

Ring in the New Year with ROAS

With the end of 2020 in sight, ringing in the new year will bring *much* joy and optimism. It'll also look quite different, inspiring the performance marketer in you about new possibilities.

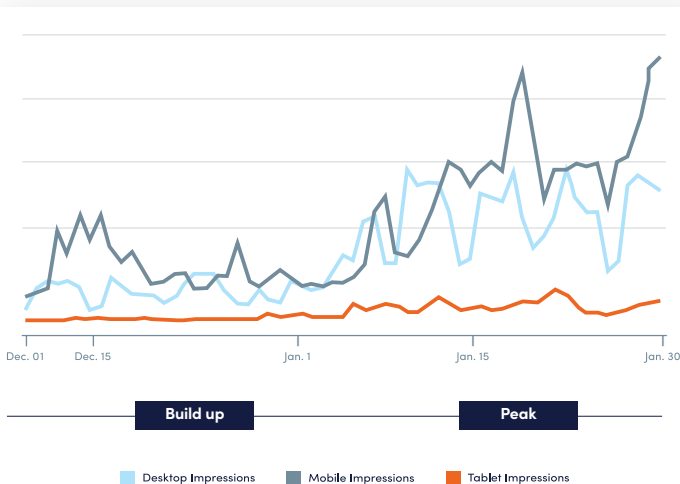
Here are tactical **Business & Finance** insights to bank on your New Year's campaigns and beyond.

Timing and Platform Are *Everything*

New Year's campaigns make positive first impressions throughout December, but *really* start picking up January 1 and into February.

Unlike years past, mobile traffic takes the rein over desktop, beginning December 5.

Start your campaigns one week ahead of build-up.



Average CTR

0.05% - 0.10%

Average CPC

\$0.18 - \$0.23

New Year, New Approach

Break from the routine and try something new to grow your audiences – even dipping into *other* high-performing ad verticals.

Finance brand writing about how AI Technology is modernizing financial services.

People interested in Business & Finance are *also* interested in:

- News & Politics
- Electronics
- Entertainment
- Home & Lifestyle
- Recreation
- Technology

Ring in the New Year with ROAS

Keywords That Meet the Eye

Your audiences are *also* looking for a fresh start, so be sure to use high-performing keywords to boost New Year's engagement.

Taking control (of finances) | saving smarter credit cards | investment | insurance



Boost CTRs by combining top keywords with enticing CTA text or buttons.

"[Download Now] The Best Investment App for Beginners in 2021"

Positivity Sets the Tone

Safe to say, people will be *happily* looking to this new year more than any other.

Illuminate your imagery with positive sentiments to resonate with those celebrating.



Women with tech gadgets



Use of credit cards

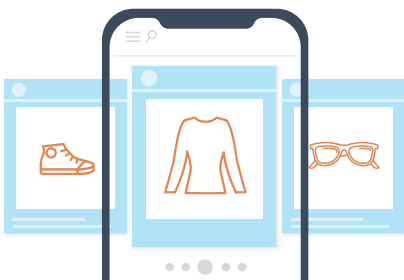


Aspirational images (people traveling)

Creative Ad Experiences

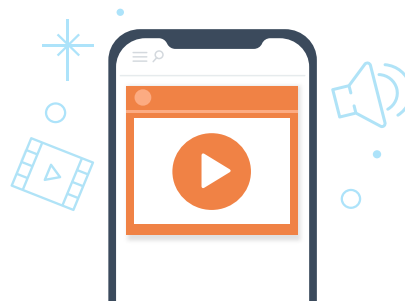
Seeking investment opportunities, living a healthier lifestyle, or finding ways to best secure one's hard-earned money — discovering something new is the name of the New Year's game. So, why not test new ad formats for higher impact?

Carousel



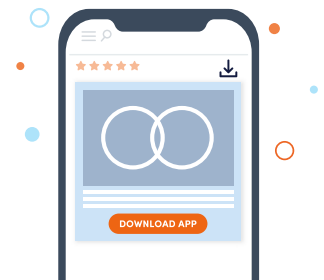
Create interactive experiences through multiple product offerings, images, or CTAs.

Click-to-Watch Video



Drive 100% viewability with immersive, opted-in video experiences that lively up your brand.

App Install



Leverage engaging elements (like interactive GIFs!) to drive downloads and 45% higher lifetime value for your mobile app.

See for Yourself