

Holiday Prep:

Cyber Week Checklist

Now is the time to get your brand ready for the biggest shopping event of the year.

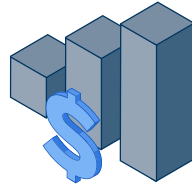


PAST CYBER WEEK VICTORIES



\$77 Million

Client Revenue Generated



41%

Turkey-5 Revenue Lift



55%

Mobile Purchasers

Our Preparation for Your Cyber Week Success

<p>1 EARLY LAUNCH</p> <p>Start early November with holiday-themed ads to capture early shoppers</p>	<p>2 SMART BIDDING</p> <p>Use flexible, automated bidding across platforms for max efficiency</p>	<p>3 MOBILE-FIRST</p> <p>Prioritize fast, mobile-optimized shopping and checkout experiences</p>	<p>4 FULL-FUNNEL TRACKING</p> <p>Use GA4, CRO, and real-time monitoring to boost conversions</p>
<p>5 INVENTORY SYNC</p> <p>Optimize product feeds and align ads with in-stock inventory</p>	<p>6 TURKEY FIVE SURGE</p> <p>Scale budgets, retarget warm audiences, and tailor daily promos</p>	<p>7 POST-BFCM RETENTION</p> <p>Use email, SMS, and retargeting to drive repeat purchases</p>	<p>8 TECH STACK CHECK</p> <p>Ensure key tools like BNPL, digital wallets, & cart recovery are in place</p>

Final Call: Onboarding Deadlines

Intake calls on or before these dates below ensure ads will launch for Cyber Week:

FRI 10/10 PAID SOCIAL	WED 10/22 AMAZON	MON 10/27 PAID SEARCH	FRI 10/31 EMAIL
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MANAGEMENT TIMELINE	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ideal Sign Up Time	█	█		
Launch		█	█	
Optimizations			█	█

By working with Logical Position, you'll be fully prepared to:

- Reach shoppers sooner, not just during peak days.
- Optimize for mobile-first buyer behavior.
- Beat rising CPCs with smart budgeting.
- Leverage advanced analytics and automation.
- Convert browsers into buyers with site-ready checkout and feed strategies.

Schedule a Time to Start Your Complimentary Digital Marketing Strategy Call