

Get the Most out of Your
HOLIDAY SEASON
Native Ad Campaigns



Holiday
Season



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1. Holiday Season. Estimated spent performance in 2020

It is estimated that Americans plan to spend \$73.4 billion on the Holiday Season in 2020. More than 37% of respondents claim to have a higher shopping budget than the previous year because they were able to save more money during the coronavirus pandemic. Also, due to the quarantine situation, customers won't face shops full of mile-length lines, so customers will take advantage of online shopping. Therefore, online shopping will definitely make a scoop on this year's Holiday Season deals.

2. General Recommendations for Holiday Season

Although Holiday Season is famous worldwide, many affiliates underestimate their opportunities during this period, while few eagerly prepare for its high profit. No matter what side you're on, below are some simple rules that can help you achieve better results:

Pre-Holiday Season Checklist:

- Select the offers you are planning to promote for Holiday Season. In addition, you'll find offers from our partners with special bonuses; these offers are pre-approved by MGID's moderation.
- Find out the traffic volumes and prices for the geo you plan to work with by category to ensure that you have an adequate amount.
- Prepare landing pages with a special offer. These are the ones that will show the best performance during Holiday Season.
- You can collect potential leads in advance. For example, drive traffic to the offer's landing page, which promised that people will be contacted as soon as the offer goes live.

Holiday Season is on:

Collect everything you've prepared for Holiday Season and get started! Hot deals are exactly what will help you to get an excellent result. Run campaigns dynamically, and do not forget about pre-collected leads. With them, you will notice a significant rise in your performance.

3. Top spending verticals for Holiday Season with MGID

HEALTHY LIVING

CTR

0.15-0.25%

CPC mobile

\$0.30

CPC desktop

\$0.45

BUSINESS AND FINANCE

CTR

0.06-0.1%

CPC mobile

\$0.45

CPC desktop

\$0.8-1

ELECTRONICS AND CONSUMER GOODS

CTR

0.09-0.12%

CPC mobile

\$0.35

CPC desktop

\$0.60

3.1 Healthy Living

Geo: United States, Indonesia, Mexico, Brazil, Italy, CIS, Germany

Insights:

- Shoppers improve their label-reading skills and switch to healthier ingredients.
- 74% of Americans try to limit sugar intake in 2020.
- 23% of consumers admit they have stockpiled more vitamins & supplements recently.
- Immunity-strengthening foods, brain foods, plant-based products, and Vitamin D (10K+ searches) are on the rise.
- Fitness goes digital. With gyms being closed, consumers search for alternatives like Zoom workout classes. Germany has shown a 200% growth in searches for 'weight bars.'

Creatives examples



Guilt-Free Sugar-Free Swiss Bonbons To Celebrate The End Of A Day

[MORE](#)



Plant-Based Products with no GMOs, Soy, Or Gluten

[MORE](#)



Awesome Exercises That Can Be Done With A Weighted Bar At Home

[MORE](#)



Plant-Based Products with no GMOs, Soy, Or Gluten

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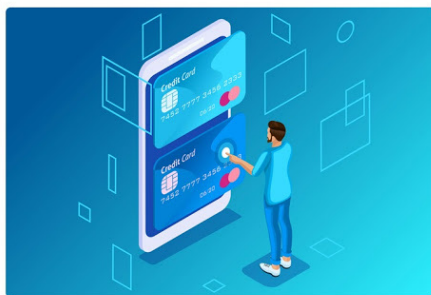
3.2 Business and Finance

Geo: South Africa, United States, Mexico, Italy, Indonesia, Germany

Insights:

- Buy now, pay later services: Klarna, Afterpay, Affirm & Openpay.
- Mobile commerce and mobile apps grow even stronger.
- The shift towards innovations (QR codes, VR/AR in retail).
- Fintech apps are in high demand while cash, ATMs, and branches usage dropped by 60%.

Creatives examples



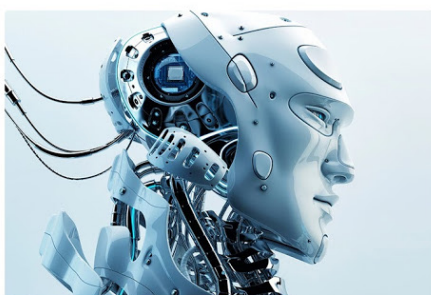
A Bank In Your Pocket: No Queues, No Hidden Fees

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How To Get A Financial Advisor If You're Not Rich

[MORE](#)



Want To Start Investing But Don't Know Where To Start?
Use A Robo Advisor

[MORE](#)



See How A New Item Will Look In Your Space With 1 App

[MORE](#)

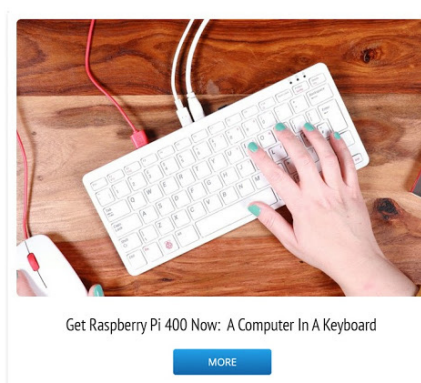
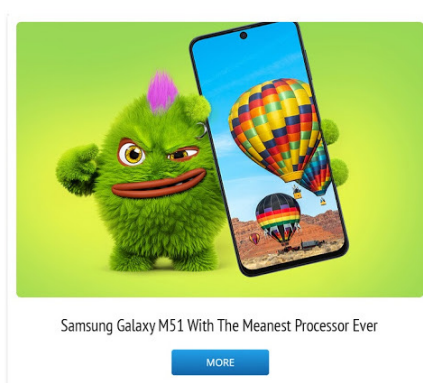
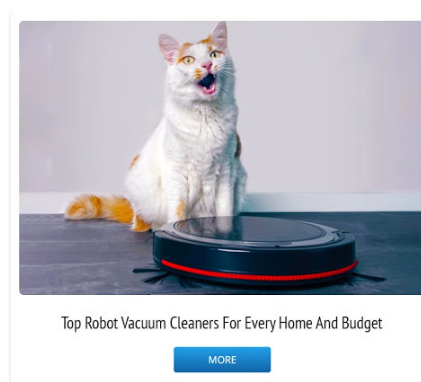
3.3 Electronics and consumer goods

Geo: United States, Italy, Poland, Viet Nam, Germany, Indonesia, Czech Republic

Insights:

- Samsung M51 is a point of interest in Vietnam right now.
- Consumers are also curious about a new Raspberry Pi 400. There have been more than 10K searches in Germany and 1K searches in the Czech Republic.
- Italians have been searching for robotic vacuum cleaners lately.
- The Polish people have googled 'pulse oximeters' for over 200K times.
- People need to set up a WFH office and find a solution for poor connection. That is why there has been a 'mesh WiFi' 200% search increase.

Creatives examples



4. Case studies

4.1 Watches and Jewelry vertical

Business model: A local brand of high-quality replica men's watches.

Challenge: To reach an audience of men who like brand watches but for an affordable price.

Target audience: 30+ men

Geo: Vietnam

Campaign strategy: When preparing creatives for this client, we used a direct response marketing approach by mentioning a specific discount percentage in the title and including a countdown clock on the landing page. To catch user attention, we used close-up images of watches.

Creatives:



Đừng bỏ qua đồng hồ hàng hiệu khi nó giảm đến 90% chỉ 1 ngày!

MORE

mgid.com



Giảm 90% chỉ trong 1 ngày cho chiếc đồng hồ gây sốt nhất năm 2019

MORE

mgid.com



Sở hữu ngay chiếc đồng hồ làm mưa gió nhất 2019 nay giảm đến 90%

MORE

mgid.com

Results:

Clicks

131 710

Conversion

3 046

dCPA

\$5

eCPA

\$2.67

Av. CPC

\$0.06

4.2 E-commerce vertical

Challenge:

To reach an audience of females who don't mind trying new tools to keep the household clean.

Funnel:

Creative - Pre-landing page - Landing page

Target audience:

25+ women

Geo:

Russian Federation

Campaign strategy:

When preparing creatives for this client, we used an unusual appearance of the product on close-up images. One more thing to catch user attention, we used images where the girl performs the purpose of the device - washing windows.

Creatives:



Затеяли генеральную уборку,
а окна не можете вымыть?



Эта вещь для мытья окон заменяет
2 тряпки и экономит 3 часа



Щетка, которая сделает всю
грязную работу за вас



Этой штукой вымыла окна за 15
минут, а у меня их 7

Results:

Budget

\$450

CR

56%


CPC

\$0.032

ROI

114%

5. Campaign Optimization & Management Insights

- Refresh your content once every 3-4 days at least, depending on the scale.
- Keep a close eye on individual placement performance and make sure to utilize MGID's selective bidding to adjust prices per placement based on eCPA.
- Use MGID's redesigned price recommendation algorithm, which will suggest pricing based on the level of coverage/volume of traffic you are looking to achieve.
- Don't forget to set up your tracking and analytics with your free **trackwill** account.
- Start campaign optimization by adjusting the placement bids based on your landing page CTR and then move on with eCPI/eCPA optimization after at least 2-3 days.
- It's highly recommended to pause any underperforming content (ads) only after at least 5-7 days of serving.
- Use your free  **SpyOver** account to check the best funnels and approaches of your competitor for this period.
- Use MGID's Traffic Insights tool to access GEO/device breakdowns that are Hot/Best Performing/ with low competition and accessed via dashboard link - <https://dashboard.mgid.com/advertisers/traffic-insights>.
- Make sure to create individual campaigns for each device, e.g., running a desktop/mobile/tablet separately.

6. Holiday Season offers from MGID partners.

The unbelievable combo of SpyOver and Trackwill free accounts for a one month period

WITH
SpyOver

YOU CAN:

- Find new trendy products and bundles
- Analyze the activity of your niche competitors
- Track the trends of impressions for selected period, geos and devices
- Launch effective campaigns or improve the existing ones based on collected data
- Download landing pages and ads in one click.
- Reduce ad costs and maximize revenue
- Scale your affiliate business
- Increase the conversion rates of your ad campaigns
- Manage all your campaigns from one place
- Get 24/7 support from a highly skilled team.

Get the deal

WITH
trackwill
YOU CAN:

*To get this heartbreaking offer, you need to deposit your MGID account with \$500 and higher, ask your manager for promo codes for these services and share them with SpyOver's and Trackwill's support managers.

M4TRIX | NETWORK
ELITE E-COMMERCE & NUTRA

**FOR ALL MGID'S CLIENTS, M4TRIX IS GIVING A LIFE LASTING
+5% BONUS FOR EARNING WITH M4TRIX!**

WW	WIFI UltraBoost	Choose offer
WW	DroneX Pro	Choose offer
WW	XWatch	Choose offer
WW	SilentSnore	Choose offer
WW	GX SmartWatch	Choose offer



FOR ALL MGID'S CLIENTS, MAXWEB IS GIVING A FREE SIGN UP ON MAXWEB WITHOUT A FORMAL INTERVIEW, VERIFICATION, AND REFERENCE POINTS.

CA	PentagonFit	Choose offer
WW	Leaky Gut Revive	Choose offer
US	Steel Bite Pro	Choose offer
US	Nerve Control 911	Choose offer
UK	Truth about Fungus	Choose offer
US	South Beach Skin Lab	Choose offer



CL	Linio	Choose offer
CO	Huawei	Choose offer
MX	Netshoes	Choose offer
CO	Facol	Choose offer
PE	Linio	Choose offer
MX	CV Directo	Choose offer



WW	War Thunder	Choose offer
WW	CrossOut	Choose offer
US	Free Score 360 - Social	Choose offer
US	Rent to Own	Choose offer
CA	Mr. Bet Casino	Choose offer
CA	Vital Alpha Testo ME	Choose offer
US	Credit Essentials	Choose offer



IT	Matcha Slim	Choose offer
ES	Flekosteel	Choose offer
ID	Cardiovax	Choose offer
HR	HeartTonus	Choose offer
CO	Black Latte	Choose offer



RU	Ketoform	Choose offer
KZ	Arterio	Choose offer
ES	Novaskin	Choose offer
DE	Erostone	Choose offer



**AFFILIATI NETWORK HAS PREPARED THESE HIGHER-RATED
OFFERS FOR YOU!**

US	Free LightSaver Flashlight	Choose offer
US	Real Fashion Purses	Choose offer
US	PowerPlus Energy Saver Free+Ship	Choose offer
US	BlackOps TacWatch Trial	Choose offer
US	LV Watch Co. Trial	Choose offer
US	Designer Purse Trial	Choose offer
WW	CarProtect Dash Cam	Choose offer
US	PowerVolt Energy Saver	Choose offer
US	RealFashion Lux Jewelry Trial	Choose offer
US	Honey Online Savings	Choose offer
US	Sterilizer Wand	Choose offer
US	AirPro 3 TWS Headphones	Choose offer
US	Java Mini Ear Airpods	Choose offer
CA	StopSnore Anti-Snoring Device	Choose offer



**MYLEAD IS GIVING +10% TO PAYOUTS FOR ALL ENGAGED LEADS
WITHIN 48 HOURS (WITH PROMO CODE MGID).**

ES	GrowUltra	Choose offer
IT	Keto Guru	Choose offer
ES	Deeper Gel	Choose offer



**HYPEOFFERS HAS ALREADY ADDED AN IMPRESSIVE
BUMP FOR THESE OFFERS!**

CZ SK	Fungonis Gel	Choose offer
CZ SK	Move&Flex	Choose offer
CZ SK	Variconis	Choose offer
CZ SK	Papillor	Choose offer
CZ SK	Psorilin	Choose offer

LEADROCK

**LEADROCK HAS ALREADY ADDED A NOTABLE BUMP
TO THESE OFFERS!**

IT	Revitaprost Up Booster	Choose offer
ES	Pearl Cream	Choose offer
IT	Pearl Cream	Choose offer

**GET A +10% BONUS ON THE FIRST PAYOUT
WITH THE PROMO CODE BF10!**

ID	Lazada Indonesia	Choose offer
VN	Lazada Vietnam	Choose offer
ID	Blibli.com	Choose offer
VN	Shopee	Choose offer
MY	Shopee	Choose offer
APAC	Nike	Choose offer
ID	Adidas	Choose offer



VN	Slady - Viên uống sinh lý nữ	Choose offer
VN	Mabio - Viên uống lợi sữa	Choose offer
VN	Định tâm an giấc	Choose offer
VN	Giảm cân Cleanser Wonder	Choose offer
VN	CumarGold Fast	Choose offer
VN	Giảm cân Bột Cần Tây Sitokata	Choose offer
VN	Tiền Đình Khang	Choose offer
VN	Cốc nguyệt san Ovacup	Choose offer
VN	Sinh lý zawa	Choose offer
VN	Giảm cân Keto Slim	Choose offer
VN	Tăng chiều cao Nubesttall	Choose offer

VN	Uniloan	Choose offer
VN	Moneyveo	Choose offer
VN	ATM Online	Choose offer
VN	One click money	Choose offer
VN	MB Bank	Choose offer

7. Bonus from MGID

We hope you have found some useful information for your Holiday Season preparations to reach the best results.

Last but not least, MGID is giving



a 25% welcome bonus

for all new clients on the first deposit **from \$1000 and up to \$5000** to help you start your native journey easily.

Get the deal

*The offer is valid until the 7th of January 2021.

Stay tuned!