

## A 'cheat sheet' from the team at M&C Saatchi Performance.

- Review and adjust 'normal' Cost Per Acquisition (CPA) and Cost Per Mille (CPM) targets, as these will likely be much higher during the double discount season.
- However, keep a close eye on your conversion rates on an hourly basis.
- Pay attention to other important metrics (e.g., Click Through Rate (CTR)) and analyze them at the ad group and campaign levels.
- Analyze relevant metrics on each platform daily and optimize accordingly.
- Monitor for creative fatigue and ensure there is a bank of creative ready to be swapped quickly if fatigue develops.
- Set up error alerts for product feeds and ensure they refresh every few hours to prevent customer disappointment.
- Ensure retargeting campaigns are in place for the high traffic that didn't convert during double dates.
- Develop value messaging to catch the attention of price-sensitive shoppers. Rising costs are a concern for shoppers.
- Optimise product listings with high-quality visuals, detailed descriptions, and festive keywords for better discoverability.
- Ensure efficient delivery options to meet the needs of last-minute shoppers.
- Ensure your Android Play Store and iOS App storefronts are fully optimized, leveraging Custom Product Pages and the offers tab for maximum exposure.

**DOWNLOAD OUR FREE PAPER, THE HARBOLNAS PHENOMENON. REACHING  
INDONESIAN SHOPPERS DURING THE DOUBLE DISCOUNT SEASON HERE**

Don't hesitate to [contact us](#) for more information about how to win during this highly competitive period and build your brand all year round.

