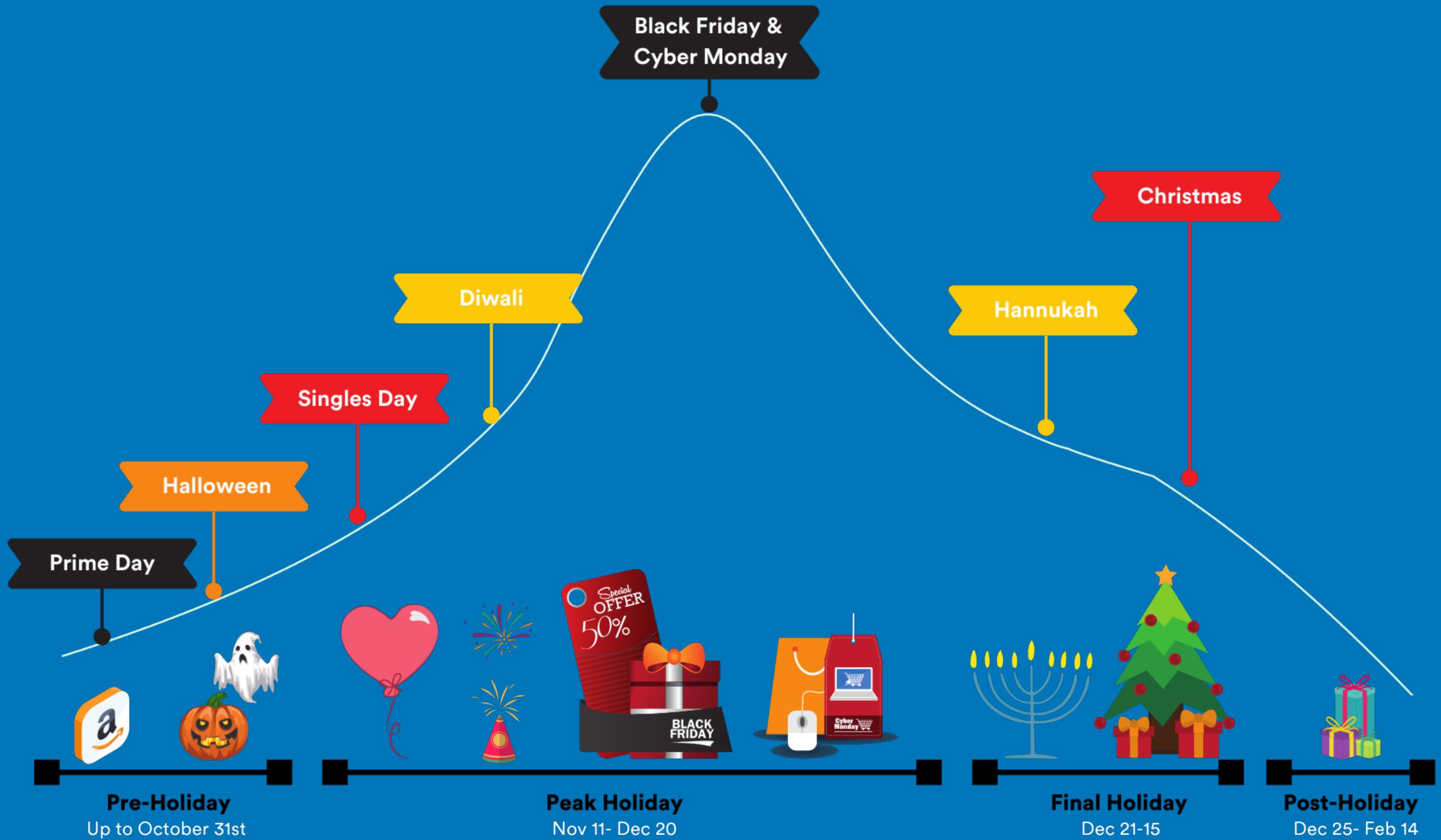


The Cirql

A Digital Marketer's Guide To Keeping Ad Costs Efficient This Holiday

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Seasonal Drivers of Revenue and Ad Spend

This year holidays are starting sooner (thanks to a late Prime Day) and are more spread out than usual.

As consumers have a longer window to shop, brands need to understand how to strategically optimise their ad spend across this long and spread out holiday period.

COVID-19 Has And Hasn't Impacted Ad Spend

Yes, COVID-19 lead to a decrease in ad spend during the first half of 2020.

But e-commerce revenue increased by 71% in Q2 of this year as several retailers migrated online.

Now, the combined effect of increased user traffic and ad spend- thanks to COVID and holiday season- presents a huge opportunity for brands to increase their revenue during Q4 and make up for lost revenue in Q2 and Q3.

Ready to make up
for lost revenue in
Q2 and Q3?

With this e-book you will learn how to
create ads:

- that meet consumers' demands
- that will use your ad spend
optimally
- that will help acquire customer data
- that will work across different
platforms and audiences.

Ultimately it will help you end the year
strong.

77%

Increase in holiday related
searches in April of this year-
Pinterest

Early to prepare and early to advertise makes a brand healthy, wealthy and wise.

As consumers begin to start their holiday search early, it is only natural that holiday advertising starts early too. Doing so is a catalyst for holiday revenue growth.

By buying traffic ahead of time, you can warm up your cold leads and leave an impression about your brand and holiday

deals before your competitors can get to them.

More importantly, you can benefit from the reduced CPMs before the peak holiday season.

Our recommendation is to use August-October as the customer acquisition phase and use October-December as the retargeting phase. Here's why...

Warm Up Cold Leads With Content Ads

The months before peak holiday season are crucial to customer data acquisition as there is less competition for attention.

One way to gather qualified leads creatively and cheaply is to launch content ads prior to the holiday season.

Content ads refer to promoting branded blogs posts, non-promotional content, or videos as social ads.

Content ads are essentially brand awareness ads and include branded or influencer created content.

Unlike promotional ads, content provides value and builds trust over a longer period of time. On some platforms such as TikTok, users even go on to say that ads on this platform **feel more authentic and trustworthy.**

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43%

Say ads blend in with the content on TikTok.

52%

State that they find new products via ads on TikTok.

Prioritise Content Ads To Be Easy On Your Budget

Because content ads blend in with organic content and are perceived as more authentic, they are also more likely to be clicked on, thereby lowering your ad costs.

We have tested the cost to amplify content ads with our own in-house paid media platform.

Ad Costs

\$0.87

CPM for campaigns
optimised for brand
awareness

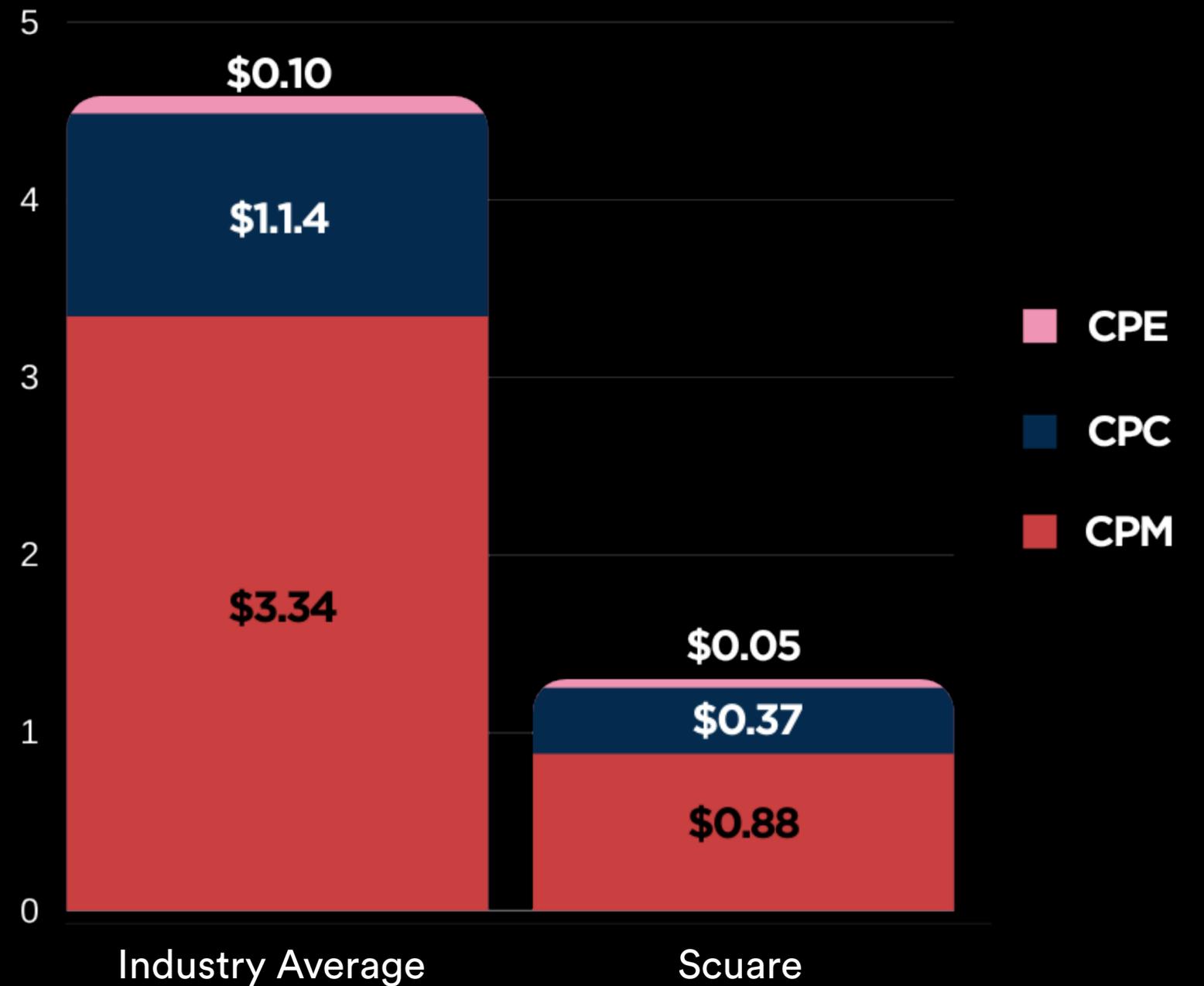
\$0.37

CPC for campaigns
optimised for traffic

\$0.05

CPE for campaigns
optimised for
engagement

These are well **below the industry average** and no doubt provide brands a way to efficiently use their ad spend to reach and potentially convert quality leads.



Acquire Customer Data Early To Keep Ad Costs From Skyrocketing

Customers buy outcomes, not products. So have your own marketing team or influencers generate content focused on desired customer outcomes and then promote the content pieces as social ads to drive more traffic to your website.

The goal of your content ads shouldn't be "capture emails". The goal should be to generate interest by focusing on the outcome that the consumer desires. This will have a higher likelihood of capturing

attention and converting your audience. Once you get them to visit your website, think about creating content that is worth subscribing to, such as early or exclusive access to holiday offers, items, etc.

Once you convince customers to share their email with you, you can retarget these customers during peak holiday season via social ads.

7 times

To make an impression.
To be considered.

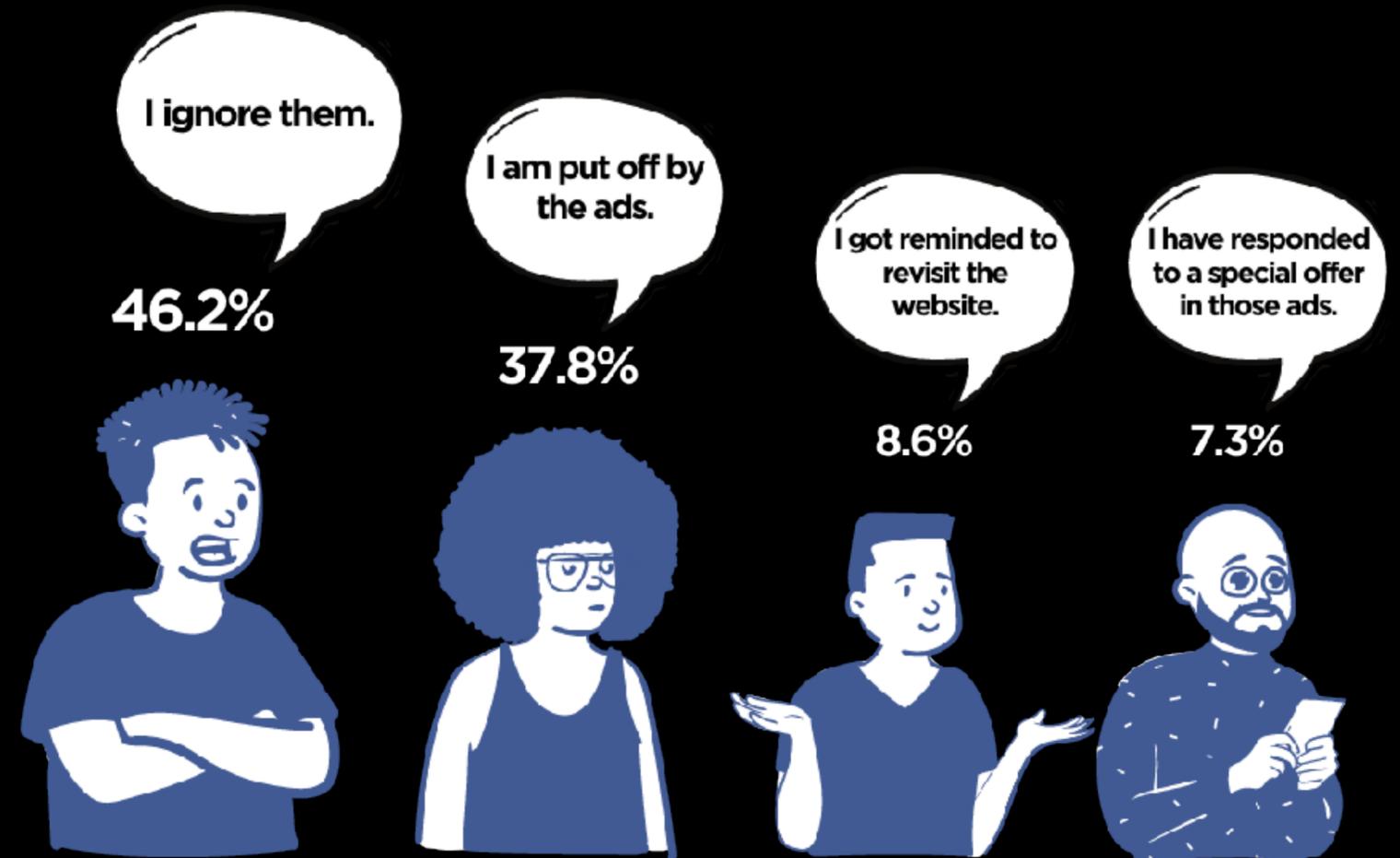
Your ad spend is better spent on retargeting already primed customers or leads.

It takes approximately 7 times for leads or customers to become familiar with your messaging and make a purchase decision. Retargeted customers are also 70% more likely to make a purchase than new customers.

From our experience, the best time to acquire customer data is from Q1-Q3 and the best time to retarget or scale your social ads is from October until the peak in November.

3 out of 4 users are aware that your brand is retargeting them with social ads.

Here's what they think.



Here are 3 steps you can take to spend your ad budget effectively when retargeting.

Just because someone has visited your site once doesn't guarantee that they are interested in your brand.

Spend on Mobile- First Formats that bring more returns

INSTAGRAM STORIES

Unlike in-feed placements on Instagram and Facebook, [Instagram stories have lower CPMs, even during the holiday season.](#) Top advertisers are featuring content ads that blend in with organic content to maximise engagement and click through rates from stories. And now you can too.

SNAPCHAT

Similarly, [Snapchat Story ads have 8x lower CPM](#) than Facebook and Instagram and will help you reach a very different and younger demographic than other platforms. Nearly 90% of Snapchat users are [13-24](#) years old. Moreover, users actively choose to watch snapchat story ads, making it easier for you to understand which users are most likely to convert.

Refresh content creative to avoid fatigue

USE SEVERAL CREATIVE SETS

With 46.2% ignoring ads and 37.9% being put off by repetitive ads, we recommend including several creatives in your ad set.

ALLOCATE BUDGET SMARTLY, AUTOMATICALLY

Platforms like Scuare, our in house paid media platform, automatically allocate budget to the best performing creative to make your life easier. In one of our campaigns, our platform optimised 1 story out of 11 story creatives and that 1 story yielded us 1 million impressions and a CPM of \$0.07.

The conclusion: use multiple creatives and let the platform optimise the best content for the best ROI.

Test your audience

LEVERAGE YOUR AUDIENCE ACROSS SOCIAL PLATFORMS

Different ad sets work differently for different audiences. While most platforms will let you select audience sets based on interest and demographics, platforms like Scuare will also let you tap into look-alike audiences or highly engaged audiences of influencers to ensure you reach new and existing audiences which are most likely to convert.

You can also use [Scuare](#) to exclusively launch and amplify the same creative set across [TikTok](#), [Instagram](#) and [Facebook](#) and optimize the content on the channel that performs best.

Reaching your goals

Let us help you.

So there you have it. Some clever ways to keep your ad costs efficient this holiday season. Ready to see this happen for you?

It's not too late. We can have influencers create content in 15-30 days or we can use existing content and launch them as social ads to audiences most likely to convert.

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Trusted by
the Best.

