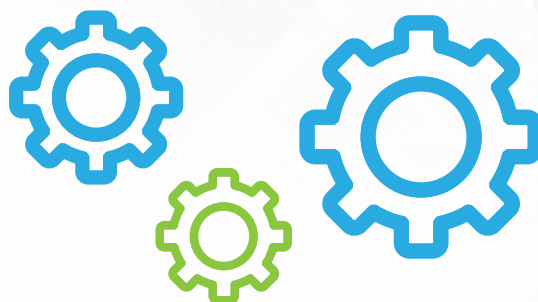


SHOULD AUTOMATED CAMPAIGNS CONTROL YOUR BLACK FRIDAY MARKETING STRATEGY?

The lead-up to Black Friday and the holiday season is stressful for retailers. Between ensuring you have enough inventory and prepping for a high sales volume, there might not be much time left to consider your PPC strategy. It's tempting to let an automated system simply take over. After all, they're hands-off and require very little day-to-day maintenance. In reality, though, automated software can be very detrimental to your Black Friday marketing strategy.

Let's explore some reasons why!



CHANGE IS THE KRYPTONITE OF AUTOMATED SYSTEMS

Automated systems use data from a lookback window to draw conclusions about future performance, which doesn't work when drastic changes like Black Friday happen. Here's a glimpse at what could go awry using an automated system.

Prior to Black Friday, sales typically slow down, as customers hold off on purchases until the big sale. Because of this, an automated system might assume performance will trend down in the upcoming weeks and begin to decrease bids.

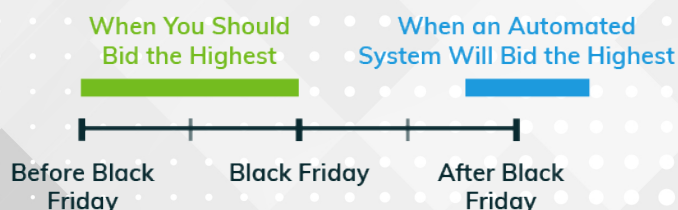
This is entirely the wrong approach. Despite the slowdown before Black Friday, sales will rise sharply on and after Black Friday! The bid decreases made by the automated system will undoubtedly hurt campaigns — and sales.

November						
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

- 1) Performance trends down, customers wait for Black Friday
- 2) Automated system bids lower based on performance
- 3) Black Friday. The automated system set bids too low to maximize impression share. Sales falter.

Then, in the weeks leading up to the shipping deadline, sales are likely to increase—but once that deadline has passed, sales are likely to fall.

With an automated system, bids will be increased even after the shipping deadline—because the preceding data indicates sales will continue to rise. The system will eventually right itself, but not until spend has been wasted on ads that are unlikely to convert.



THERE'S NO SUBSTITUTE FOR EXPERT KNOWLEDGE

Omnitail



7AM - Your Analyst Adjusts Bids



1PM - Your Analyst Checks Progress and Adjusts Bids if Needed



6PM - Checks and Adjusts Bids if Needed

Automated System



7AM - The automated system adjusts bids once, and doesn't account for changes throughout the day.

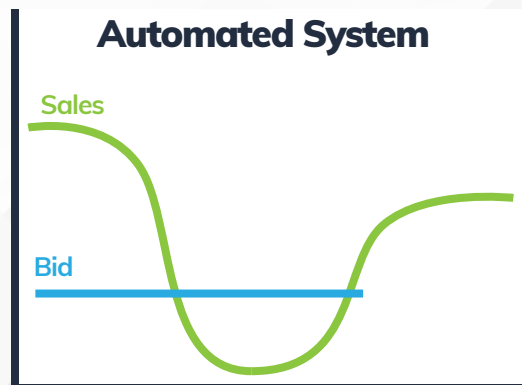
At Omnitail, Black Friday is one of our busiest days of the year. Our analysts monitor accounts carefully, and make inter-day bid adjustments to ensure sales are captured before they're gone. This approach keeps our customers one step ahead of the competition.

An automated system just can't keep up on that level. By and large, computers can't be expected to monitor performance closely, and make intelligent, informed decisions about spend based on industry knowledge and experience. They're great at crunching numbers in stable environments, but complex, rapidly-changing scenarios are their downfall.

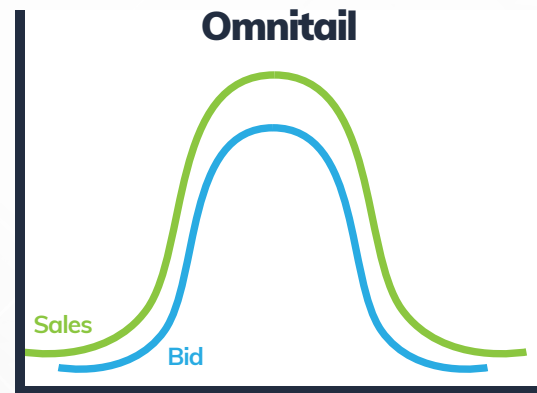
WE HELP YOU PREPARE FOR BLACK FRIDAY

Our holiday season begins long before the turkey is in the oven. Our analysts are already hard at work, exploring last year's holiday performance for each client, and using those insights to make changes now that can greatly impact holiday sales.

We often look at bids and sales for the past year, and compare numbers to current bidding, sales, and inventory. With this information, we know exactly where to increase bids, by how much, and whether there are items that may need additional stock before the season hits.



The automated system does not detect rising competition for the holiday season and doesn't adjust bids to remain competitive. After the holiday season, costs rise with little benefit as the system finally catches up to the holiday trend.



Your dedicated analyst adjusts bids to stay competitive for the holiday season, and sales increase. After the holiday rush, your analyst will adjust bids accordingly.

We pass these analyses along to clients, so they can identify what if any changes to make to stock status or product availability, or even just to help forecast holiday sales and revenue.

An automated system can't offer this type of complex reporting. Sure, the information is available, but most retailers don't have the time to perform in-depth analysis, and figure out how to reprogram the system to make the adjustments needed.

Let's get your account ready for Black Friday!



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