



Code Freeze is Coming! Bundle Up Your Shopping Campaigns for the Gifting Season

Feel that chill in the air?

Code freeze is coming, and holiday sales are already heating up. Winterize your Google Shopping Campaigns for maximum performance with these ten pre-freeze tips:



- 1 Clean up your feed**, and fix all errors and warnings for a trouble-free season.
- 2 Get granular with your user lists and product catalog** – precise bids help you optimize your Google Shopping or shopping campaigns.
- 3 Set up unique mobile and desktop bids** for each products (no global bid modifiers!)
- 4 Identify products with no sales the past 30 days**, and update the bid to get more out of those long tail items. See how similar products perform!
- 5 Launching a new product?** Put the right bid in place on *the day you launch* in case it's the next Hatchimals.
- 6 Review how you segment your shoppers** into RLSA lists. Are the shoppers in each list similarly likely to purchase and should therefore have the same bids?
- 7 Review user lists and respective bids** to capture each shopper's current propensity to buy.
- 8 Test, test, test!** Look at everything from device to campaign structure to RLSA so you know what's working for you.
- 9 Review keyword negatives and bids** for accuracy and relevance.
- 10 Update bids frequently** to stay competitive as the sales peaks approach.

Getting everything in place before the big code freeze will ensure you maximize Google Shopping performance through January, spend efficiently, and avoid snafus that could take the joy out of your holiday sales!



Can't check everything off the checklist? No worries, our search elves are here to help! Send us an email at criteopredictivesearch@criteo.com and we'll help you check everything off this list!

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