



ECOMMERCE

How to Earn BIG with Holiday Season

WEBINAR

NOVEMBER 26, 2019

CONVERTING TRAFFIC
INTO YOUR CUSTOMERS



On Our Agenda

- **How to choose high converting offers for holiday season?**
- **When is the right time to launch?**
- **How to optimize campaigns for holiday shopping?**
- **Creatives + Policy = Money**
- **Case studies**

1

OFFERS FOR HOLIDAY SEASON



1 CPM INCREASE

The busiest season/quarter of the year because we have a lot of traditional and commercial events, so we have more ad campaigns

On these days we are more sensitives to consume

	% change over the 1st quarter	% change over previous quarter
1ST Q	–	–
2ND Q	10%	10%
3RD Q	14%	5%
4TH Q	27%	15%

	% change over the January	% change over previous month
Jan	–	–
Feb	1%	1%
Mar	6%	5%
April	-5%	-12%
May	-3%	2%
June	14%	17%
July	2%	-14%
Aug	12%	10%
Sept	14%	3%
Oct	8%	-7%
Nov	24%	17%
Dec	27%	4%

1 TOP GEOS FOR ECOMMERCE



1 KEY STATS YOU SHOULD KNOW

COUNTRY	AVG CTR
Indonesia	0.494
India	0.659
Brazil	0.693
Russia	0.861
Netherlands	2.899
Malaysia	0.604
Thailand	0.612
Philippines	0.733
USA	0.633

1 BEST NICHEs FOR HOLIDAYS

1. **Mobile phones + Electronics** (Watches, drones, etc.)
2. **Apparel** (including Luxury)
3. **Gift cards** (+ sweepstakes)
4. **Pets**
5. **Toys**
6. **Candies**

1

OFFERS THAT ARE HOT RIGHT NOW

Country	Offers
Indonesia	Lazada, Shopee
India	Mobile apps (Myntra, PharmaEasy), Amazon, Flipkart
Brazil	Antiviruses, LiftMax, Privalia
Russia	Aliexpress, iSonge, Smartphones
Netherlands	Fatkiller, Tentigo Power, Smartphones
Malaysia	Hair curlier, Lazada, Shopee
Thailand	Lazada, Smartphones
Philippines	Lazada, Fitness
USA	Vulcan, Flashlights, Nutrisystem, Christmas cards

1 CRITERIA OF A PROMISING OFFER

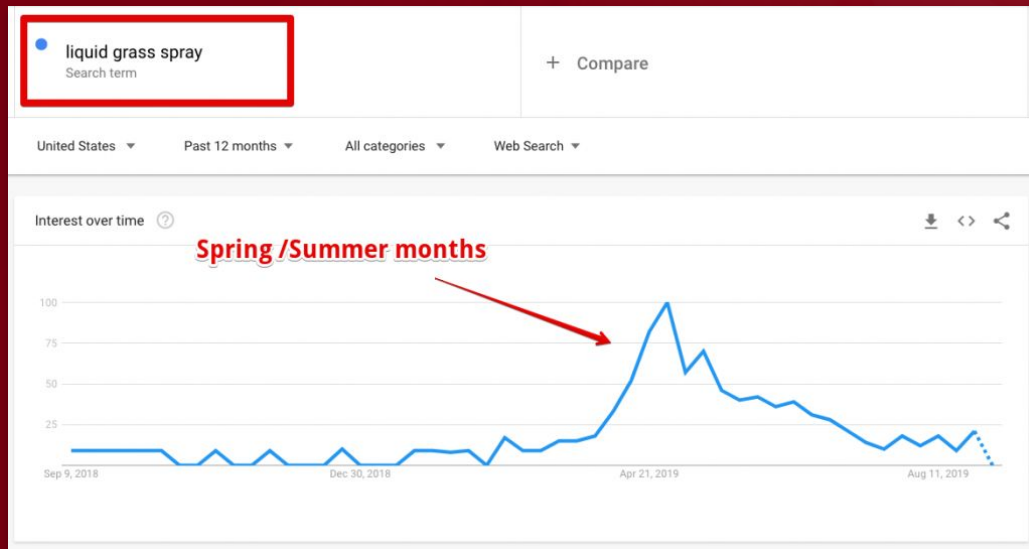
1. Keep an eye on **seasonality**

For example: *bug repellents and liquid lawns are popular products during summer, while self-heating garments and ice melts are considered winter goodies*

- Countries like Brazil and Australia, have **different seasonal cycles**
- In the US, the traditional holiday season is between **November and January** (Europeans prefer summer)



1 CRITERIA OF A PROMISING OFFER



2. Check if the offer is still popular with **Google Trends**

- If it's popular in a particular GEO

(For example, self-tanning products won't work in Asian countries)

1 CRITERIA OF A PROMISING OFFER

3. How **NEW** is an offer?

- The older an offer is, the harder it is usually (not always) to find **new approaches** to promote it
- You should avoid **«burnt-out»** offers

Remember how popular «Green Coffee» was?



1 CRITERIA OF A PROMISING OFFER

PropellerAds ECOMMERCE:
HOW TO EARN BIG
WITH REGULAR SEASON

REGISTER NOW

1 PM GMT
JULY 15TH

FREE WEBINAR

The banner features a woman on the left and a man on the right against a blue background. The woman is wearing a denim jacket and has her arms crossed. The man is wearing a grey t-shirt with a lion's face graphic. The text is in white and yellow, with a yellow outline around the figures.

PropellerAds ECOMMERCE:
HOW TO EARN BIG
WITH HOLIDAY SEASON

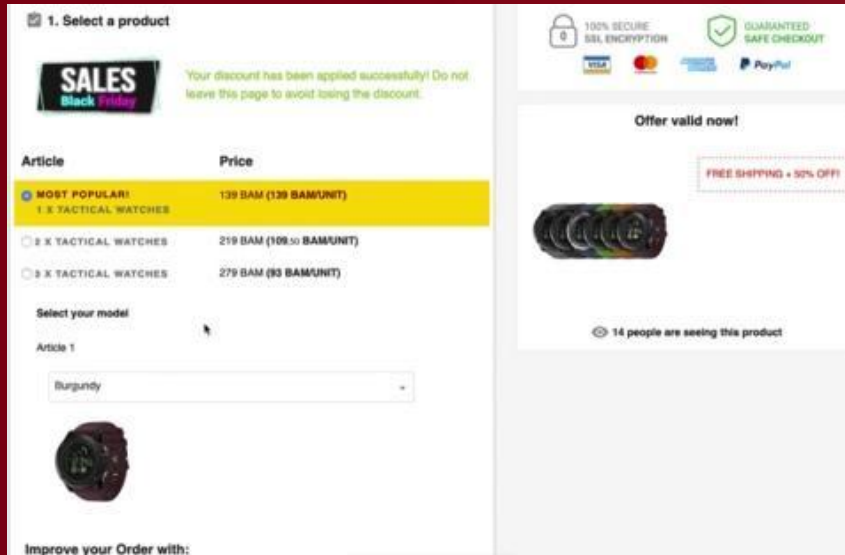
REGISTER NOW

1 PM GMT
NOVEMBER 26TH

FREE WEBINAR

The banner features a woman on the left wearing a Santa hat and a man on the right wearing a red scarf, both against a red background. The woman is wearing a denim jacket and has her arms crossed. The man is wearing a grey t-shirt with a lion's face graphic. The text is in white and yellow, with a yellow outline around the figures.

1 CRITERIA OF A PROMISING OFFER



4. Check the funnel – **make a test order**

- Is the process smooth enough? Are there any technical issues? Is the form easy to fill in?
- See how the call-center works. When will they call to confirm your order?

2

WHEN TO LAUNCH



2 UPCOMING HOLIDAYS: MARKETING EVENTS!



11.11
November 11

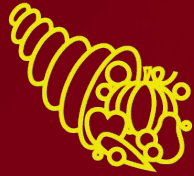


Black Friday
November 29



Cyber Monday
December 2

2 UPCOMING HOLIDAYS: TRADITIONAL HOLIDAYS!



Thanksgiving

November 28



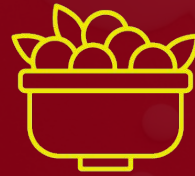
Hanukkah

December 25



Xmas

December 25



Kwanzaa

December 26



New Year

January 1



Chinese New Year

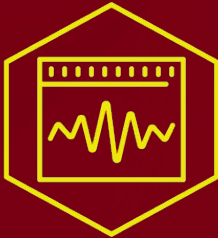
January 25

2 WHEN IS THE RIGHT TIME TO LAUNCH?

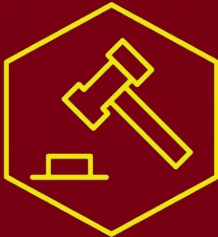
Seasonal campaigns (big traditional holidays) are usually launched at least 2-3 weeks before the actual celebration



2 TIMING IS THE KEY



- Gradually build the intensity of your campaigns. The closer the event, the higher should be the **ad frequency**. Aim for **5-6/24h** days before the event



- Slowly **increase the bids** as competition is going to be fierce
- Remember that **other affiliates will run their campaigns** heating up the auction

2 TIMING IS THE KEY

According to National Retail Federation (NRF) stats:

4 in 10 will start their holiday shopping by November 1




3

HOW TO BUILD CAMPAIGNS



3 AD FORMATS FOR ECOMMERCE OFFERS



Push Notification

- Flash sales (time-sensitive campaigns)
- «Just for you» campaigns
- «Offer is about to expire» campaigns



Native Ads + Interstitial

- Mimicking content (News-style ads, listicles, how-to articles)
- Scaling and retargeting



OnClick

- If you need to showcase lots of info
- Creating custom audiences for retargeting

3 WHAT AD FORMAT TO CHOOSE



**2-3 Weeks Before –
Native Ads**

Native Ads (CPC) are commonly used to «warm up» the audience

Pro Tip: Make sure to use **dynamic content**: {city}, {region}, and {country}

**1-2 Weeks Before –
OnClick / Popunder**

Use OnClick for a massive blast to collect as many leads as possible even faster

Pro Tip: Collect the audience to **retarget** these users later

**3-4 Days Before –
Push Notifications**

Send Push Notifications few days before the event to create urgency

Pro Tip: Use it for retargeting or play with Carrier targeting to reach people on the go

3 TARGETING TIPS: WHITELISTS & BLACKLISTS

- Take time to create your own **white- and blacklists** BEFORE holidays



This will give some room for manoeuvre, while other affiliates would be testing their offers

Targeting

Platform

OS

Browser

Browser language

Connection type

Mobile ISP

Please set up GEO and select Mobile Connection type in order to select Mobile ISP

Zone limitation

Maximum 5000 zones allowed

3 TARGETING TIPS: DESKTOP or MOBILE?

MOBILE

- **Higher conversion** rates
- If you plan to target **people on-the-go** (during big holidays people don't normally use the desktop)



The portion of mobile traffic is **growing** during the holiday season

DESKTOP

- Converts better if you're targeting an older audience (aka «**silver generation**»)
- If you have «**heavy**» **media** on your landing page (video, big images, etc.)
- If the **signup form is long** (= keyboard is needed)

3 TARGETING TIPS: WEEKENDS + EVENINGS

- Even during the holiday season, traffic can be **slightly cheaper** on weekends
- **Engagement** is higher
- **Competition is lower** (many affiliates stop their campaigns for the weekend)



Peak hours for holiday shopping:
8 -9 p.m.

4

CREATIVES + POLICY



4 FUNNEL: DO YOU NEED A PRE-LANDER?

The decision to add a pre-lander or not usually depends on the type of product you promote and the quality of the landing page



Always A/B test

4 FUNNEL: DO YOU NEED A PRE-LANDER?

Pre-Lander needed

- **Not enough info** on the landing page
- The landing page is not **convincing**
- You don't have a **holiday-themed** landing page 🦋
- You are using an **unusual approach** in your push creatives (needed for consistency)
- The landing page **loads slowly**

LP is not informative enough

The screenshot shows a landing page for 'CoolAir' with the following elements:

- Product Image:** A blue and white portable air purifier.
- Features List:**
 - Fan has three different speeds
 - Easy to operate: powered by USB
 - Water tank lasts up to eight hours
 - Seven different mood light colour options
 - Compact – can fit into a range of spaces
 - Portable – can be taken on travels
- Special Offer:** CoolAir are available at the price of 178 € ~~89 €~~ (50% Discount Per Unit) **Free Delivery** on every order! *Subject to availability in stock
- Discount Code:** Your 50 % Discount Code has been applied. Do not browse away from this page! Free Delivery Available!
- Step 1: Choose The Number of Items**

Article	Total Price
<input checked="" type="radio"/> Buy 3 CoolAir, GET 2 FREE (53 €/each)	267 €
<input type="radio"/> Buy 2 CoolAir, GET 1 FREE (59 €/each)	177 €
<input type="radio"/> 1 CoolAir (89 €/each)	89 €
<input type="radio"/> 2 CoolAir (70 €/each)	139 €
<input type="radio"/> 4 CoolAir (55 €/each)	219 €
- Step 3: Delivery Address**
 - Country: Cyprus
 - Street and House Number: [input field]
 - Town/City: [input field]
 - Postal Code: [input field]

4 FUNNEL: DO YOU NEED A PRE-LANDER?

Pre-Lander not needed

- The landing page is very informative and **festive**
- The **conversion flow is easy**; a user is required to do a very simple action (e.g., SOI)



4 BEST PRACTICES FOR PRE-LANDERS & LPs

1. COUNTDOWNS!







2. Show the **HYPE** (Use dynamic content)




4 BEST PRACTICES FOR PRE-LANDERS & LPs

3. Make sure the offers and discounts are **immediately visible**



PRE-BLACK FRIDAY SALE



Buy One Get One Free + \$50 Shopping Credit


Your 50% Discount Code has been applied
ATTENTION, This Code Expires In : 30:45
Do not browse away from this page!
 Free Delivery Available Today!

Step 1 : Choose The Number of Items

Article	Total Price
<input checked="" type="radio"/> Buy 3 Tactic AIR Drone, GET 2 FREE (59 €/each)	297 €
<input type="radio"/> Buy 2 Tactic AIR Drone, GET 1 FREE (66 €/each)	197 €
<input type="radio"/> 1 Tactic AIR Drone (99 €/each)	99 €
<input type="radio"/> 2 Tactic AIR Drone (80 €/each)	159 €
<input type="radio"/> 4 Tactic AIR Drone (62 €/each)	249 €

BEST SELLER


black Novembro




iPhone

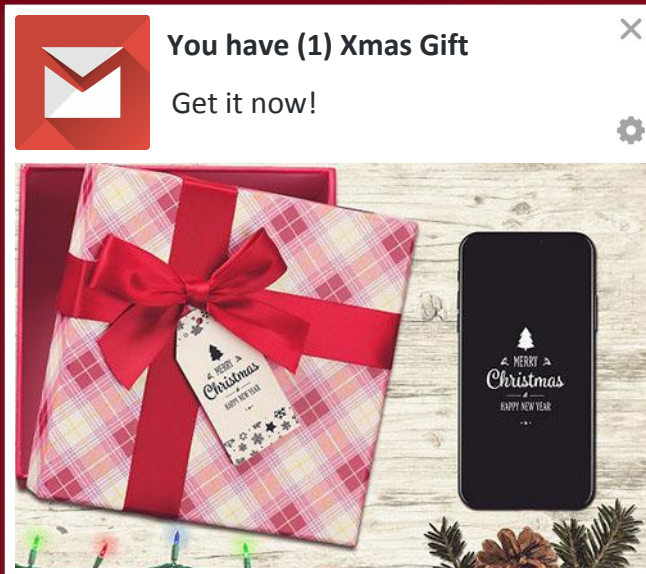
até **40% off** + **10% off**
 em todo o site à vista


12X
 sem juros

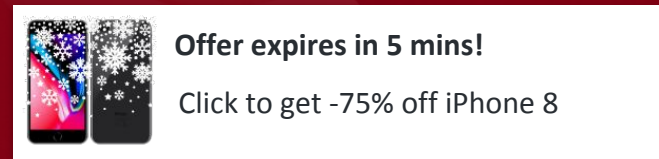
*Valido para pagamentos com cartão de crédito.

4 BEST PRACTICES FOR PUSH-NOTIFICATIONS

1. Direct messaging!



2. Time limits



4 BEST PRACTICES FOR PUSH-NOTIFICATIONS

3. Dynamic content



4. Festive-themed design



4 IDEAS FOR HOLIDAY CREATIVES

1. Emphasize the urgency and make a big deal out of offers & discounts



**Black Friday & Cyber Monday Discount:
50% Off + FREE Shipping**

2. Insider information



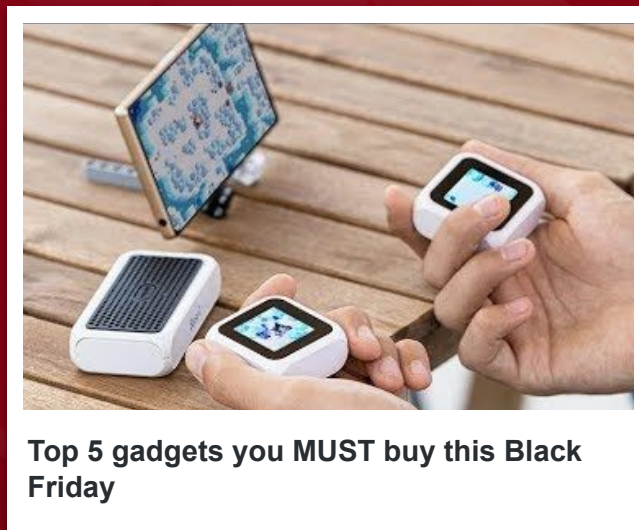
Walmart is rumoured to be dropping 90% off on these items. Hurry!

4 IDEAS FOR HOLIDAY CREATIVES

3. Catching early shoppers



4. Listicles

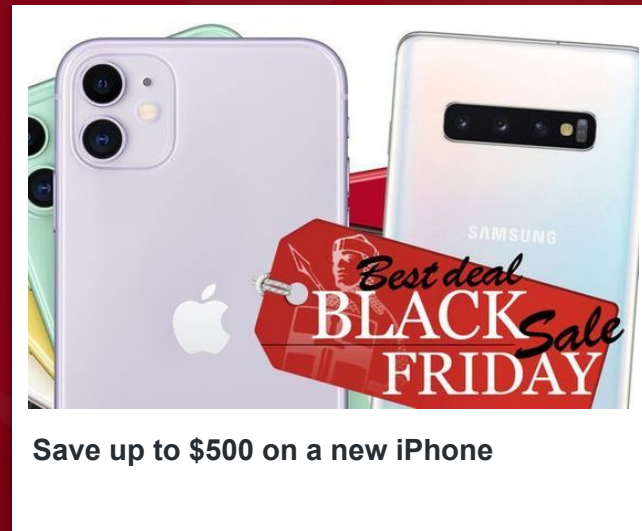


4 IDEAS FOR HOLIDAY CREATIVES

5. Mention special conditions and free shipping



6. Focus on savings



5

CASE STUDIES



5 CASE STUDY #1: eCommerce on Sports for 11.11



CASE STUDY:

ECOMMERCE ON SPORTS

ROI 50%



Native Ads

ECOMMERCE

The image shows a promotional graphic for a case study. It features a background of people in sportswear. The text is overlaid in white and yellow. The PropellerAds logo is in the top left. The main title 'ECOMMERCE ON SPORTS' is in large white letters. Below it, 'ROI 50%' is in yellow. At the bottom, there is a Spanish flag icon, a 'Native Ads' label, and an 'ECOMMERCE' label.

Ad Format: Native Ads

GEO: Spain

Period: 5 – 11 November, 2019

5 CASE STUDY #1: RESULTS

Spent: \$207

Total Income: \$411

Revenue: \$204

ROI: 50%



¡90% de descuento para la ropa deportiva!

5 CASE STUDY #2: Aliexpress on Black Friday



CASE STUDY:
**ALIEXPRESS ON
BLACK FRIDAY**
ROI 66%



Push Notifications

ECOMMERCE

The image shows a promotional graphic for a case study. It features a dark blue background with a faint image of a warehouse. The text is white and yellow. The PropellerAds logo is in the top left. The main text reads 'CASE STUDY: ALIEXPRESS ON BLACK FRIDAY' and 'ROI 66%'. At the bottom, there is a globe icon with '5+' next to it, followed by 'Push Notifications' and 'ECOMMERCE' in a yellow box.

Ad Format: Push Notifications

GEO: MultiGeo

Period: November 22 –
December 30, 2018

5 CASE STUDY #2: RESULTS

Spent: \$372

Total Income: \$621

Revenue: \$249

ROI: 66%





THANK YOU!

WEBINAR

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INTO YOUR CUSTOMERS

