

# Partner with Criteo for record-breaking holiday sales.

Holiday shoppers may put things off until the last minute, but retailers can't. Early planning is vital to maximizing sales during gift-giving season. Here you'll find a month by month checklist to ensure readiness and help drive sales.

## Put the pieces in place:

**Adapt** 2016 media spend with the knowledge of 2015 traffic peaks

**Test and troubleshoot** your digital channels, new technology and customer service platforms to prevent problems (down-time) during peak traffic periods

**Perfect** your digital customer experience to keep customers happy and buying

**Implement** retargeting tactics that leverage your social presence to drive shoppers to your best platform

## Follow our month-by-month checklist:



### July

- Select media channels
- Vet and test partners



### October

- Freeze site/code
- Conduct Facebook DPA testing
- Email implementation deadline - 10/1



### August

- Finalize media budgets



### November - Ready, set, sell:

- Thanksgiving - 11/24
- Black Friday - 11/25
- Cyber Monday - 11/28
- Bounceback Tuesday - 11/29



### September

- Finalize product catalog, promotional plans and creative
- Last day to start full holiday campaign prep - 9/6



### December

- Last day for free standard shipping offers - 12/18
- Last day for two-day shipping offers - 12/22
- Promote Boxing Day deals

## Get help from Criteo experts.

You are not alone in your holiday planning. Criteo is here to help deploy and optimize your digital strategy at every step of the way.

Contact your Criteo Account Strategist or [info@criteo.com](mailto:info@criteo.com) and be holiday ready!