HOW TO ANALYZE YOUR HOLIDAY CAMPAIGNS

POST-HOLIDAY
USE RETARGETING TO PULL IN MORE SALES AFTER THE HOLIDAYS.
Under Manage My Sites, create retargeting segments to retarget people who have visited specific pages on your site.

By 'excluding' your Thank You Page segment in a campaign, you won’t be targeting those who have already converted, so you can serve impressions to the customers who fell off during the shopping process.

By 'including' your Thank You Page segment in a campaign, you can offer special deals and extra savings (almost) to those who have already converted.

THROUGHOUT THE YEAR
WHERE DID MOST OF YOUR CONVERSIONS COME FROM?
Leverage cost-per-acquisition (CPA) on the dashboard for a broad overview of how many conversions were captured in each campaign. Which groups did the best? Take note.

Did you know you can request more detailed conversion reports from the Choozle team? Head over to the Support Center to put in a ticket for a more in-depth look at each conversion event’s click-through and view-through performance.

View conversion performance within the detailed reports for future campaigns—build lookalike audiences using the types of segments that performed the best. Or, continue to leverage the categories, keywords, etc. that are converting the best.

LEARN FOR NEXT YEAR
HOW DID BIDS GET IMPACTED?
Use the cost-per-thousand (CPM) metric on the ad group dashboard to understand your average floor price for the placements on which you were bidding. Use this to inform your bid strategies for next year.

Did you try out categorical targeting, site list targeting, or geo-location targeting? All of these strategies are useful for times when bid prices are higher, because they are free of data targeting costs. If so, figure out which ones saved the most on your CPM and use ’em next time.