

## Take advantage of seasonal efficiencies

- Start planning your campaigns early (September/ October)
- Allow your budget to be flexible throughout the season
- Plan for Q5 campaigns to take advantage of auction efficiencies

## Drive and meet demand with automation

- Maximize holiday sales with Advantage + shopping campaigns and Advantage+ catalog ads
- Use automation features like budget scheduling and ad scheduling
- Consider Shops ads if you have a checkout-enabled Shop
- Run Advantage+ app campaigns in advance of the holidays to enable customers to easily shop via your app

## Build seasonally relevant creative

- Create breadth of messaging, in a mix of concepts/formats that speaks to the season and diverse needs of customers
- Meet customer expectations for sales by highlighting your promotions and running reminder ads
- Consider using generative AI to diversify your holiday creative at scale
- If you have a catalog of products, ensure your catalog creative is holiday-ready