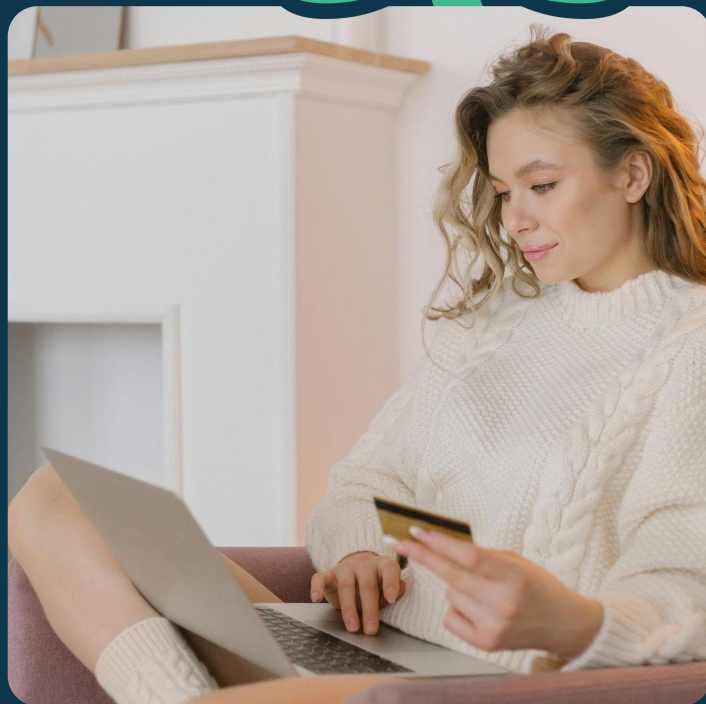


goa marketing



# Q5 Google Ads Playbook



MESSAGE

# A message from our CEO



We're GOA Marketing, a Cutting edge SaaS platform specialising in Google Ads optimisation. We empower companies to take control of their Google Ads performance by improving spend efficiency, uncovering actionable insights, and creating opportunities to gain a competitive edge.

This playbook is designed to help you unlock the unique opportunities of the Q5 period. With over £1 billion in paid search management experience, we've analysed the trends and performance data to give you the insights you need to drive better results and outperform the competition while others are slowing down. Q4 isn't the end - learn how to push those pounds and keep the momentum going into the new year.

**Gabrielle Crofts**

A handwritten signature in black ink that reads "Gabby Crofts". The signature is written in a cursive, flowing style.

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# The GOA Advantage: **What You Get**



## 200+ Daily Checks

Our platform performs over 200 automated checks each day, covering brand protection, landing pages, PMAX, RSAs, and budget management to safeguard your ROAS and prevent overspends.



## Actionable Insights

The GOA dashboard offers comprehensive and actionable insights into the performance of your Google Ads campaigns, enabling you to fine-tune expenditure and enhance profitability.



## GOA's Technology Adapts

GOA's technology adapts to your business objectives and Google's updates, empowering your business to respond swiftly to changes in a world where every marketing pound is crucial.



## Expert Support

Our team is dedicated to helping you achieve your goals. We'll work with you to craft the right paid search strategy, ensuring your business makes the most of its advertising spend.

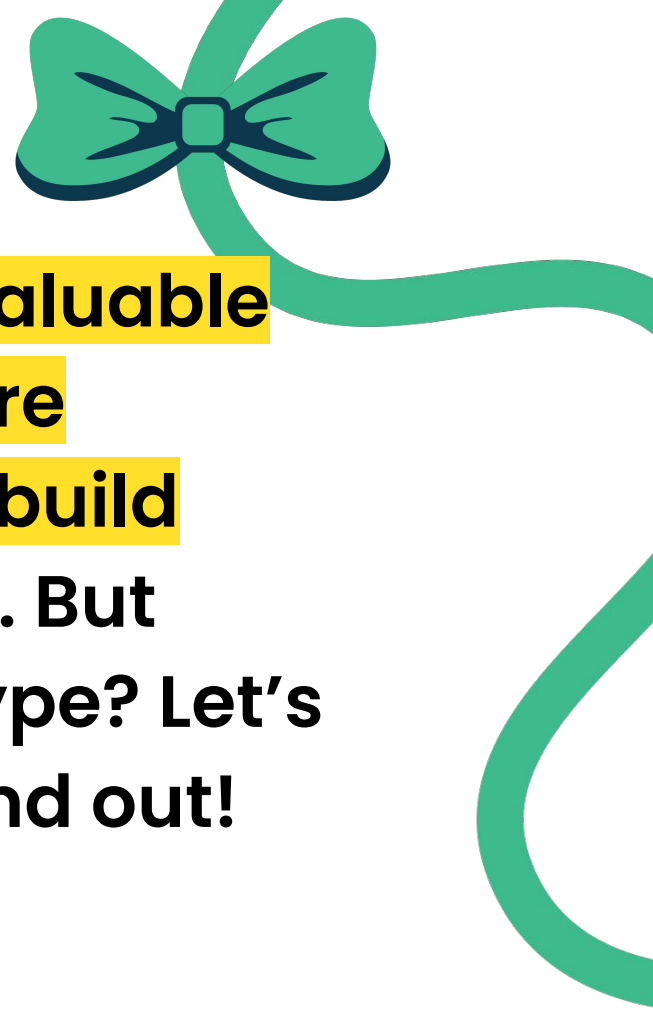


# What is Q5?

# December 25th to the 1st January

Q5 refers to the often-overlooked period following the hustle and bustle of Q4, which includes Black Friday, Cyber Monday, and the peak holiday shopping season. Starting around December 25th and running until January 1st, Q5 presents a valuable opportunity for advertisers - especially in retail.





**Overall, Q5 can be a highly valuable time for advertisers to capture attention at lower costs and build momentum for the new year. But does the data support the hype? Let's dive into the numbers and find out!**

Methodology

# GOA Marketing's Q5 Methodology





To uncover the real value of Q5, GOA Marketing conducted an in-depth analysis of retail ad spend across its network on the Google Ads platform. Our study focused on key performance metrics, offering data-driven insights into the unique opportunities presented during Q5.

#### **Our Data Framework:**

We reviewed £8.8M in retail ad spend across agencies and advertisers in our network.

Our analysis covered **5 billion** ad impressions and **50 million** clicks over a three-week period in December 2023 (weeks of the 11th, 18th, and 25th).

The goal was to understand how Q5 impacts Google Ads performance across various devices and countries.

#### **Key Questions We Aimed to Answer:**



Is there a correlation between Q5 and increased inventory on Google?



Are **CPCs cheaper** during Q5?



How does Q5 performance **vary between devices?**



How does Q5 performance **vary between countries?**



## Ad Impressions

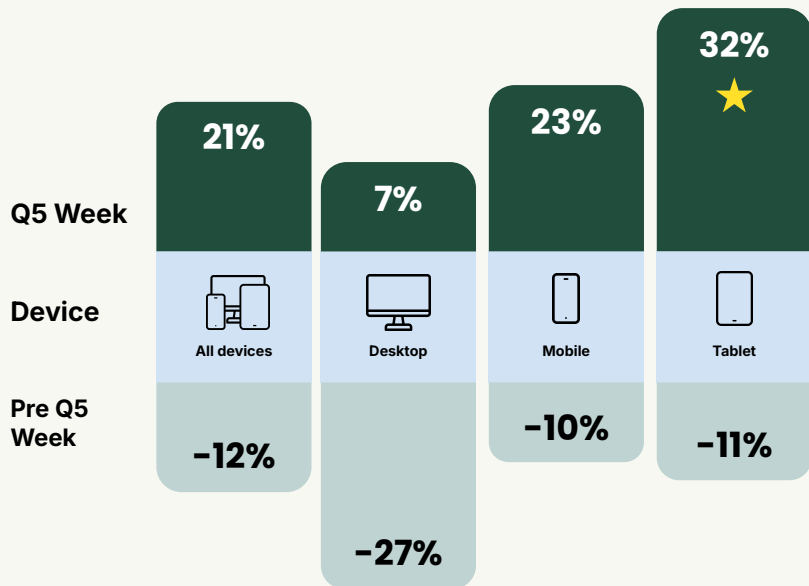
- 21% increase in impressions during Q5, with the **largest growth seen on mobile phones and tablets**, indicating a shift toward more personal devices.
- Regional differences were clear—Q5 didn't perform the same across all regions, highlighting the need for a tailored approach.



## CPCs

- **10% decrease in CPCs** across devices during Q5, creating an opportunity for cost savings.
- With lower CPCs, a more aggressive bidding strategy could be effective in capturing additional ad inventory and maximising reach.

# How did Ad Impressions change by devices across all countries?



## What Might Be Fueling Changes in Online Activity?

**More Time at Home:** People are working from home spending more time browsing.

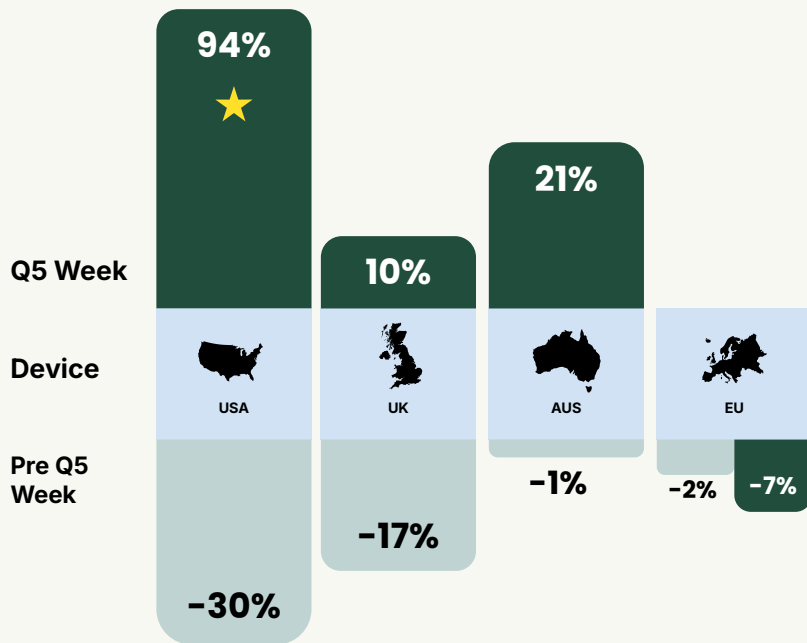
**Post-Holiday Sales:** Users are searching for deals and spending gift cards, boosting online engagement.

**Extra Cash to Spend:** Gift cards and holiday money encourage more browsing and selective shopping.

**Lower Competition:** With brands easing ad spend, users see more targeted, appealing ads.



# How did Ad Impressions breakdown by Country?



## Insights from Our Ad Impression Data

### More Post-Christmas Engagement in the US

Impressions surged by 94% during Q5 week compared to the pre-Q5 week, indicating heightened activity in the US post-holiday period.

### Rising Momentum in the UK

The UK experienced a 10% increase in impressions during Q5 week, showing continued interest and engagement after Christmas.

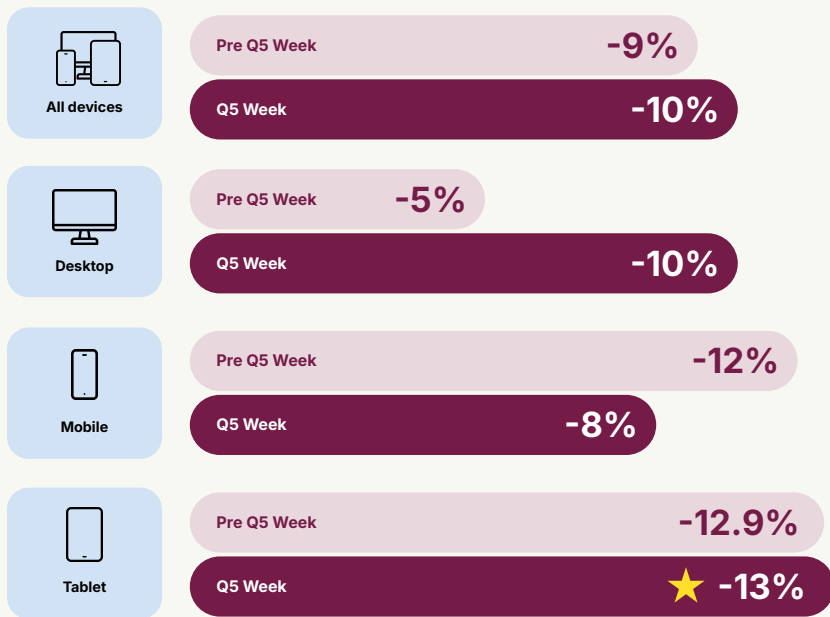
### Australia's Summer Effect

Impressions climbed 21% compared to the previous week - could this be driven by increased online activity during the summer holidays?

### Holiday Focus in the EU

The EU saw a 7% decline in impressions during Q5 week - might this suggest that people were prioritising family celebrations over online browsing?

## How did CPCs vary by devices globally?



## What Might Be Driving CPC Reductions Across Devices:

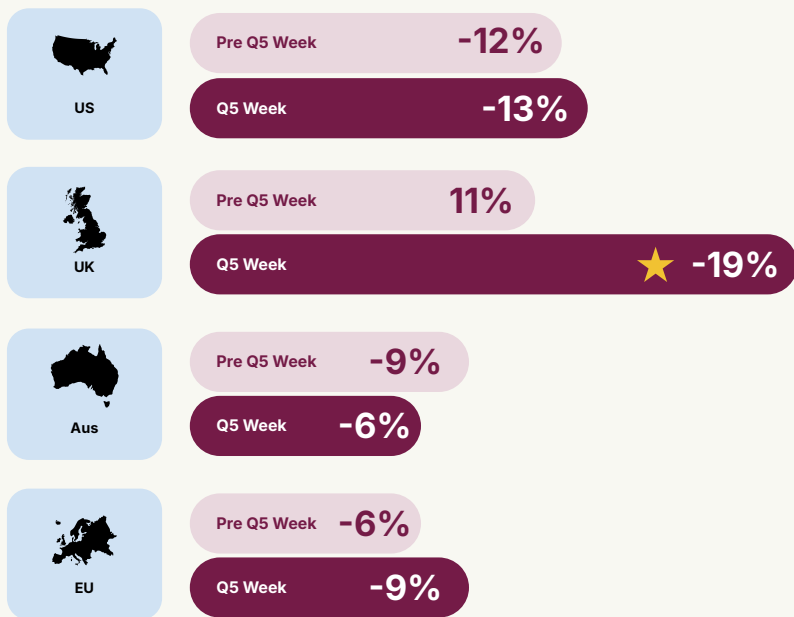
**Missed Opportunity:** Many advertisers are not taking advantage of Q5 and holding back spend for the January sales.

**Mobile and Tablet CPC Decrease:** Advertisers may not be adjusting their CPC bids to take advantage of consumers browsing on their personal devices.

**Lower Advertising Competition Post-Holiday:** Many brands reduce their ad spend after the holiday rush, leading to lower competition and reduced CPCs across devices.



# How did CPCs breakdown by Country?



## CPCs Dropped in All Regions

### US: 13% Decrease in CPCs

The US saw a notable reduction in CPCs, highlighting shifts in Q5 week advertising costs.

### UK: Largest CPC Decline at 19%

The UK experienced the most significant decrease in CPCs, making it the standout region in terms of cost reduction.

### Australia: CPCs Down by 6%

Australia had a moderate decrease in CPCs, indicating a smaller but still relevant shift.

### EU: Impressions Declined, but CPCs Dropped 9%

In the EU, impressions were down, yet CPCs also saw a meaningful reduction, illustrating an interesting regional trend.

**During this short but crucial window, several trends emerge that make Q5 a prime time to optimise your ad strategy:**

### **Lower Competition**

After the heavy ad spend of Q4, many brands scale back their budgets, creating less competition for ad placements. This can lead to lower CPMs (cost per thousand impressions) and stronger ad performance.

### **Leftover Budgets**

Companies with remaining ad budgets or year-end allocations find Q5 to be the perfect time to gain cost-effective exposure while others pull back.

### **New Year's Resolutions & Sales**

Consumers are eager to spend their holiday gift cards, capitalise on post-Christmas sales, or kick start new habits in the new year—whether it's fitness, self-improvement, or a fresh start.

### **Increased Online Activity**

With people off work or school, online engagement spikes. Consumers spend more time browsing, making Q5 an excellent opportunity to capture their attention.

# Strategies for Mitigating Risks in Q5 Campaigns





## Best Practices

- ✔ Do run this analysis on your own data from last year: Use your past Q5 performance metrics to inform and refine your strategy this year.
- ✔ Do capitalise on lower competition: With many brands cutting budgets post-Christmas, Q5 offers a prime opportunity to maximise your ad visibility at lower costs. With a 10% drop in CPCs during Q5, you can afford to implement a more aggressive bidding strategy to capture additional inventory and increase visibility.
- ✔ Do make data-driven adjustments: When your data reveals opportunities, act on them. In our analysis, we identified significant regional opportunities, so would recommend creating region-specific offers to boost engagement and performance.
- ✔ Do make sure someone is monitoring your campaigns: Staying on top of performance is key to success. Let GOA Marketing take care of the heavy lifting to keep your campaigns running at their best

## Common Pitfalls

- ✘ Don't overlook tablet users: While mobile is crucial, tablet impressions also saw solid performance in Q5. Don't miss out by neglecting to optimise for this device.
- ✘ Don't assume the same strategy will work globally: Our data shows regional variations in ad costs and performance. A one-size-fits-all strategy could miss key opportunities, so adjust your campaigns based on location.
- ✘ Don't overspend before Q5 begins: With more cost-efficient opportunities during Q5, consider saving part of your budget to take full advantage of the post-holiday period.
- ✘ Don't neglect your ad creative: Even with lower competition, engaging and relevant creative remains critical. Ensure your ads speak to post-holiday consumer behaviour, such as New Year's resolutions and gift card usage.



## **Luke Boudour,**

Chief Experience Officer at  
GOA Marketing

This analysis is a great example of how opportunities can be unearthed when you dig into data at scale; it's what we do here at GOA. With hostile trading environments any opportunity to take advantage of less competitive time periods where demand is still strong should not be overlooked, when people down tools and take their eye off the ball an opportunity always arises.

**At GOA we are always looking for opportunities that give our advertisers the competitive edge by looking at data in a different way, we like to challenge the status quo and generally accepted ways of doing things and this Q5 analysis demonstrates how we're identifying the opportunity out there.**

Remember, if everyone acts and runs their campaigns in the same way what differentiates you from other advertisers other than your brand awareness? So let's think differently, let's preserve some budget and really smash Q5!

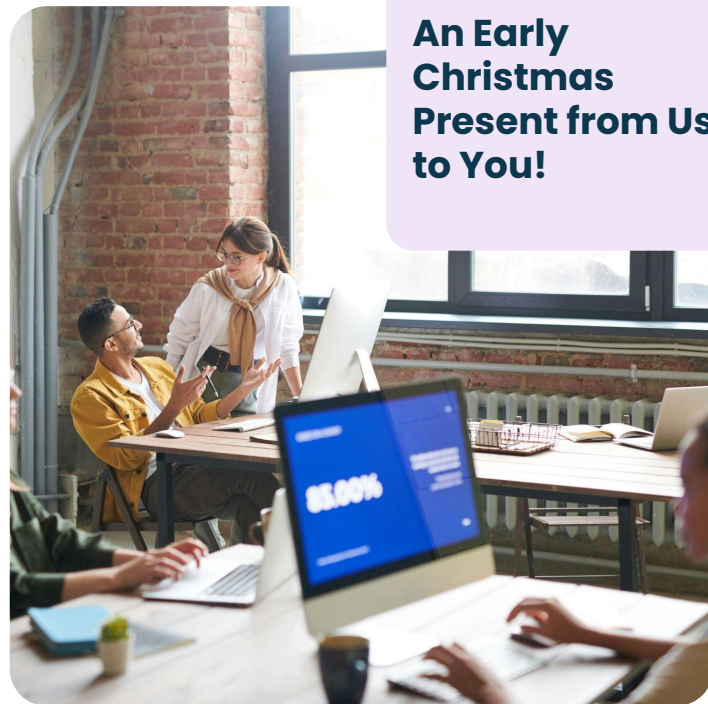
FREE FRAMEWORK SPREADSHEET

# Are you missing Q5 Opportunities?

Here's a sneak peek at the framework we've created to help you understand how your campaigns performed during Q5. Simply input your own numbers to see how impressions and CPCs were affected, and use the insights to fine-tune your strategy.

Fancy getting your hands on this framework? Consider it our final gift of the season! Just drop us an email at [framework@goa.marketing](mailto:framework@goa.marketing), and we'll send it straight to your inbox - Because sharing is caring, especially during the holiday season!

[Get your Framework](#)



**An Early  
Christmas  
Present from Us  
to You!**





# Thank you for your time!

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