



How to run promotion campaigns with Dotidot



Boost visibility, conversions, and ROI with pro-level seasonal strategies

Are you a Dotidot user? You might want to get ready for any upcoming promotions or seasonal sales. Dotidot can help you squeeze the maximum out of every promotion. Follow this step-by-step checklist to make sure you utilize every feature Dotidot has.



Begin with Feed management

Check your feeds for any errors

Incorrect information in your feed can cause issues, like wrong categorization, incorrect filtering on comparison sites, or even ad disapprovals—things you want to avoid.

Make sure all your products are present in product sets

Product sets are usually connected to your campaigns and ad systems. Changes in your site CRM can lead to changes in attributes you use for product segmentation. Make sure everything all products are in the right place

Import additional information to boost ad performance

Consider what information about your product could help improve your ad results. Want to boost credibility with product reviews? Include stock information to create urgency? Go for it. With Dotidot you can [import additional product data](#) from Google Analytics, Google Ads, Google Sheets, Meta Insights, and more.

TIP : If your product reviews are only available on your site, Dotidot lets you easily extract them without needing a programmer. [Learn more about extracting data from websites.](#)

Review all pricing attributes

Since you are likely offering some sort of promotion or discount, make sure all the information is correctly in place and in the right format. Price and sale_price are your key attributes during the season.

TIP: Keep in mind that some channels require a currency to be displayed alongside any price value. So, if you're using a new pricing field, make sure to include the currency as well.

Update your feed several times a day

During the season, you want to reflect the actual state of your inventory as accurately as possible. Changes may trigger specific features, and you don't want to advertise products that are already sold out. So make sure you synchronize your feeds at the maximum limit of your subscription.

Based on your plan, you can have 1, 4, 8, 12, or an unlimited number of synchronizations per day.

Prepare your countdown variable

With Dotidot, you can create a countdown variable that displays the time remaining before the sale begins or before the promotion ends. You can use it in the content of your Search Ads, Meta campaigns, or any other channels where you utilize the feed.

Learn more about the [countdown variable](#).

Guaranteed delivery by Christmas (or any other event)

When people are running late with their gift shopping, they often look for stores that can guarantee on-time delivery. If you work with multiple suppliers and shipping methods, delivery times may vary. To ensure accuracy, it's essential to set up shipping details correctly in your data source or advertising channel.

During the holiday season, especially around Christmas, it's a good practice to highlight delivery guarantees in your ads. By including delivery time data in your source (adjusted to account for seasonal delays by adding an extra day or two), you can dynamically trigger or hide headlines or labels such as **"Guaranteed delivery by Christmas."**

Similarly, you can use the same logic to enable or disable labels like **"Order today, delivered tomorrow"** based on your shipping timelines.

And continue to campaigns

Prepare everything in advance

At least a month before going all in, ensure everything is set up. While ad hoc campaigns like Display, brand videos or season searches don't require that much time, performance based campaigns do. You don't want to receive any emails notifying you that some ads were disapproved or that your campaigns have returned to the learning phase.



Update the content of your ads

It's important to keep your ad content as relevant as possible. This means regularly updating your copy with promotional phrases like "Black Friday: Save Up to 40%" and "Spring sale – 20% off everything." Remember that every promotion has various phases, so adjust your messaging accordingly to maintain engagement.

TIP: If you are running too many ads or want to keep your ads as relevant as possible, read this article to learn how to achieve that.



Set up promotion assets

You might be surprised at how many PPC specialists tend to ignore it. Just remember that by doing this, you gain an extra visually appealing line in the SERP, where every bit of space you take for yourself counts. With Dotidot, you can create this Asset on campaign level.



Refresh your sitelinks

Sitelinks are often overlooked when it comes to adjusting your content for the season. But enhancing these can boost the engagement too. Instead of generic options, make them specific to your promotions:

"New LEGO sets and toys" -> "33% off all LEGO sets"



Countdown till the end of promotion

Nothing creates a sense of urgency as effectively in the final hours as a dynamic countdown. When there are only two hours remaining to save 30% on a product, the chances of conversion skyrocket if you inform potential customers within the ad they see.



Create urgency for low-stock products

If you have only a few items left in stock, creating a sense of urgency can help drive quick sales, allowing you to clear out inventory efficiently and reduce the risk of unsold products after the sale period ends. This strategy can be highly effective in boosting conversion rates.

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yourshop.com

<https://yourshop.com/iphone-11>

20% off iPhone 11 Pro | Only 5 items left on stock

Sleek design, powerful performance, latest tech, and top camera. Black Friday: 20% discount for all iPhones.

For this to work, you need to have stock data in your data source. Then you can create a headline



Keep an eye on your category campaigns

This is what happens if your campaigns work well. Monitor categorical campaigns to avoid promoting categories full of out-of-stock products. When inventory runs low, campaigns can become ineffective, wasting ad spend on categories with no products to promote.

TIP: [Learn how to set up a category feed.](#)



Make your ads stand out

People's feeds are overflowing with holiday ads, making it easy for viewers to scroll past ads that blend in. Combined with rising costs per result, this can bury your marketing efforts. To avoid ad fatigue and boost your Meta campaign results, make your ads festive, unique, and attention-grabbing.

TIP: This can be achieved with [Dotidot's Image Editor](#), which allows you to edit your images in bulk. Not only can you create eye-catching ads, but you can also perform basic edits, such as removing backgrounds or watermarks.

 Meta

Craft several versions of your ad copy

Not all campaign formats offer this option, but if it's available, be sure to use it. Consider trying different messaging: some that focus on your brand or product benefits, some on promotions, and some that combine both. Then let the algorithm decide which approach drives the best results.

 Meta

Revisit this list for continuous optimization

