

Meetup202

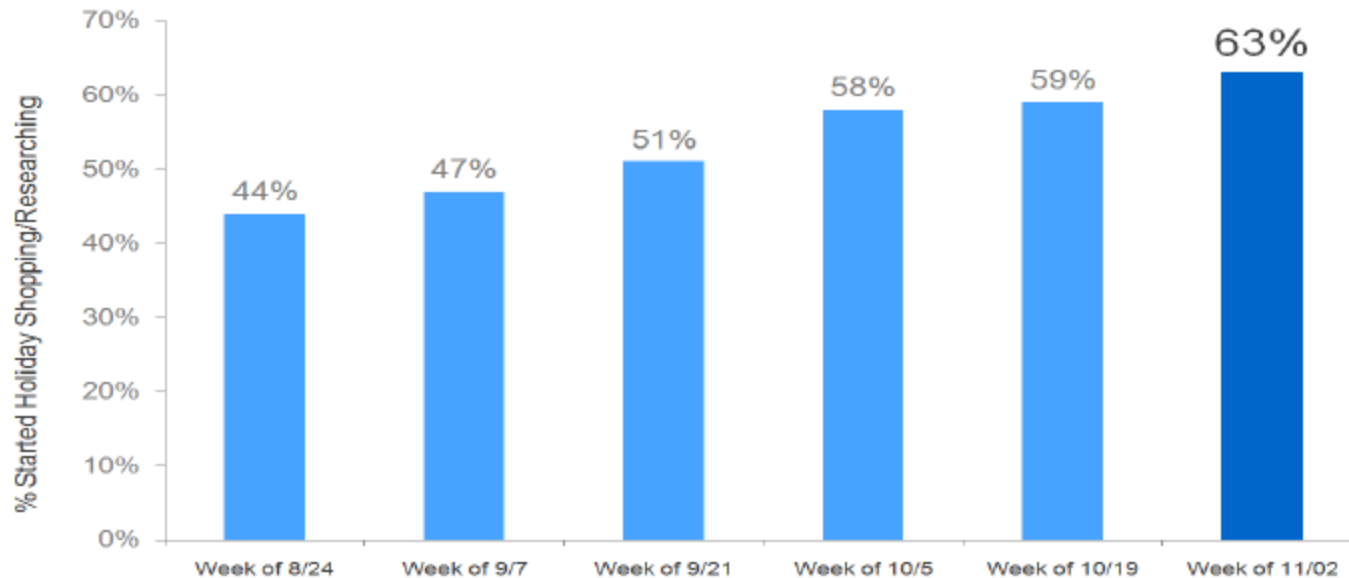
Seasonal Campaigns

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63% have started holiday research



*Weeks of 9/7, 9/21, 10/5, 11/02 show significant difference with prior week at 95% confidence.

Source: Google/OTX Consumer Pulse Check, 9/09. Base: Those who plan to shop/research this holiday season (Nearly 9 out of 10 plan to shop/research). Have you started your 2009 Holiday shopping/researching? Please think of any gifts that you may shop during the Holiday Season, as well as those you may shop for after the holidays (e.g., post-holiday sales). 8/24 n=2,364, 9/7 n=2,331, 9/21 n=2,290, 10/5 n=2,331, 10/19 n=2,316, 11/02 n=2,345

Trends to pay attention to:

- Black Friday
- Christmas
- Cyber Monday and all Mondays before Christmas
- New Year's Resolution related purchases (diet, gym, quit smoking, etc.)
- Winter related purchases (ski/snowboard equipment)
- Valentine's Day
- Tax Season
- Mother's Day
- Graduation and Father's Day
- Halloween Costumes

Trend tips

- Remember Ebay for sold out toys and gifts during Holidays
- If you see multiple years of holiday season search spike trends for keywords, expect the same for that year

2008 Online Holiday Sales

December 2008 E-Commerce Retail Spending (\$ Millions)



Sun	Mon	Tues	Wed	Thu	Fri	Sat
Nov 23	Nov 24	Nov 25	Nov 26	Nov 27 Thanksgiving	Nov 28 Black Friday	Nov 29
Nov 30 \$329	Dec 1 Cyber Monday \$846 Rank #3	Dec 2 \$822 Rank #4	Dec 3 \$734 Rank #10	Dec 4 \$675	Dec 5 \$665	Dec 6 \$334
Dec 7 \$372	Dec 8 \$787 Rank #7	Dec 9 \$877 Rank #1	Dec 10 \$803 Rank #5	Dec 11 \$699	Dec 12 \$633	Dec 13 \$387
Dec 14 \$348	Dec 15 Shipping Cut Off? \$859 Rank #2	Dec 16 \$754 Rank #9	Dec 17 \$799 Rank #6	Dec 18 \$764 Rank #8	Dec 19 \$680	Dec 20 \$381
Dec 21 \$296	Dec 22 \$487	Dec 23 \$344	Dec 24 \$308	Dec 25 Christmas Day \$135	Dec 26 \$347	Dec 27 \$217
Dec 28	Dec 29	Dec 30	Dec 31	Jan 1 New Years Day	Jan 2	Jan 3

Source: comScore. Data only available for December

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Research Tools

- Google Insights For Search
<http://www.google.com/insights/search/>
- Google Insights For Search
<http://www.google.com/trends/hottrends>
- eBay Pulse
<http://pulse.ebay.com>
- Amazon Holiday Toy List
<http://www.amazon.com/gp/holidaytoylist>
- Offers202
<https://dashboard.tracking202.com/offers202/search/>

seasonal campaigns

Past Successes

- Electronics
 - Wii and Wii Games
 - Xbox
 - GPS
 - Digital Cameras
 - Amazon Kindle
- General Retail
- CPA Offers
 - Holiday themed email/zip submits
- Sold Out Items
 - Toys
 - Electronics

Pros and Cons

- Pros
 - Little buying friction, you have to make sure buyer uses your link
 - Increase in organic search volume
- Cons
 - Bid prices higher around holidays
 - Have to float more cash – retail affiliate networks don't pay quickly