



# Seasonality adjustments for Black Friday / Cyber Monday



With Google Smart Bidding, machine learning can quickly react to seasonal changes in volume and conversion rates in most cases **without any adjustments on your end!**

However, for some particular situations, adjustments are recommended. This Guide will help you think through a number of questions that will help you determine whether Seasonality or target adjustments should be made to your campaigns to handle the seasonal changes.

## Pre-work: External variables

### What is the expected level of competition this year? What was observed last year?

Why: Competition may have changed since last year, such as a larger competitor increasing market share recently. This alone may warrant an adjustment in how competitive you want to be in the auction via CPA/ROAS goals, all other things equal.

### What is the expected change from last year's sale? Will the sale be similar or will be better/more attractive?

Why: If the sale is more attractive (50% off whole site this year vs 20% off some products last year), that could also change expected CPA/ROAS. Less conversion value incoming may decrease ROAS, etc.

## Pre-work: Internal variables

### Are conversions the same since last year? Were conversions in the account updated since?

Why: Using different conversion types since last year may cause last year data to be difficult to gauge current year guidance. But if they're somewhat similar conversion actions they could possibly be used directionally for this year.

### What is the expected change from last year's sale? Will the sale be similar or will be better/more attractive?

Why: predicted CvR is a strong signal used in Smart Bidding, and a major increase in actual CvR may warrant a goal or seasonality adjustment

### What is the anticipated conversion rate lift at the campaign level? Will only one product group go on sale? Or will most of site go on sale and see lift?

Why: if only some campaigns last year saw a lift in CvR, only these campaigns may need an adjustment.

### Is the conversion volume you're measuring significant?

Why: looking at too granular of data will see wide swings in CvR that Smart Bidding already handles. So only consider other factors for any adjustment, such as competition, the scope of the sale, etc.



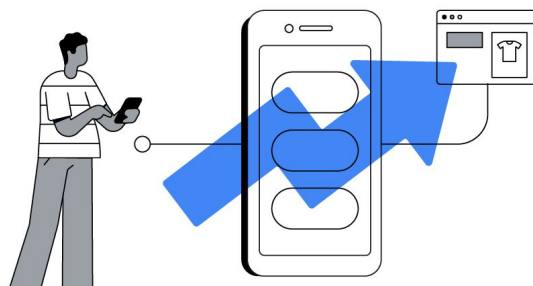
## Note

Seasonality adjustments are currently available for **Search, Shopping, and Display** campaigns.

Keep in mind

For **Smart Shopping campaigns**, the algorithm has more signals available and is less susceptible to seasonal fluctuations. No changes are needed unless conversion rate spike >100%. If so, ask your Google representative about our Seasonality adjustments beta

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**If you're not sure how Seasonal adjustments apply to your accounts, use this flowchart!**

Please be aware that this series of questions should be used as general guidelines and performance is not guaranteed.

Start

Do you expect a major (e.g. >30%) conversion rate change in a <3 day time period?

NO

✓ No adjustment recommended! Just be sure to open up budgets to take advantage of additional traffic!

YES

Do you have a specific tCPA or tROAS goal for the season?

NO

✓ Use Max conv. / Max conv. value temporarily, adjust budgets, then consider talking to your Google rep to apply data exclusions after the time period elapsed to exclude it from algorithm.

YES

Does your campaign have substantial (>30/week) conversion data?

NO

✓ Manually adjust tCPA/tROAS goals to counteract potential increased competition

YES

Do you expect conversion rate change across your whole account?

NO

✓ Input seasonality adjustment(s) for the impacted campaign(s) up to the % historical CvR change if it is anticipated to see another spike\*.

\*Spike is >30% change in conversion rate within 3 days

YES

✓ Input account-wide seasonality adjustment up to the % historical change for larger accounts if it is anticipated to see another spike\*.

\*Spike is >30% change in conversion rate within 3 days



Pro tip

Ensure that any competition changes and/or updates to current year sale are factored in to your seasonal adjustments. For example:

- A competitor has increased its holiday spend
- You've changed your sale from 50% off to 20% off