

HOW TO ANALYZE YOUR HOLIDAY CAMPAIGNS



POST-HOLIDAY

USE RETARGETING TO DRIVE MORE SALES AFTER THE HOLIDAYS.

In the Choozle platform, you can create retargeting groups and continue reaching people who visited specific pages on your site and are more likely to convert.

Exclude users who reached your Thank You Page in the campaign. After the holiday season, you won't need to target those who have already converted, so you can focus your reach on the customers who fell off during the shopping experience.

Conversely, you can include the audience that reached your Thank you Page in a campaign and offer special deals and extra savings and upsell to those who have already converted.



THROUGHOUT THE YEAR

WHERE DID MOST OF YOUR CONVERSIONS COME FROM?

Leverage your cost-per-acquisition (CPA) data on the campaign dashboard for a broad overview of how much it cost to capture conversions in each campaign and find out what groups performed the best.

Request a detailed conversion report from the Choozle team through the support center. Submit a ticket for an in-depth look at each conversion event's click-through rate, view-through performance, and more.

View conversion performance within the detailed reports for future campaigns. Build look-a-like audiences using the segments that performed the best, or continue to leverage the categories, keywords, etc. that had the best conversion rates.



LEARN FOR NEXT YEAR

HOW DID BIDS GET IMPACTED?

Review your cost-per-thousand (CPM) metric on the ad group dashboard to understand your average floor price for the placements you bid on. Use this to inform your bid strategies for next year.

Did you use category targeting, site list targeting, or geo-location targeting? All of these strategies are useful for times when bid prices are above average. These strategies are free of data targeting costs, so figure out which ones lowered your CPM the most and use them next time.