

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.

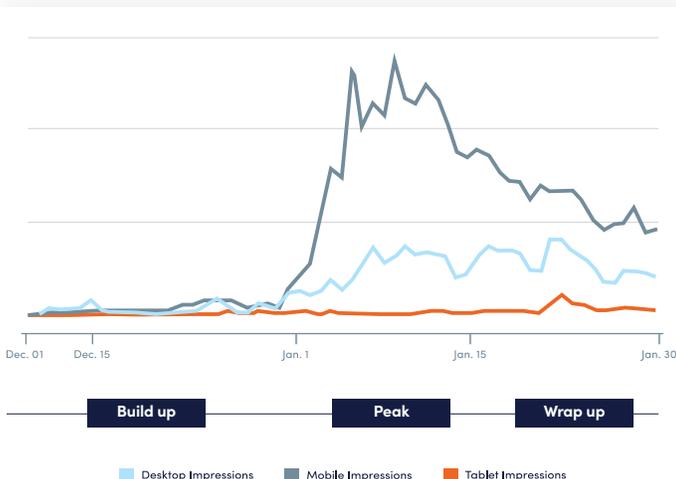
Here are tactical **Health & Wellness** insights to spark your creativity in the lead up to New Year's and beyond.

Timing and Platform Are Everything

Given the Cyber Weekend frenzy, New Year's campaigns don't *really* begin picking up until December 27, peaking through January 8.

Unlike years past, mobile traffic now takes the rein over desktop, beginning December 25.

Start your campaigns one week ahead of build-up.



Average CTR

0.15% - 0.22%

Average CPC

\$0.27 - \$0.32

New Year, New Approach

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

Health & Wellness brand writing about Electronics that keep you active.

People interested in Health & Wellness are also interested in:



Business & Finance



Entertainment & Media



Sports



Nutrition



Electronics

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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.

resolutions made easy | tips | inspiring | reinvent | running



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

"[Start Now] The Perfect Health App to Reinvent Your Mind and Body"

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.



Food close-ups



Self-reflection



Active lifestyles

Creative Ad Experiences

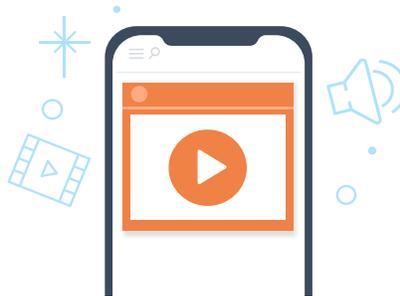
Losing weight, picking up a physical activity, or practicing self-care — discovering something new is the name of the New Year's game. So, why not test new ad formats for higher impact?

Carousel



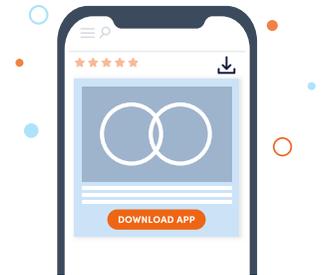
Create interactive experiences through multiple product offerings, images, or CTAs.

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