COOL AI

10 Ways to Make Every Ad Dollar Work Harder This Holiday Season



The holiday shopping season is well underway, but the biggest shopping days are still ahead.

With consumer demand shifting and competition heating up, every advertising dollar counts.

From creative and media buying to measurement and optimization, use this checklist to ensure your campaigns are ready to adapt, capture demand, and maximize performance during the busiest holiday shopping season.

Create Faster

- [ ] **Keep creative fresh.** Generate and test multiple on-brand variations across messages, visuals, formats, and calls to action to keep shoppers engaged.
- [ ] **Personalize for the moment.** Tailor creative to specific holiday promotions, audiences, locations, product availability, and shifting shopping behavior.
- [ ] **Let performance guide creative.** Compare which messaging drives purchases and continuously refine what shoppers see.

Activate Smarter

- [ ] **Give your channels a shared goal.** Align search, social, display, video, and CTV around the business outcome you want to drive instead of managing each separately.
- [ ] **Shift budget towards results.** Use AI-powered planning and real-time signals to adjust bids, budgets, and targeting as performance changes.
- [ ] **Capture demand as it happens.** Adapt campaigns to peak shopping days, flash sales, and unexpected spikes in demand while there's time to capture sales.

Optimize Nonstop

- [ ] **Measure beyond clicks.** Connect advertising activity to purchases revenue, and ROAS.
- [ ] **Turn every signal into a smarter decision.** Use real-time performance intelligence to continuously optimize creative, audiences, bids, and budgets.
- [ ] **Keep learning through the season.** Identify what drives results and carry those insights into your next campaign, promotion, and peak shopping moment.



Holiday advertising doesn't stop when campaigns go live. Neither should your optimization.

COOL AI brings creative, media, and measurement together in one continuously learning platform, making thousands of real-time decisions to help brands and agencies create faster, activate smarter, and drive stronger performance.

This holiday season, don't just launch, keep optimizing.

Get started with COOL AI →