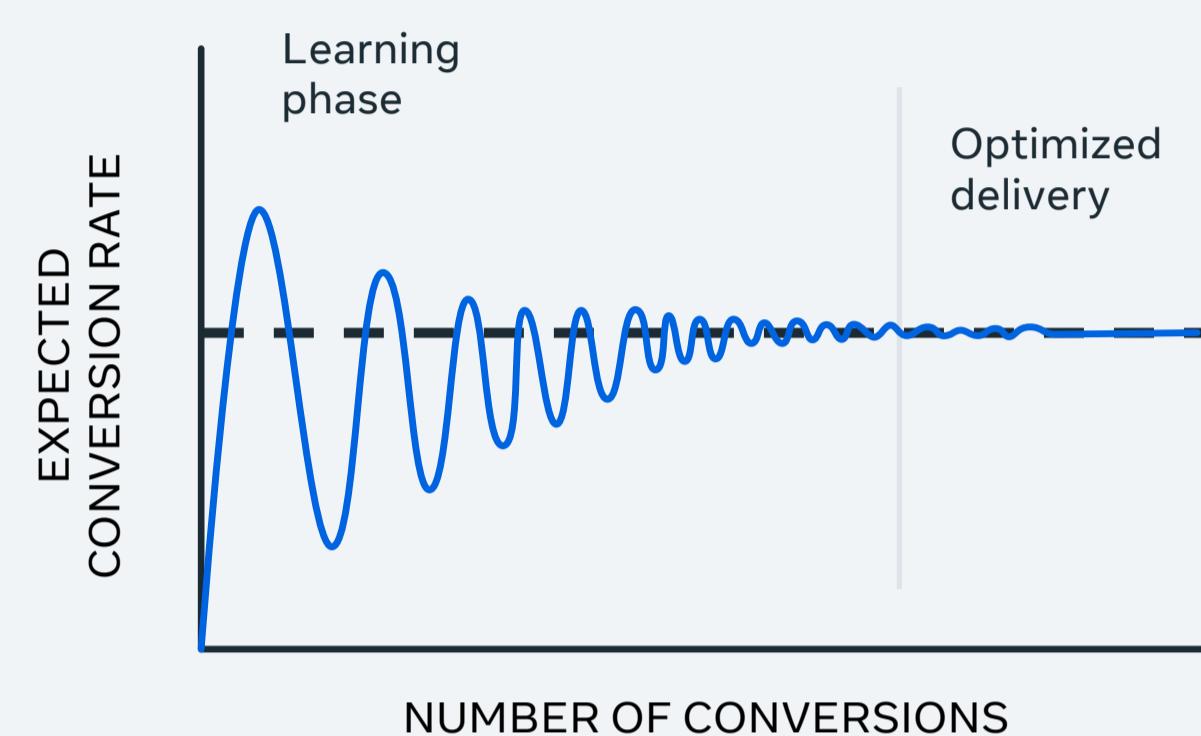
When a campaign starts running, each ad goes through an initial [learning phase](#).

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

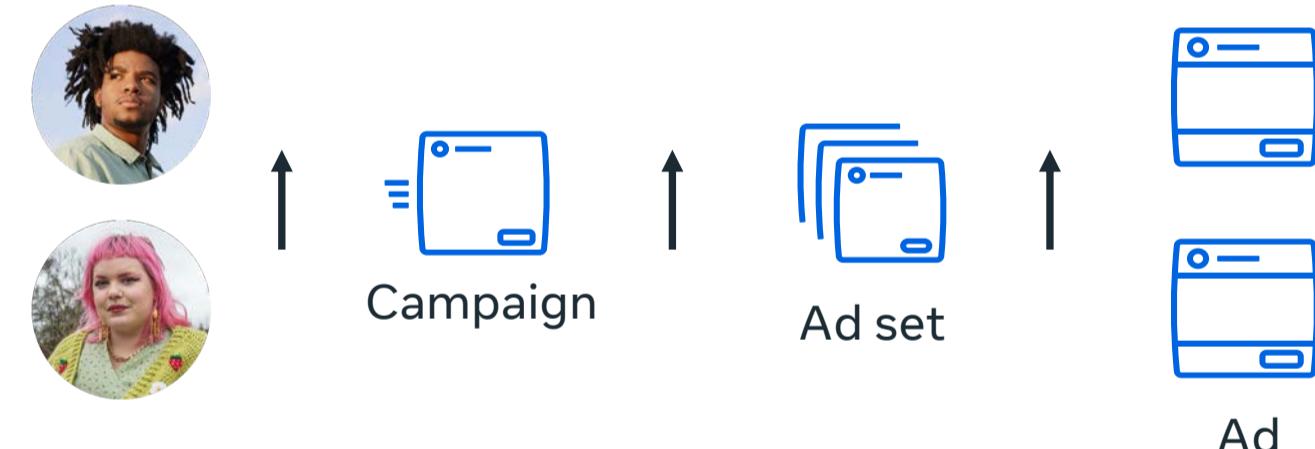


RECOMMENDATIONS

- 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



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.

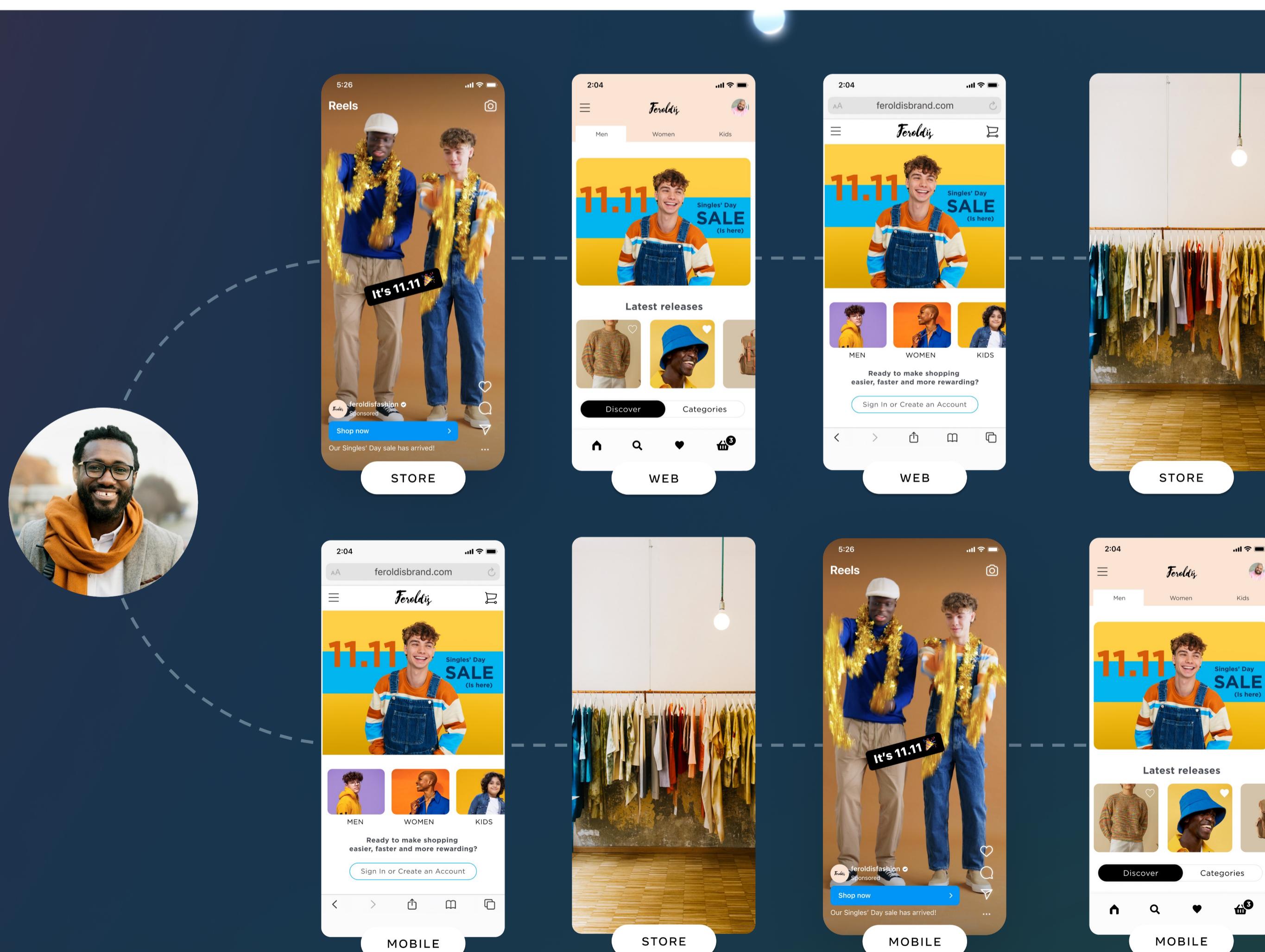
Data quality



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.



Source: Salesforce, State of the Connected Customer, 2022.

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 improvement¹

[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.



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.

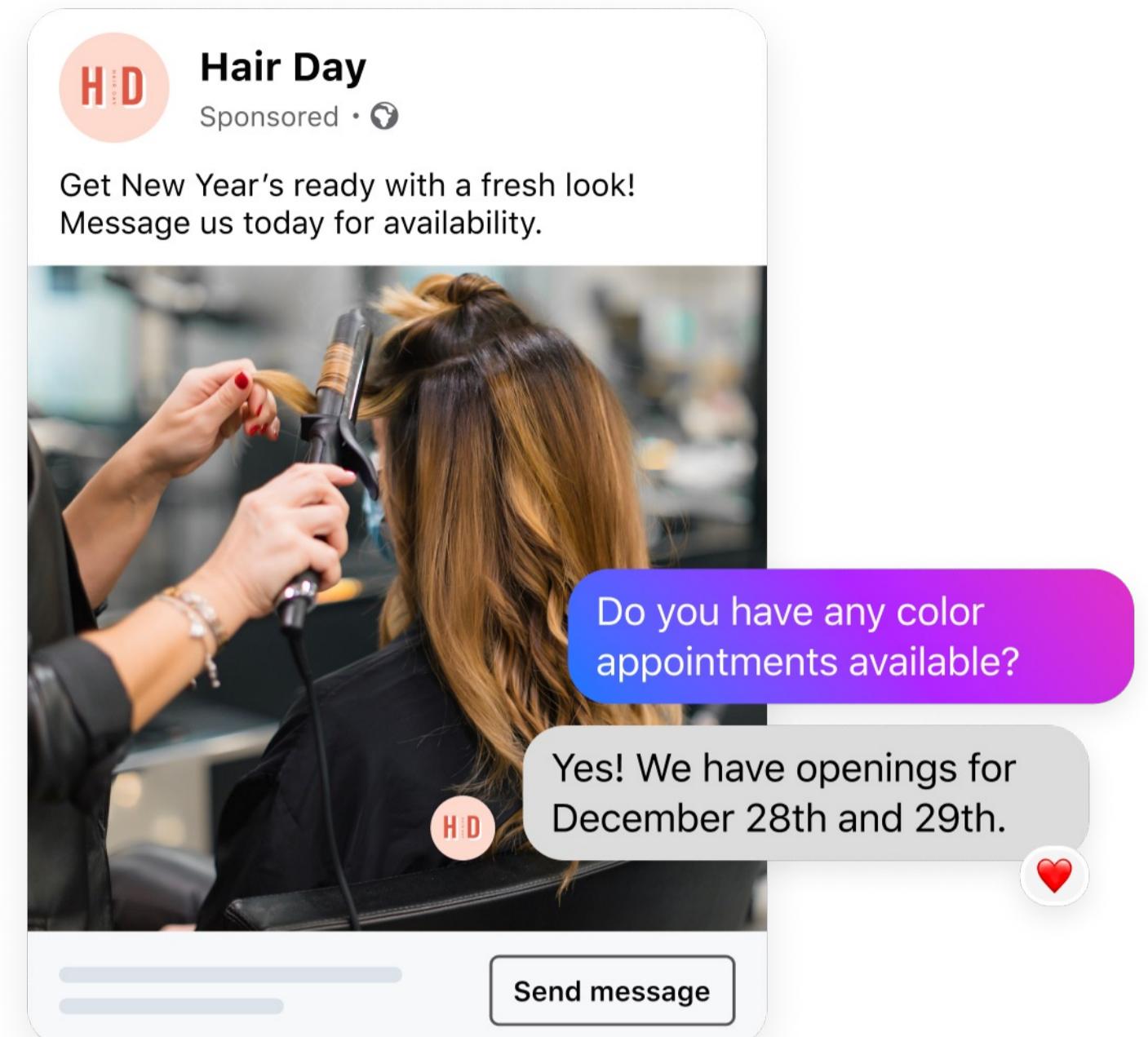
Build relationships and connection with messaging.

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.



78%

of consumers say messaging is their preferred way of communicating with a business¹

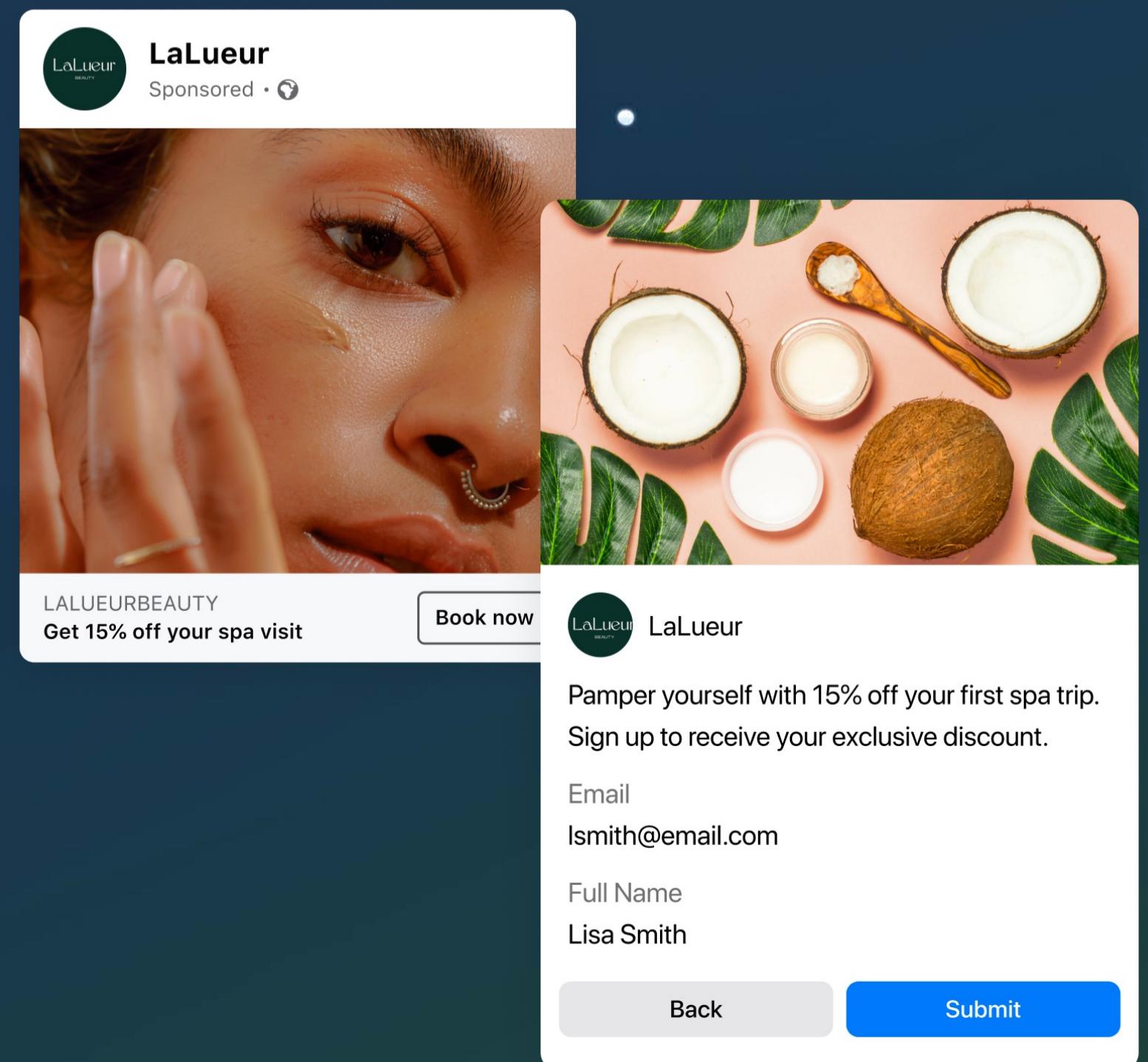
66%

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](#).



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

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

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



1-4 WEEKS BEFORE THE MOMENT

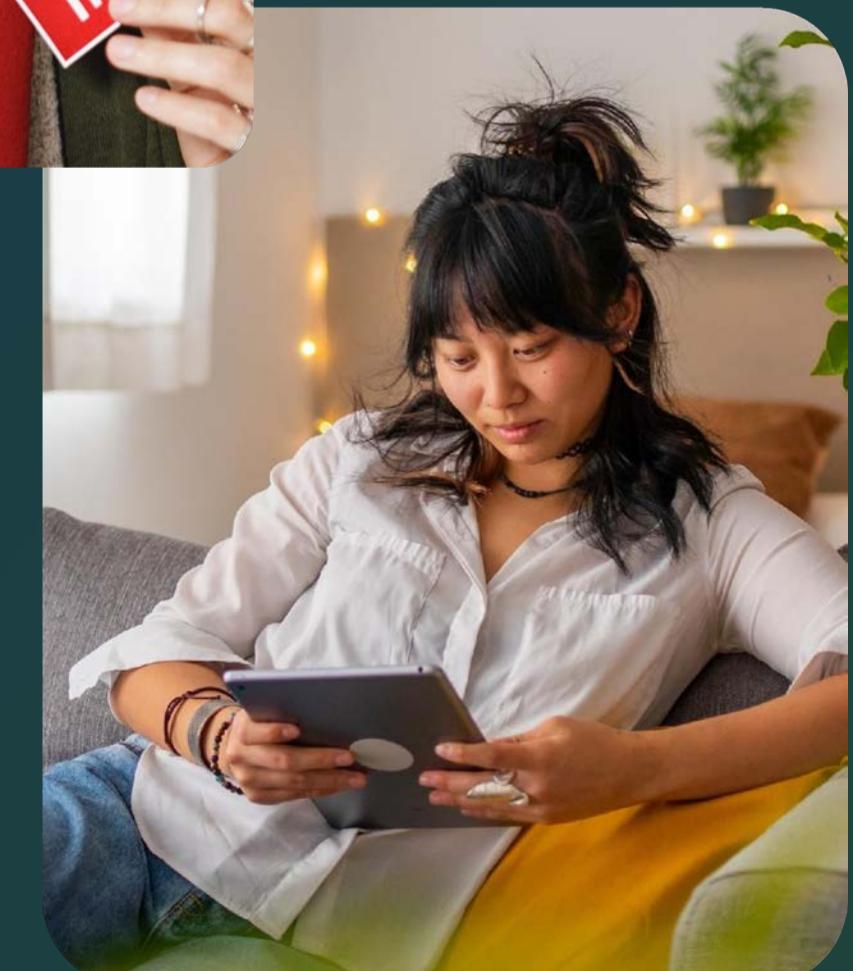
Take advantage of peak purchase activity during the moment until shipping cutoff date.



AFTER THE MOMENT

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.





∞ Meta