

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 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 26.

Unlike years past, mobile traffic now takes the rein over desktop, beginning December 23.

Start your campaigns one week ahead of build-up.



Average CTR

0.15% - 0.35%

Average CPC

\$0.25 - \$0.40

New Year, New Approach

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

Fashion & Apparel brand writing about wearable *Technology* trends for 2021.

Highest CTRs

- ✓ Sports
- ✓ Entertainment & Media
- ✓ Health & Fitness
- ✓ Technology
- ✓ CPG
- ✓ Lifestyle

Highest Conversions

- ✓ Entertainment & Media
- ✓ Health
- ✓ Travel
- ✓ Fashion & Apparel
- ✓ Finance

Top Spenders

- ✓ Entertainment & Media
- ✓ Finance
- ✓ Technology
- ✓ Health
- ✓ Home Goods & Durables

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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.

upgrade | refresh | new | start | try | take control | 2020



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

"**[Shop Now]** The Perfect Holiday to **Refresh** Your Mind"

Positivity Sets the Tone

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



Images of smiling and clear faces

Active, healthy lifestyles

Consumers happily using gadgets

Creative Ad Experiences

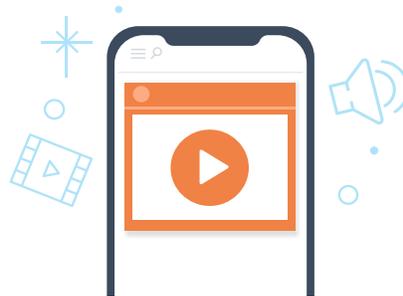
Losing weight, learning a new hobby, or booking future travel — discovering something new is the name of the New Year's game. So, why not test new ad formats for higher impact?

Carousel



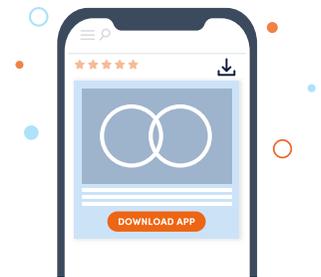
Create interactive experiences through multiple product offerings, images, or CTAs.

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