



Holiday Checklist

YAHOO! | bing
NETWORK

This holiday season is expected to be bigger than ever. Online holiday sales in the US are predicted to reach \$54.5 billion, a 16.8% increase from last year.² Use this checklist to help you prepare.

September

- ☐ Review last year's holiday campaigns.
- ☐ Use the [Import Campaigns^{Beta}](#) feature to bring over your holiday keywords and ads from Google.
- ☐ Build out your holiday keyword list using [Bing Ads Intelligence](#).
- ☐ Start testing your ad copy.
- ☐ Extend your reach with [mobile](#) and [content ads](#).

October

- ☐ Check your account health—set up reports to stay on top of performance.
- ☐ Launch your holiday keyword list.
- ☐ Create seasonal ad copy and use [Sitelink Extensions](#) to improve CTR.
- ☐ Monitor your competition and keep your bids and ads competitive.

November

- ☐ Allocate additional budget to accommodate a rise in click volume.
- ☐ Monitor your ad's position and adjust your bids to maximize CTR.
- ☐ Prepare and launch specific ads for Black Friday and Cyber Monday.
- ☐ Offer additional incentives and discounts.

December

- ☐ Create urgency with updated ad copy.
- ☐ After last ship date, use [location extensions](#) to drive traffic to brick-and-mortar stores.
- ☐ Don't forget that post-season sales continue after the holidays.

Holiday toolbox »

Download: [Bing Ads Intelligence](#)

Read: [Vertical Insights](#)

Connect: [Bing Business community](#)

2012 Key dates:

Black Friday: November 23

Cyber Monday: November 26

Green Monday: December 3

Last Ship Date: December 18

Post-Holiday: December 27

Get Ready for Happy Holidays on the Yahoo! Bing Network

Your holiday ads on the Yahoo! Bing Network can help you reach 151 million unique searchers who are likely to spend 24% more than the average searcher.¹

1. comScore Core Search (custom), June 2012.

2. eMarketer: Savvy Shoppers Drive Robust Online Holiday Sales, September 14, 2012.