

A WEEKLY
POWER
SERIES

OVERDOSE.
PEAK SEASON
POWER SERIES



PREPARING
BUSINESSES
FOR PEAK
SEASON

EPISODE #002 : MAKE YOUR GOOGLE ADS PERFORM

PROFIT FOR PEAK.

AGENDA.

- 2024 BFCM Data from Google
- 2025 Peak Season Expectations
- Prepare your Google Ads Account



2024 BFCM Recap.

3 key consumer themes to ground 2025 planning

Cautious optimism

While plenty of global disruptions and unknowns are present in 2025, in AU we are seeing stabilizing consumer confidence and more rate cuts coming.

Opportunity: Consumers will have interest rate relief going into Peak 25.

Challenge: More retailers (and brands outside of retail) will be competing for BFCM spend.

Deal seeking continues

Economic conditions and the consumer psyche suggest that consumers are looking for value. Balancing prices and margin could be a challenge as more low-cost retailers enter the market.

Opportunity: Peak sales moments will show big demand and opportunity for sales volume.

Challenge: Online marketplaces like Aliexpress, Temu will continue to compete.

Timing is everything

Consumers are becoming more planned for the holidays. Earlier deals, and strong positioning will help brands stand out from the rest this Peak.

Opportunity: Consumers will be receptive to deals leading into BFCM and ongoing to Boxing Day.

Challenge: If you don't start early, your competitors will!

In 2024, Australian consumers were cautious, well researched, and took advantage of deals

What Shoppers Said

54% of Aussies said they would **only buy essentials** in the lead up to BFCM.¹

And as early as **7th October** 63% of Aussies agreed *"If I was confident that I found the right item, I'd be willing to purchase it now."*

What Shoppers Did

Not just the weekend, but the full peak season...

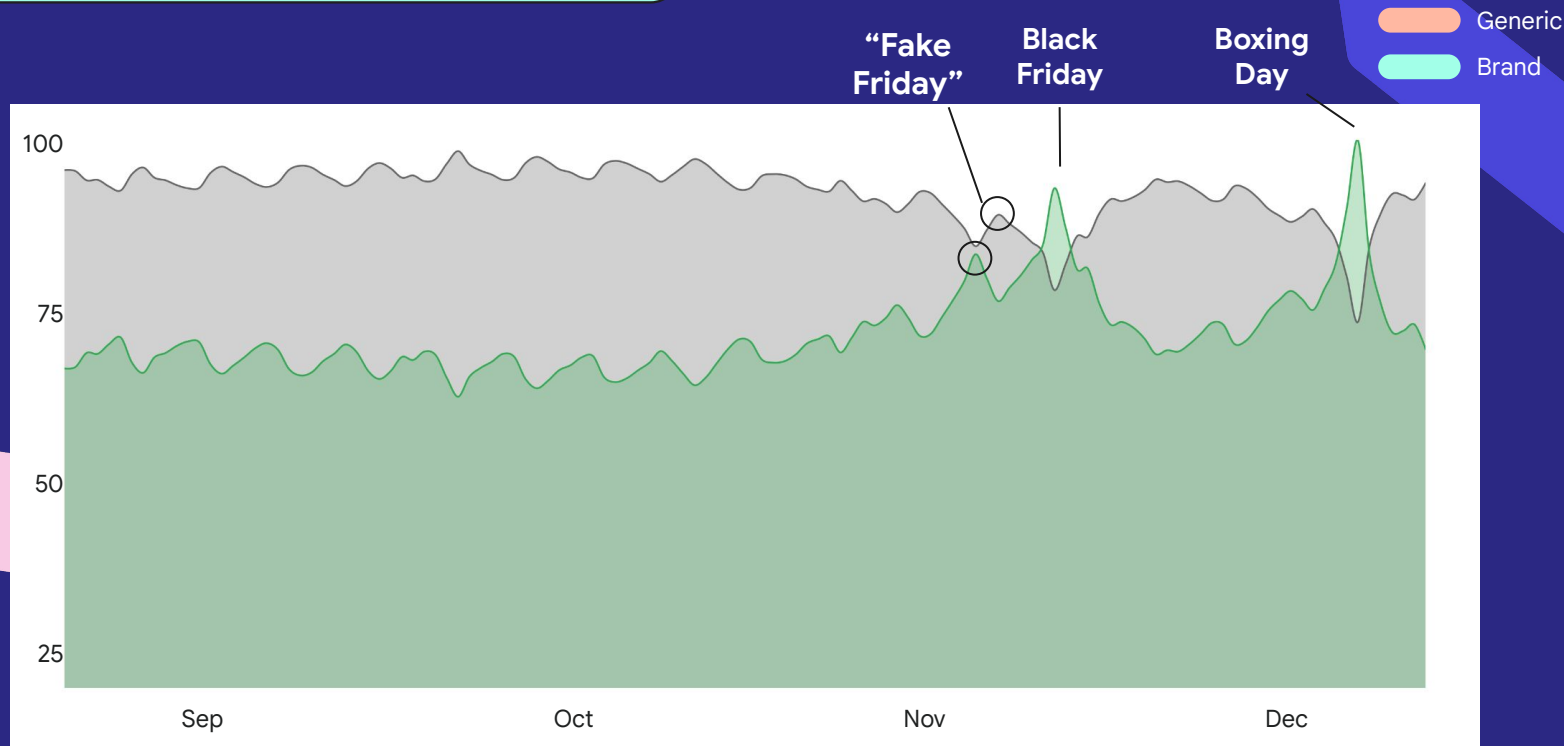
\$37b

BFCM Online Spend

Online retail was up 12% YoY (2023 vs 2024)
Two-thirds of all retail purchases happened in-store vs. online.²

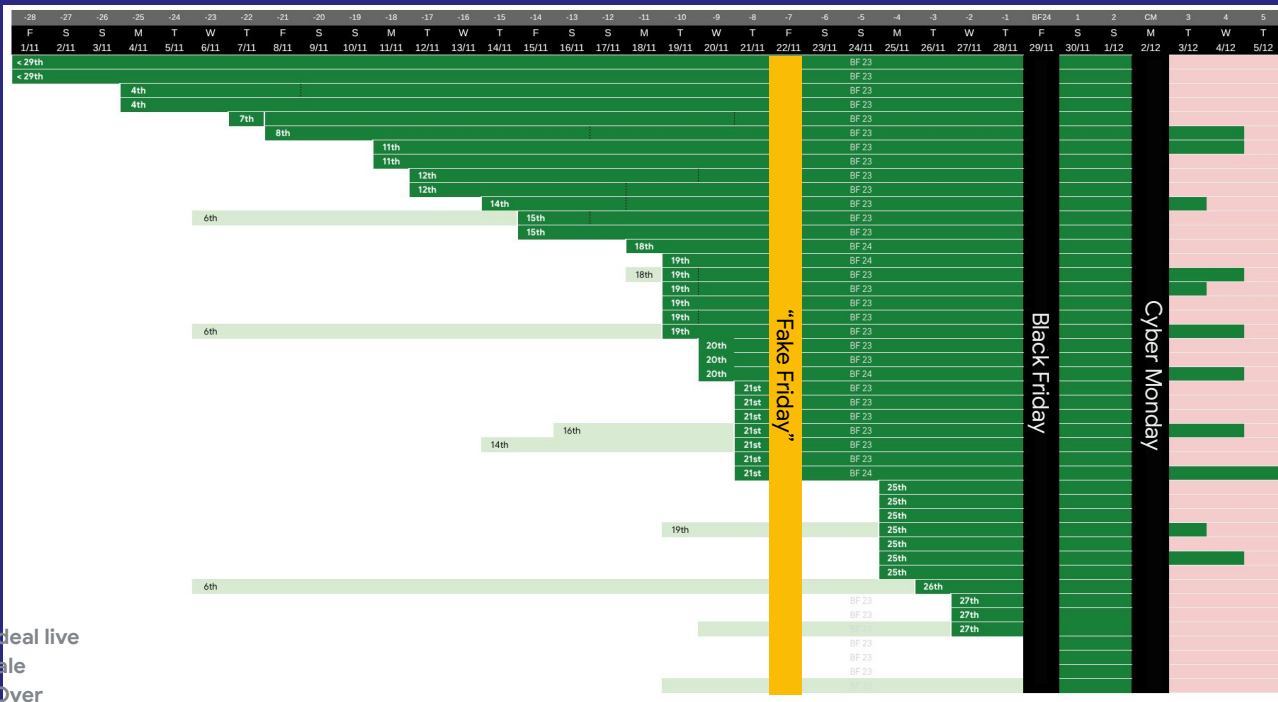
Consumers are in a discovery mindset until November

AU share of retail searches | Brand vs Generic



Retailers launched deals earlier in 2024...

AU retailer BF deal launches

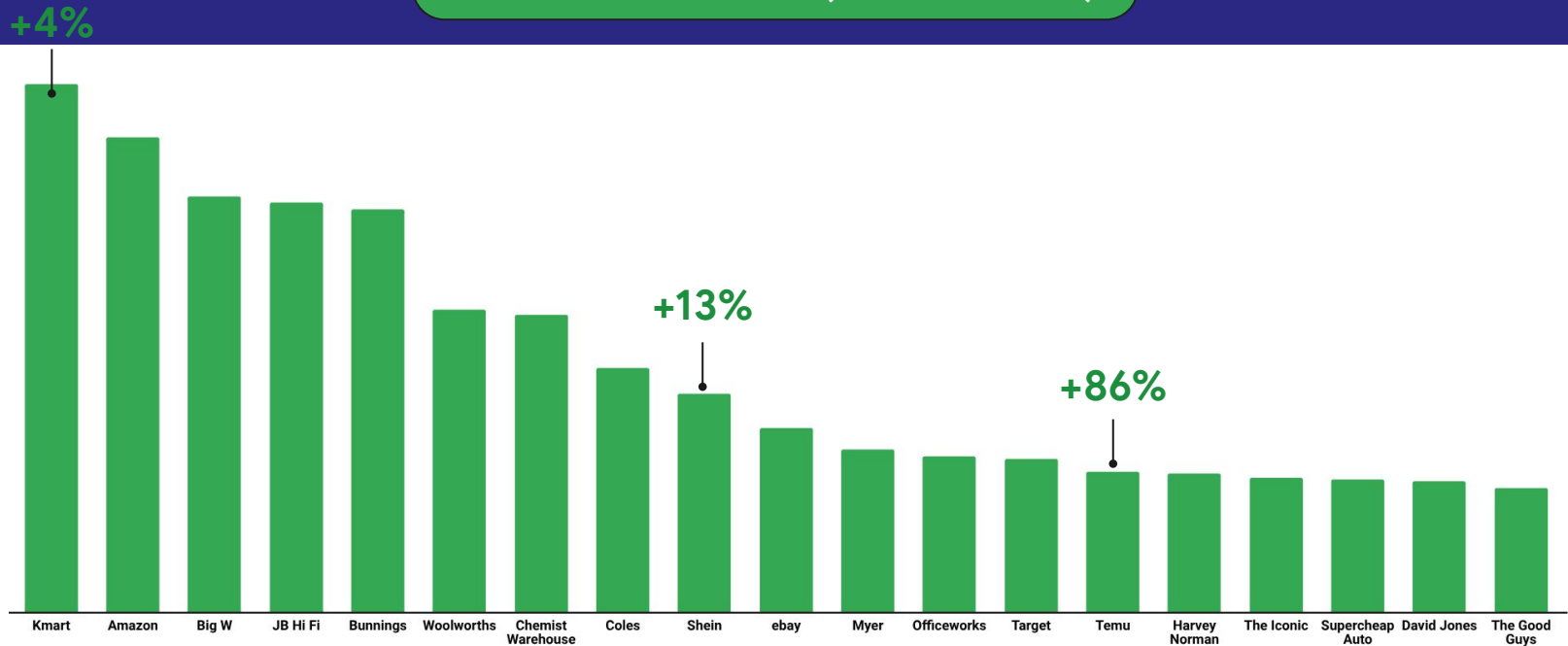


Core deal live
Pre-sale
Deal Over

2025 BFCM Expectations.

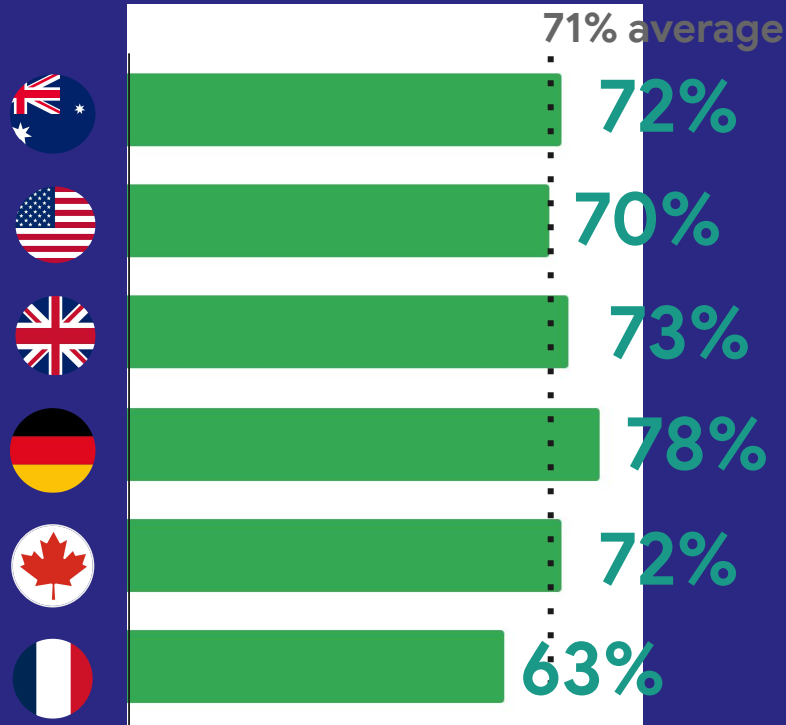
There are more brands than ever before competing this peak season

AU Retailer brand searches (1 Oct - 1 Dec 2024)



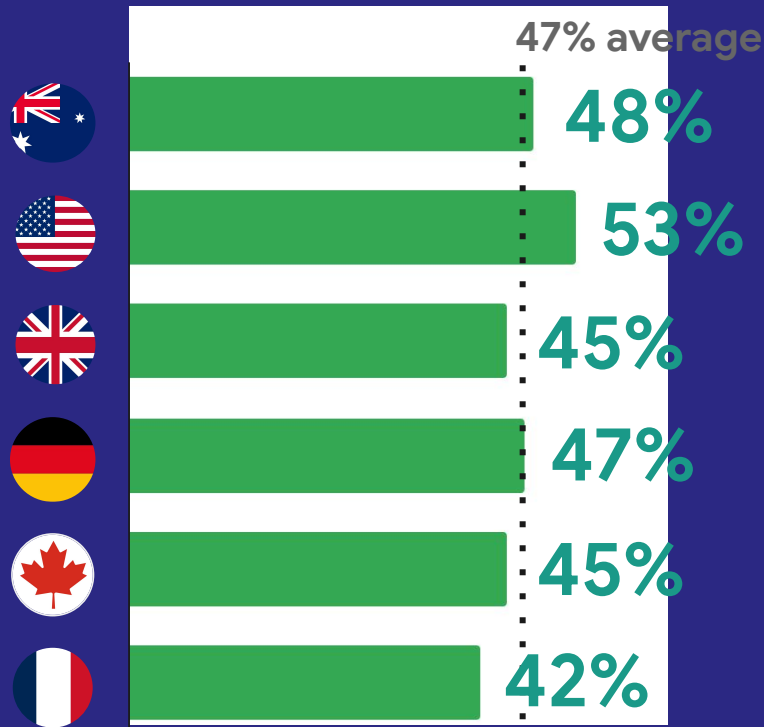
Amidst global caution, consumers will still take advantage of the season

“I usually keep an eye open for deals, discounts and promotion”



Almost 1 in 2 consumers across the globe plan to start shopping earlier this year

“I plan to do my holiday shopping earlier this season this year”



Prepare Your Google Ads Account.

Sharpen your Measurement Compass: Lay the Groundwork



1. Build a 1PD Foundation with Google Tag

- Use Google tag to build a trusted decision engine with first party data.
- Enrich 1P data by collecting emails and user profiles.



2. Boost Performance with **Enhanced** Conversions

- Fill measurement gaps left by privacy changes.
- Feed valuable data for AI-led optimisation.
- Measure incremental impact.



3. Drive Sales with **Customer Match**

- Amplify growth with Customer Match.
 - +20% conversions per dollar.
 - +5.3% conversions on average.
 - -3.6% reduction in cost per click.

Sharpen your Measurement Compass: Fuel your Sales Growth

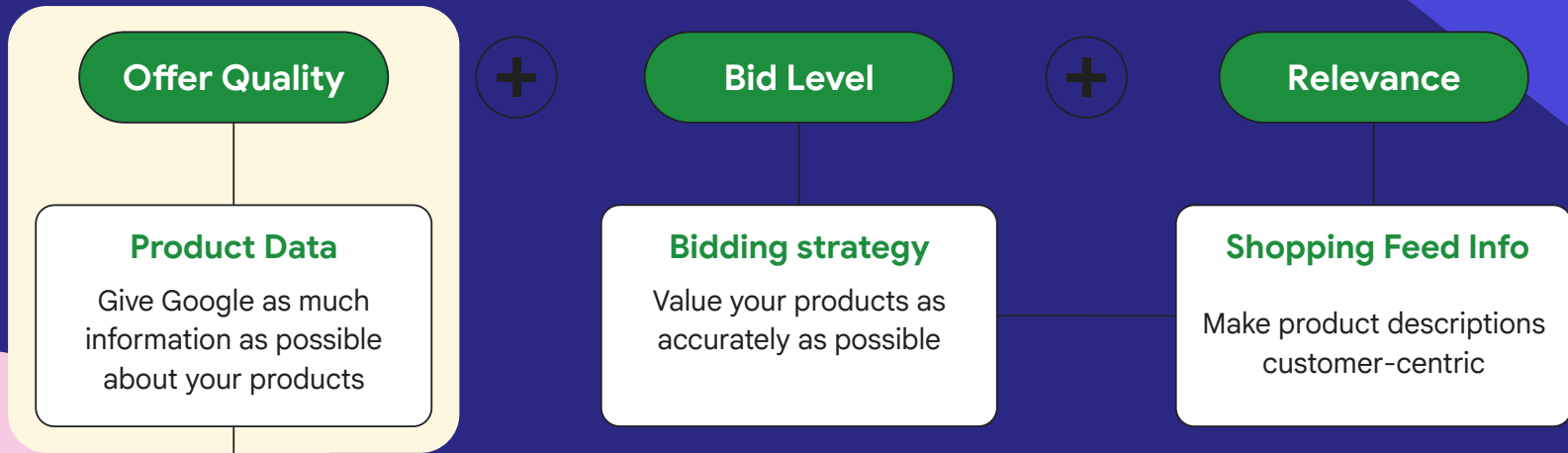
Announced at GML

- Search terms reporting
- Commerce Media Suite - new features
- Merchant Center - tailored growth opportunities (US only)

Launched Products/Features

- Retail Category Insights
- PMax Search Terms Reports (Beta)
- Reporting for Member Pricing and Promotions
- Seasonality Adjustments for App Campaigns
- PMax with GMC Feed Uplift Experiment
- Store visit measurement
- App Conversion Tracking for Web to App Connect
- Store sales measurement
- Local Actions Conversions
- GoogleAds for Commerce Media Networks & Marketplaces Beta
- DV360 Commerce Audiences
- DV360 Commerce Measurement
- GoogleAds for Commerce Media Networks & Marketplaces Beta
- Search Ads 360 Retail Media Networks

Master the Shopping ad auction: Elevate your Offer Quality to have your products uprank



Improving offer quality will drive better auction performance

What Google looks for in a good Shopping Ad



2 in 1 Steel
Trike/Balance Bike
(incl. wicker basket) |
HipKids | Steel Bike |
Adjustable Seat

\$199.99

HipKids

★★★★★ (45)

21 speed ·



High quality image



Submit multiple high-quality images per product, and also lifestyle images, to positively influence your offer performance

Titles

that include [known] brands, gender, product type, size, material and color. Use all 150 characters

Accurate pricing

A rich description

that provides additional important product information/features/ratings



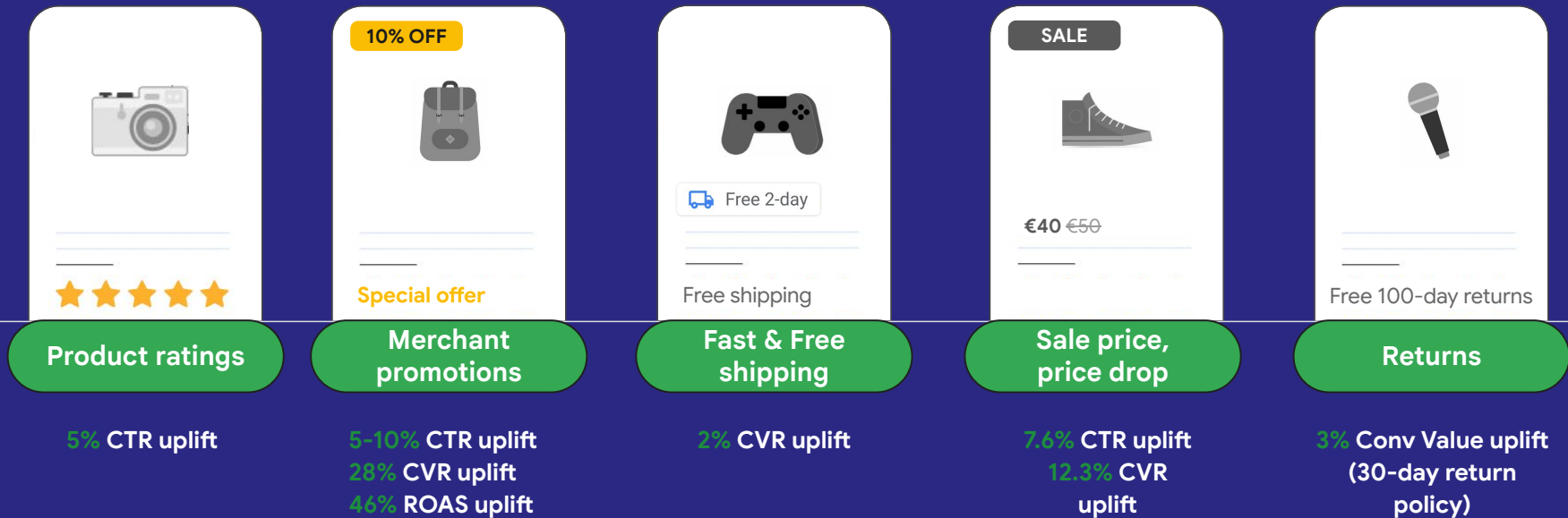
The Data Feed is your Competitive Edge

Submitting robust product data helps Google to better match your products to relevant queries. Leverage key attributes to help drive relevancy.

		Back end impact <i>Relevance/serving, impressions, clicks</i>	Front end impact <i>User experience, CVR, efficiency</i>
Product Title	Influences visibility and performance - Rich keywords* = long tail visibility - Prepend size/quantity = increase CVR/efficiency	  	  
GTIN	Ensure accuracy and maximum coverage to link your offers to the same product sold by others	  	  
Images	Optimize image resolution and test various lifestyle and product-only formats	  	  
Product Type	Use rich keywords* and a logical hierarchy to inform the algorithm	  	  
Description	Use rich keywords* to add context and inform the user, considering keyword density	  	  
Other Attributes	Ensure hygiene in Color, Size, Gender, Age Group etc for standalone attributes and insertion into Title/Product Type/Description. Product highlight (New), Product detail (New).	  	  

Add your store's value proposition & drive engagement

The most impactful annotations to use



Best-in-Class titles are optimised for their vertical

Basic naming structure: **Brand + Product Type + Attributes**

Category	Recommended Structure	Example
Apparel	Brand + Gender + Product Type + Attributes (Color, Size, Material)	Ann Taylor Women's Sweater, Black (Size 6)
Consumable	Brand + Product Type + Attributes (Weight, Count)	TwinLab Mega CoQ10, 50 mg, 60 caps
Hard Goods	Brand + Product + Attributes (Size, Weight, Quantity)	Frontgate Wicker Patio Chair Set, Brown, 4-Piece
Electronics	Brand + Attribute + Product Type + Model #	Samsung 88" Smart LED TV with 4K 3D Curved Screen (UN88JS9500)
Seasonal	Occasion + Product Type + Attributes	Mother's Day Personalized Storage Box, Silver
Books	Title + Type + Format (Hardcover, eBook) + Author	1,000 Italian Recipe Cookbook, Hardcover by Michele Scicolone

What does an advanced setup look like?

 Campaign	 Asset Group	 Bidding	 Result
High-margin products	Sweatshirts Dresses Shoes	PMax: Maximize conversion value (w. baseline tROAS)	Bid more aggressively (lower tROAS) to get as much volume as possible on your most profitable products
Low-margin products	Generic Dresses Shoes	PMax: Maximize conversion value (w. high tROAS)	Bid more conservatively (higher tROAS) to ensure lower-margin products remain profitable
Seasonal/sale products	Sales assets	PMax: Maximize conversion value	Sell as much as possible of the products which are for sale

PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES

THANK YOU.
DON'T BE A STRANGER.

PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES PEAK SEASON POWER SERIES