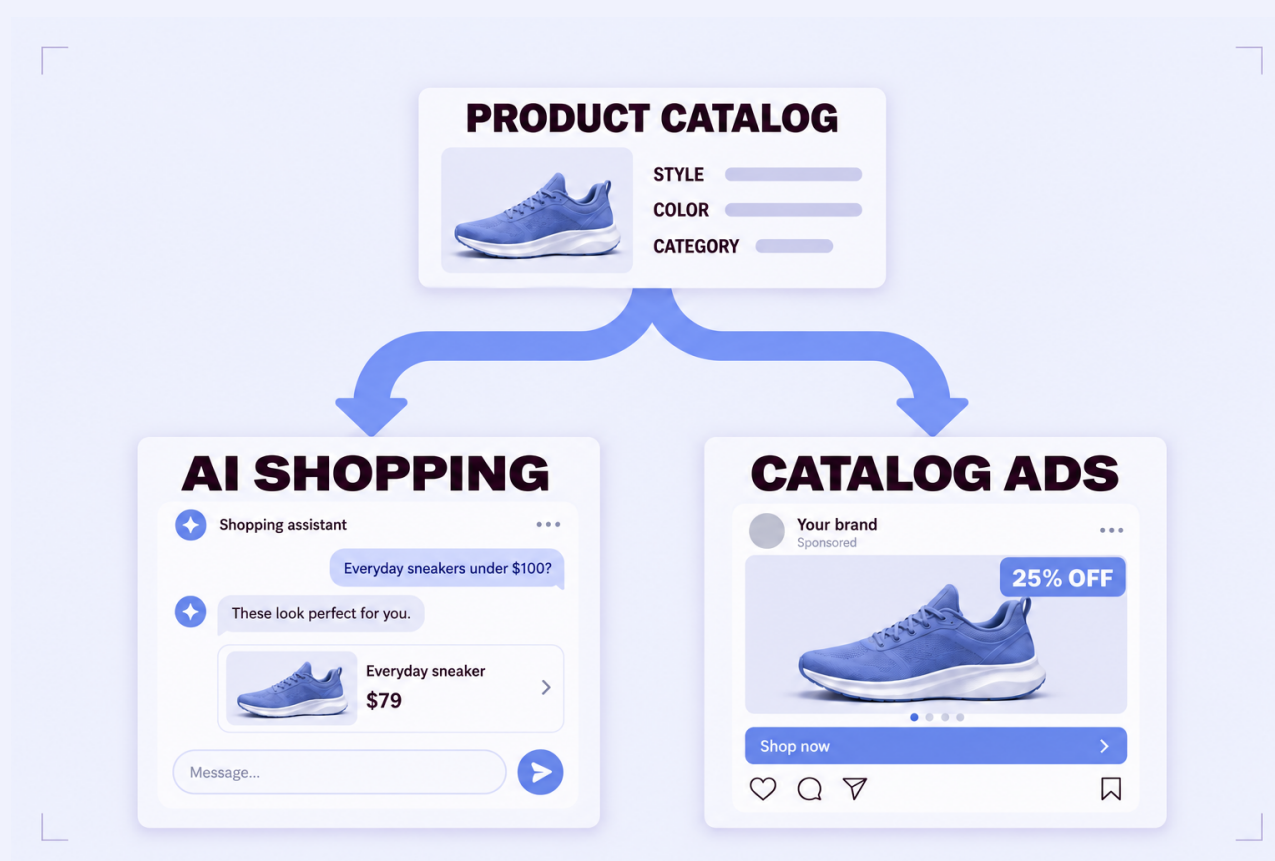


YOUR Q4 CATALOG PLAYBOOK

THE RULES CHANGED. HERE'S HOW TO ADAPT.

Your catalog now powers both ads and AI shopping. Use this playbook to make it accurate, useful, and ready to sell.



WHAT YOUR CATALOG NEEDS TO DO NOW

Answer the shopper's question.

Google's UCP Catalog capability lets connected agents retrieve variants, inventory, and prices. Product details now need to answer shopping questions. ^[2]

Turn those facts into better ads.

Meta reported 9.3% lower cost per acquisition when catalog products accompanied a primary image or video. Accurate data supports the creative around it. ^[1]

START HERE, THIS WEEK

Get your Q4 Catalog Readiness Score on page 4. Then use the playbook to fix the gaps and prepare your holiday creative.

THE SEVEN MOMENTS

Q4 IS SEVEN SHOPPING JOBS.

Use the shopper’s next question to decide what your catalog ads should say.

MOMENT	WHAT THE SHOPPER NEEDS	YOUR CREATIVE ANGLE
Evergreen Sept - early Oct	Is this the right product?	Lead with the product and one useful benefit.
Gifting October onward	Who is this a good gift for?	Show the use, the recipient, or an honest price range.
BFCM Your Black Friday offer	What is the deal, and do I qualify?	Make the payable price and conditions clear.
Cyber Week Your Cyber offer	What is different about today?	Replace expired deals. Give the new offer a clear reason.
Holiday After Cyber Week	Can I find a gift that will arrive?	Return to gifting. Check stock and delivery promises.
Shipping Cutoff By destination + service	Can it still get here in time?	Count down to the confirmed delivery cutoff with Marpipe.
Last Chance After shipping cutoffs	What can still work?	Show verified pickup or digital-delivery options.

AT EVERY SWITCH

Confirm the product set, offer, landing page, and owner. Keep an evergreen version ready if the seasonal promise stops being true.

WHAT AI NEEDS TO KNOW

HELP AI ANSWER A REAL SHOPPING QUESTION.

“A blue sneaker under \$60, available in size 8.”

The exact product

Give each size and color its own identity. One unavailable size should not hide the others.

Useful details

Put color, size, material, dimensions, and relevant use details in text, not only in the image.

The current price

Show the price a shopper can actually pay. Make membership, codes, and minimums explicit.

Real availability

Check stock for the selected variant. An available parent product can conceal a sold-out size.

Delivery + returns

Make shipping options, destination limits, and return terms easy to find.

An accurate destination

The link should open the intended product and preserve the shopper’s selected option.

MAKE THE PRODUCT RECORD MORE USEFUL

TOO THIN

Everyday sneaker
\$59
Available

USEFUL TO A SHOPPER

Blue everyday sneaker / size 8
\$59 / in stock / no code required
Delivery options and return terms on the product page

Make these facts agree across your catalog, product page, and any connected shopping integration. Adding information to Meta alone does not publish it to every AI platform. [\[2\]](#) [\[3\]](#)

THE 18-CHECK SCORECARD

Q4 CATALOG READINESS SCORE

Check one box for each verified yes. Unknowns score zero.

Check ten campaign products, including a sale item and different variants. Each must pass. Check campaign-wide items across the launch. Share your score and top three fixes.

PRODUCT INFORMATION	BUYING EXPERIENCE	CAMPAIGN READINESS
Names clearly describe the product. Size, color, and other useful details appear in text. Each purchasable variant has its own ID. Images show the correct product and variant. Stock status is accurate for each variant. A recent price or stock update reached the catalog.	The advertised price matches the checkout price. Offer codes and restrictions are visible. Links open the correct product and variant. The featured option can be added to the cart. Delivery options are clear for the target market. Return terms and exceptions are easy to find.	Promoted items have no blocking catalog warnings. The promoted product set has been reviewed. Every offer has a start and an end time. Images and videos show the current offer. An evergreen fallback is ready to use. Each seasonal switch has a named owner.

YOUR SCORE

/18

0-9

Repair first

Fix the buying experience.

10-14

Close the gaps

Assign the remaining fixes.

15-18

Ready to rehearse

Test the full launch journey.

Before launch: Hold products with wrong prices, unavailable stock, or broken links. Fix and recheck them, whatever your score.

Get a free check of your product data.

Upload your feed file or paste its URL. Marpipe’s Feed Auditor checks product data and returns channel scores and a prioritized fix list. ^[7]

Check my feed >

PICK YOUR PRODUCT PRIORITIES

GIVE EACH PRODUCT A JOB.

Review the last 90 days, then choose what deserves paid promotion next.

Pause problem products first. Flag the seasonal assortment. Split the remaining eligible products into proven sellers and tests.

PROVEN SELLERS

Back the products already working.

Start with products earning purchases at or below your target cost per purchase. Confirm enough stock for the planned campaign.

Example: a bestseller with steady sales and healthy stock.

PROMISING TESTS

Give new products a fair chance.

Put new or lightly tested products in a separate test set with an agreed budget. Low delivery alone does not prove weak demand.

Example: a new colorway with little purchase history.

SEASONAL PRIORITIES

Match the product to the moment.

Select products with a clear gifting or holiday use, a relevant offer, and a delivery promise you can support.

Example: giftable products under an honest price threshold.

PRODUCTS TO PAUSE

Stop paying for a broken promise.

Pause wrong prices, unavailable variants, and broken links. Review a product after spending 3x your target cost per purchase without a purchase.

First check tracking and allow purchases time to be attributed.

WHERE MARPIPE HELPS

Marpipe’s SKU Optimization can automatically filter underperforming products. Review the resulting assortment before launch; your margin, stock, and seasonal choices still matter. ^[6]

Pausing paid promotion does not mean deleting a legitimate product from your store or making it unavailable to other shopping channels.

BUILD YOUR Q4 CREATIVE SYSTEM

THREE STATES TO BUILD NOW.

Use one design system. Change the promise when the offer or shopping need changes.

GIFTING

A useful gift.

UNDER \$60



Blue everyday sneaker / \$59

BFCM

Black Friday.

\$45, WAS \$59



Selected styles / Ends Nov 30

SHIPPING CUTOFF

Time to order

02 : 14 : 08

DAYS HRS MINS



Until the delivery cutoff

Lead with the gift.

Select products below the advertised price limit. Show a useful product detail and an accurate current price.

Switch when your promotion begins.

Make the deal obvious.

Show the payable price and any conditions together. Remove the offer when it ends, even if the creative still looks good.

Switch when the offer expires or changes.

Make urgency visible.

Set Marpipe’s countdown to the confirmed cutoff date and time. Show eligible shoppers how long they have left to order. [9]

Switch to pickup or digital options when the timer reaches zero.

ONE OFFER, THE SAME TRUTH EVERYWHERE

The ad, product page, and checkout should agree. Keep a clean product image for shopping feeds; create promotional versions for ad destinations that support them. [4]

Build and approve the base BFCM design system by October 2. Prices, stock, and delivery promises remain live inputs.

PRODUCT-LEVEL VIDEO

GIVE EVERY SKU ITS OWN VIDEO.

Marpipe turns your catalog images into product-level videos for the entire catalog. ^[5]



SHOW THE ITEM

Make the product clear immediately.



REVEAL A DETAIL

Use a close-up or an approved second view.



KEEP IT CONSISTENT

The item and the offer must remain accurate.

Frames from a public Marpipe Product Level Video example. Brand wordmark cropped from view. ^[5]

BUILD VIDEO ACROSS YOUR CATALOG

- + Connect the full catalog so every SKU gets its own generated video.
- + Build a template using each product’s image, name, and active offer.
- + Apply it across the catalog. Review different shapes, variants, and title lengths.
- + Publish the video output; keep static creative for placements that need it.

ONE TEMPLATE. EVERY SKU.

Generate video across the entire catalog. Compare video and static versions using the same product assortment, offer, and audience setup. Judge purchases and cost per purchase.

Why test it: Meta reported 7% higher conversion rates in tests of catalog video versus static images on Instagram Reels. ^[8]

PUT THE PLAYBOOK TO WORK

GET YOUR FIRST Q4 SET READY THIS WEEK.

Assign one owner and one deliverable to each step.

MONDAY	Paid media + feed owner	Get your Readiness Score. Choose the three fixes that matter most.
TUESDAY	Feed + ecommerce	Fix price, stock, and destination issues. Recheck the same products.
WEDNESDAY	Paid media + merchandising	Pick your product priorities. Confirm stock and offer eligibility.
THURSDAY	Creative lead	Build Q4 creative states and generate video for every SKU.
FRIDAY	Campaign owner	Test ad to checkout. Assign seasonal switches and an evergreen fallback.

FREE FEED AUDIT

Find the gaps. Know what to fix.

Get channel scores and a prioritized fix list. Upload your feed or paste its URL. ^[7]

Get my free feed audit >

YOUR CATALOG



✓ Product details

✓ Price + availability

✓ Image quality



Talk to a catalog expert.

See how Marpipe can improve your feed and scale your Q4 creative.

Book a demo >

SOURCES + METHODOLOGY

A CLEAR BASIS FOR THE ADVICE.

How to use the score. This is a planning checklist, not a performance forecast or AI-readiness certification. Use the same ten-product sample when checking a fix; include all scheduled offer types. Unknowns score zero. A sample pass does not prove the whole catalog is correct.

Two different scores. The playbook’s manual score is out of 18. Marpipe’s automated auditor gives separate 0-100 channel scores. Use its findings alongside your checkout and campaign checks.

Suggested starting points. The ten-product sample, 90-day review, 3x target-cost review trigger, and October 2 design deadline are planning rules, not platform requirements. Verify tracking and conversion lag before pausing a product. Adapt the rules to your economics.

Evidence and examples. Meta’s figures come from distinct platform-reported tests; they are not market growth, Marpipe results, or promised lifts. Do not add them together. Creative prices, countdown values, and product records are illustrative. Confirm your own offers, market, delivery commitments, and platform eligibility.

SOURCES CHECKED SEPTEMBER 14, 2026

1	Meta retail advertising update	Meta’s 9.3% CPA result for hero media + catalog products. April 2025 (Portuguese).
2	Google UCP Catalog update	Connected agents can retrieve product details, including variants, inventory and pricing. March 19, 2026.
3	Google product data specification	Product attributes, variant grouping, price and availability fields.
4	Google product image requirements	Clean shopping-feed images and restrictions on promotional overlays.
5	Marpipe Product Level Video	Catalog-wide video generation and the public video example pictured here.
6	Marpipe SKU Optimization	Automatic filtering of underperforming products.
7	Marpipe Feed Auditor	Feed inputs, channel scores and field-level recommendations.
8	Meta holiday advertising update	Meta’s 7% conversion-rate result for catalog video vs. static on Instagram Reels. August 2025 (Portuguese).
9	Marpipe countdown timer guide	Dynamic countdown elements, target date/time setup, and template-wide publishing.