



Don't Leave Revenue On The Table



Your quick checklist to optimize user acquisition, unlock new audiences, and maximize holiday budgets.

Q4 and end-of-year are quickly approaching — and the brands that prepare now will be the ones to capture the biggest growth. To help shopping apps like yours maximize performance, here's a quick checklist of what leading marketers are doing ahead of the season:

< Reminder

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Q4 Readiness Checklist

- ☐ **Competitive Payouts:** Are your campaigns set at the most competitive rates in-market? Are your payouts aligned with seasonal benchmarks and positioned to capture peak traffic?
- ☐ **Campaign Optimization:** When was the last time your creative was refreshed? Do you have new holiday-specific offers and messaging to test lifting engagement?
- ☐ **Growth Opportunities:** Are you exploring new traffic channels and reviewing campaign performance ahead of the holiday surge? Strategically expanding beyond your current mix can uncover incremental scale, risk-free.
- ☐ **Budget Planning:** Do you have a plan to maximize spend efficiency through Q4 and into 2026? Aligning budgets now ensures you're not scrambling mid-season.
- ☐ **New Models to Test:** Are you currently running campaigns using one performance model (for example, only CPI)? It might be time to consider testing new models like CPE or CPS to unlock additional qualified volume.
- ☐ **Seasonal Promotions:** Are your top offers aligned with key shopping moments (Black Friday, Cyber Week, holiday gifting) to maximize conversion spikes?



PERFORMANCE HOTSPOT

now

Native and display placements perform especially well for shopping apps during peak retail periods, helping drive high-intent shoppers right when they're ready to buy.



The next few months are make-or-break.

Our team works with top shopping apps to uncover hidden opportunities, strengthen campaign performance, and drive profitable scale during the busiest season of the year.

Get in touch today to review your Q4 plan and learn how we can help you maximize performance.

