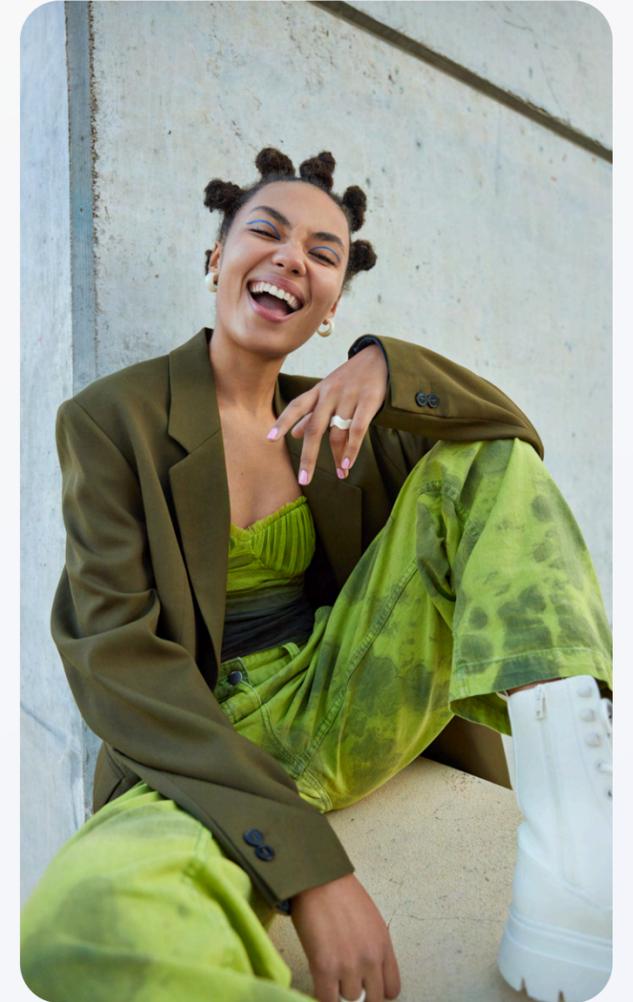




# Peak Playbook 2025

Your guide to spend smarter, acquire more new customers, and maximize sales during peak periods.

Revenue  
**\$6.2m**  
+41% ↑



# About the playbook

This playbook analyzes data from 2023-2025 across:

83,000

campaigns analyzed

\$2.8<sup>bn</sup>

spend under management

4

continents

3

industries (retail fashion & jewellery, beauty, consumer goods)

Use the insights from this playbook to:



**Learn what top brands do differently**

Get exclusive benchmarks, insights, and budget split data from Fospha brands outperforming during peak.

**Prove the ROI of the upper funnel**

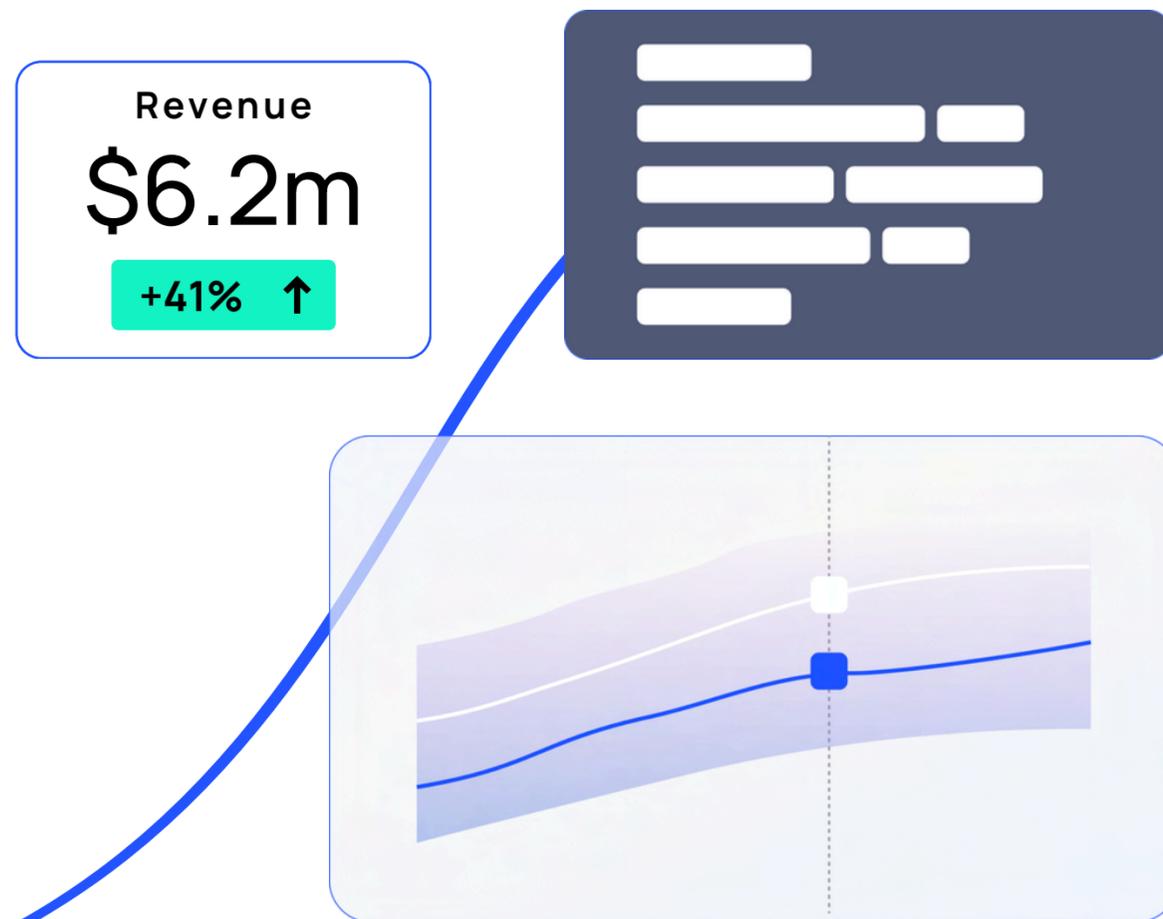
See how full-funnel measurement reveals the real impact of Awareness and Consideration spend across .com and marketplaces.

**Build your peak playbook with confidence**

Use data-backed recommendations to plan, forecast, and scale smarter this peak season.

# In this playbook

For retail brands, nailing peak is a must. We know last-minute conversion pushes aren't enough. This Playbook enables you to plan ahead, measure performance the right way, and stay confident when platform data gets noisy.



What you'll take away from this playbook:

**1. Brands investing in the full funnel attain up to 218% better MER**

Fospha data shows that brands spending at least 5% on Awareness & Consideration see stronger blended performance, building demand year-round and capturing it more efficiently during peak.

**2. Last Click misses over 90% of marketing's impact**

Last Click fails to measure demand-building impressions. Fospha's daily Bayesian MMM surfaces true CAC, CPP, and ROAS so you know which channels to scale.

**3. Successful brands use forecasting to shift budget into channels with incremental headroom, not saturated ones**

Beam, Fospha's incremental forecasting tool, reveals where growth potential remains, so every extra dollar goes into profitable scale.

**4. Unified measurement across DTC and marketplaces reveals the channels driving real incremental revenue**

Many peak sales close on Amazon or TikTok Shop even if discovery began elsewhere. Fospha connects .com + marketplace data to show full impact.

**5. Brands that track blended metrics daily - not just platform ROAS - make the best game-time decisions during Peak**

Platform dashboards inflate during peak. Fospha provides independent daily CAC, CPP, and ROAS so you can move fast without being misled.



# Introduction: navigating peak 2025

Peak periods like Black Friday and Cyber Monday are often the most revenue-critical moments of the year for retail brands - miss them, and you risk missing your annual targets altogether. This Playbook is designed to guide strategy across all major peak moments - from seasonal drops to Black Friday, Cyber Monday, and beyond.

## Strategic learnings from 2024

BFCM 2024 brought sharp surges in conversions - but across a shorter, more volatile window than in previous years. With the calendar compressing Cyber Week and broader macro pressures (inflation, cautious spending), many consumers delayed their purchases and made decisions later, faster, and with greater scrutiny. Despite this, brands that maximized growth during BFCM didn't just scale spend during peak week, they built demand in the weeks leading up. Always-on investment in Awareness and Consideration allowed them to engage audiences when **CPMs were lower and competition was softer**. These early efforts translated into more efficient conversion performance during peak.

## Looking forward to 2025

This year's BFCM will be shaped by challenging macro conditions. Prices for many retail categories, especially apparel, electronics, and home goods, remain high. Higher-for-longer interest rates are keeping financing costs high for both brands and consumers, and tariffs on certain imported goods are likely to push up wholesale and retail prices in key holiday categories.

In the US, consumers enter peak season with low savings, making them more price-sensitive and promotion-driven. Many will wait for deeper discounts or added-value offers, compressing the purchase window and intensifying competition. For brands, this means sharper discounting pressure, higher inventory risks, and a greater need to stand out in a crowded promotional landscape.

This makes measurement more critical than ever. Brands need impression-based measurement to value less saturated channels that build future demand and capture it efficiently when peak traffic costs rise. They must also identify which channels are saturated and wasting spend versus those with real growth potential. Finally, impact depends on speed - measurement must be strategic, cross-channel, and delivered daily to cut waste and capture opportunities.

## Brands who capture the most value will...

- Invest early in Awareness and Consideration to build a high-intent audience before peak.
- Diversify spend across platforms and campaign types, understanding the unique role each plays in the funnel.
- Measure incrementally, recognizing that upper-funnel investment drives halo effects across Amazon, .com, and offline - returns that Last Click never shows.
- Adapt creative and bidding strategy to audience mindset and timing, not just platform trends.

This Playbook covers the most impactful strategies across each key platform, spanning pre-peak, during peak and post-peak - so that you're on track for your best BFCM yet.



# The Fospha advantage during peak

## Fospha's measurement approach

Fospha delivers always-on, full-funnel measurement built on a Bayesian Media Mix Model (MMM) that updates daily. This approach combines speed and granularity with the cross-channel scope of a MMM, grounded in 10 years of scientific R&D, enabling brands to plan and optimize every dollar based on true incremental impact.

## How will Fospha help you win during peak?

Fospha gives brands the clarity to make smarter, faster, and more profitable decisions during peak by providing an independent, cross-channel, full-funnel view of performance.

Unlike platform-reported metrics, which can become increasingly inflated during peak as every channel fights to claim credit for a larger pool of conversions, Fospha's full-funnel, cross-channel Unified measurement reveals the true contribution of each channel, objective and campaign.

Fospha's measurement allows brands to:

### 1. Generate demand pre-peak to capture more efficiently during peak

In Peak season, CPCs and CPMs spike. If upper-funnel campaigns aren't measured properly, budgets shift too late, and you end up competing for the same in-market shoppers as everyone else. Fospha's impression measurement shows which Awareness and Consideration activity is actually building demand ahead of time - so you enter peak with more high-intent buyers at a lower cost.

### 2. Understand every route to a sale - especially Halo effects

Many peak purchases happen off-site, but still start with your ads. Fospha measures all paths to conversion, including when a TikTok or Meta ad drives a sale on Amazon or TikTok Shop. That clarity means you keep funding the channels that are working, instead of cutting budgets based on incomplete .com data.

### 3. Know exactly which channels to scale during peak

Peak budgets are often set using gut feel or last year's results. Fospha's incremental forecasting shows which channels still have room to grow profitably and which are already saturated - so you can shift spend in time to focus every extra dollar on profitable growth.



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**9** How Fospha supports peak performance

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# Advertiser behavior during peak 2024



# Advertisers made big bets on full-funnel channels last year

## Spending shifts in Google channels

Google channels maintained a strong share of wallet during Peak period 2024, but there was a notable shift in how brands spent within Google.

PMAX remained a strong focus, as the 2<sup>nd</sup> highest channel for spend overall. It did however see a slight decrease in YoY investment, with brands realizing opportunities across Google media, notably Paid Shopping and YouTube.

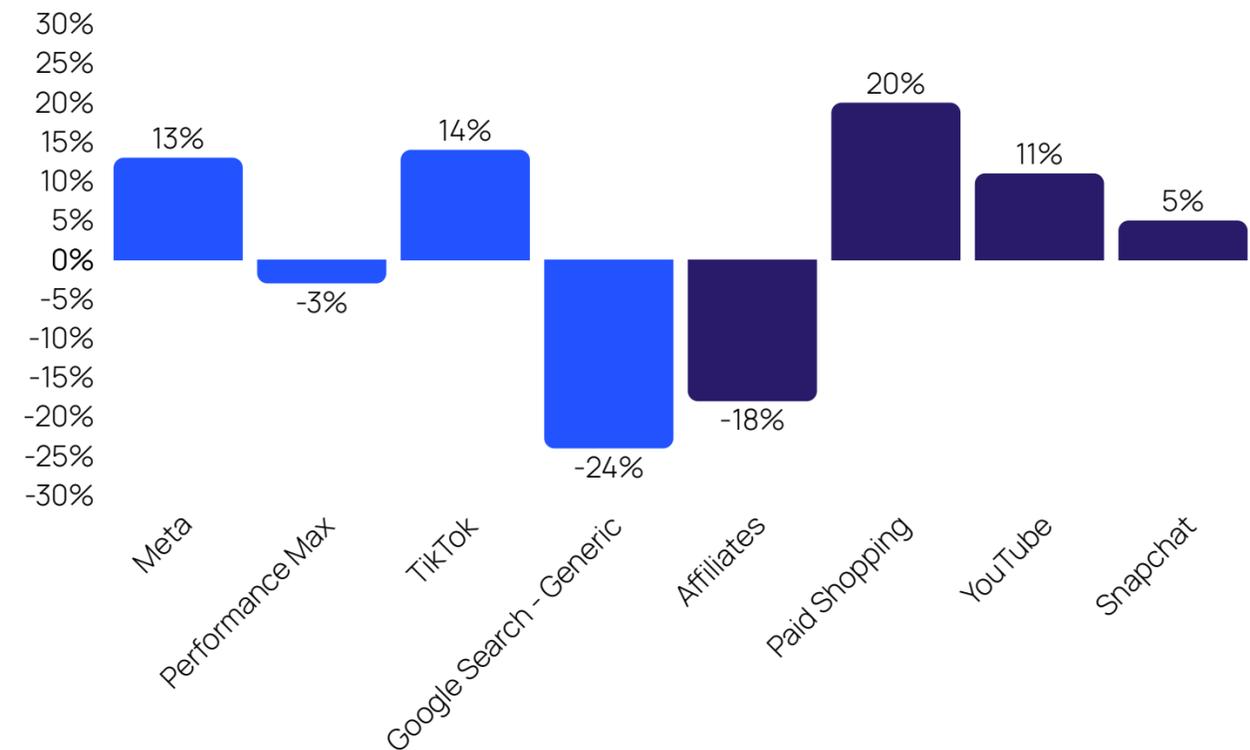
Brands increasingly value the flexibility and control Paid Shopping offers for optimizing bids and product segmentation during competitive peak periods. This shift is likely to have been bolstered by Google's announcement that PMAX campaigns will no longer be prioritized over Shopping in ad auctions.

## YoY rise in Paid Social & YouTube spend

- As the highest spend channel, Meta captured a **13% YoY rise in share of wallet**. TikTok also continued its consistent growth, with **14% increased share of wallet YoY**.
- Snapchat and YouTube also showed strong **growth YoY**, demonstrating brands allocating more budget to full-funnel channels.

**% Change share of wallet YoY (BFCM 2024 vs 2023)\***

● Major Channels (>5% of spend) ● Growth Channels (<5% of spend)



Channels ordered by share of wallet (highest to lowest)

\*Demand Gen not pictured, due to its nascent stage at the time.



# Brands spending full-funnel perform better

Brands investing in the full funnel attain up to 218% better MER

Fospha's data reveals that brands should allocate at least 5% of their budget to Awareness & Consideration to maximize performance. Brands exceeding this threshold consistently achieve significantly higher ROAS.

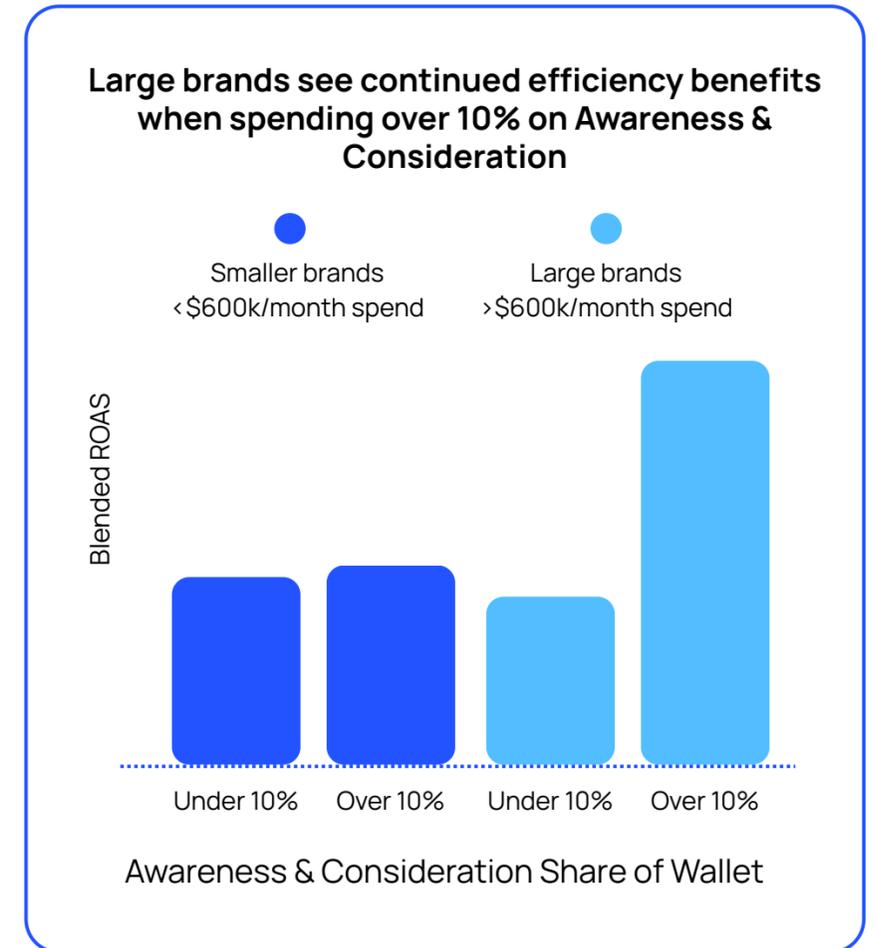
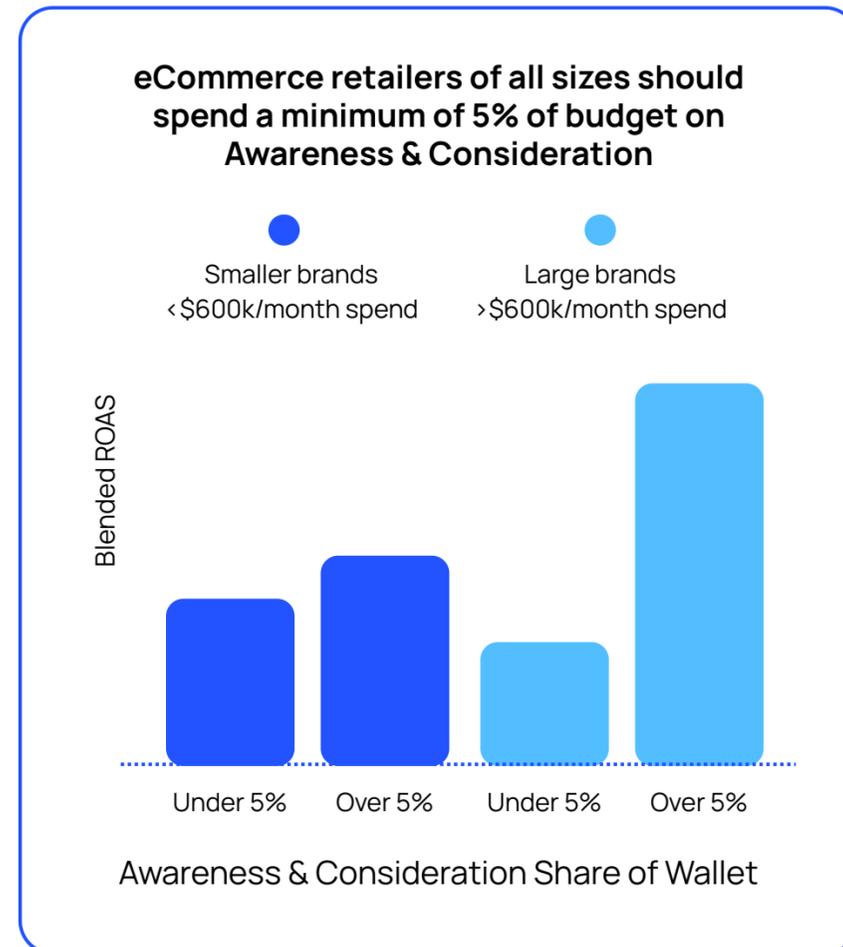
- Small brands (spending below \$600k per month) see a **22% boost in ROAS** when spending more than 5% on Awareness & Consideration.
- Large brands (spending \$600k or more per month) experience even greater benefits, with **218% higher ROAS** when surpassing this 5% threshold.

For large brands, the advantages continue at higher investment levels. Those dedicating **over 10% of their total digital budget** to these campaigns report **110% higher ROAS** than those spending under this threshold.

Investing in Brand early is what allows you to capture even more demand during high-intent peak days.

5%

minimum should be spent in Awareness and Consideration



10%+

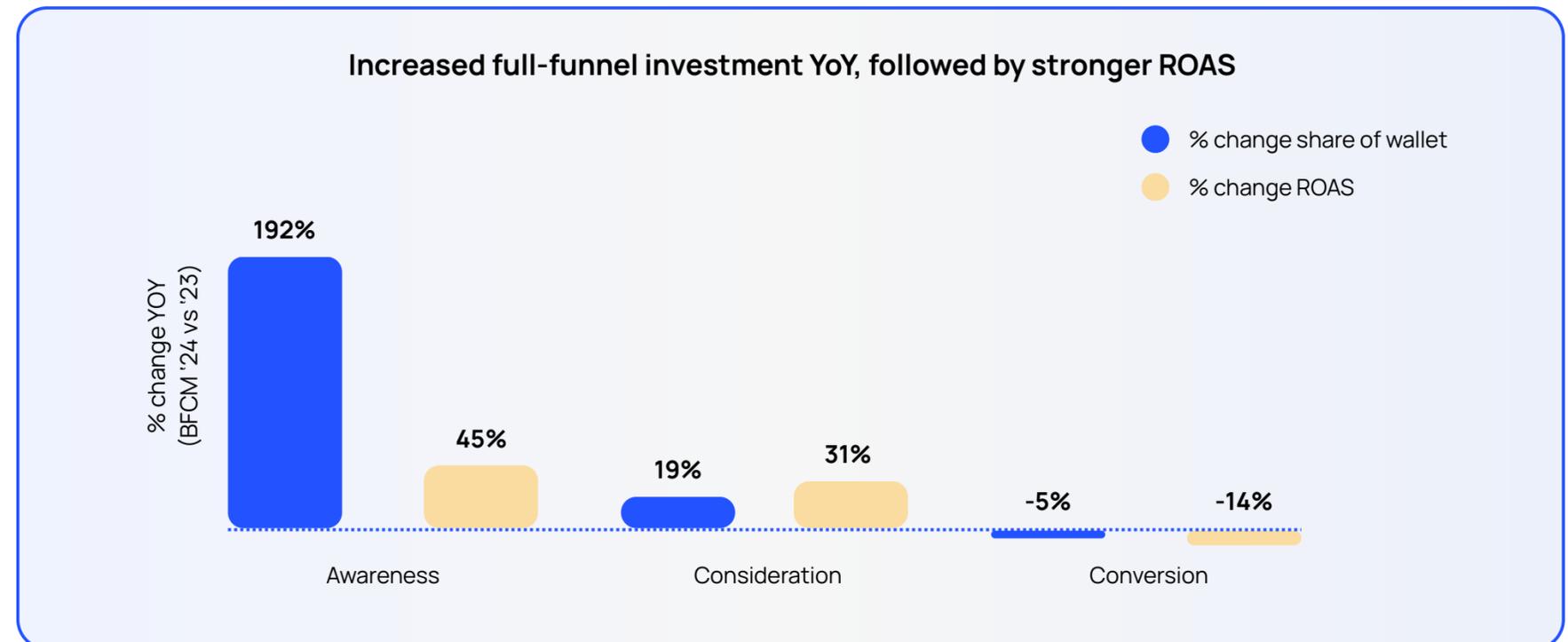
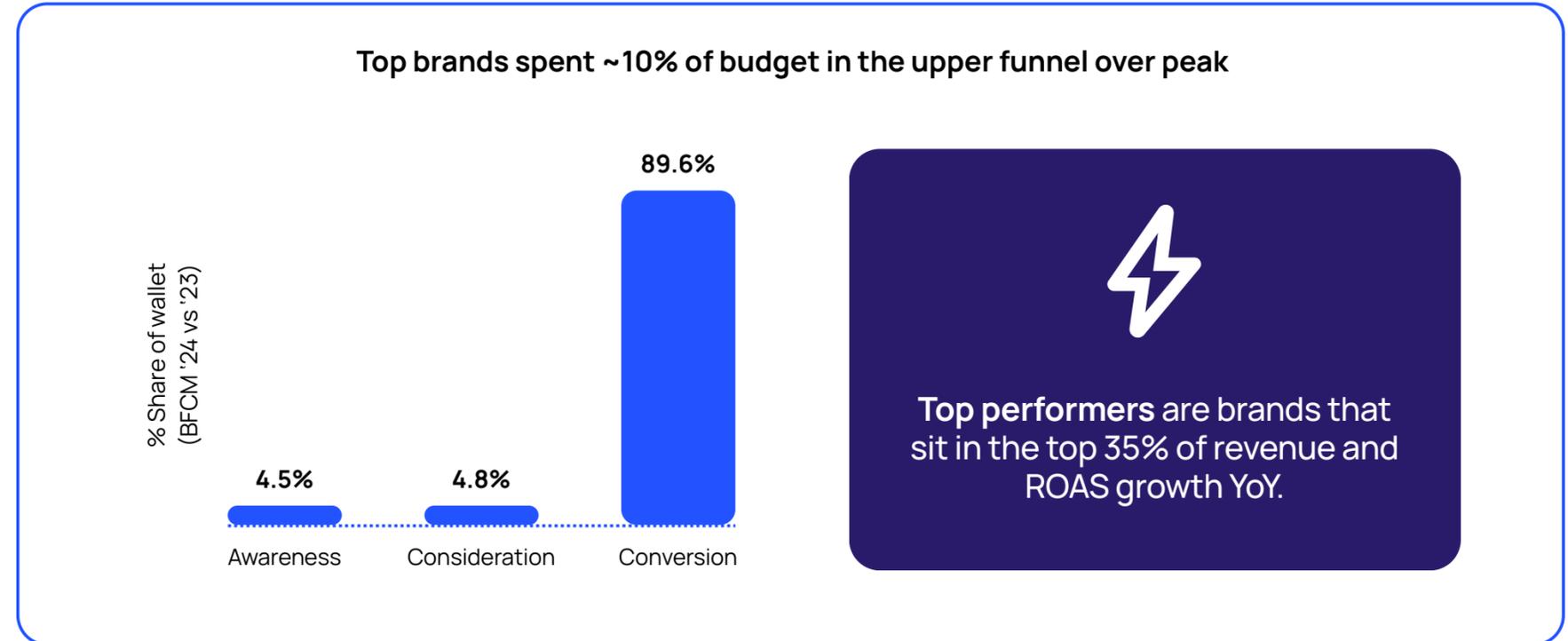
is optimal for larger brands spending 600k+



# Top-performing brands spent 10% in the upper funnel during peak

## YoY rise in Paid Social & YouTube spend

- The top-performing brands **spent 90%** of their budget on Conversion campaigns during the peak period, aiming to capture the demand they generated through investment in Awareness and Consideration campaigns.
- While Awareness represents a small share of wallet (**just 4.5%**), top-performing brands increased spend in Awareness campaigns by **192% YoY** during peak.
- Awareness and Consideration also delivered strong ROAS during peak 2024 both up **45%** and **31% YoY** respectively, while ROAS for Conversion campaigns was down slightly (**14%**), reflecting high competition.
- It's clear that while Conversion campaigns rightfully receive the majority of spend during peak, there is an opportunity for brands to benefit from lower acquisition costs and increased efficiency in Awareness and Consideration.



**Meta: strategies before,  
during and after peak**



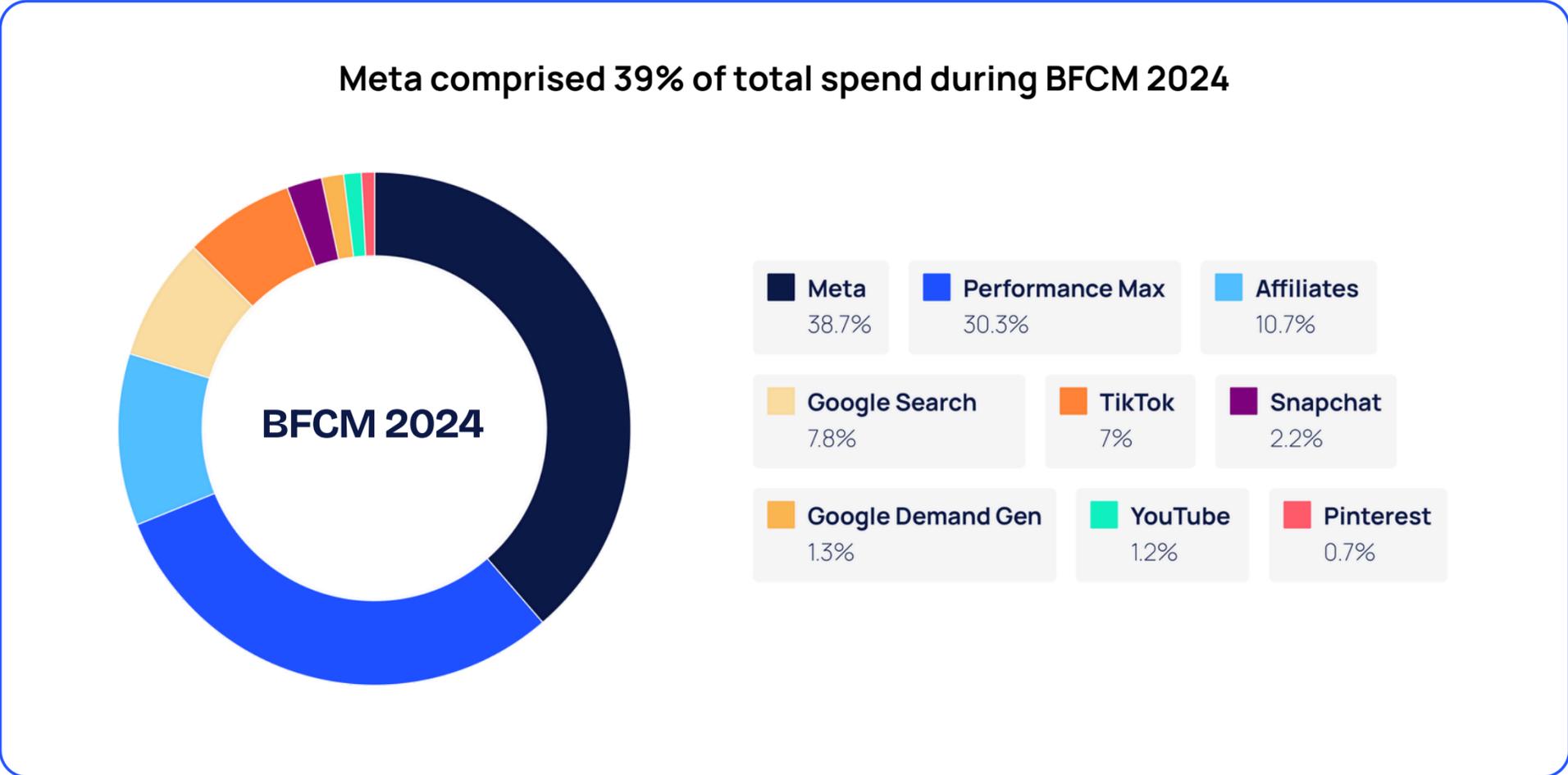
# Meta: the opportunity

Meta is the largest spend channel for advertisers during BAU, and brands lean in even more during peak. With its extensive suite of advertising options and formats across Facebook and Instagram, brands are spoiled for choice with ways to generate, capture and convert demand.

Meta thrives during peak periods too. With high shopper intent and purchase conversion, Meta presents a unique opportunity to influence the full funnel. The platform's AI-powered tools, creative formats like Reels, and first-party data capabilities make it an essential component of any brand's festive media mix.

Last Click captures just **18% of Meta's value**, which is fully revealed through Fospha measurement. Because of its scale - especially during peak - Meta presents huge opportunities for revenue and profitable growth.

Overview



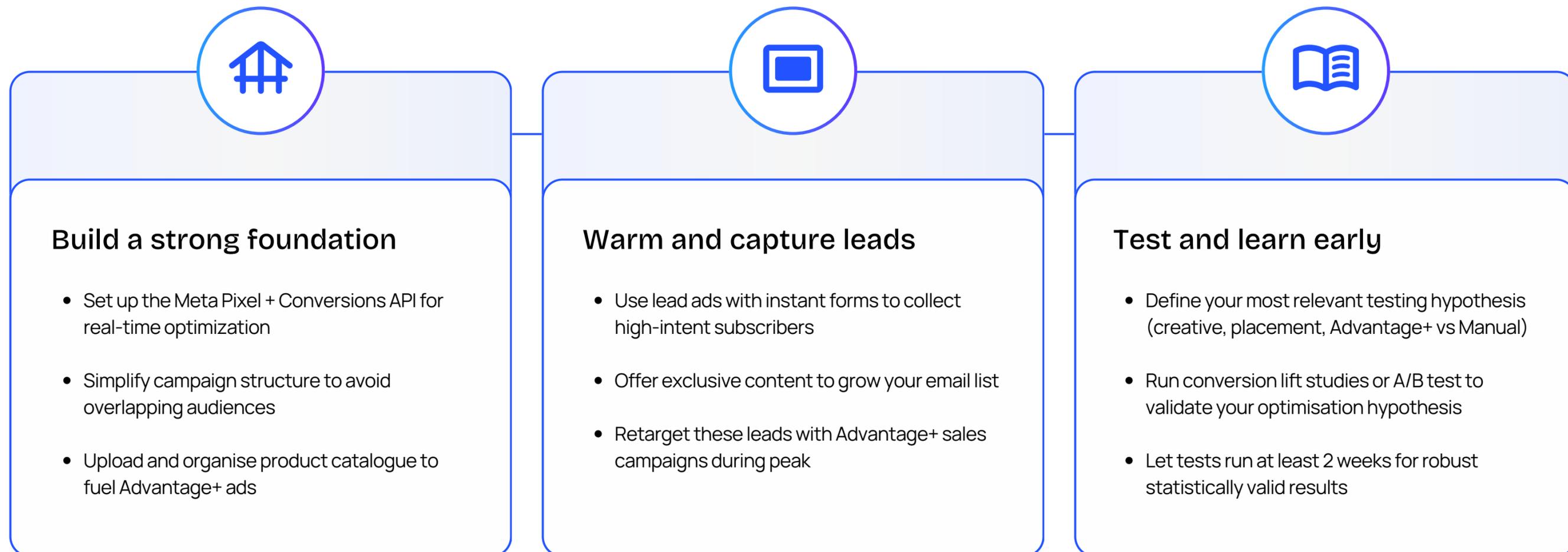
\*Meta, 2025



# Meta pre-peak: build foundations and test creative

Before peak

To win the festive period, preparation starts early. For BFCM, start in Q3. Use the pre-peak window to test, optimize and build a high-performing setup that can scale effectively during peak weeks.





# Meta peak: lean into Advantage+, high-impact formats & varied creatives

During peak

Peak weeks are high-pressure and high-potential. Brands that scale smartly and show up with the right creative will cut through the noise and convert at lower cost.

## 1. Activate Advantage+ across the stack

According to Meta, Advantage+ Sales Campaigns saw a **15-point higher conversion rate** vs BAU during Cyber 5 2024. Use the full suite: Advantage+ Audience, Creative, Budget, Placements and Catalogue Ads to let Meta's AI automatically optimize in real time.

## 2. Win with Reels creative

Meta states that reels with vertical 9:16 video and sound **delivered significantly better results** during Cyber 5. Hook viewers early, use music and captions, and showcase people to make your ads relatable.

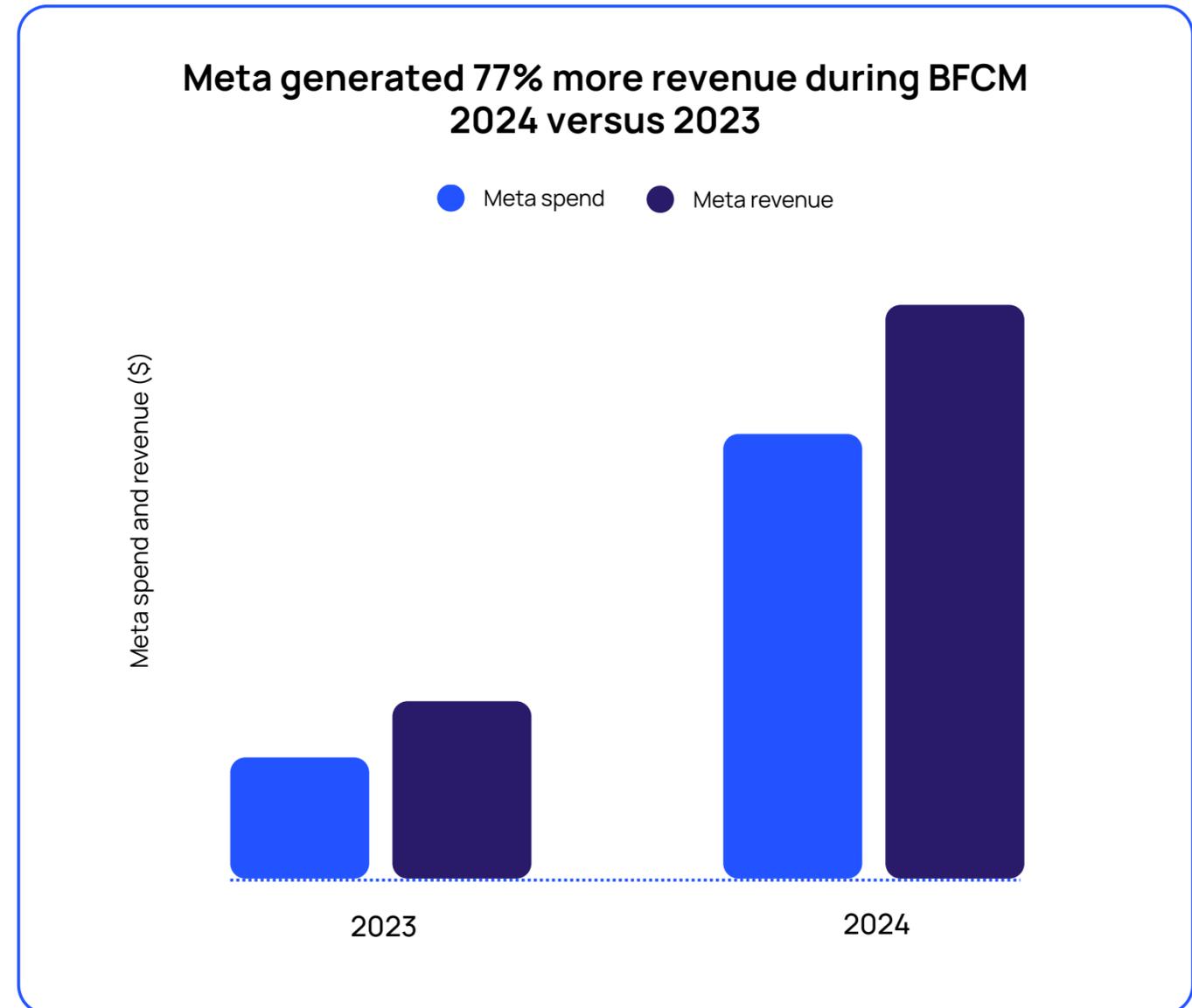
\*the 5 days between Thanksgiving and Cyber Monday.

## 3. Diversify creative and cue creators

Lower-funnel performance improves with varied assets. Use **5+ creative variations** per ad set, and collaborate with creators who bring peer validation and promo-driven content. Creator content drives authenticity and is proven to influence festive purchase decisions.

## 4. Stay agile with reminder and promo ads

Deploy Reminder Ads for delivery cut-offs, flash sales and gift list deadlines. These reportedly lift awareness and ad recall when **30%+ of budget** is allocated to reminders. Make the most of big promo events by surfacing urgency and exclusive deals.





# Meta post-peak: push new offers, keep Advantage+ live

After peak

## Retarget high-intent audiences

Use your peak data - leads, site visitors, and engagers - to retarget with personalized messaging.

## Shift creative toward gift redemption and new year

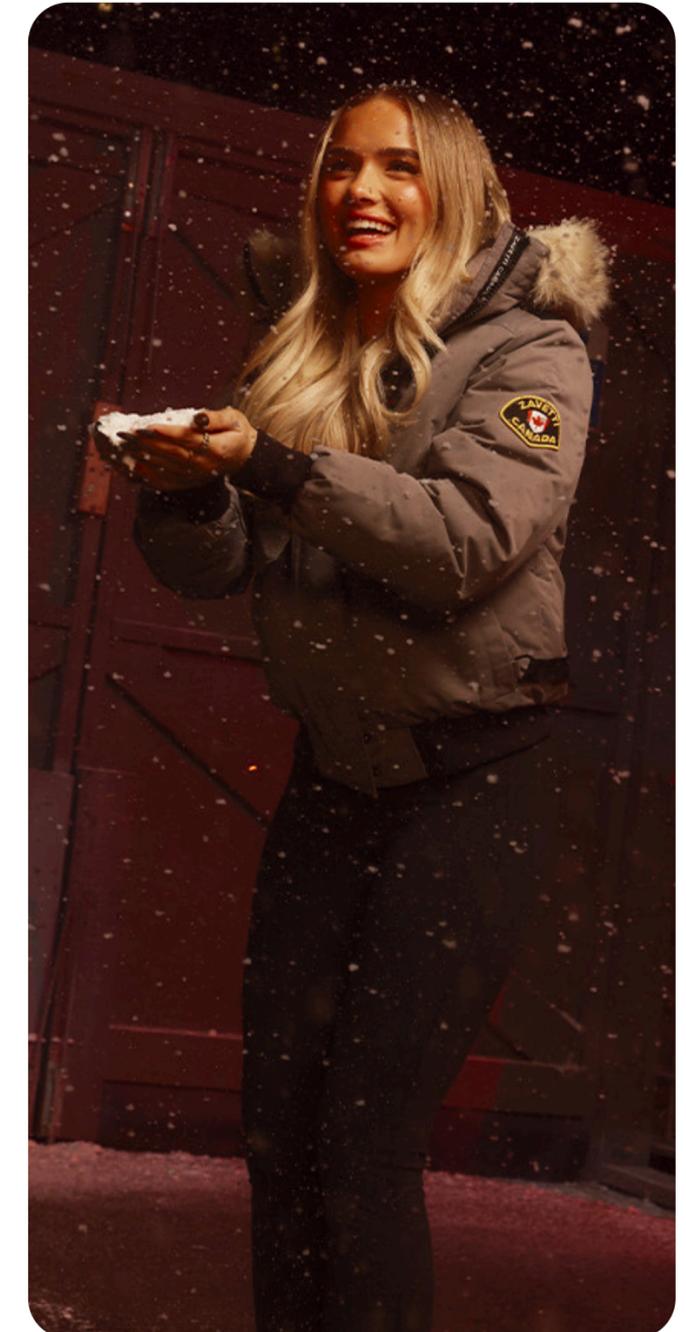
Switch messaging to post-peak moments like gift card usage and new routines. Tailor catalogue ads and creatives accordingly using Advantage+ tools to stay relevant.

## Analyze and apply learnings

Review your Advantage+ campaign and conversion lift or A/B tests performance to extract insights for Q1. Reuse top-performing creatives in evergreen campaigns, and archive failed variants to streamline future production.

## Keep running Advantage+

Advantage+ campaigns don't just scale peak - they continue delivering post-peak. Use automation to optimize spend and maximize ROAS even as intent slows.



**Performance Max & Paid  
Search: strategies before,  
during and after peak**



# Performance Max & Search: the opportunity

Overview

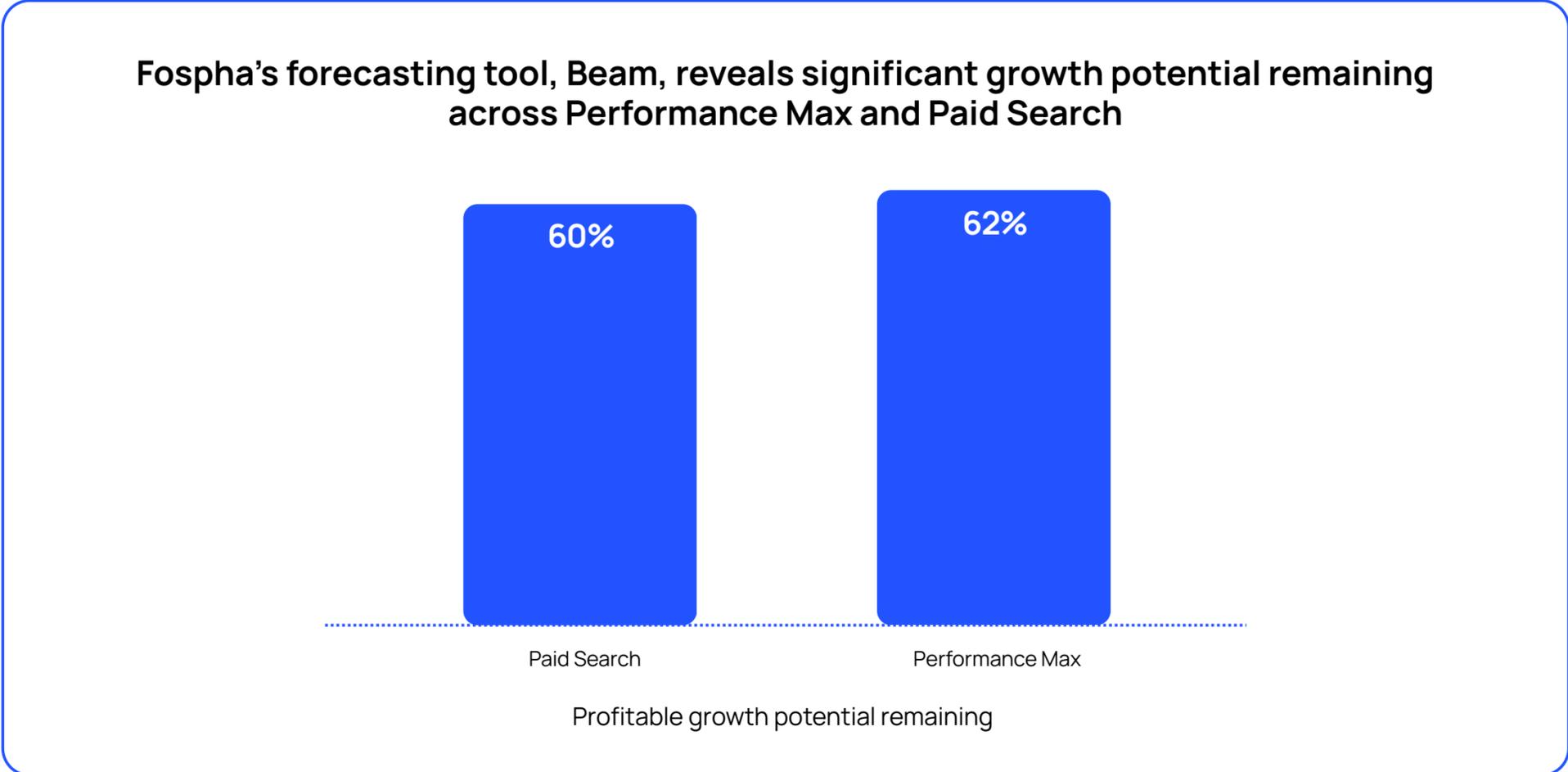
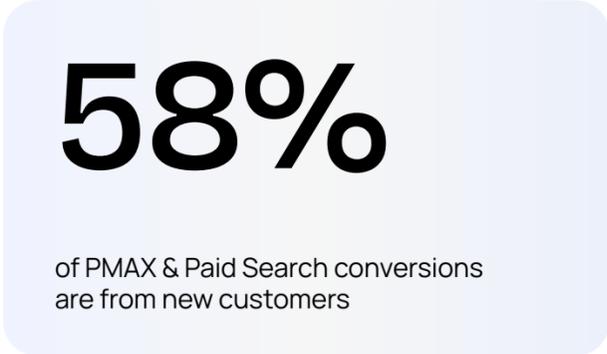
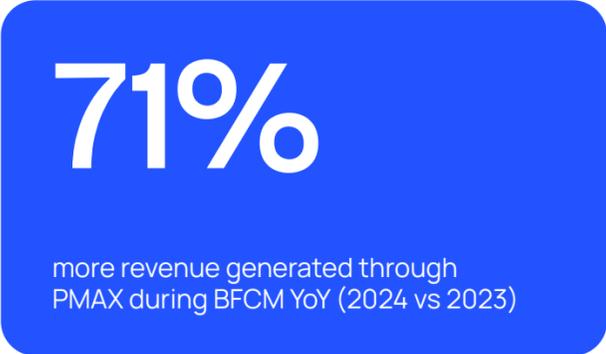
In 2024, PMAX and Search together constituted **almost 40% of brands' total channel mix**. These channels are instrumental for capturing demand during the highest intent moments of the year.

Search activity surges across peak, with consumers actively hunting for deals, products, and brands - making it the most critical moment to show up in relevant queries. Performance Max builds on this by reaching high-intent users across YouTube, Display, Gmail, and more, using Google AI to drive performance at scale.

Performance Max can be used both for online sales and store goals. Store goals campaigns become even more important closer to peak, after online delivery times are cut off.

Together, they form the foundation of a high-performing demand capture strategy, enabling brands to convert shoppers in the moments that matter most.

\*Google





# Performance Max: create assets early and avoid edits at peak

Before, during and after peak



## Before peak

### Prep for scale

Upload complete asset groups early, including high-quality images, video and feed coverage.

Allow 1-2 conversion cycles of runway for Google's AI to learn and optimize. Avoid frequent target changes to campaign data that hasn't fully finished reporting.

Use Performance Planner to align budgets to forecasted demand.

Enable final URL expansion and add Search Themes to capture seasonal demand.



## During peak

### Capture intent and scale

Let the system work and avoid major edits to your assets.

Use seasonality adjustments for flash sales and short, infrequent events, where you expect a significant change in conversion rates over a narrow time window.

Lean on automated product feeds and promotion assets to highlight live offers across channels.



## After peak

### Re-engage and refine

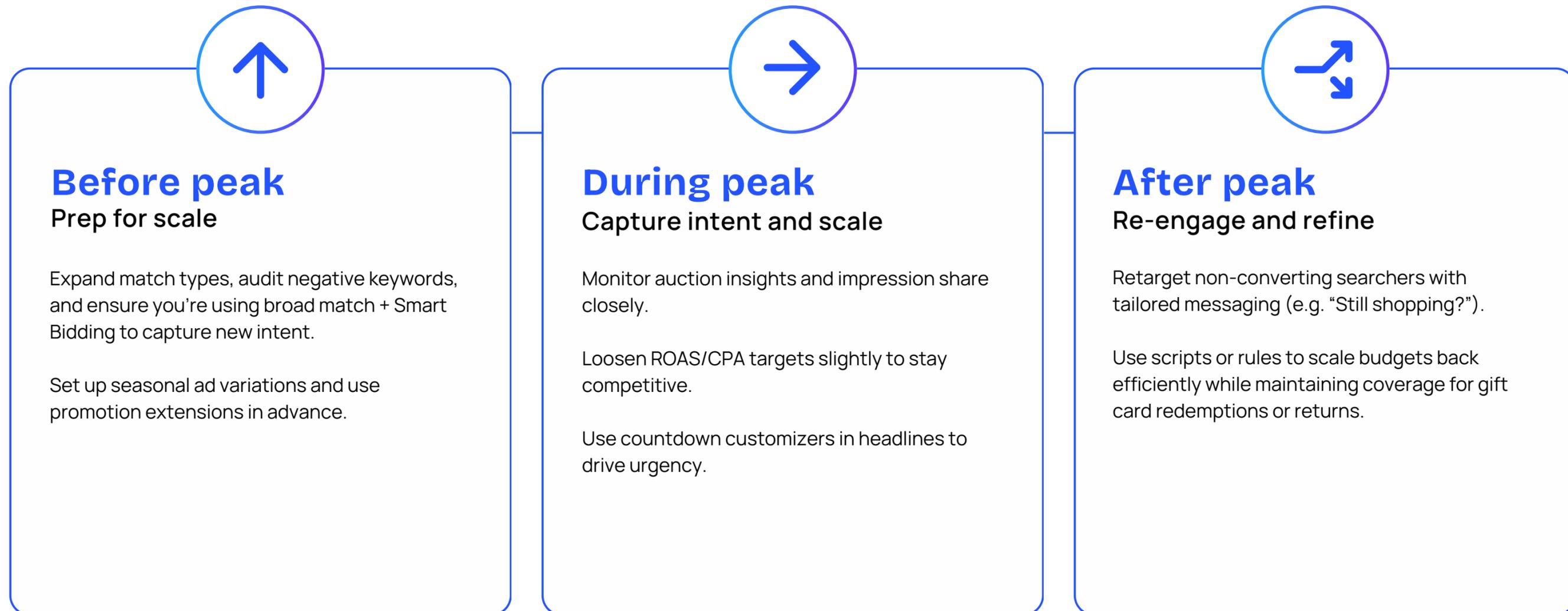
Shift messaging to post-holiday themes (e.g. loyalty offers, New Year promotions).

Add any new audience data gathered during peak via Audience signals to existing campaigns, and review asset-level insights to refine for Q1.



# Paid Search: prep keywords and bidding, loosen targets at peak

Before, during and after peak



**TikTok: strategies before,  
during and after peak**



# TikTok: The opportunity

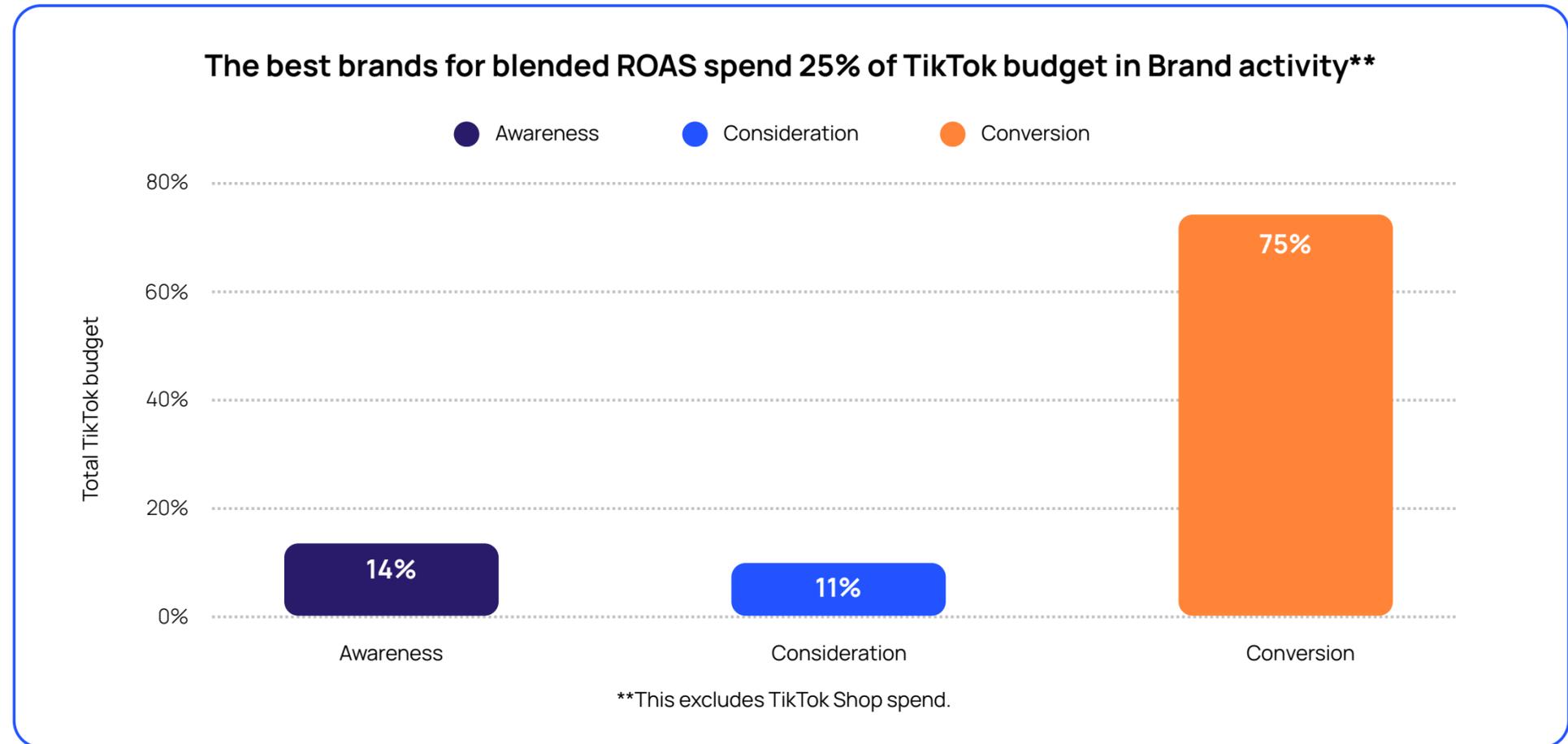
Overview

TikTok is no longer a challenger channel, it's a cornerstone of many brands' year-round strategy. Spend is up 28% overall, with TikTok Shop leading at +60% increased investment year-over-year (Fospha, 2025 vs 2024). The platform's share of total media spend has also now grown from 7% to 8% YoY, as of 2025.

As brands invest more, they're going increasingly full-funnel. Fospha data shows the best-performing advertisers allocate 25% of their TikTok budget to Brand activity (Awareness & Consideration). This balanced approach helps drive new interest while capturing existing demand.

And it's working: Fospha's new customer modelling shows that 50% of TikTok conversions now come from new customers, proving the platform's power to generate fresh demand, not just close existing intent. That makes TikTok especially valuable during peak periods, when capturing new, high-intent audiences at scale is key to outgrowing the competition.

\*TikTok, 2023



**50%**  
of users turn to TikTok for holiday content\*

**61%**  
of users have purchased a product after seeing it on TikTok\*

**50%**  
of TikTok conversions are from new customers

**63%**  
Growth potential remaining in TikTok, revealed by Fospha's forecasting tool



# TikTok pre-peak: start early, let the algorithm learn

Before peak

TikTok's [2024 Holiday Playbook](#) provides a framework for structuring your pre-peak efforts, with pre-holiday constituting the foundational 'test and learn stage'. While these best practices are built for BFCM, these key principles apply to any peak period - from seasonal sales, to Mother's Day to Prime Day.

## The setup phase powers peak

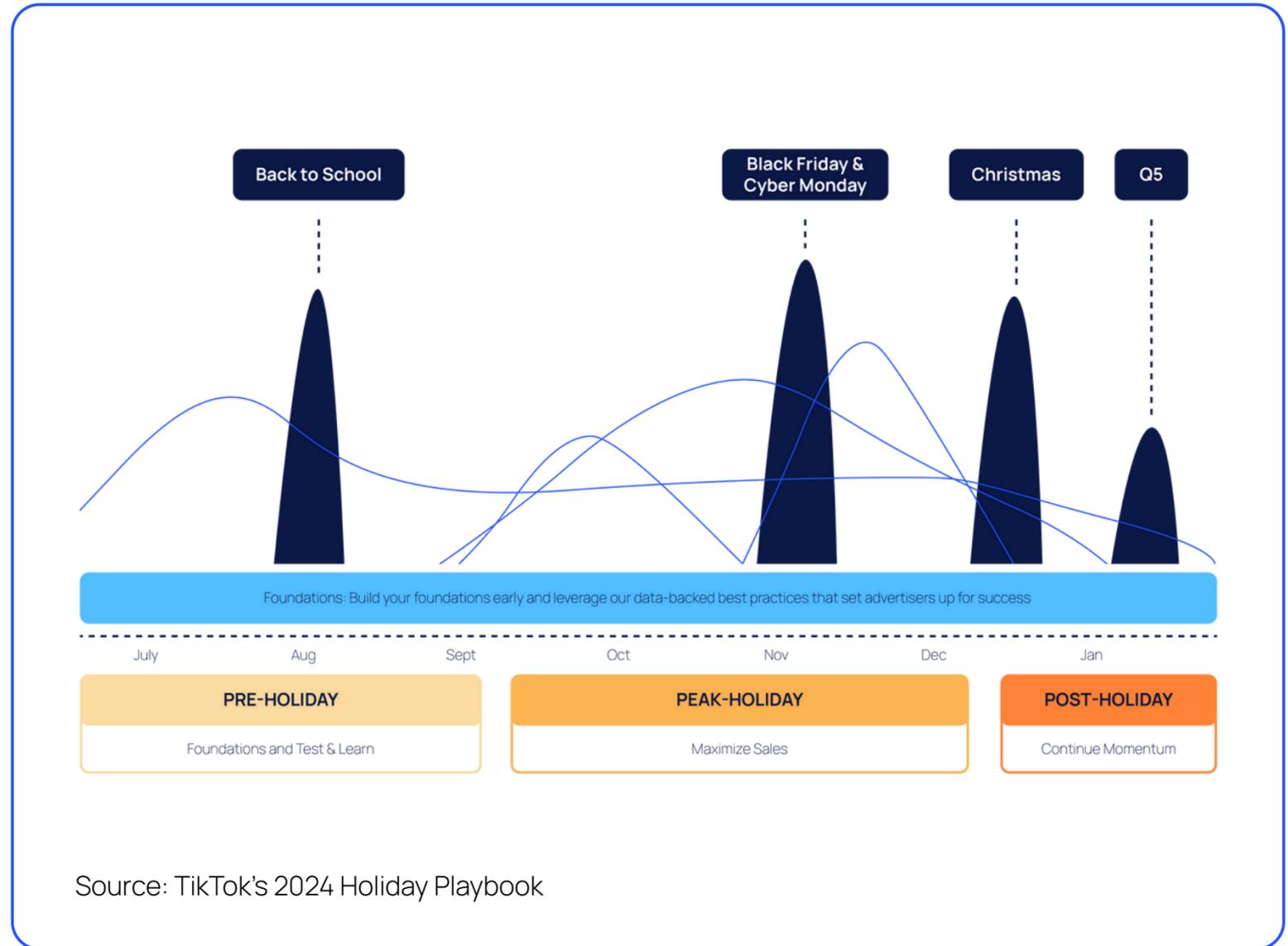
Winning campaigns are built 2-3 months before peak. July to September is the window for laying strong foundations that drive results when it matters most.

## Nail the fundamentals early

Get your account setup in place: create your TikTok Ads Manager account, implement the TikTok Pixel, and launch Website Conversion campaigns with broad targeting and a daily budget of at least \$100 per ad group.

## Let the algorithm learn

Run your campaigns for at least 7 days using 3-5 creative variations. This gives TikTok's delivery system the data it needs to optimize, while you build high-intent Custom Audiences and test what creative resonates, so you're ready to scale with confidence when peak hits.



Source: TikTok's 2024 Holiday Playbook



# TikTok peak: leverage automation, scale what works

During peak

## 1. Smart+ and Symphony: Creative at scale, without the overhead

TikTok's AI-powered tools, Smart+ campaigns and Symphony, help brands move faster than ever, enabling high-speed launch, iteration, and scaling of performance content. Use Smart+ for hands-off, conversion-optimized delivery, and Symphony to generate videos from text, images, or product feeds.

## 2. TikTok Shop: Closed-loop commerce that converts

TikTok Shop is a native shopping experience where discovery and conversion happen in the same scroll. Since launching in September 2023, Fospha data shows it has soared: ROAS rose 145% and CAC dropped 91% YoY in Q4 2024. Tools like GMV Max leverage AI to fully optimize your marketing operations for TikTok Shop.

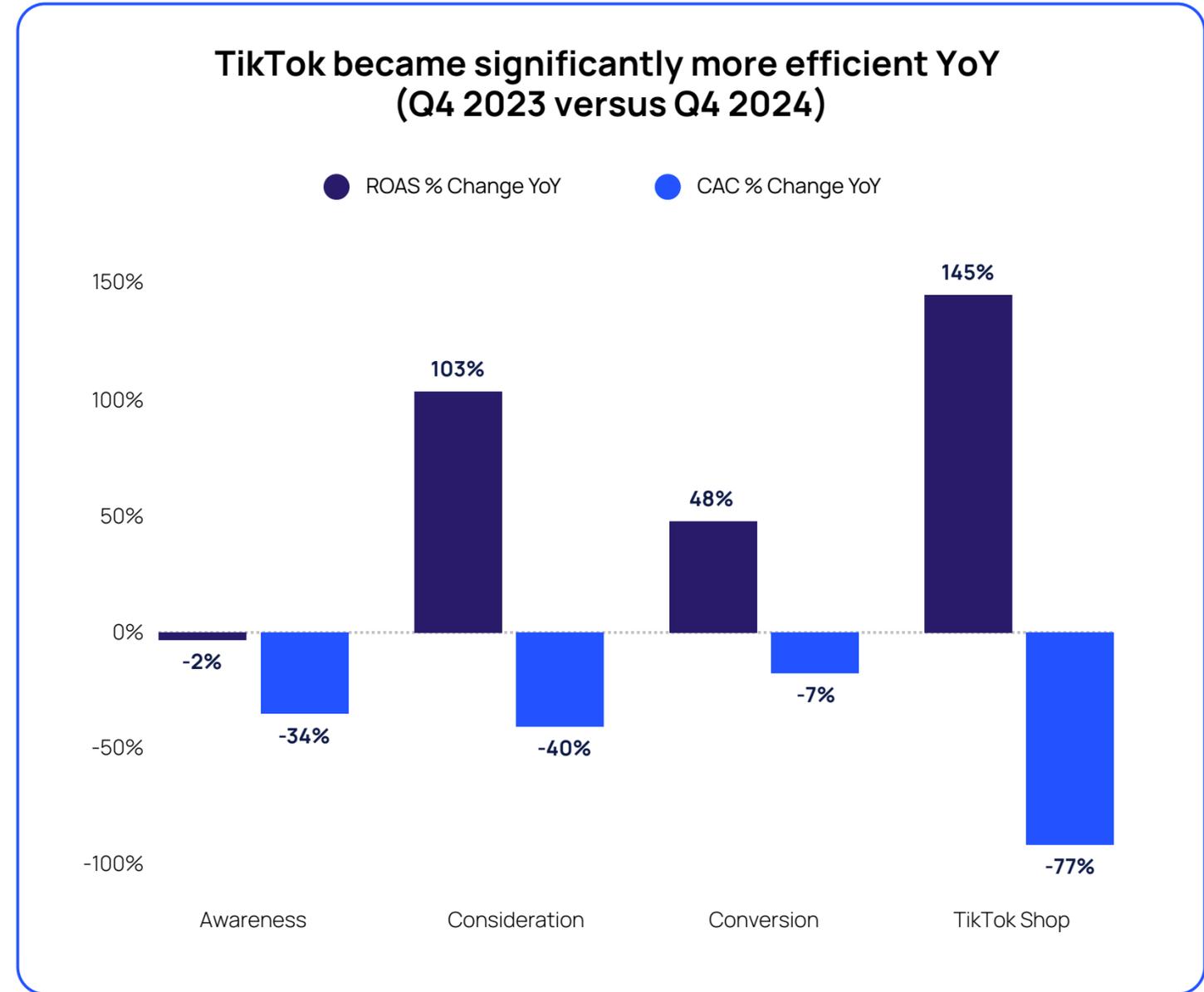
For the best results, brands should optimize PDPs with strong keywords, high-quality visuals, compelling copy, and competitive pricing. Sellers who followed these practices saw +8.2% conversion last year.

## 3. Retarget & exclude: Focus on efficiency

Use Custom Audiences to retarget cart abandoners and site visitors, while excluding past purchasers to focus on net new conversions. Pair this with Value-Based Lookalikes to reach high-LTV prospects. Smarter segmentation reduces CPAs and drives stronger ROAS.

## 4. Boost best creatives: Spark what's already working

Don't overthink it - Spark Ads let you promote top organic posts with paid spend, leveraging existing engagement. Test 3-5 variations and scale what performs.

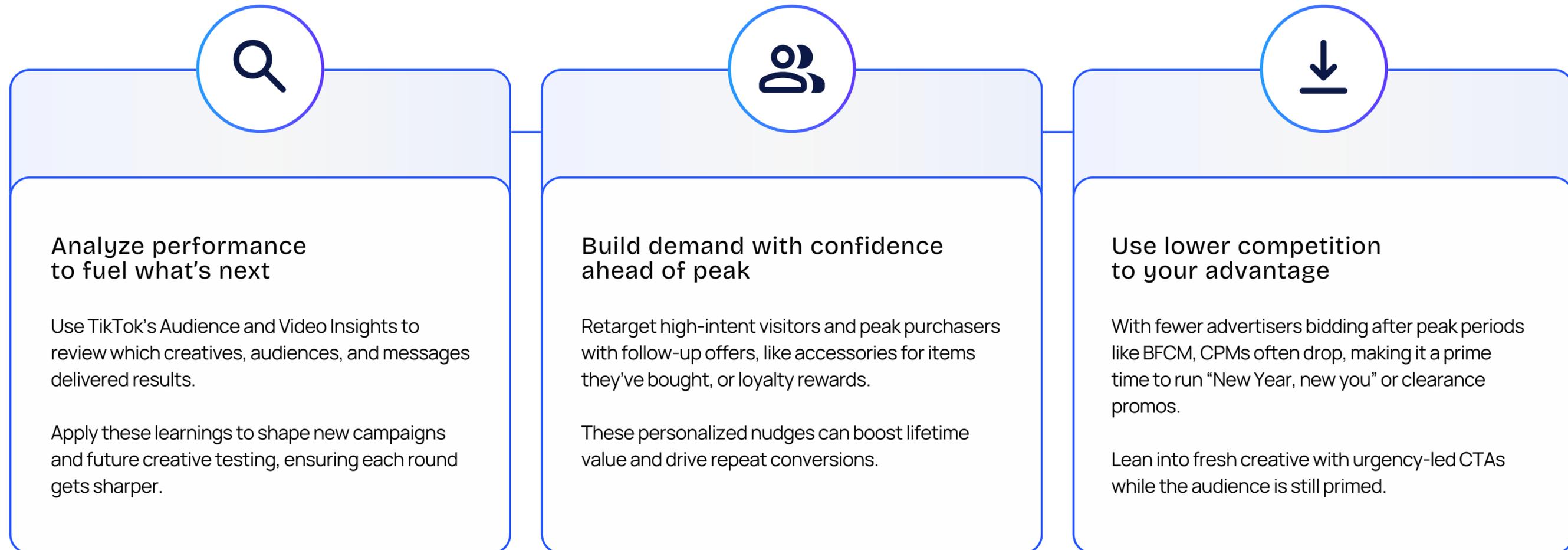




# TikTok post-peak: analyze, retarget, and capitalize on less competitive ads

After peak

Peak may be over, but **your momentum doesn't have to be**. The weeks after peak are a strategic window to capitalize on user engagement, lower ad competition, and convert new customers into loyal ones.



**YouTUBE & Demand Gen:  
strategies before, during  
and after peak**



# YouTube & Demand Gen: the opportunity

Overview

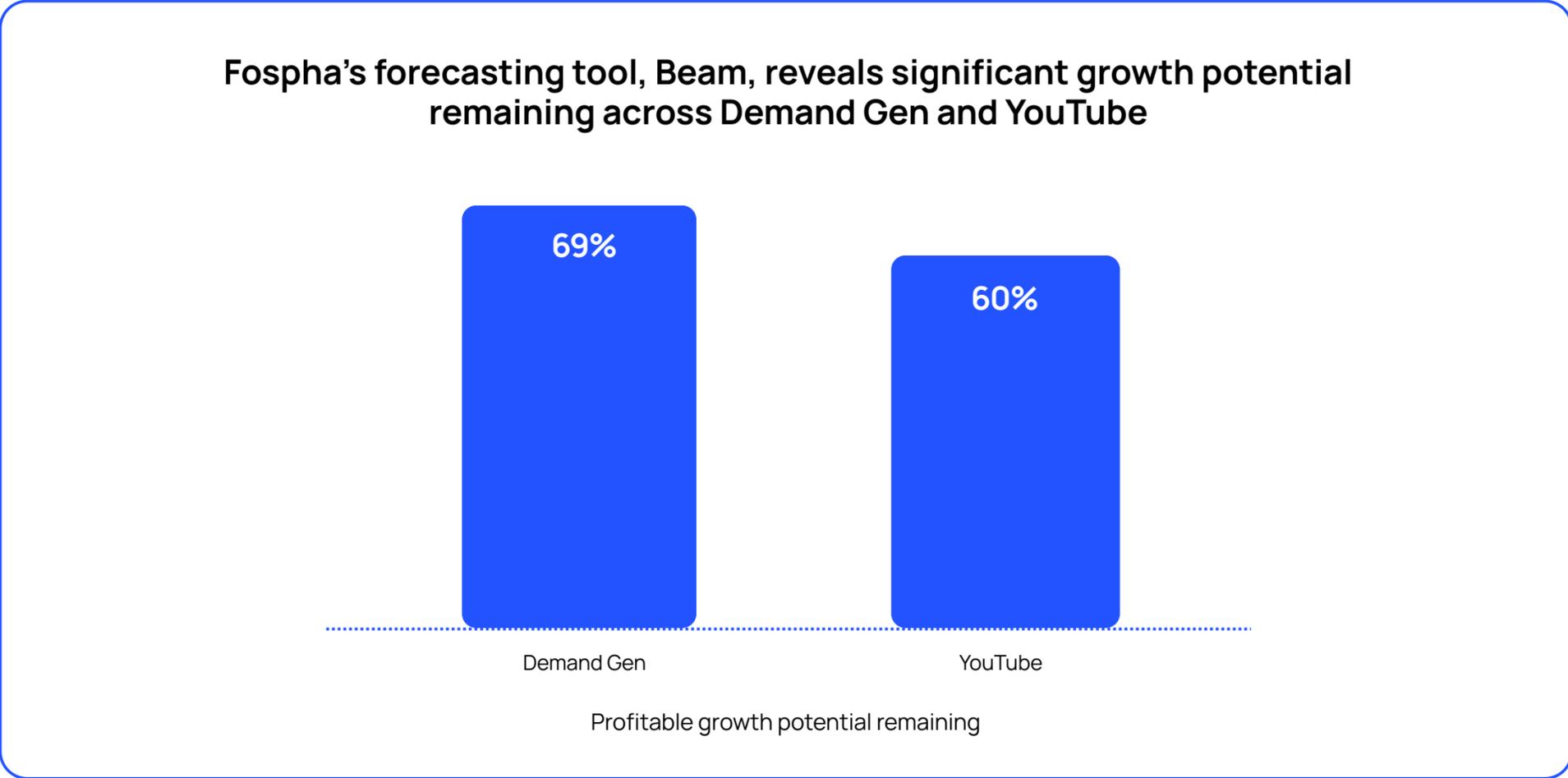
YouTube (Video View & Video Reach Campaigns) & Demand Gen are Google's upper-funnel and full-funnel tools, growing rapidly in both popularity and performance. Demand Gen combines Google's most immersive surfaces: YouTube as the hero inventory, with Gmail, Maps Discover and Google Video Partners also driving impact.

In 2025, Demand Gen ad spend more than doubled (+112%), while YouTube grew +49%, driven by its role in brand discovery and product research. Google's data suggests YouTube is now twice as likely to be used for product research as any other channel\*.

Fospha data shows that brands who grew their Demand Gen and/or YouTube spend in the last year saw +32% better YoY blended revenue growth than those that maintained or reduced spend. These channels are far from reaching diminishing returns, with an average of 65% growth potential remaining. Both channels play an instrumental role in driving engagement, particularly in the build-up to peak.

\*Google

\*\*compared to a group who maintained or reduced spend



**30%**

better YouTube ROAS YoY (BFCM 2024 versus 2023)

**25%**

better Demand Gen ROAS YoY (BFCM 2024 versus 2023)

**145%**

better blended revenue growth in 2025 for brands scaling Demand Gen and/or YouTube by >400% YoY\*\*



# YouTube: Run short ads and exciting promotions

Before, during and after peak



## Before peak

### Warm up demand

Over 50% of Gen Z use YouTube for holiday gift research. Run short, compelling brand or product ads (e.g. 15s bumpers or how-tos) to build familiarity.



## During peak

### Drive conversions

Add CTAs and promotions (e.g. “30% OFF today only”) directly into your videos.

Target high-intent audiences like Custom Intent segments (based on deal-related searches) or remarketing audiences from your pre-peak campaigns.

Consider YouTube Shorts or livestreams to demo products and add urgency.



## After peak

### Retarget & retain

Keep video campaigns live through January. Retarget non-converters with New Year offers or reviews. Tap into gift card and self-gifting behavior.



# Demand Gen: Prioritize visuals and utilize Google's AI

Before, during and after peak



## Before peak

### Warm up demand

Launch visual campaigns across YouTube, Discover, Maps & Gmail. Feed in creative variety and first-party signals so Google's AI can learn and scale throughout every stage of peak.



## During peak

### Drive conversions

Scale your Demand Gen campaigns, leaning into lifestyle visuals and native-looking formats.

Use your Merchant Center feed to surface swipeable product ads with real-time price and stock info. If you have stores, enable local inventory ads to show availability nearby.

Use Optimized targeting to capture a maximum of conversions you may otherwise miss out on.

Turn on Creative enhancements to ensure an adequate coverage of assets.



## After peak

### Retarget & retain

Refresh creative with evergreen or loyalty-focused messaging. Use post-peak insights and retargeting to turn peak browsers into new-year buyers.

**Snapchat: strategies  
before, during and  
after peak**



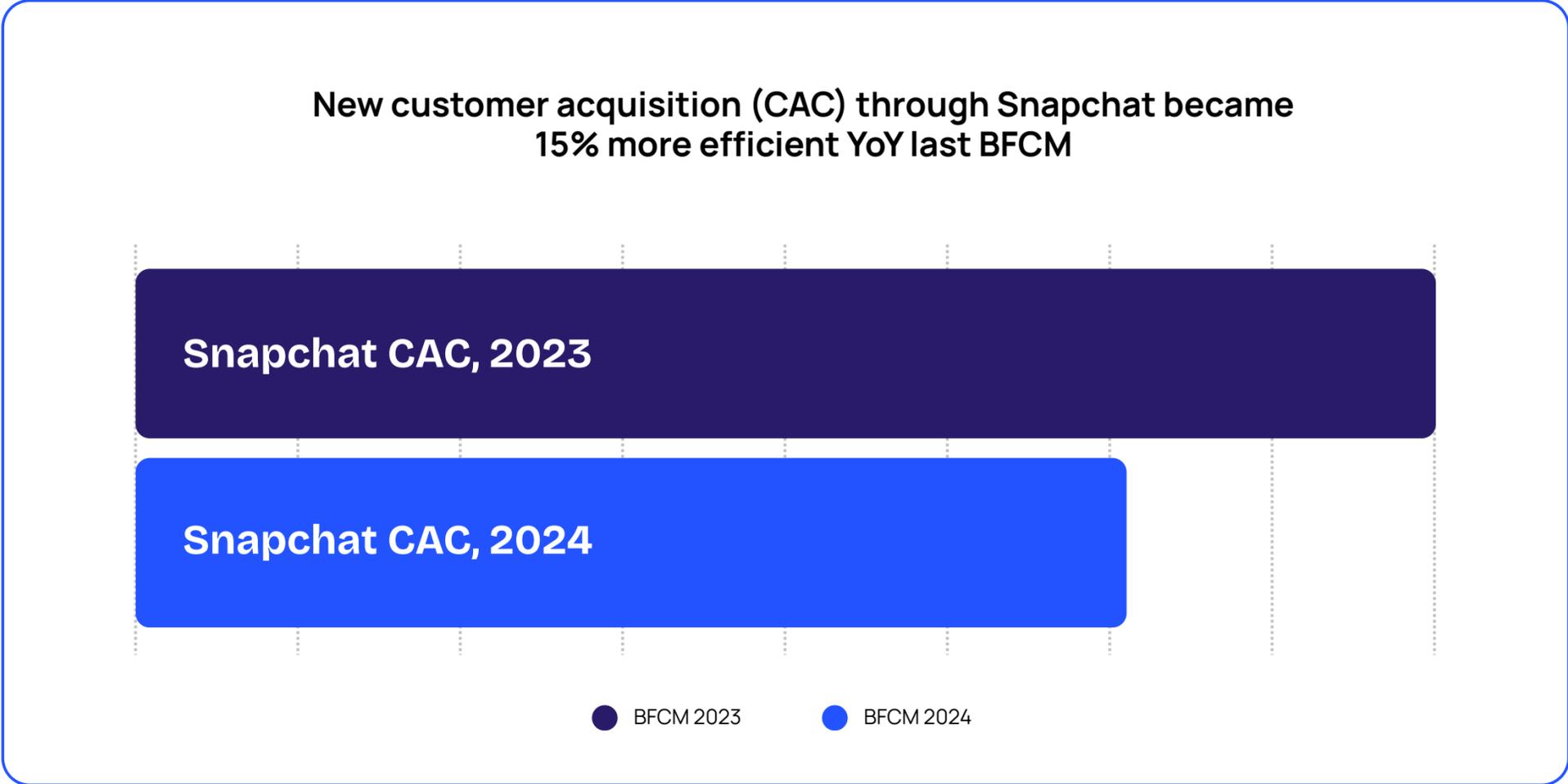
# Snapchat: The opportunity

Overview

Snapchat is no longer just a brand awareness tool - it's a scalable, underutilized performance channel that delivers strong ROAS and measurable business outcomes.

With a fully developed suite of performance products, Snap is increasingly seen as a core driver of conversions, especially among Gen Z and other incremental audiences that brands may struggle to reach elsewhere. Its cross-channel impact - and halo effects on Amazon - is also becoming more visible through advanced measurement.

During peak periods like Black Friday and Cyber Monday, Snapchat's unique combination of visual storytelling and performance targeting makes it a powerful platform to drive both upper- and lower-funnel results.



**44%**  
improvement in ROAS for Snapchat Brand campaigns YoY (BFCM 2024 vs 2023)

**5%**  
increase in Snapchat share of wallet YoY during BFCM

**71%**  
of users expect brands to inspire them with product ideas during holiday periods\*

**71%**  
of users say they are more likely to purchase a product after watching a story from friends and family.\*

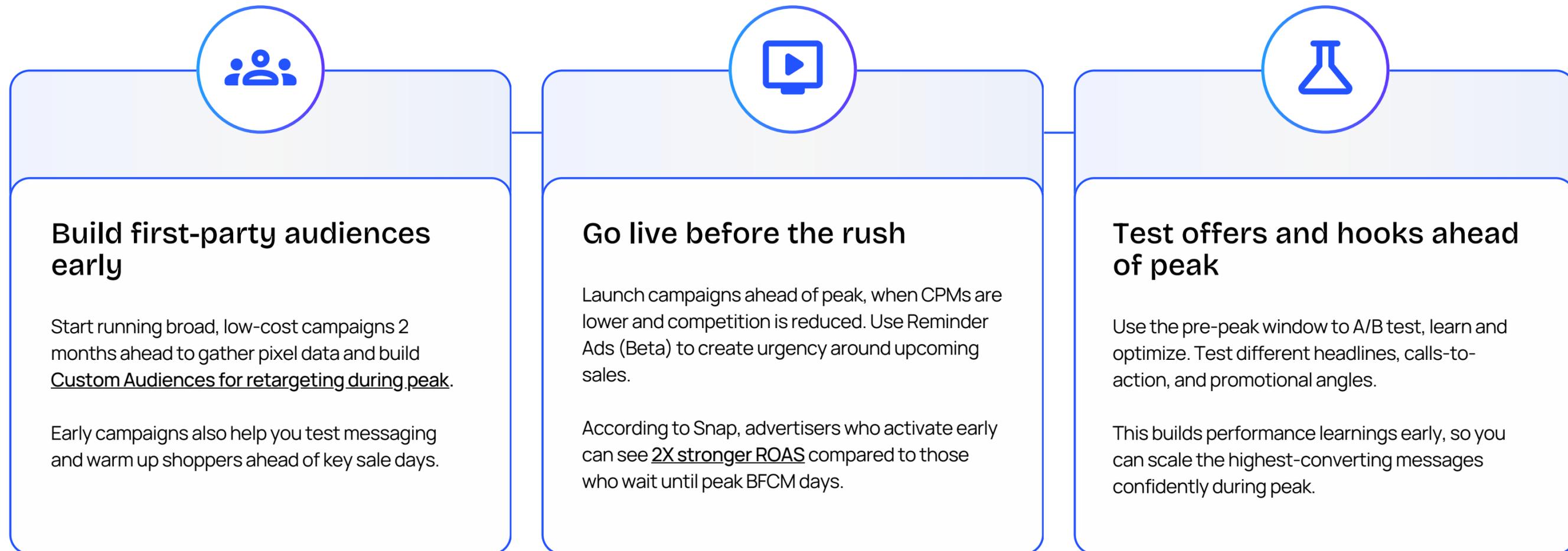
\*Snap, 2024



# Snapchat pre-peak: early activation builds audiences and can improve ROAS

Before peak

Snap's advice is generally 'start early, stay late'. Take advantage of low CPMs in the run-up to peak, warm up your audience to your deals, and build up first-party data (pixel audiences) for retargeting.\*



\*Snap, 2024



# Snapchat peak: combine brand & performance with test-driven execution

During peak

As a growth channel\*, Snapchat has more stable costs during peak, making it an attractive option for maximizing reach efficiently. In 2024, Snapchat reported the lowest cross-channel CPMs, as well as the smallest CPM percentage increase throughout peak, at **+57%**. Other platforms reached up to **+95%** from the start to the peak of Black Friday.

Peak season is when Snapchat's full-funnel capabilities shine, if you know how best to use the platform's tools.

## Combine brand + performance for full-funnel efficiency

Use formats like Story Ads to build engagement, while running Dynamic Product Ads (DPAs) to convert high-intent shoppers. According to Snap, full-funnel campaigns drive **+46% higher ROAS** and **+31% greater reach** vs single-objective campaigns.

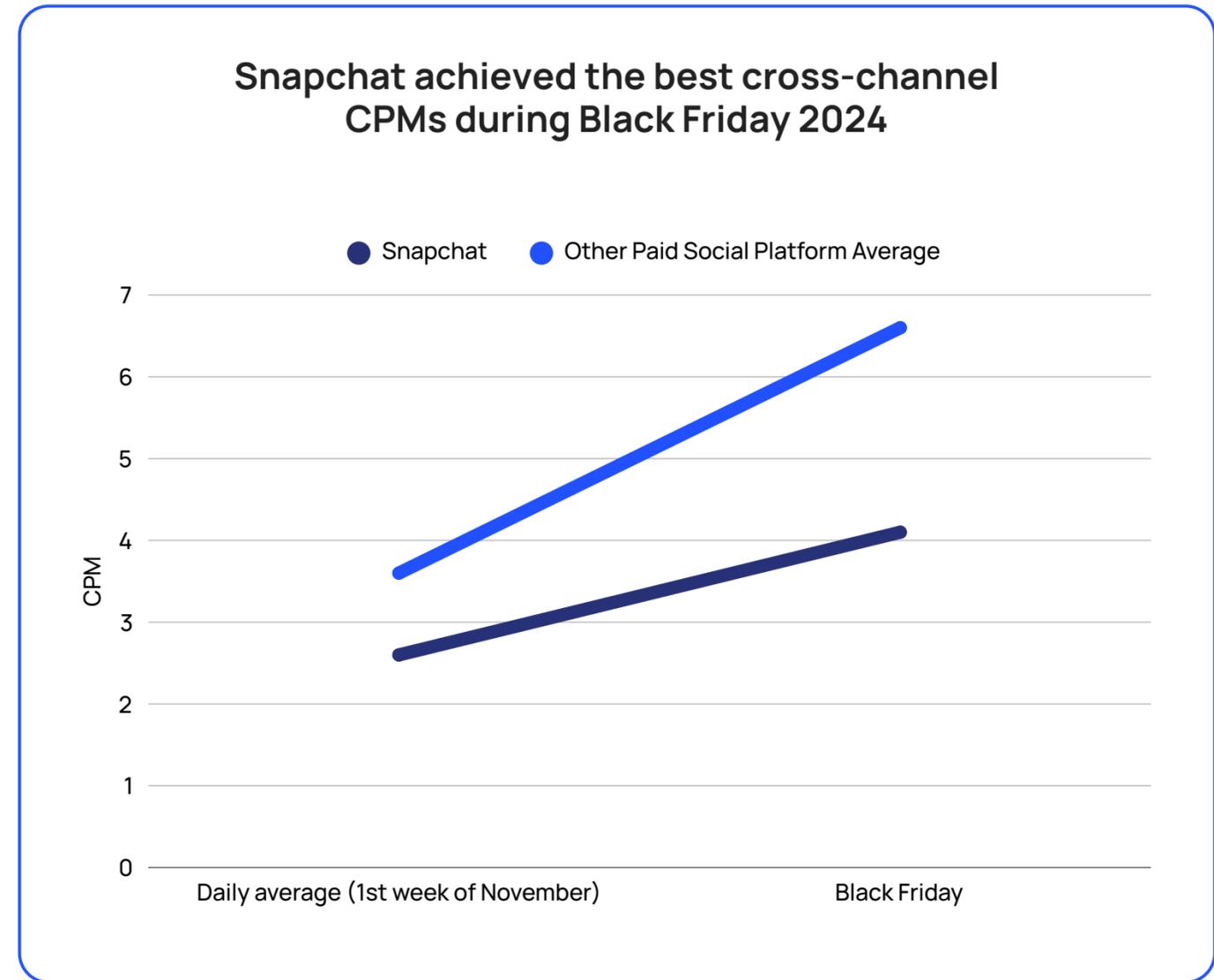
## Scale relevance with Dynamic Ads

Dynamic Ads, Snapchat's **most efficient peak format**, automatically pull from your product catalog to serve hyper-relevant creative tailored to each user. These catalog-driven formats streamline execution while maximizing personalization, making them ideal for product-rich verticals during periods of high intent.

## Test, learn, and optimize fast

Use **Campaign Lab** to run structured A/B tests at speed. Combine with the Snap Pixel to unlock advanced bidding and retargeting workflows, ensuring you're reaching the right users at the right time.

\*less than 5% of of the average brand's wallet





# Snapchat post-peak: leverage lower competition and high intent

The period immediately following peak offers a chance to capitalize on high engagement and intent while competition drops off.

## Launch post-BFCM offers while competition thins

Use the post-peak window to promote extended sales, limited-time offers, or early access to holiday gift deals. Reframe urgency with messaging like “missed BFCM?” or “last chance to save,” and tap into users still in shopping mode.

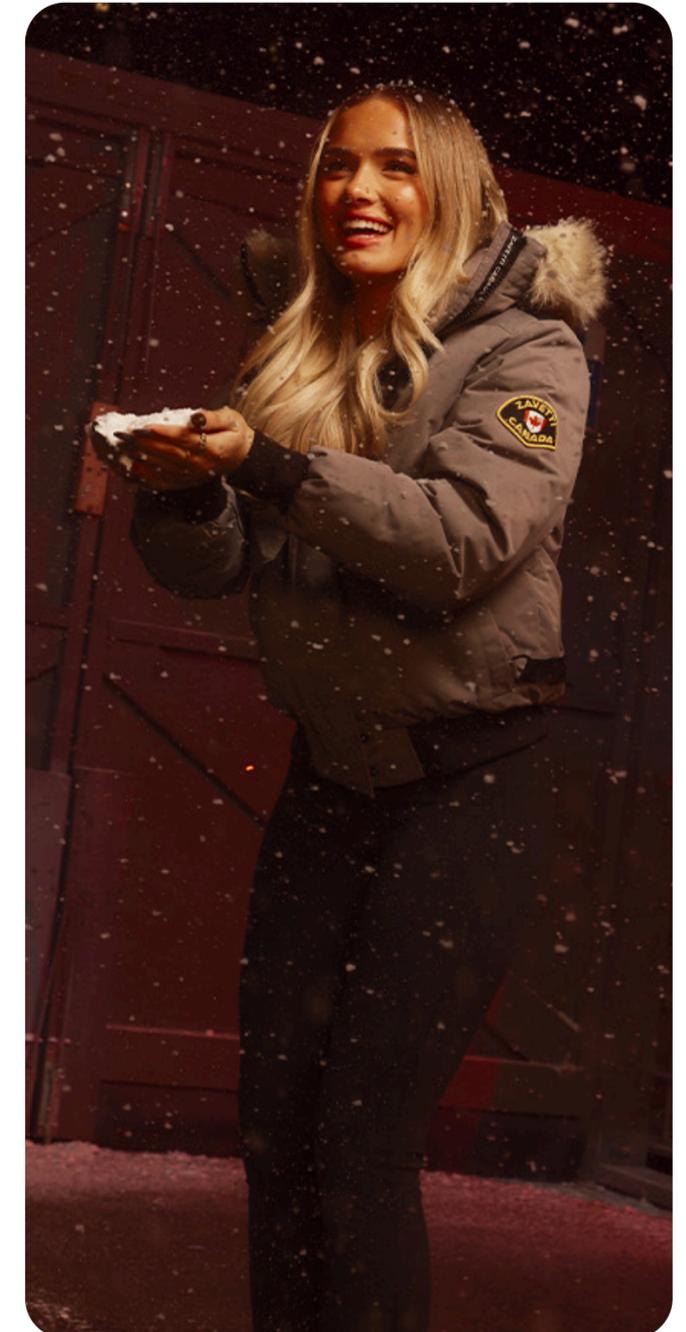
## Retarget peak-period audiences with smart sequencing

Use Custom Audiences built during BFCM, like site visitors, cart abandoners, or new customers, to re-engage with tailored follow-ups. Promote upgrades or bundled offers to increase AOV. This approach deepens conversion while making the most of data already captured during peak.

## Apply learnings from BFCM to improve Q4 finish

Analyze your top-performing creatives and audience segments using [Snapchat’s Audience Insights and Delivery Insights](#). Brands that adapt quickly post-BFCM often outperform in December and set a stronger foundation for Q1.

After peak



# Customer success stories



BLACK FRIDAY EVENT  
UP TO **50% OFF** EVERYTHING

SHOP NOW

CREW CLOTHING COMPANY

end of season sale  
UP TO 50% OFF  
'TIS THE SEASON

SHOP NOW

BLACK FRIDAY EVENT  
**25% OFF** EVERYTHING

SHOP NOW

SHOP NOW



# Crew Clothing: driving peak success with a full-funnel Meta strategy

**Crew Clothing** is a premium British fashion retailer known for timeless style. Leveraging Fospha & Nest Commerce, Crew's objective was to maximize efficiency and revenue during the critical December 2024 holiday sales window while scaling Meta investment.

## Approach

- Increase full-funnel Meta spend, with **+76% YoY consideration** budget.
- Launch new awareness campaigns to warm audiences.
- Optimize conversion campaigns to capture primed demand.

## Solution

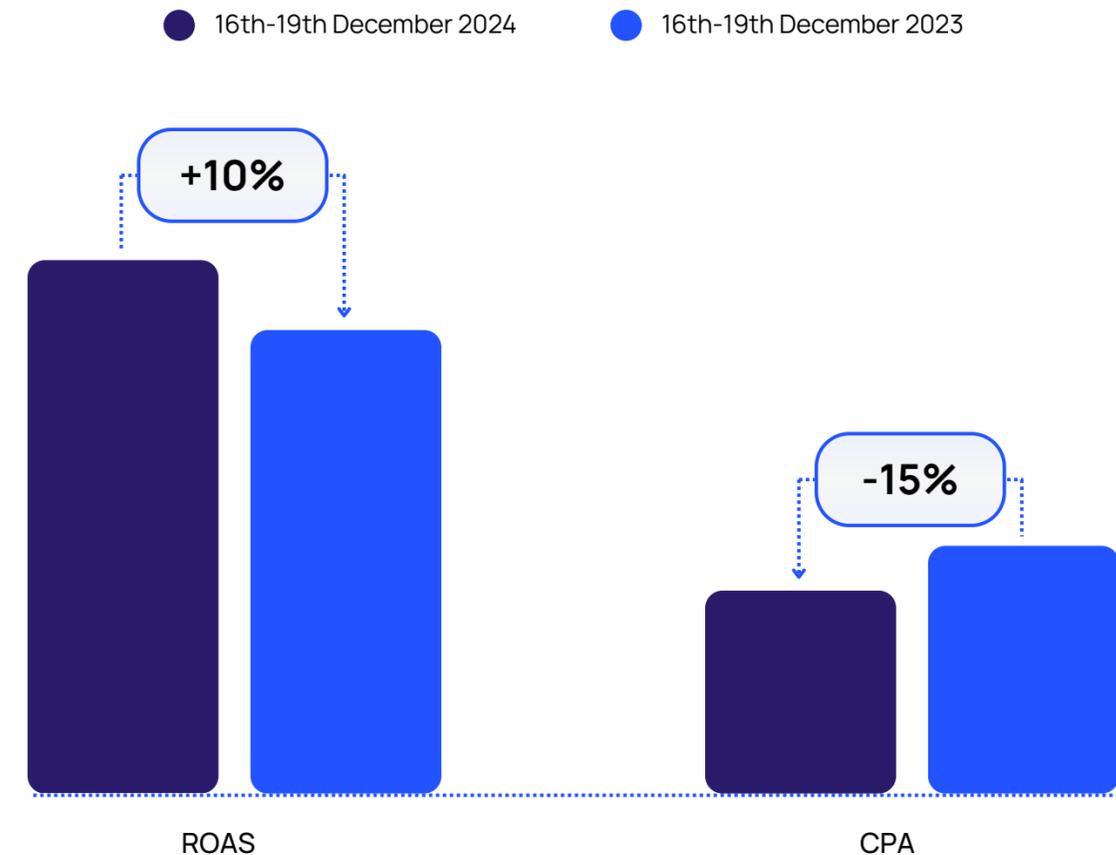
By leveraging Fospha's measurement insights, Crew Clothing and Nest Commerce refined targeting, creative, and budget allocation in real time. With just a **9% YoY increase in Meta spend**, they delivered:

- **+10% ROAS YoY**
- **-15% CPA YoY**

"Peak is always a critical time for us, and having Fospha's data made all the difference - seeing a 10% improvement in ROAS is a game-changer for efficiency during our busiest period."

Sophie Dransfield  
Digital Marketing Manager, Crew Clothing Company

## Crew Clothing scaled Meta, growing ROAS and improving CPA with Fospha







# Footasylum: full-funnel scaling to grow peak revenue

Case study

Footasylum is a major player in the streetwear and sportswear space. Their objective was to hit aggressive growth targets for peak season 2024 by scaling upper-funnel investment while maintaining efficiency in lower-funnel campaigns.

## Approach

- Implemented Fospha’s full-funnel measurement to gain a clear, real-time view of channel performance.
- Rapidly realigned media mix ahead of Black Friday:
  - TikTok spend +3.5x YoY
  - Shifted Meta budget toward Awareness & Consideration (+6x upper-funnel investment)
- Maintained lower-funnel budgets but improve efficiency through stronger demand generation.

## Solution

Footasylum drove record performance during BFCM 2024:

- +32% blended revenue YoY
- +10% paid media ROAS YoY
- Meta & TikTok exceeded ROAS targets by 20%+
- Paid Search ROAS increased +87% YoY, capturing newly generated demand.

**32%**  
stronger blended revenue YoY



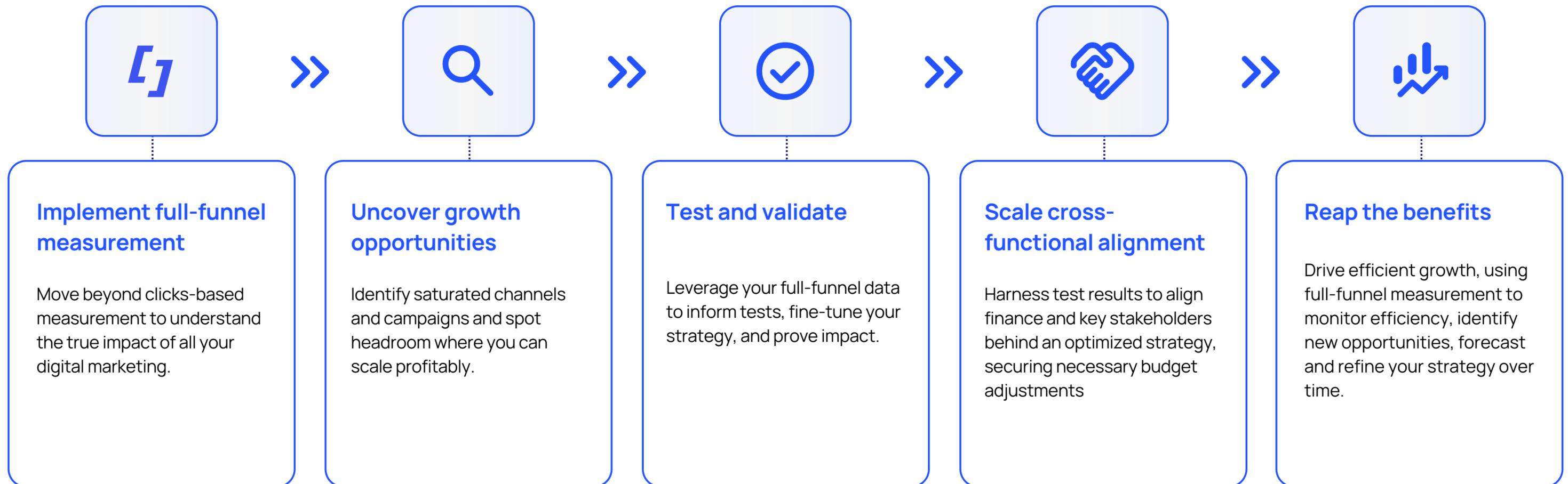
**87%**  
stronger Paid Search ROAS YoY

“Fospha helped us improve return on ad spend and gave us a crucial advantage over the market during a highly competitive peak period.”

Joe Turner  
Head of Digital Trade, Footasylum

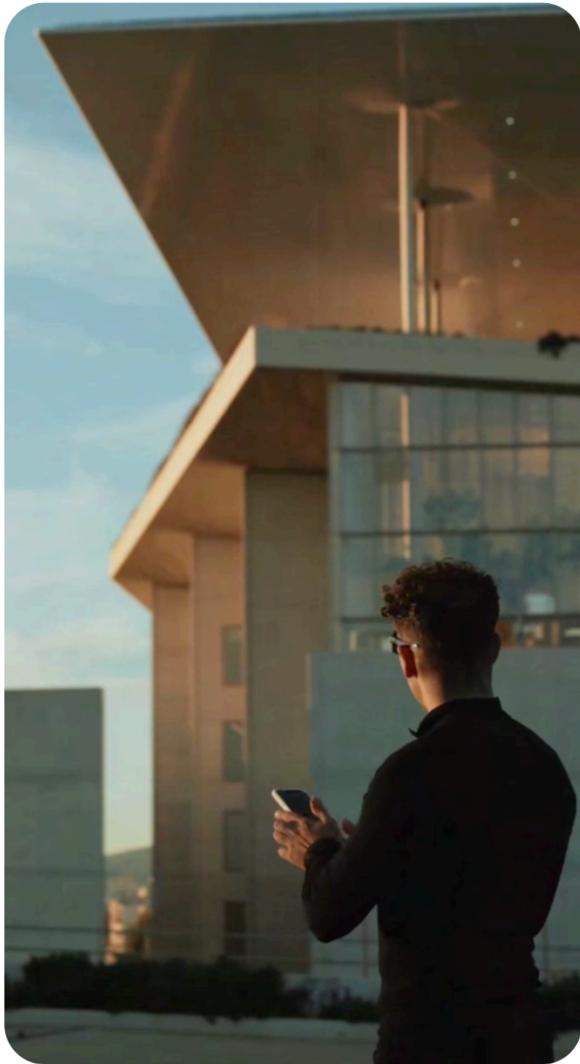
# Applying the Footasylum playbook

The key takeaway from Footasylum's success is that better measurement leads to better decisions, and bigger results. This is their playbook for stronger performance and higher returns:





# MagBak





# MagBak's 40% YoY peak revenue growth through channel diversification

Case study

**MagBak** is a minimalist phone accessory brand known for sleek, functional design. Their objective was to maintain growth momentum heading into BFCM 2024 by building a smarter, more sustainable strategy through full-funnel measurement and channel diversification.

## Approach

- Used Fospha's Beam to discover a key channel was reaching saturation.
- Scaled TikTok spend 5x as a high-performing discovery channel.
- Launched new campaigns on Reddit and Twitter to tap lower CPMs and aligned audiences.
- Continued optimizing Meta and Google with a sustainable funnel structure.

## Solution

MagBak's diversified approach delivered strong peak results:

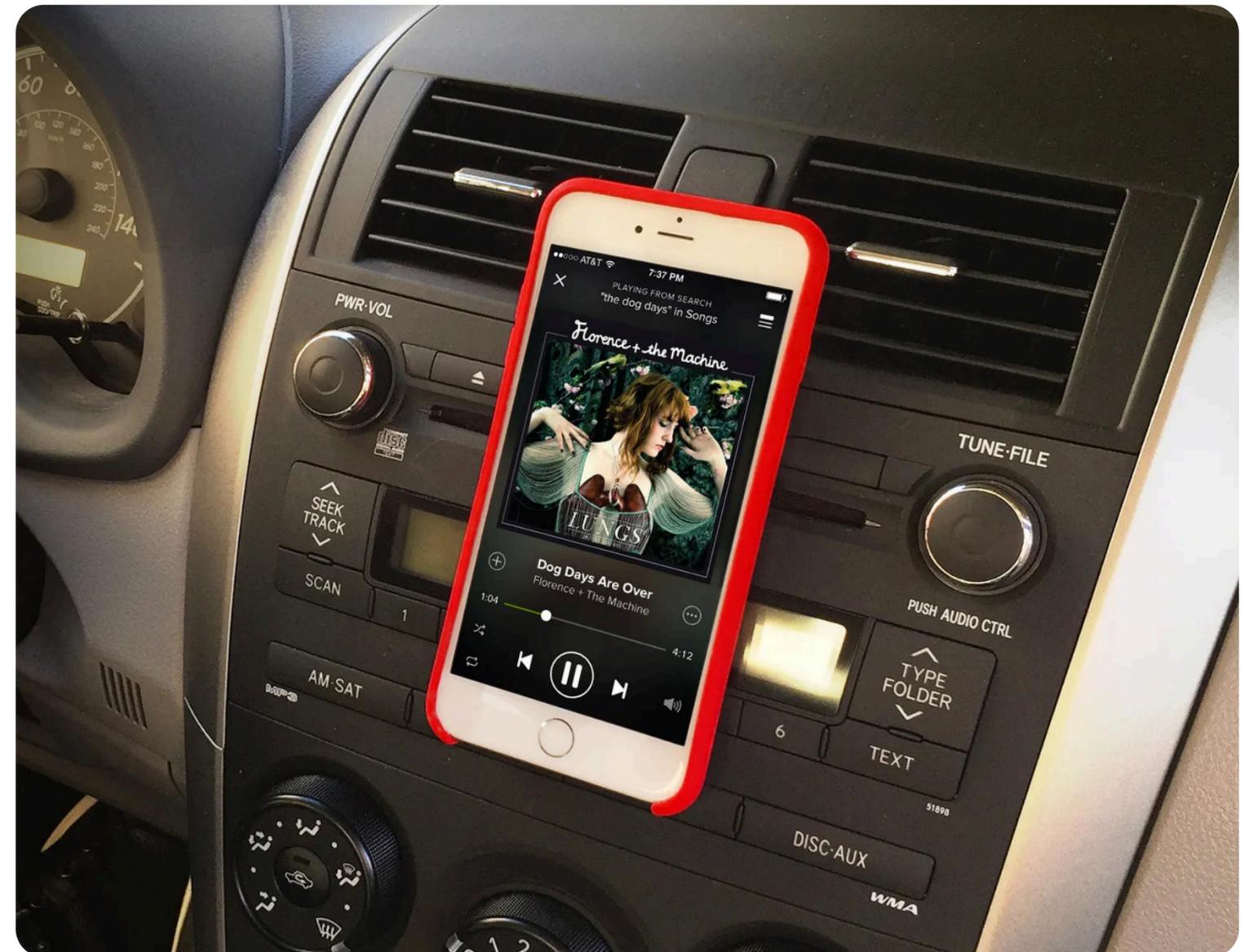
- +40% blended revenue YoY
- +30% blended conversions YoY
- +12% uplift in new customer conversion share
- TikTok exceeded ROAS and CPA targets

# 40%

stronger blended revenue YoY

# 12%

uplift in new customer share



**The Halo impact your  
ads are having on  
marketplace sales  
during peak**



# Gear up for mini peaks like October Prime Day

BFCM isn't the only battleground for peak performance. For brands active on marketplaces, mini-peaks like Amazon's October Prime Big Deal Days represent a massive but often overlooked growth moment.

Fospha data shows that your paid media channels are likely already driving marketplace sales, you're just not seeing it.

As discovery and conversion become decoupled - where a TikTok video triggers an Amazon sale or a Meta ad influences a branded search - traditional attempts to track individual customer journeys fall short.

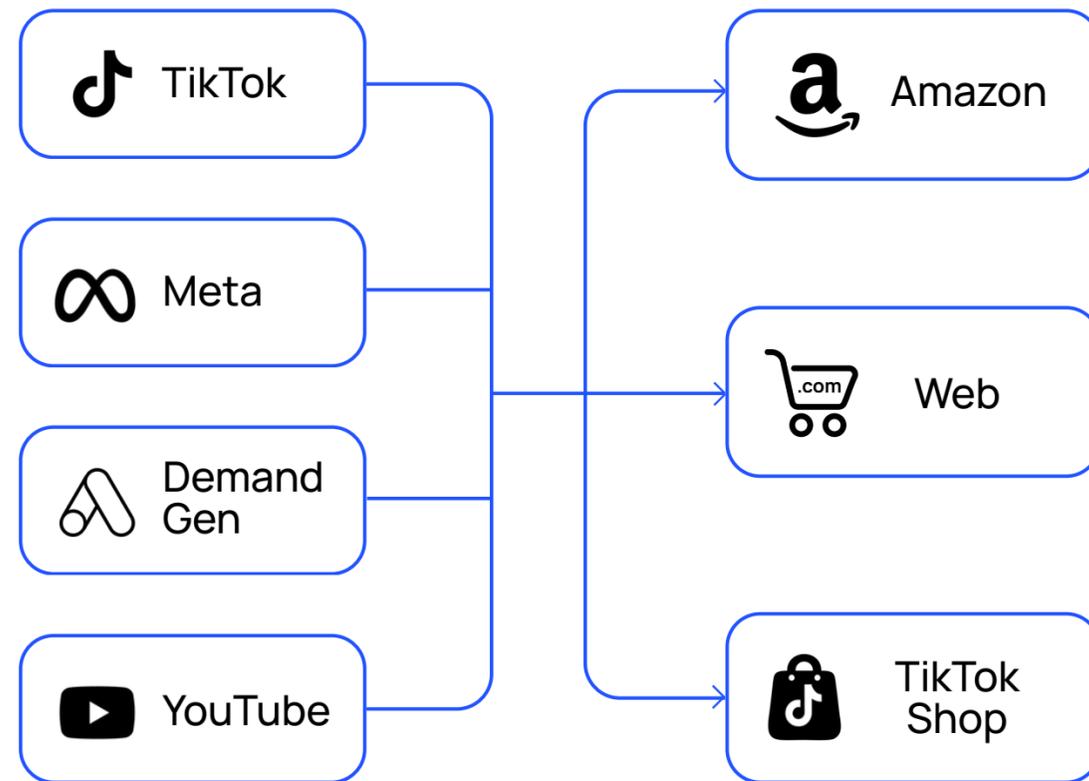
Deterministic tracking can't reliably connect these behaviours, especially across walled gardens and privacy-restricted environments. Instead of trying to track users across platforms, brands need to adopt probabilistic and causal models that measure how different channels contribute to outcomes collectively. This means quantifying incremental impact, identifying cross-channel interactions, and capturing halo effects.

As growth now happens across a fragmented ecosystem, beyond .com measurement must evolve to match.

The eCommerce journey has become increasingly fragmented with the rise of marketplaces and sales channels. There are many potential paths that can lead to a purchase, particularly during competitive advertising periods:

### Where users see ads:

### Where users buy:





# Which channels drive the strongest Halo effect on Amazon?

When brands start measuring the impact on Amazon sales, they see an avg. **37% uplift in ROAS**. That's because many high-impact campaigns don't always convert directly on .com. They can influence customers who later buy on Amazon.

When web sales are combined with marketplace sales, we call this **Unified Measurement**.

Measuring only .com sales means you'll miss the platforms driving real demand - which can be critical during peak. Optimizing on incomplete data risks cutting high-impact campaigns and sacrificing large potential revenue boosts.

Instead:

- Use Unified ROAS to measure total impact across all sales channels
- Identify which platforms drive Amazon, web, and TikTok Shop revenue
- Scale campaigns with strong cross-channel returns
- Layer in margin to focus on profitable growth

Unified measurement allows you to invest in real drivers of incremental revenue, not just the most trackable clicks.

Demand Gen's ROAS change when including Amazon sales:

**46%**

YouTube's ROAS change when including Amazon sales:

**39%**

TikTok's ROAS change when including Amazon sales:

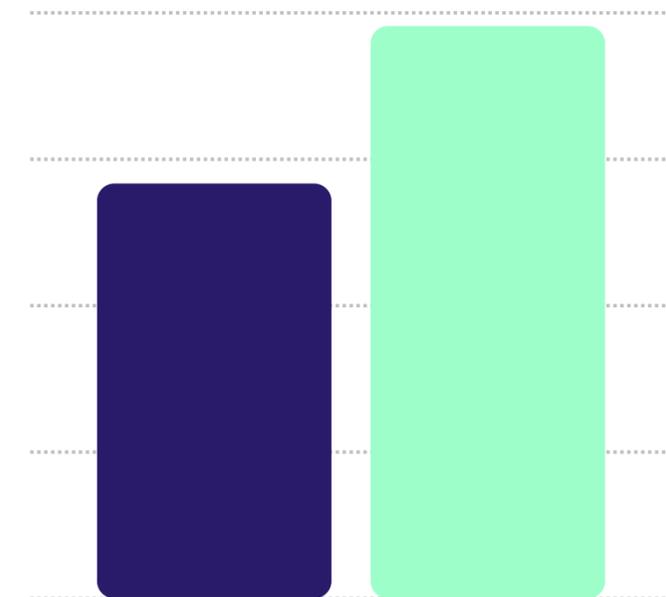
**33%**

Snapchat's ROAS change when including Amazon sales:

**32%**

Factoring in Amazon sales increases cross-channel ROAS by **37% on average**

● DTC-only ROAS    ● Unified ROAS



Average cross-channel ROAS\*

\*includes TikTok, Meta, Snapchat, Demand Gen & YouTube



# Nécessaire optimized to uROAS and beat benchmark brands by 47% during Prime Day

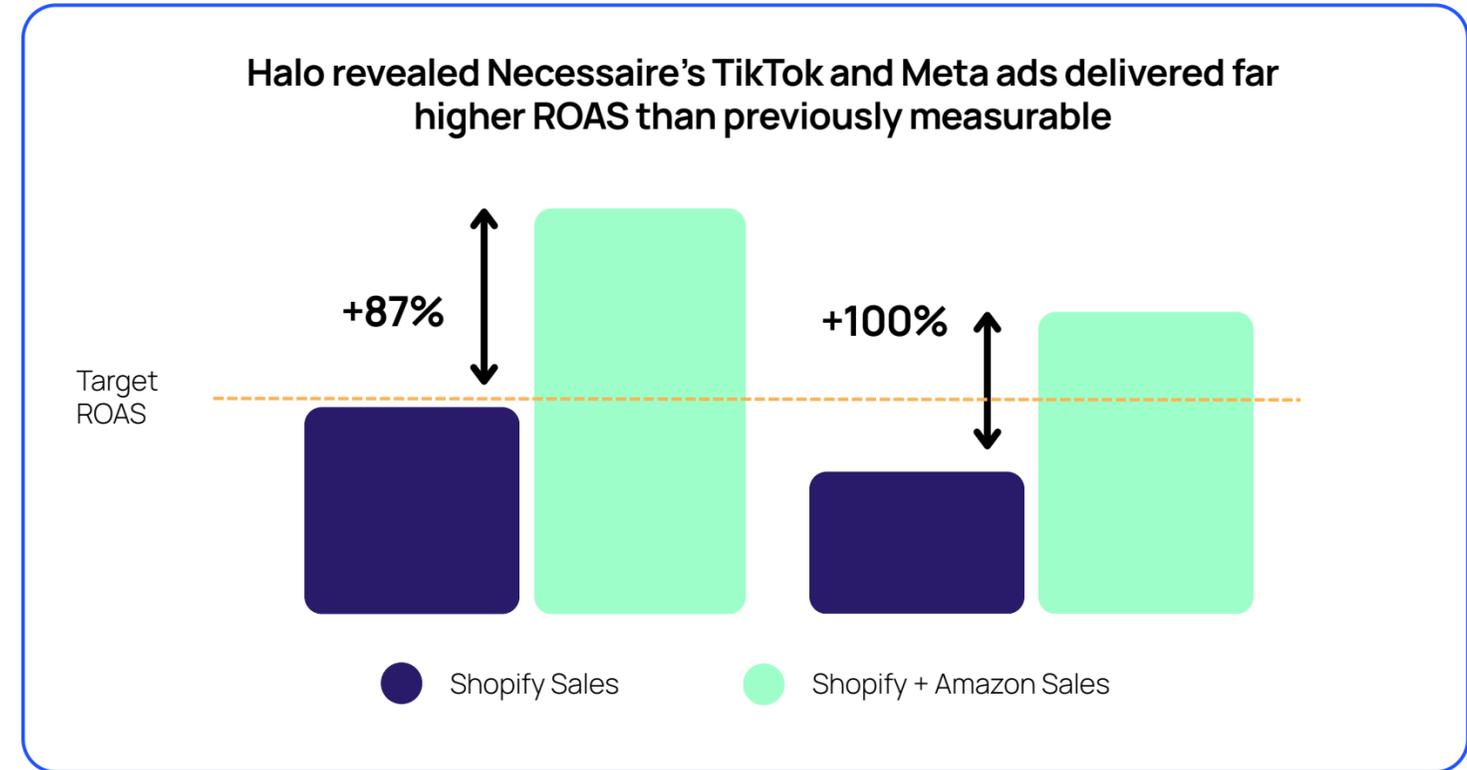
Case study

Amazon became Nécessaire's most important sales channel, driving more revenue than their website. With access to Halo, the team adopted uROAS as a shared metric across both Amazon and .com - aligning efforts and optimizing holistically. What followed was a mindset shift that paid off during one of the most competitive peak periods.

While they knew that TikTok and Meta played a role in generating Amazon conversions, they lacked the data to substantiate their impact.

Determined to address this blind spot, Nécessaire partnered with Fospha to better understand the omnichannel impact of their .com ads. With Halo, they were able to measure the true impact of Paid Social on both their .com website and Amazon sales.

The insights were striking - Halo revealed that TikTok's true Unified ROAS was twice as high as when only website revenue is considered, while Meta's ROAS was **87% higher**.





# How Nécessaire harnessed Halo for Prime Day success

Case study

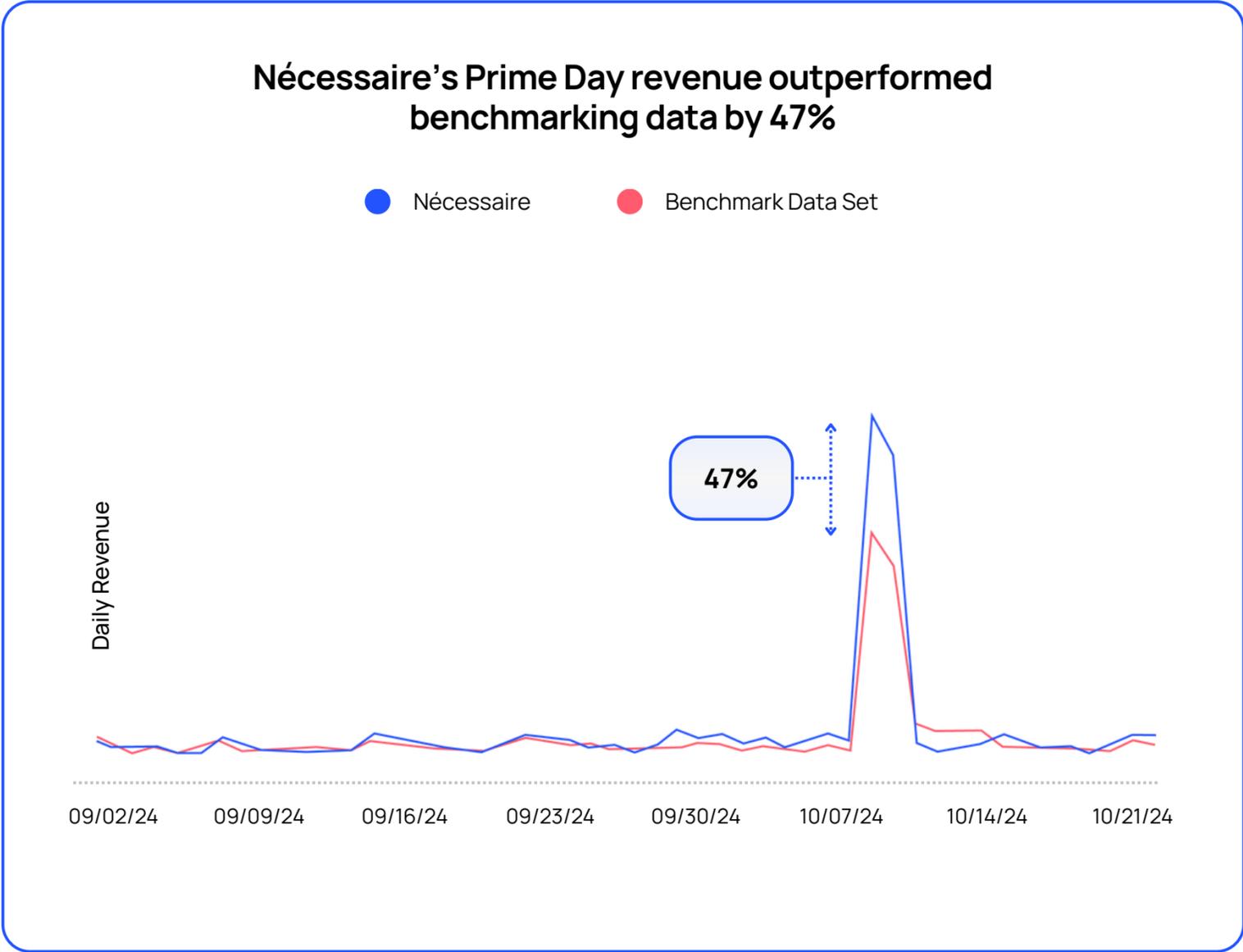
As Amazon Prime Day approached, Nécessaire used Halo data to inform their strategy.

Finally able to prove the true value of TikTok and Meta, Nécessaire maintained a full-funnel approach in the lead up to Prime Day, investing in upper-funnel channels to generate demand for Amazon to capture.

The strategy proved highly successful:

**47%** higher Prime Day revenue than benchmarking data

**65%** of Amazon Prime Day conversions were organic (without influence of PPC Ads), reflecting successful demand generation done in upper-funnel channels



# How Fospha supports peak performance



# How can brands use **Halo** to drive more total sales during peak periods?

Peak periods like Prime Day are the highest-intent shopping moments of the year, making them the perfect time to understand which channels are truly driving performance across the funnel and double down on what works.



## Understand the full impact of your marketing channels

Halo reveals how upper- and mid-funnel channels like TikTok, YouTube, Meta, and Demand Gen contribute to Amazon sales, even if they don't get Last Click credit.

This helps you invest in the channels that actually drive total business impact, not just web performance.



## Use Beam to forecast growth and uncover potential

Beam is Fospha's incremental forecasting tool. It allows you to model different budget scenarios and forecast how changes to spend will affect sales and overall marketing ROI.

Brands that treat discovery channels as growth engines, rather than optional spend, stand to gain the most during peak.



## Prove the ROI of awareness-driving media

Peak success isn't just about lower-funnel conversion.

Fospha's Unified model shows the true return on your upper-funnel investment, helping you justify budget allocation to brand-building and discovery-focused channels that ultimately lift total sales.



# Fospha's **Glow** product: understanding the bottom-line impact of long-term brand spend

Coming soon

When brands neglect long-term growth, they become dependent on short-term sales activations and promotions: a cycle that erodes margins and drives down AOV. Fospha's solution for Brand Measurement (**Glow**) has shown causal links between sustained brand investment and higher AOV, while over-reliance on promotions does the opposite. This "performance doom loop" is only broken by measurement that quantifies the upper-funnel's short- and long-term impact, giving teams the proof they need to invest in it with confidence. **Use Glow to:**



## Track early signals that predict peak success

Glow identifies leading indicators, like branded search and engaged sessions, that move in response to Awareness spend and reliably predict downstream sales.

**Example:** Footasylum maintained brand spend despite a ROAS dip pre-peak, thanks to a clear rise in branded search. It paid off with **32% YoY revenue growth** during peak.



## Justify spend before sales come in

Glow provides the causal link between awareness and revenue, giving marketing and finance teams a shared, trusted framework.

This means you can defend budget decisions in real time, rather than waiting weeks for revenue data to catch up.



## Invest confidently to grow AOV and margin

Sustained brand investment doesn't just grow sales - it lifts AOV and reduces dependence on promotions. Glow helps teams shift focus from short-term discounting to long-term profitability.

**Brands that spend < 5% on Brand see declining AOV.** Brands with 10% of budget in Brand see a **2.5% YoY AOV uplift.**



# Adstock: accounting for the delayed impact of impressions

Coming soon

Adstock measures the impact of impressions beyond the day they're served, using geometric decay to reflect how they influence consumer behavior over time.

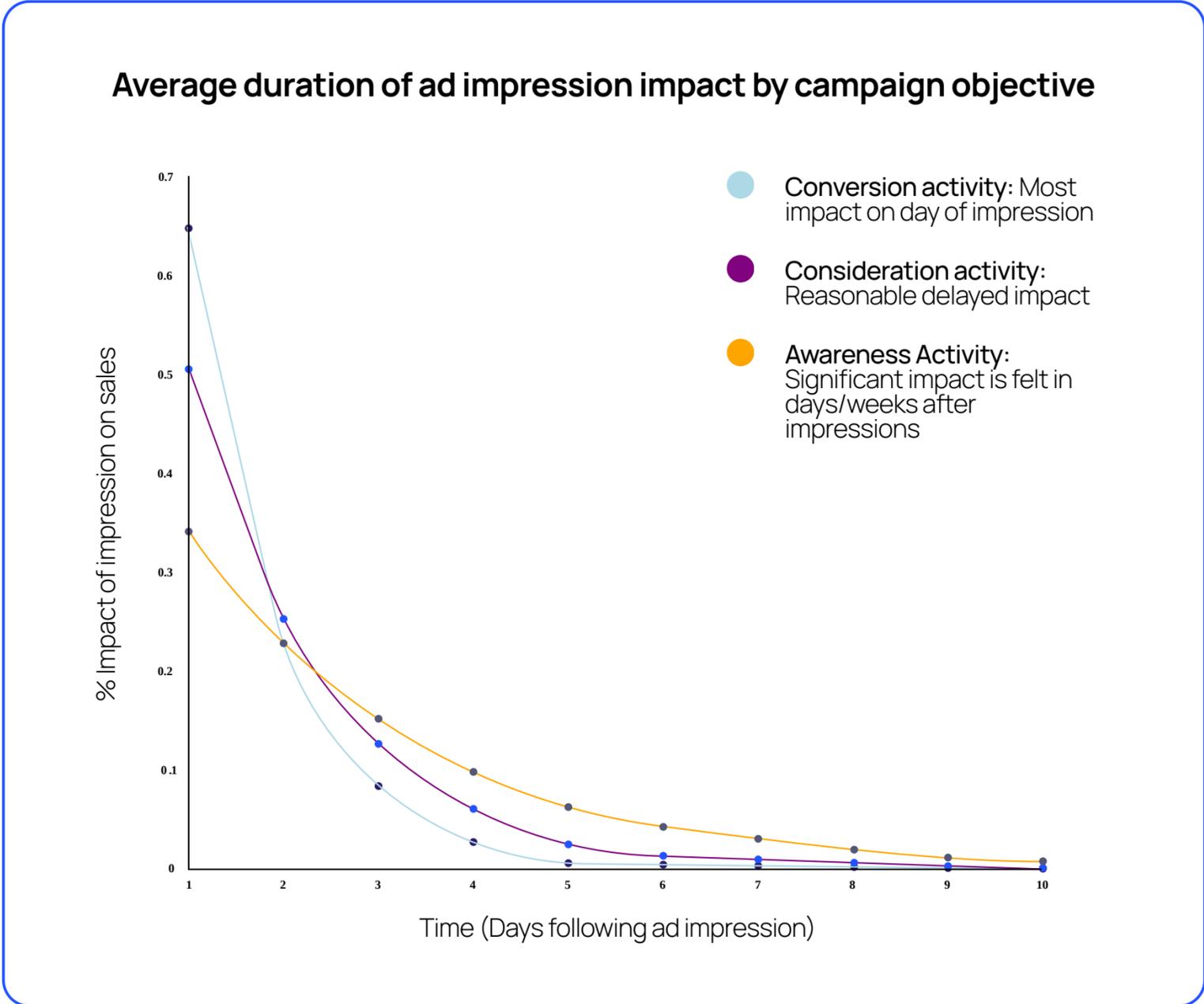
It reveals the full value of Awareness activity - capturing delayed impact up to 24 days and providing granular, segment-level insights in a daily MMM model.

## The outcome

You access data that is more accurate and representative of reality and better decisions on when to spend, pause, or scale based on how long your campaigns actually drive results.

## Adstock during peak

Adstock helps you understand how long each campaign objective takes to drive impact - so you can decide, for example, to start Awareness several weeks before peak, ramp Conversion-focused campaigns closer to peak, and sequence channels and objectives based on actual conversion lag.





# How to use the measurement stack during peak

DATA FREQUENCY	HOURLY	DAILY	MONTHLY	QUARTERLY	
	Ad Platform	MTA	<b>Fospha</b>	EXPERIMENTS	MMM
<b>Key Job to be Done</b> Pre-Peak	<p>Test creatives, bidding, and targeting strategies directly in-platform.</p> <p>Use early performance metrics (CTR, CPM, CVR) to inform optimizations.</p>	<p>Provide daily directional reads to compare campaigns and channels.</p> <p>Surface short-term signals to feed into pre-peak testing and learning.</p>	<p>Unify all sources (DTC &amp; Marketplaces) into a cross-channel view.</p> <p>Validate platform-reported metrics with independent measurement.</p> <p>Highlight incremental growth opportunities by channel to prioritize pre-peak scaling.</p>	<p>Run lift/geo tests to validate which channels/campaigns drive incremental growth.</p> <p>Build confidence in scaling upper-funnel activity before peak.</p>	<p>Deliver budget forecasts across channels/markets to set peak allocation strategy.</p> <p>Identify long-term ROI drivers for spend prioritization.</p>
<b>Key Job to be Done</b> During Peak	<p>Optimize in real time with hourly/daily monitoring (CPM, CTR, CPC, CVR, CPA).</p> <p>Adjust creative and bidding quickly to capture demand.</p>	<p>Provide rapid, daily reads to compare performance across campaigns.</p> <p>Indicate shifts in efficiency to inform in-flight optimizations.</p>	<p>Cross-channel validation of platform signals to avoid over/under-investment.</p> <p>Balance agility (daily attribution-level reads) with discipline (MMM guardrails).</p> <p>Quantify combined impact of upper- and lower-funnel channels to protect efficiency during peak.</p>	<p>Limited new testing (environment too volatile).</p> <p>Apply validated pre-peak learnings to scale winning campaigns/channels.</p>	<p>Act as guardrails for budget allocation decisions under peak pressure.</p> <p>Ensure spend stays aligned to long-term ROI drivers.</p>



# How to use Fospha + ad platform during peak days

Fospha is your source of truth for daily cross-channel monitoring and daily & weekly cross-channel reporting. Meanwhile, the ad platforms are great for hourly intra-platform monitoring and daily budget & creative optimization.



## Use Fospha for:

**Measurement grounded in business outcomes**

Fospha reveals what's truly driving revenue across channels, not just clicks.

**Daily cross-channel monitoring & monitoring**

Especially during peak, where platform ROAS can be misleading as many platforms claim credit for one conversion.

**Detecting saturation & spend headroom**

Use Beam to guide scaling decisions.



## Use ad platform for:

**Creative-level diagnostics**

See which ads are spiking in CTR or CPM.

**Hourly signals**

Ad platforms update faster at the ad level - use this for pacing and delivery checks.

**Campaign controls**

Make creative swaps, budget adjustments, or bid strategy changes inside the platform, but only if you've validated the decision in Fospha.



## Combined best practices:

**Triangulate daily**

Review Fospha's Performance Over Time chart alongside platform dashboards.

**Maximize the impact of incrementality experiments with Fospha**

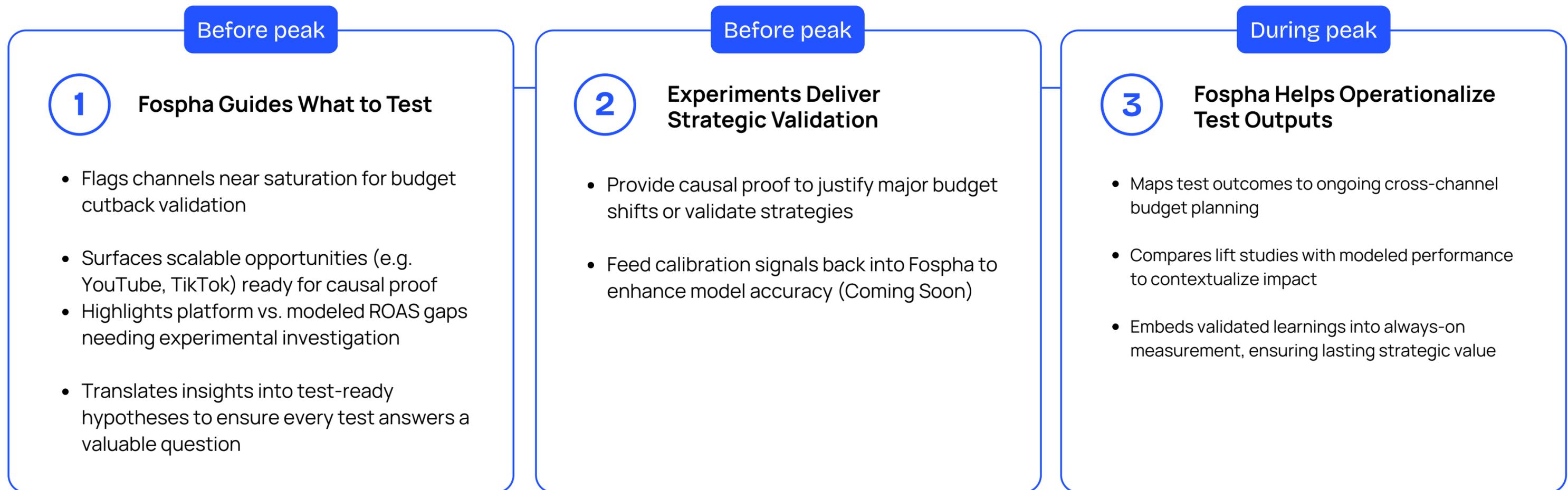
Ahead of peak, identify channel objectives with incremental headroom using our forecasting tool, run CLS-style experiments through ad platform, then validate and operationalize with our cross-channel daily MMM during peak. We're also testing ways to calibrate these results directly into forecasting.



# How to use Fospha + incrementality experiments before and during peak

Always-on measurement meets causal validation.

Fospha delivers continuous, full-funnel performance insights to guide daily decisions—while incrementality tests provide strategic proof points for the big moves.



# Recommendations



# Strategic plays to win peak

## 1 Start upper funnel early to win lower later

- The strongest peak performance doesn't come from last-minute sales pushes - it comes from building demand weeks in advance.

## 2 Use Fospha + ad platforms together

- Ad platforms tell you what's happening in real time. Fospha tells you what worked.
  - Use ad platforms to monitor performance directionally and make fast pivots
  - Use Fospha for blended CAC, CPP and ROAS to validate outcomes and optimize with confidence
  - Triangulate data daily to separate noise from signal

## 3 Let forecasting guide spend

- Fospha's Beam tool models performance and forecast results - so you scale what's working and cut what's not.
  - Identify headroom or saturation by channel and campaign
  - Model returns to guide budget decisions during high-pressure periods
  - Stop guessing: use predicted performance ranges to back your calls



# Approaches that fuel long-term growth

## 1 Time campaign launches to match when channels actually convert

- Impressions don't convert instantly. Use Adstock to understand how long each campaign objective takes to drive impact.
  - Start Awareness several weeks before peak
  - Ramp Conversion-focused campaigns closer to peak
  - Sequence channels and objectives based on actual conversion lag

## 2 Connect .com + marketplace performance

- Many brands drive Amazon and TikTok Shop sales through off-platform ads - but never see the impact.
  - Use Halo to measure marketplace uplift from Meta, TikTok, YouTube
  - Understand your true ROI beyond .com
  - Allocate budget confidently across performance, brand, and marketplaces

## 3 Use daily blended metrics to stay calm under pressure

- Don't get spooked by hourly platform fluctuations. Fospha's daily Core product to give you reliable, directional signals to steer strategy.
  - Focus on total ROAS, new customer % and CAC
  - Avoid making reactive changes based on channel-specific trends
  - If KPIs are healthy at a blended level, hold your ground and scale strategically



# Cross-channel strategy overview (1)

## 1 Meta

- **Activate the full Advantage+ suite**

Use Advantage+ Sales, Audience, Creative, Placements and Catalog campaigns.

- **Win with Reels and creator content**

Use 9:16 video, captions, music and creators to increase relatability and influence festive purchases.

- **Diversify and stay agile**

Use 5+ creative variations per ad set, and deploy Reminder Ads for delivery cutoffs and flash sales to boost urgency.

## 2 Performance Max & Search

- **Set up early and let it learn**

Upload full Performance Max asset groups 2-4 weeks pre-peak. For Search, expand match types and use Smart Bidding + promotion extensions.

- **Use automation to capture peak intent**

Let PMAX optimize using product feeds and promotion assets. In Paid Search, loosen CPA/ROAS targets and use countdown customizers to boost urgency.

- **Post-peak retargeting**

Retarget peak-period visitors using Search and PMAX. Shift creative to post-peak and loyalty messaging and refine based on peak asset insights.

## 3 TikTok

- **Launch Smart+ and Symphony to scale creative**

Smart+ drives optimized delivery, while Symphony uses AI to generate high-performing creative from text, images, and product feeds.

- **Leverage TikTok Shop for closed-loop commerce**

Shop ROAS rose +145% YoY in Q4 2024. Use GMV Max and optimize PDPs with high-quality visuals, keywords and pricing.

- **Boost efficiency with segmentation**

Retarget site visitors and cart abandoners, and use Value-Based Lookalikes to reach high-LTV audiences.



# Cross-channel strategy overview (2)

## 4 YouTube & Demand Gen

- Warm up early, convert later

Use YouTube for gift inspiration with 15s bumpers and how-tos. Launch Demand Gen campaigns with varied creatives and audience signals early.

- Maximize peak visibility and product discovery

Use CTAs, livestreams, and lifestyle creatives to drive urgency and engagement.

- Post-peak retargeting and loyalty

Retarget video viewers and engagers with post-peak messaging and offers. Refresh creatives and measure results to improve future strategy.

## 5 Snapchat

- Start early to reduce CAC

Launch 2 months before peak to gather pixel data and warm up audiences. Early campaigns saw up to 2x stronger ROAS.

- Use full-funnel formats to scale performance

Combine Story Ads with Dynamic Product Ads. Full-funnel strategies improve ROAS (+46%) and reach (+31%) vs single-goal campaigns.\*

- Re-engage and apply peak learnings

Retarget peak audiences with upgraded offers. Use Delivery Insights to apply performance learnings to post-peak campaigns.

\*Snap data



# Glossary

**Awareness** Brand campaigns (highest funnel)

**Consideration** Traffic campaigns (higher-to-mid funnel)

**Conversion** Ads focused on driving sales (bottom-of-funnel)

**CAC** The cost of acquiring a new customer. Calculated by Total Cost / New Conversions

**CPA** The cost of acquiring all customers. Calculated by Total Cost / Total Conversions.

## **Unified ROAS (uROAS):**

A performance metric that captures the **total revenue influenced by a specific channel**, including both direct-to-consumer (DTC) and third-party platforms like Amazon, divided by that channel's ad spend.

Designed to measure the **true impact of upper-funnel media** (e.g., YouTube, Demand Gen)

Accounts for the **halo effect** - when awareness created by one channel drives conversions elsewhere

Moves beyond Last Click attribution to show **cross-channel value**

## **Blended ROAS:**

A broader performance metric that looks at **total revenue across all channels** (paid + organic) divided by **total paid media spend**.

Reflects the **combined impact of the entire marketing mix**

Often used for **high-level budgeting and efficiency tracking**

Doesn't isolate specific channel impact, but gives a **holistic view of marketing ROI**



# Appendix

## TikTok

- 1 [TikTok, 2023](#)
- 2 [Holiday playbook, TikTok, 2024](#)
- 3 [Holiday checklist for TT shop 2024](#)
- 4 [Smart+ best practices](#)
- 5 [Symphony, launch at Cannes](#)
- 6 [Spark ads](#)
- 7 [Lookalike audiences](#)
- 8 [Custom audiences](#)
- 9 [Q5: a golden opportunity for advertisers](#)

## Snapchat

- 1 [71% expect inspiration](#)
- 2 [MENA Shopping Guide](#)
- 3 [Peak practices – LinkedIn post](#)
- 4 [General ad best practices](#)
- 5 [Delivery insights](#)

## Meta

- 1 [Festive season guide, 2025](#)
- 2 [Meta festive page, 2025](#)

## Google

- 1 [Gen Z YouTube, 2023](#)
- 2 [Demand gen best practice, 2025](#)
- 3 [Think retail handbook, 2024](#)
- 4 [Optimization tips for google](#)
- 5 [Top tips to optimize for the holiday season and beyond with Google AI, 2025](#)
- 6 [Get your Performance Max campaigns ready for the retail holidays](#)
- 7 [Must-do's to multiply your holiday performance this year](#)



# More from Fospha



## Halo Report

Measure and Grow Beyond .com Across  
Amazon and TikTok Shop



## Growth Accelerator Guide

Full-Funnel Strategies, Frameworks, and  
Benchmarks for Sustainable Growth in 2025



## Google

PMAX & Paid Search Playbook

Strategies to Maximize Performance on  
PMAX and Paid Search



# What's next for Fospha?

## GMV Max

Measure GMV Max as a marketing solution

Measure the impact of GMV Max campaigns on TikTok Shop, website and Amazon sales.

**BETA**

## Glow

Prove and predict the business impact of brand

Measure the lagging impact of Awareness and Consideration campaigns on business outcomes.

**ALPHA**

## Measurement 3.0

The most powerful model to date

Enhance strategic decisions by capturing the delayed impact of awareness impressions and improving model accuracy.

**BETA**



# Peak Playbook 2025

[fospha.com](https://fospha.com)

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