

# Shopping Season Checklist

## Building The Resources

## Build The Campaigns

### Measurement

### Targeting

### Creative

### Build

### Publish

### Monitor



Get your Pixel in place



Create your audiences



Create Video Ads against Snap Best Practices



Build out campaign structure in line with our guides



Publish campaign and monitor for approvals



Monitor against KPIs for the first 15 days

## Data + Assets

## Activating

## Step by Step

### 1 Get the Data Right

- Install your pixel** and check your events are firing in the "Events Manager" tab
- Upload a custom audience** based on your existing customers or audience
- Create a custom audience** based on Page View events
- Create a custom audience** based on your CRM list (Then create a lookalike)

### 2 Creative is Your Biggest Lever

Before launching your creative, check your ads against these 5 best practices!

- Keep Ads Short** - Land your key message in 5 seconds
- Style Ads Like User Content** - Make your videos look native to Snap
- Have a Clear Call To Action** - Tell Snapchatters what you want to do after seeing the Ad
- Use Audio** - Use audio to support your video content (80% of Snaps are played with Sound ON)
- Have a Hero Message** - Have one clear point as to why Snapchatters should choose your business

### 3 Beat the competition, at the most competitive moments - **TOP TIPS!**

- Broaden Your Targeting** - Keep audience sizes >1M in as many ad sets as possible
- Bid Aggressively** - Test target cost bidding, set your bid at 2-3X the recommendation for key dates
- Tell Snapchatters about Sales** - Have any sales/offers front and centre in your ad copy
- Rotate Your Creative** - Always test 2-3 creatives per Ad Set and rotate creatives every 2-3 weeks
- Be Patient** - Allow 7-10 days for Ads to fully optimise!

### 4 Build a tried and tested campaign...

#### Campaigns

**Objective:** Web Conversions **OR**  
Drive Traffic to website  
(Minimum Recommended Budget)

#### Ad Sets

**Targeting:** Age + Gender 18+  
(Exclude CRM list Audience)  
**Bid :** Key Pixel Event- Target Cost  
2X CPA

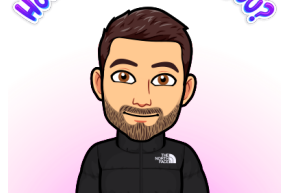
**Targeting:** Pixel Audience

**Bid :** Key Pixel Event - Target Cost  
2X CPA

#### Ads

**3+ Single Videos Per Ad Set**  
(Follow Best Practices Above)

How Can I Support You?



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