

GOOGLE SHOPPING HOLIDAY ANALYSIS WORKSHEET

LESSONS LEARNED FROM LAST HOLIDAY SEASON

BEFORE YOU BEGIN

Log in to your AdWords account and in the "All campaigns" column on the left, select "Shopping campaigns" from the drop-down. Set the date range in your AdWords account from last October 1- February 28 to see the full spectrum of performance level throughout pre, mid, and post holiday season. Now, let the analysis begin!

GENERAL PERFORMANCE



Click the graph icon to pull up the graph in your AdWords dashboard and set the time to "Weekly".

Adjust the drop-downs according to the metrics you wish to analyze and use the graph as visual aid to easily gauge performance.

- What were your key Performance Indicators (KPIs) from last season?
*We'll help get you started, the fill in your own according last season's goals...

TRANSACTION VOLUME?

GOAL

END RESULT

COST PER CONVERSION?

GOAL

END RESULT

IMPRESSION SHARE?

GOAL

END RESULT

MARKET SHARE?

GOAL

END RESULT

RETURN ON AD SPEND (ROAS - "CONV. VALUE / COST" COLUMN?)

GOAL

END RESULT

GOAL

END RESULT

GOAL

END RESULT

GOAL

END RESULT

• Were you consistent with meeting your goals? YES NO

• Where did you fall short?

• Where did you succeed?

• In what month/week did your impressions begin to increase?

• Month: _____

• Week: _____

• In what month/week did your conversions begin to increase?

• Month: _____

• Week: _____

• In what month/week did your return on ad spend begin to increase?

• Month: _____

• Week: _____

• Would you consider last season a success...or not? Why?

- Jot down a quick summary of last year's general performance based on the research you just did:

CONVERSION RATE CHANGES

If you weren't tracking conversions, our [Google Shopping experts](#) will help you map out a successful plan to get your campaigns through the holidays.



- At what month/week/time were your conversion rates at their peak performance?
 - Month: _____
 - Day: _____
- When were they at their worst performance?
 - Month: _____
 - Day: _____
- Reflect on changes you made in your account to capitalize on the high-points and correct the lows:
 - CPC Changes
 - Adjustments to capitalize high points:

 - Adjustments to correct low points:
 - Device Changes
 - Adjustments to capitalize high points:

 - Adjustments to correct low points:
 - Day/time
 - Adjustments to capitalize high points:

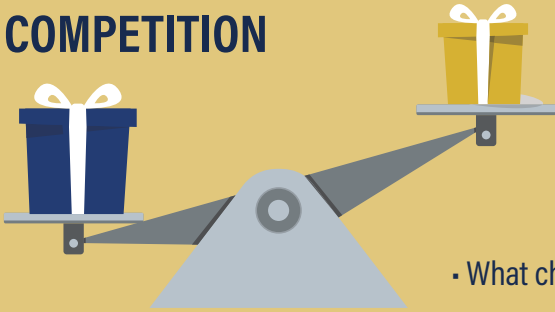
 - Adjustments to correct low points:
 - Negative Keywords
 - Adjustments to capitalize high points:

 - Adjustments to correct low points:
 - Ad Copy
 - Adjustments to capitalize high points:

 - Adjustments to correct low points:

- Jot down a quick summary of last year's conversion rate changes based on the research you just did:

COMPETITION



- Did you actively ramp up your bids/budget for the holiday season?
YES NO
- Did you keep bids/budget the same?
YES NO
- What change did you notice in your Auction Insights report during peak times?

- Did you use AdWords promotional scheduling to turn on and off promos for things like Black Friday sales? YES NO
 - If so, did they run smoothly or did you have any speed bumps? How can you adjust your promotion strategy to improve upon what you did last year?
- Did you keep track of your competitors' promotion schedule?
- How can you adjust your strategy to stay one step ahead of your competitors this season?
- Jot down a quick summary of your level of competitiveness and how it affected last season's performance, based on the research you just did:



BUDGET

- On your most lucrative days, did you ever run out of budget? YES NO
- When performance was consistently high, how did you adjust your overall budget?

- Jot down a quick summary of last year's budget strategy and performance based on the research you just did:



DEVICE PERFORMANCE

- Did your Mobile convert well for you? YES NO
- Did Tablet? YES NO
- How did Computer performance compare to your devices?

- Which device had the best return on ad spend?

- Which device accounted for the highest cross-device conversions?
- Did you make bid adjustments for your best performing mobile, tablet, or computer campaigns? YES NO
- Jot down a quick summary of last year's performance based on the research you just did:



PROMOTIONS

- Did you run a special holiday promotion last season? YES NO
- If so, how did it affect your conversion rate?

- When was peak performance during your promotion?

- Jot down a quick summary of last year's promotion performance based on the research you just did:

PACKAGE UP YOUR RESEARCH

The holidays are also a time for reflection, so look back at the summaries you wrote for each focus and create new goals for the upcoming holiday season. Use the data you've collected to construct a strategy around each of your goals.



GENERAL PERFORMANCE

- Goal?
- What will you do to achieve your goal?

CONVERSION RATE CHANGES

- Goal?
- What will you do to achieve your goal?

COMPETITION

- Goal?
- What will you do to achieve your goal?

BUDGET

- Goal?
- What will you do to achieve your goal?

DEVICE PERFORMANCE

- Goal?
- What will you do to achieve your goal?

PROMOTIONS

- Goal?
- What will you do to achieve your goal?

The holidays will be here before you know it, so if you're in need of little helpers this year, schedule a free review with our Google Shopping experts to ensure you're campaigns are ready to rock the holidays.

SCHEDULE YOUR FREE REVIEW



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