Peak season, peak performance.

Maximise your performance this holiday and sales season.

∞ Meta

Does inflation = Christmas deflation?

Gone is the revenge spending mindset.
This Christmas season people are faced with the challenge of more closely controlling their budgets.

Frugal festive intentions

3 in 4

shoppers surveyed say that they are on the lookout for sales and bargains[1]

25%

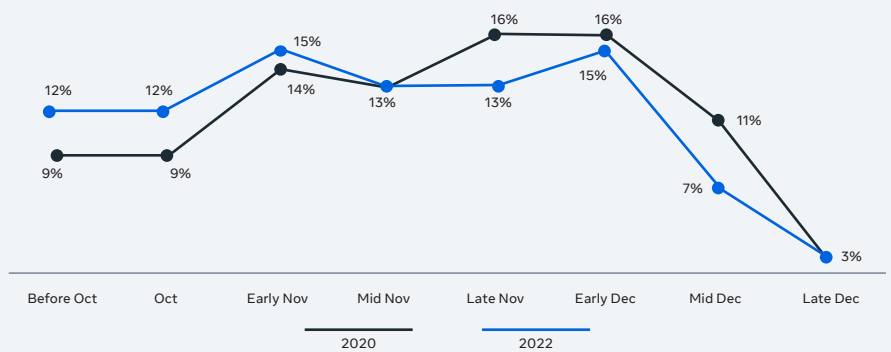of shoppers surveyed will implement a gift giving limit[2]

A longer Christmas journey

73%

of shoppers surveyed say planning ahead financially is more important than ever[1]

Shopping planning is shifting earlier
When do you start planning what to buy?[1]

	Before Oct	Oct	Early Nov	Mid Nov	Late Nov	Early Dec	Mid Dec	Late Dec
2020	9%	9%	15%	13%	16%	16%	11%	3%
2022	12%	12%	14%	13%	13%	15%	7%	3%

Combat 7% inflation with 100% Christmas

Let's counter the 7%[3] rise in the price of goods with at least 7% more of the emotion filled moments that really matter. Pump up Christmas with more moments, more discovery, more feels to still make this one to remember.

Joy remains in discovery & simple rewards

More time spent planning has led to more discovery and exploration than ever. With frugal intentions impacting active shopping behaviour, discovery outside of owned destinations is growing.

Happy discoveries

66%

of shoppers surveyed say they will explore different product categories[1]
(+25% YOY)

70%

enjoy discovering relevant items they weren't actively looking for[1]
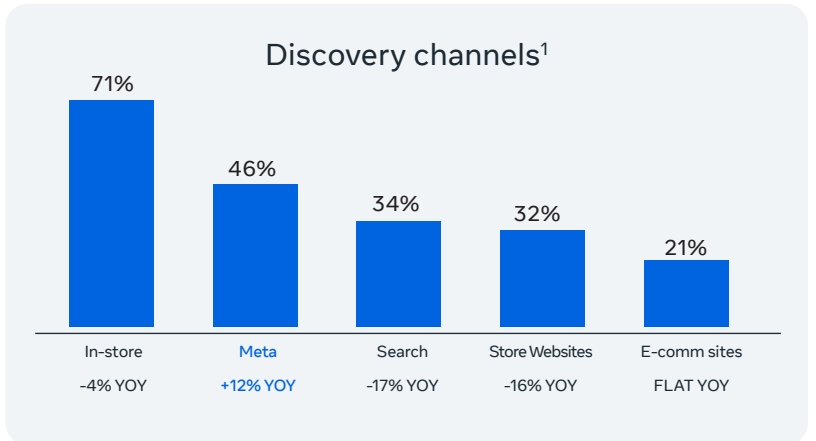**(+15% YOY)**

> Businesses can't wait for people to come to them this year, but they can capitalise on a growing discovery mindset.

Invitation to feel "Christmassy"

Top motivation to purchase during Q4 (outside of Mega Sales Days) = **to get me in the holiday spirit[1]**

Meta is the leading online discovery channel and growing[1]

Discovery channels[1]

Channel	Value	YOY
In-store	71%	-4% YOY
Meta	46%	+12% YOY
Search	34%	-17% YOY
Store Websites	32%	-16% YOY
E-comm sites	21%	FLAT YOY

Create a 3 month Christmas runway

Instead of just selling, let's actively reach out to customers and invite them into the Christmas spirit early. Create an always-on connection to delight customers with unexpected discoveries and alleviate their frugal concerns.

1. Meta Seasonal Holidays Study by YouGov, Meta-commissioned online study of 1,523 people aged 18+ in Australia), Dec 2022.

3

The AI helper that never sleeps

AI works tirelessly day and night to make your marketing more effective.

Precious time saved

11 > 2

Reduction in number of decisions required when using Meta Advantage[4]

77%

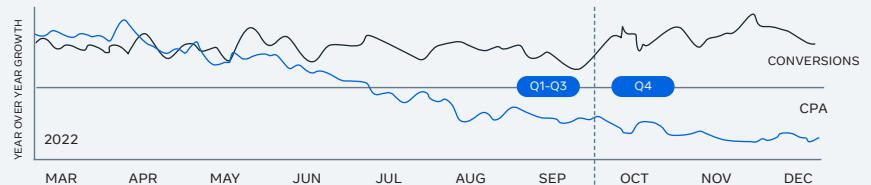of advertisers testing these products say they saved several hours a week[5]

Spend less time managing campaigns and get back to business strategy.

Better results

Advertisers saw over

20%

more conversions in Q4 2022 across Meta technologies (vs the previous year)[4]

YEAR OVER YEAR GROWTH

2022

MAR   APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

Q1-Q3   Q4

CONVERSIONS

CPA

Our most advanced AI product Advantage+ Shopping Campaigns is transforming results.

–17% CPA[6]

+32% ROAS[6]

+25% Improvement in cost per incremental conversation[7]

Power AI with the fuel & freedom to reach new heights

Let's make AI your Christmas helper this year by giving it the right inputs to work its magic. Fuel AI with the best quality data and free it from planning constraints so it can drive your outcome at the lowest possible cost.

From Christmas past to Christmas present

The explosive growth of short-form video is changing the way people of all ages interact with brands. The energy and relevance of the content has boosted culture and community participation.
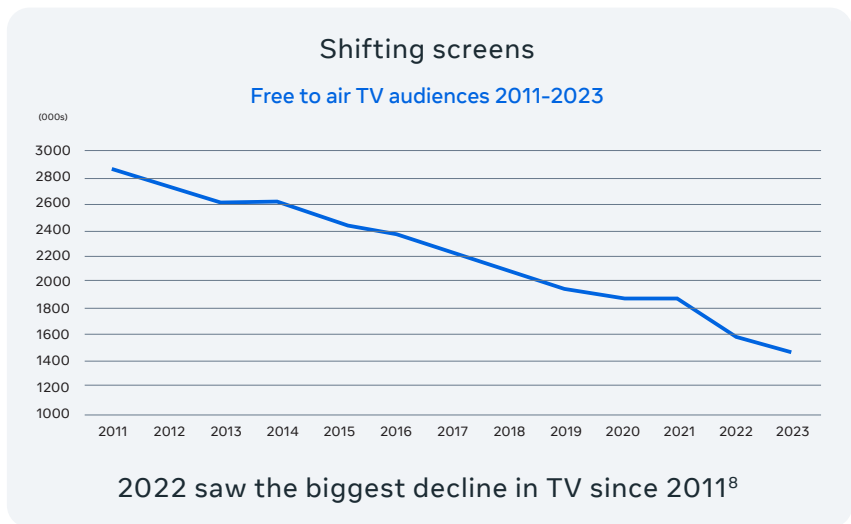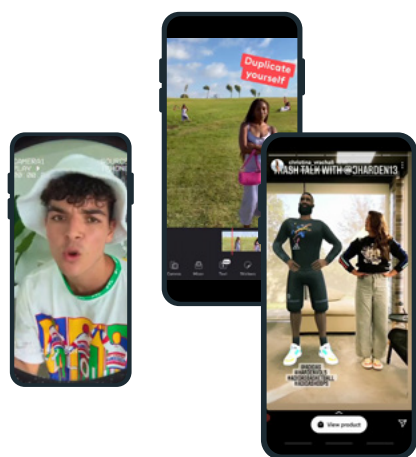
The appeal of Reels

78%

of people surveyed have used Reels in last 7 days[9]

93%

of people surveyed have shared Reels with friends or family[9] and resharing has doubled over the last 6 months[10]

Shifting screens

Free to air TV audiences 2011-2023

(000s)

2022 saw the biggest decline in TV since 2011[8]

Christmas unfiltered

People have embraced the unique style of relaxed, playful and raw content found in shorter videos.

1.6X

more people want content that is real/authentic vs beautifully produced on Meta during the holiday season[1]
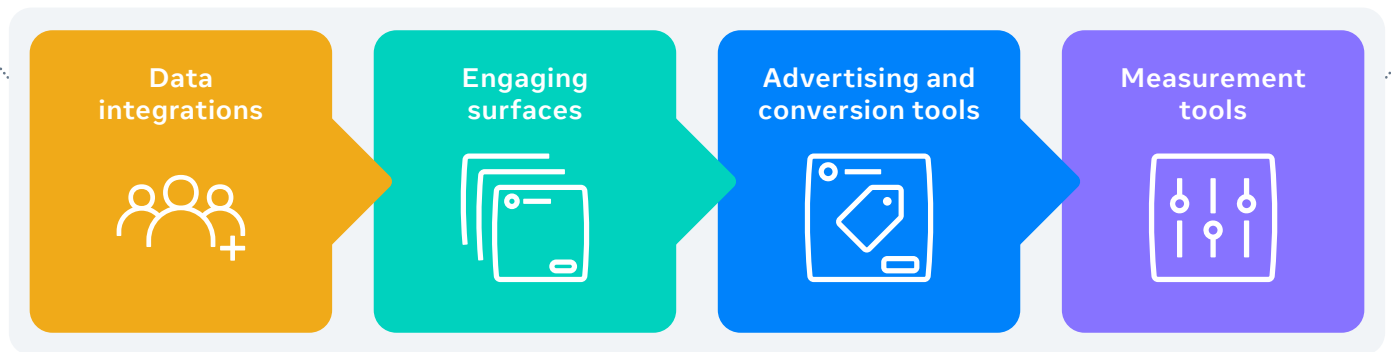
Bolster the spirit of Christmas with authentic & playful connection

Let's tap into new cultural connections to make this Christmas memorable. Christmas connection doesn't just come via a 60" TV ad, the vibrancy of short-form videos can spark and keep joyful connections going all season long.

The Discovery Commerce system uses AI to drive efficient business results.

AI-powered machine learning

Data integrations	Engaging surfaces	Advertising and conversion tools	Measurement tools

Five best practices to make the most out of the system

1 Account simplification

2 Automation

3 Creative diversification

4 Data quality

5 Results validation

Account simplification

AI improves when given a larger pool of opportunities.

Performance marketing has historically focused on detailed data segmentation to increase relevance. Today, starting broad enables AI to deliver increased relevancy and effectiveness. When account structures are simplified, AI has more data to work with, which helps it find more connections to optimise holiday performance.

MALES AND FEMALES 18–54

Dog walker

Health enthusiast

Sneaker collectors

Fashion trendsetters

Runners

New mum looking for comfortable shoes

Illustrative shoe brand discovering new segments using a simplified approach.

# Simple account structures produce more opportunities to reach customers.

This enables 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 set goes through an initial "learning phase." Simplifying account structures helps AI systems get the learnings you need faster. Faster learning helps maximise marketing investments. This is especially important during holidays when campaigns are typically shorter.

19%

lower CPA for ad sets that successfully exited the learning phase
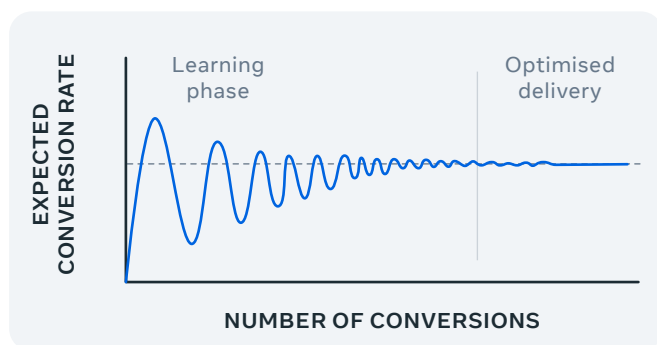
RECOMMENDED STRUCTURE
Single campaign and ad set targeting all customer segments

Campaign   Ad set   Ad
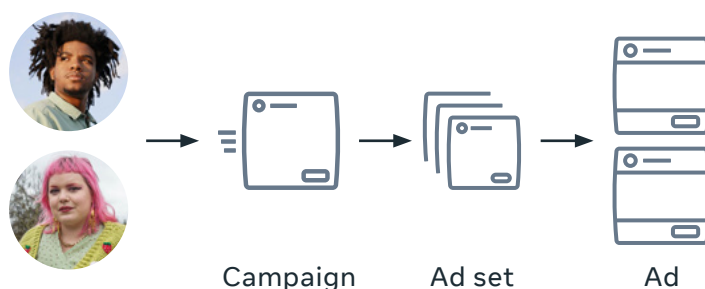
RECOMMENDATIONS

✓ **Limit the number of ad sets you create.**

When you set up ad sets, don't create more than this number in order to maximise efficiency.

$$\frac{\text{Total weekly budget}}{\text{Cost per result X 50}} = \frac{\text{Max \#}}{\text{of ad sets}}$$

✓ **Look for additional consolidation opportunities.**

- Combine prospecting and retargeting audiences.

- Combine regions and languages using dynamic language optimisation.

✓ **Optimise for events with sufficient volume (50 conversions/week).**

✓ **Group together significant edits to avoid sending an ad set back into the learning phase.**

Automation

Leading marketers are leaning on automation to optimise campaign performance.

The holiday season is a particularly dynamic and competitive time for marketing. Automation helps marketers keep up with the pace of change with less budget, resources, and time. By enabl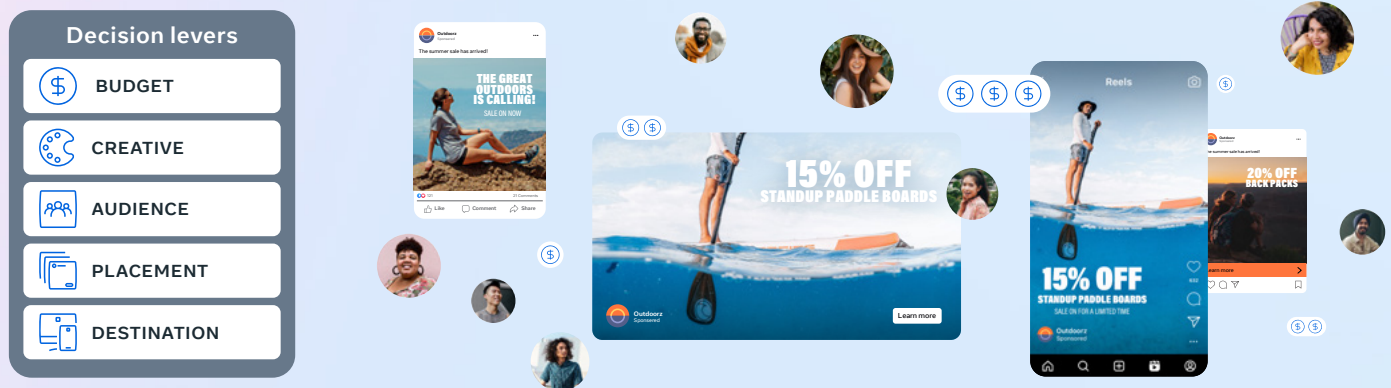ing automation tools with critical inputs, automation makes decisions based on real-time learnings and optimises holiday media through thousands, if not millions, of iterations.

Decision levers

- $ BUDGET
- CREATIVE
- AUDIENCE
- PLACEMENT
- DESTINATION

Meta Advantage suite uses automation to make media more efficient.

Marketers 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.

End-to-end automation

Advantage+ shopping campaigns
Advantage+ app campaigns

Budget automation	**Creative automation**	**Audience automation**	**Placement automation**	**Destination automation**
Advantage campaign budget	Advantage+ catalog ads Advantage+ creative	Advantage detailed targeting Advantage lookalike Advantage custom audience	Advantage+ placements	Advantage destination: Website, Shop*, App

*Available to checkout-enabled shops in the US.

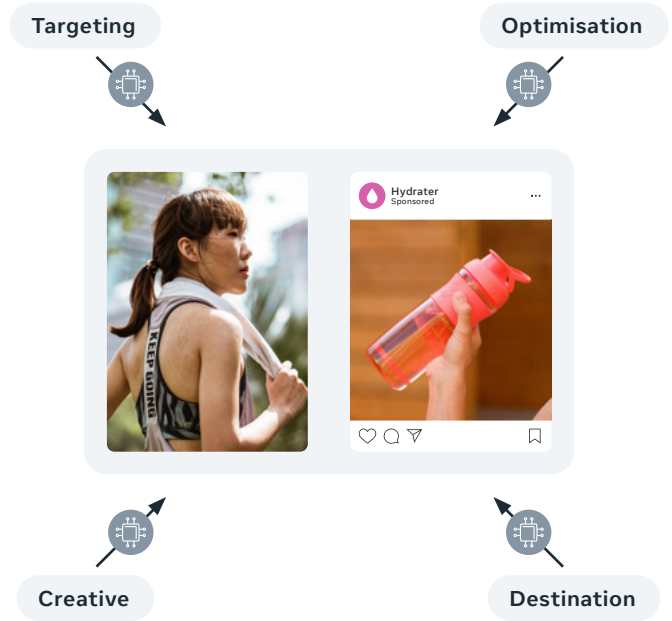# Advantage+ shopping campaigns optimise across multiple campaign levers including creative, targeting, placement and budget.

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.

Targeting

Optimisation

Creative

Destination

17%
improvement in cost per conversion.[1]

32%
increase in return on ad spend cost.[1]

RECOMMENDATIONS
Input diverse creatives and high-performing audiences to drive holiday results.

CREATIVE

- ✓ Upload a mix of lifestyle and product imagery.

- ✓ Create upward of 150 creatives.

  Import high-performing ads from previous campaigns.

- ✓ 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 the percentage of budget allocated toward existing customers vs. acquiring new customers.

- ✓ Define custom URL tags to track more detailed performance between audience types.

Success story

YSL beauty wanted to increase the impact of their Black Friday campaign and maximise sales. They tested Advantage+ shopping campaigns and found success by leaning into AI to learn from customer behaviors. This achieved 1.2X higher purchase volume, 48% lower cost per purchase.[2]
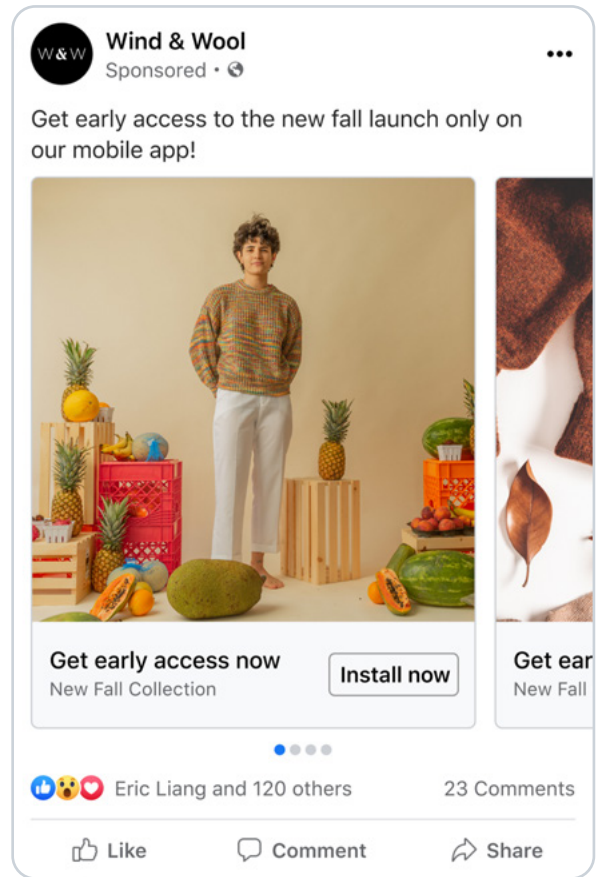
Advantage+ app campaigns maximise performance of app install ads.

It identifies the best way to drive an install across a combination of audiences, placements, and creatives.

26%

improvement in average cost per acquisition when using Advantage+ app campaigns.[1]

RECOMMENDATIONS

✓ Use the **same mix of optimisation goals** as those you use with your manual app campaigns.

✓ Select the **lowest cost bid type** and avoid adding a bid cap for best results.

✓ Upload a **large number of creative assets** or combine with a product catalog to avoid creative fatigue.

## Success story   Bolt

European transport sharing and delivery app, Bolt, wanted to reach out to new customers on Facebook to increase app downloads. To reach new potential users, Bolt automated its Facebook ad setup and delivery with Advantage+ app campaigns. Compared to manual campaign strategy, the cost per app download was 15-23% lower, and the average cost per purchase was 20% lower[2].

Advantage+ catalog ads help deliver the most relevant creative in your catalog.

Advantage+ catalog ads show a relevant range of products to new and existing audiences. There are two targeting options that you can use to reach your customers across different stages of the buying journey.
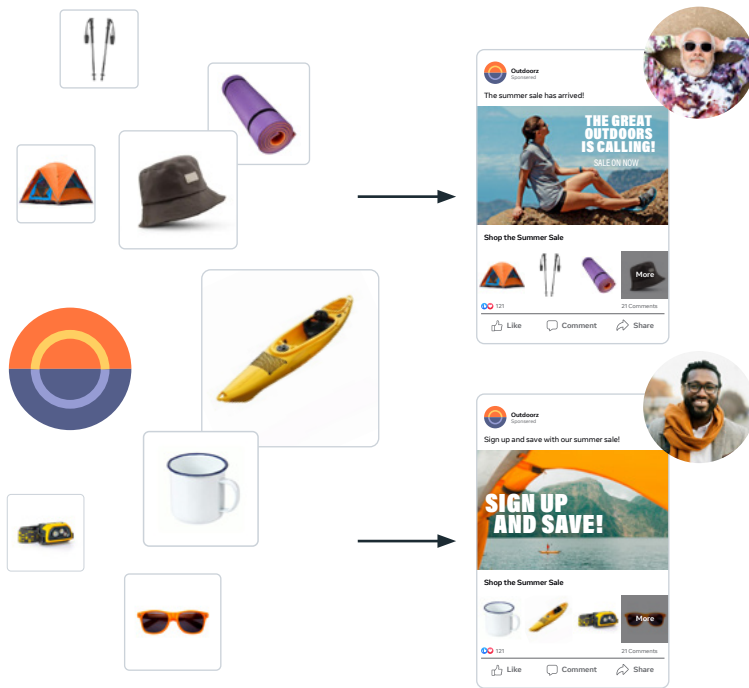
Reaching new audiences
Find people most likely to love your products.

SOLUTION
Advantage+ catalog ads for broad audiences

Reaching existing audience
Help people find more of your products they are most likely to love.

SOLUTION
Advantage+ catalog ads for retargeting

RECOMMENDATIONS

✓ **Increase catalog match rate** by ensuring a high percentage of products from your website are also in your Meta catalog.

✓ **Regularly review catalog products for policy violations.** Edit or appeal the decision to ensure items show up in your ads.

✓ **Test Advantage+ creative for catalog** that shows people your products in different formats and/or with additional details based on what they're most likely to respond to.

Success story

Find out more

Adidas Taiwan wanted to acquire new customers and boost sales during the 618 shopping festival. A strategy combining acquisition and remarketing enabled Adidas to reach people who had expressed interest in their products or other similar products, driving a 9.5% lift in purchases and 60% increase in purchase conversion value.

Advantage custom audience expands reach to find more people likely to become customers.

Though it may seem counterintuitive, targeting broadly drives greater performance than targeting narrowly by allowing the system to uncover new and unexpected audiences

Advantage custom audiences can enable our systems to deliver ads beyond the original selected audience, if we think it is likely to improve the performance.

34%

lower median cost per product catalog sales when using Advantage custom audience (vs. regular custom audience) for campaigns where the objective was product catalog sales.
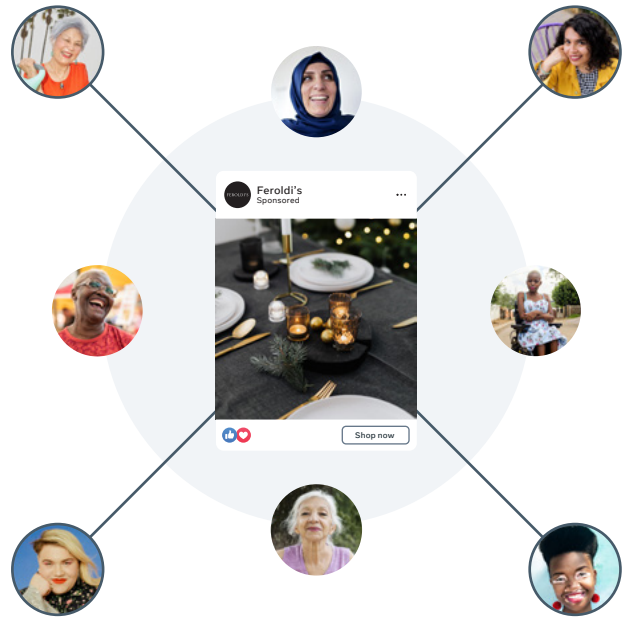
RECOMMENDATIONS

✓ Target the broadest possible audience to enable the system to find the best holiday shoppers for your business.

NARROW AD TARGETING AND AUDIENCE AUTOMATION

Sydney, 18-30
Likes fashion and travel

BROAD AD TARGETING AND AUDIENCE AUTOMATION

Australia, 18-40

13

Advantage+ placements put your holiday ads where your customers are.

Use Advantage+ placements to find the most cost-effective opportunities across Meta technologies and placements.

With the Advantage+ placements solution, marketers can use any existing creative across multiple placements, including Instagram Stories, Instagram Feed, Messenger and Audience Network.
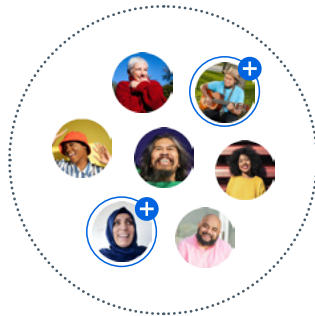
RECOMMENDATIONS

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

In order to create engaging ad experiences, **placement asset customisation** 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.

Audience network
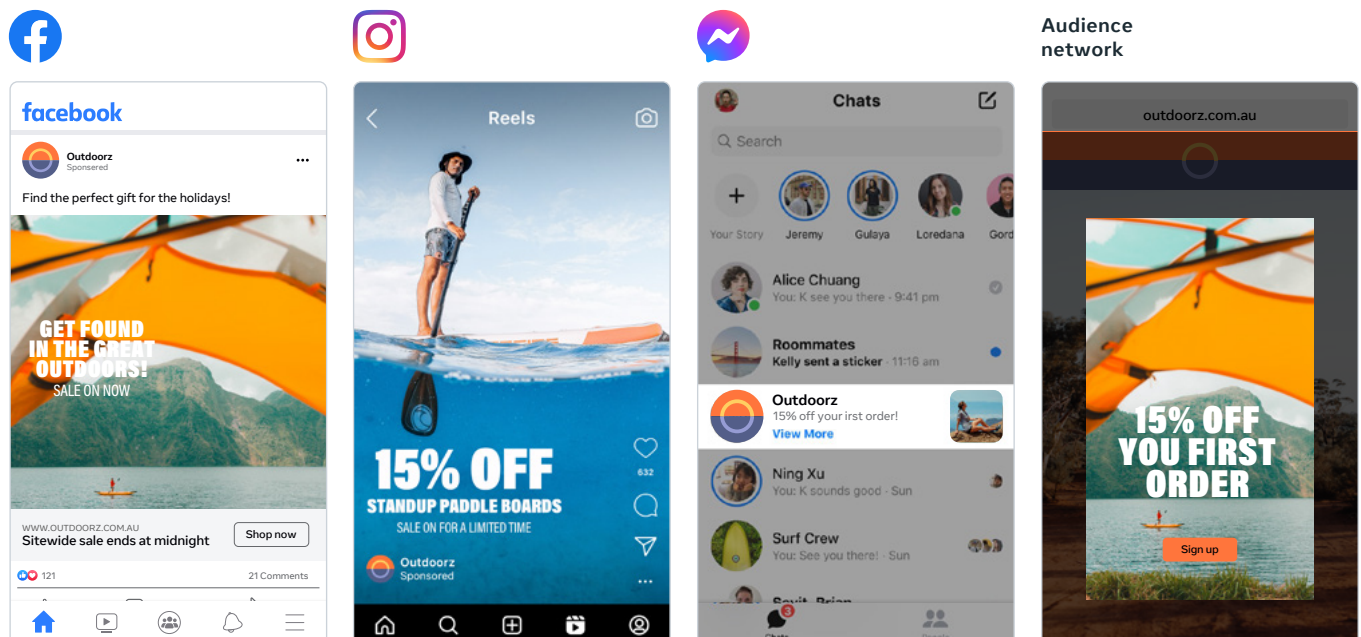
Creative diversification
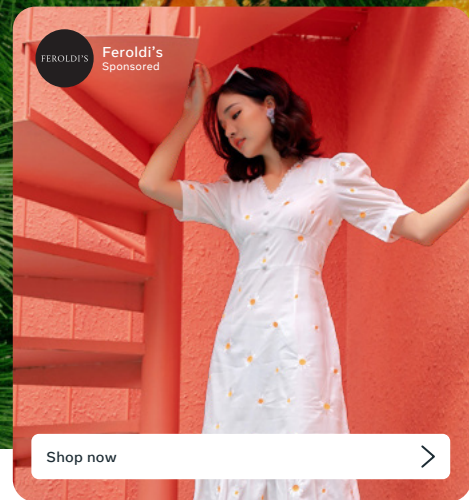
Same product, different motivations.

Different people have different reasons to buy the same product during the holidays. Our studies show that there are at least 11 reasons that people say influence their holiday purchase decisions. Factors include price (87%), product quality (85%), product authenticity (81%) and familiarity with the store or site (71%). Today, businesses are realising the potential effect of delivering personalised messaging at scale. Marketers that bring diversified creative to their holiday campaigns enable AI to deliver the right ad to the relevant person.

"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. 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 1,523 people aged 18+ in Australia, Dec 2022.

15

Diversify concepts by exploring people's relationships to your products.

Your customers' needs and motivations are divers and multifaceted, so your creative should be as well. Ensure you have a good mix of creative that addresses your customers' many reasons to buy your products.

FROM

One message for all audiences

TO

Creative diversity that appeals to different audiences
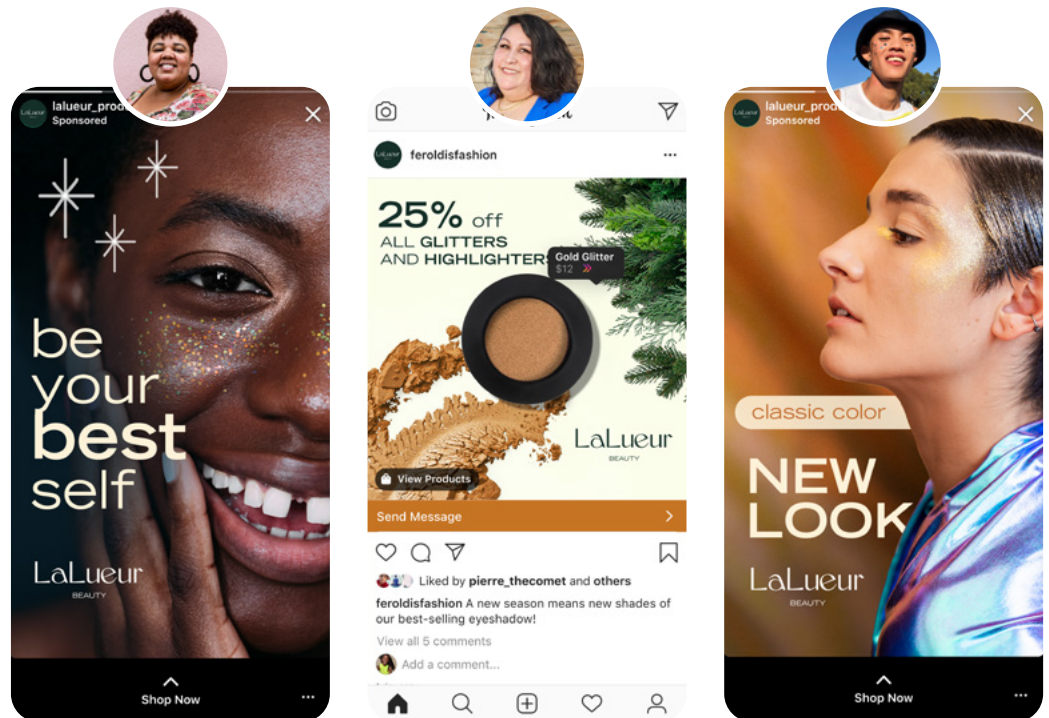
RECOMMENDATIONS

- ✓ Identify top motivators and barriers for your product.

- ✓ Map them to a benefit and call-to-action.

- ✓ Differentiate creative routes visually.

- ✓ Add new creative to high-spend ad sets and monitor new audiences reached.

MOTIVATOR/BARRIER

"I have really specific taste, I know what I like."

MOTIVATOR/BARRIER

"I love to accessorise with the outfits I wear."
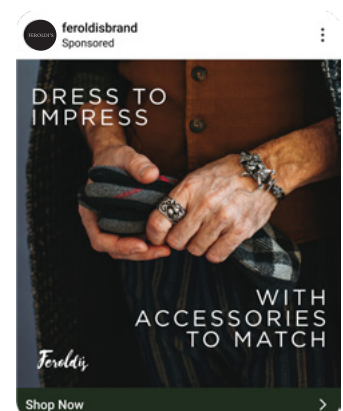
Diversify formats by leveraging different ad types during key sales moments.

Reels and partnership ads are two formats helping turn attention into action.

Reels

51%

median improvement in cost per incremental conversions for lower-funnel conversion events.[1]
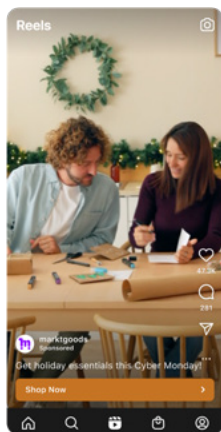
Creators with partnership ads
(formerly branded content ads)

19%

reduced cost per acquisition when adding partnership ads to business-as-usual.[2]
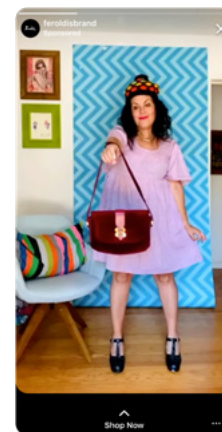
RECOMMENDATIONS

✓ **Make it entertaining.**
Build content that surprises, delights and provokes an emotional response.

✓ **Make it digestible.**
Create Reels that are easy to understand, immediate and clear.

✓ **Make it relatable.**
Keep it unpolished, imperfect and human to drive authenticity and relatability.

RECOMMENDATIONS

✓ **Empower your creator.**
Let creators create. They'll bring new, unexpected ideas that appeal to their audience.

✓ **Tell a story.**
Use a storytelling device to entertain and engage. Encourage creators to showcase products in action, in real life or as part of an entertaining storyline.

✓ **Build for mobile.**
Adopt proven performance best practices. Show the product early, integrate brand thoughtfully, design for sound off and end with a strong call-to-action.

Success story

the oodie

Australian based cult-favourite wearable blanket brand, The Oodie, wanted to increase sales in the US. To leverage holiday sales, it partnered with creator talent agency, Amplify, and four creators to incorporate Partnerships Ads into its strategy. Partnership ads drove 1.4X incremental sales, a 66% increase in ad recall and a 45% increase in brand awareness[2].

Data quality

Strengthening data quality helps brands be relevant across people's unique and varied shopping journeys.

The way people find and buy products is continuously evolving. 73% of customers expect brands to understand their unique needs and expectations. Today, people seamlessly shop across stores, mobile apps and social in no particular order, making their shopping journeys unique and varied. Shopping behavior is likely to vary even more during the holidays when people may be buying for others or shopping on a timeline.

SOCIAL | WEB | WEB | STORE
MOBILE | STORE | MOBILE | MOBILE
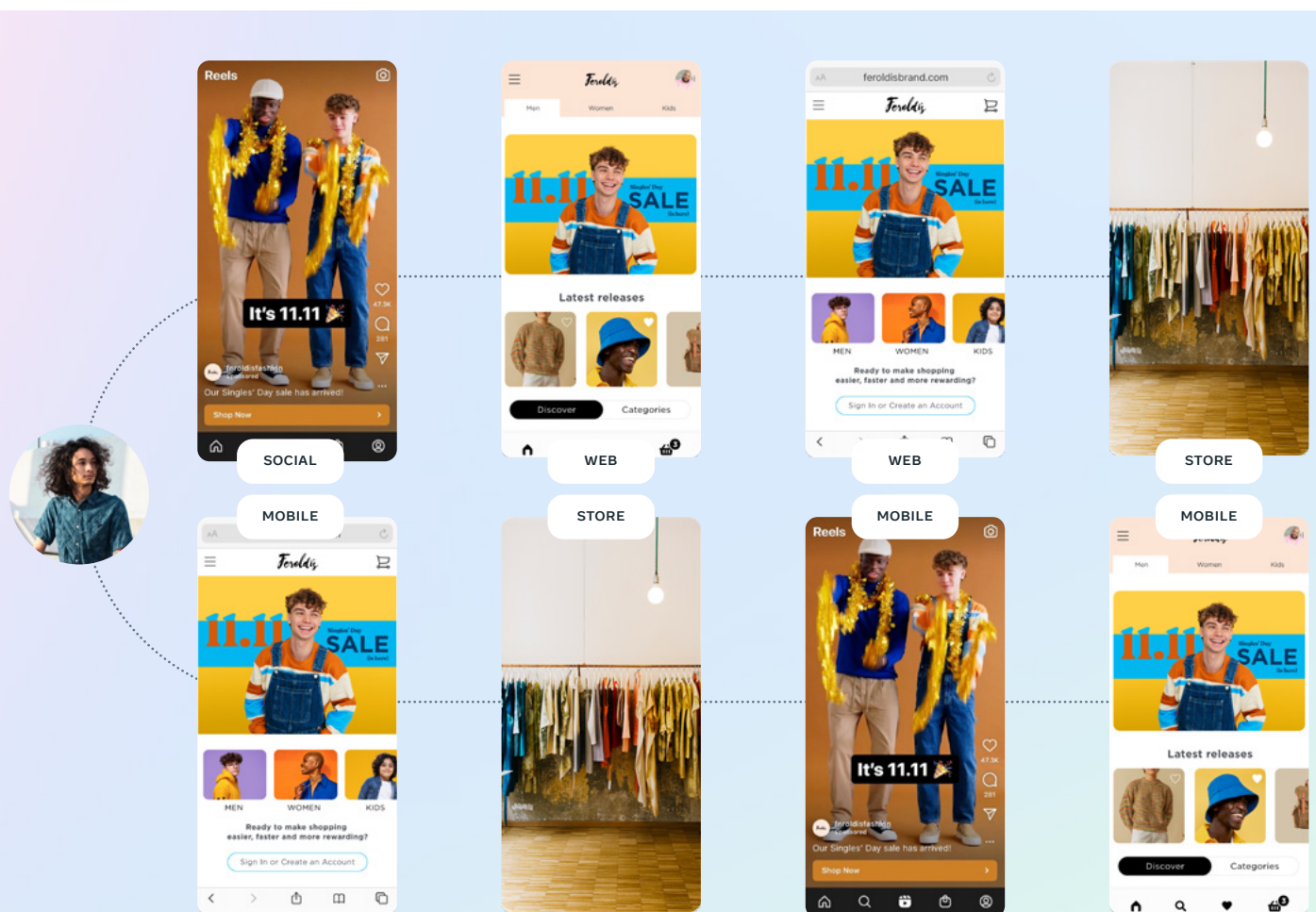
Conversions API helps businesses better understand and connect with holiday shoppers.

It creates a direct connection between your marketing data and Meta across all your channels.

13%
cost per result improvement[1]

Conversions API optimises 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.

RECOMMENDATIONS

Maximise data quality to find relevant holiday shoppers.

☑ Combine **Conversions API** with the **Meta Pixel** to enhance the information available to optimise 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 minimising the time between when the event occurred and when it is sent via the **Conversions API**.

Success story   ADOREBEAUTY

Online beauty store, Adore Beauty, wanted to increase sales through its website and ecommerce channel. The local retailer is already seeing the benefits of improved performance by leveraging the Conversions API.

Results validation

Understanding the true business impact of your marketing helps inform holiday campaign strategies.

Measurement can help businesses prepare for holiday campaigns, as it allows them to understand the effectiveness of their marketing efforts and make data-driven decisions to improve their strategies.

The right measurement approach helps answer these questions and more:

?

Which tactics can maximise my holiday ads' performance?

?

What is the true value of my marketing?

?

How do I allocate holiday resources effectively?

47% of marketing executives say that measuring and proving that what they do works is their biggest concern.

Conversion lift measures advertising impact on sales using test-and-control groups.

By measuring the incremental impact of ads, businesses can determine which marketing efforts generate the most ROI.

Incrementality is a way of determining the measurable value of your ads, by comparing people who've been impacted by the strategy to those who haven't. In this setup, one group of people will see your ad and the other will not. The system compares the conversions in the test-and-control group to calculate the incremental impact of your ad.

RECOMMENDATIONS

✓ **Use GeoLift results to adjust other measurement models prior to big sales moments.**

Use your test results to calibrate internal models, like multitouch attribution or marketing mix modeling, by dividing the incremental conversions observed in your test by the attributed conversions reported by your model.

TEST
No media

CONTROL
Media

Sampled results

Observed conversions from test cell	400
Observed conversions from control cell	100
Incremental conversions	400 - 100 = 300
Attributed conversions from client's internal model	200

$$\frac{\text{Incremental conversions}}{\text{Attributed conversions}} = \frac{300}{200}$$

1.5X adjustment factor
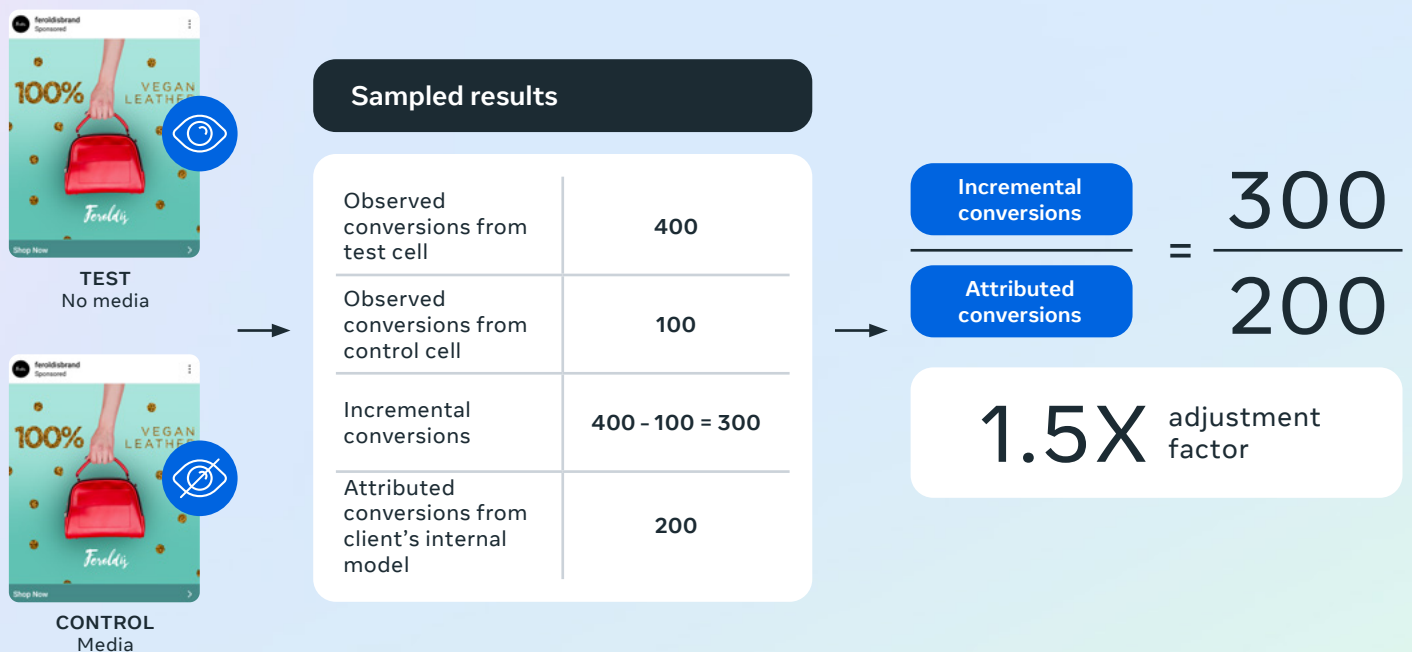
GeoLift is an open-source Meta solution that measures lift at a geographic level. GeoLift works via geography-based randomisation - as opposed to a people-based randomisation - and creates treatment and control markets. The experiment compares two groups, based in different locations, where one is shown a set of ads and the other is not, with the difference in sales between the two groups analysed.

Success story

PET CIRCLE .COM.AU

Australian pet supplies retailer, Pet Circle relied on last-click based attribution models to measure the effectiveness of Meta technologies. It realised that these models are flawed as they fail to capture the true impact of Meta impressions and on-platform clicks. The retailer leveraged GeoLift, an open-source Meta solution that measures lift at a geographical level. It demonstrated Meta's ability to deliver incremental customer acquisition.

Auction moments to maximise performance.

4–8 WEEKS BEFORE THE MOMENT	1–4 WEEKS BEFORE THE MOMENT	AFTER THE MOMENT
Reach shoppers early to build momentum for your shopping moment.	Take advantage of peak purchase activity during the moment till the shipping cutoff date.	

After the shipping cutoff date, competition declines and creates an opportunity for retailers with stores or businesses who do not need to meet a Christmas delivery.

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.

	FOUNDATIONS	4–8 WEEKS BEFORE THE MOMENT	1–4 WEEKS BEFORE THE MOMENT	AFTER THE MOMENT
Data	Set up Conversions API to connect your server with Meta ads delivery system.			
	Maintain an event match quality of "good" or "great."			
Creative		Build seasonal creative that is diversified across concepts and formats.		Consider a creative refresh to speak to "after the moment" shopping motivations.
Media	Adopt the simplest account structure possible.	Consider optimising for higher funnel metrics (add to cart, link clicks, landing page view) to increase reach.	Reach valuable audiences with less setup time and greater efficiency with Advantage+ shopping campaigns.	Market to lapsed or late shoppers with Advantage+ shopping campaigns and Advantage+ catalog ads.
	Align bid strategy with campaign goals around volume, cost or ROI.		Help match your products to people with Advantage+ catalog ads.	
	Automate across budget, audience, creative and placements.		Drive people in store for last-minute purchases after shipping cutoff dates with custom audiences.	
Measurement	Create a learning plan to identify, test and answer key business questions.		Understand campaign performance with custom and benchmark reports.	Apply learnings from holiday/ Mega Sale Days campaigns.

Start planning post-season campaigns to reach lapsed or late shoppers.

Minimise changes to avoid resetting the learning phase.

Suggested holiday and mega sales day campaign plan.

	FOUNDATIONS	4–8 WEEKS BEFORE THE MOMENT		1–4 WEEKS BEFORE THE MOMENT	AFTER THE MOMENT
Data	Set up reliable data sources from web, mobile and in-store.	Increase event match rate by turning on advanced matching.		Ensure good product catalog health and match rate.	
Creative	Build mobile-first creative.	Adopt the simplest account structure possible.	Find the relevant Meta Business Partner to help grow your business.	Tap into culture and reach valuable audiences by testing Reels. / Help people discover and buy your product by collaborating with creators.	Add your own… / Add your own…
Media	Select the objective and optimisation that align with your business goals.	Enable people to start conversations with your business with business messaging solutions. / Optimise for longer conversion cycles with post-conversion optimisation.		Reach more people through a retailers' catalog with Collaborative Ads. / Reach people in international locations with cross-border business solutions.	Generate new leads who may be interested in your product or service with lead ads.
Measurement	Determine which strategies drive best results with split testing.	Measure the incremental impact of your marketing with lift testing.		Measure performance across channels with marketing mix modeling.	Add your own…

Additional resources

Please refer to the table below to access additional resources related to the recommendations and solutions outlined in the planner.

Recommendation	Solution
Adopt the simplest account structure possible.	Account simplification
Align bid strategy with campaign goals around volume, cost or ROI.	Bid strategy
Apply learnings from holiday/Mega Sale Days campaigns.	Measurement
Automate across budget, audience, creative and placements.	Automation
Build mobile-first creative.	Mobile-first creative
Build seasonal creative that is diversified across concepts and formats.	Creative diversification
Consider a creative refresh to speak to "after the moment" shopping motivations.	Post-holiday recommendations
Consider optimising for higher funnel metrics (add to cart, link clicks, landing page view) to increase reach.	Optimisations by objective
Create a learning plan to identify, test and answer key business questions.	Learning agenda
Determine which strategies drive best results with split testing.	A/B Testing
Drive people in store for last-minute purchases after shipping cutoff dates with custom audiences.	Custom audiences from offline events
Enable people to start conversations with your business with business messaging solutions.	Ads that click to message
Ensure good product catalog health and match rate.	Catalog match rate
Find the relevant Meta Business Partner to help grow your business.	Meta Business Partners
Generate new leads who may be interested in your product or service with lead ads.	Lead Ads
Help match your products to people with Advantage+ catalog ads.	Advantage+ catalog ads
Help people discover and buy your product by collaborating with creators.	Creators, Partnership ads

Additional resources

Please refer to the table below to access additional resources related to the recommendations and solutions outlined in the planner.

Recommendation	Solution
Highlight seasonal messaging by adding visual overlays onto your catalog.	Advantage+ catalog ads creative customisation
Increase event match rate by turning on advanced matching.	Advanced matching
Market to lapsed or late shoppers with Advantage+ shopping campaigns and Advantage+ catalog ads for retargeting.	Advantage+ shopping campaigns, Advantage+ catalog ads
Measure performance across channels with marketing mix modeling.	Marketing mix modeling
Measure the incremental impact of your marketing with lift testing.	Lift testing
Minimise changes to avoid resetting the learning phase.	Learning phase
Optimise data quality by maintaining an event match quality of "good" or "great."	Event match quality (EMQ)
Optimise for longer conversion cycles with post-conversion optimisation.	Post-conversion optimisation
Reach more people through a retailers' catalog with Collaborative Ads.	Collaborative Ads
Reach more people with audience automation.	Advantage detailed targeting, Advantage lookalike and Advantage custom audience
Reach people in international locations with cross-border business solutions.	Cross-border business
Reach valuable audiences with less setup time and greater efficiency with Advantage+ shopping campaigns.	Advantage+ shopping campaigns
Select the objective and optimisation that align with your business goals.	Objectives and optimisation
Set up a reliable connection between your server and the delivery system with the Conversions API.	Conversions API
Set up reliable data sources from web, mobile and in-store.	Pixel, SDK, Conversions API
Start planning post-season campaigns to reach lapsed or late shoppers.	Post-holiday recommendations
Tap into culture and reach valuable audiences by testing Reels.	Reels, Reels ads
Understand how campaigns are performing by building custom and benchmarking reports.	Ads reporting