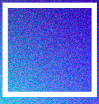


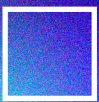
Is Your Creative Optimized?

Your Go-To Seller Checklist for Q4



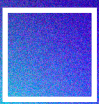
IDENTIFY OBVIOUS CREATIVE GAPS

Look for: outdated photography, bad stock imagery, missing product descriptions



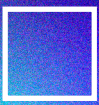
MAKE ADJUSTMENTS TO BUYER PERSONAS

Gift-giving can change your normal buyer dramatically in Q4. Adjust language and ads accordingly



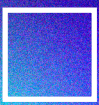
EMBRACE PRODUCT SEASONALITY

Update creative to include holiday flair such as ribbons, candy canes, presents, and more!



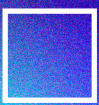
PAUSE LIVE TESTING

Live testing on Amazon during Q4 is risky; we recommend using **PickFu** to test your best creative pre-campaign launch



UNDERSTAND THE COMPETITION

Don't get left behind! See what your competitors are doing well and how you can replicate with your own brand



IMPROVE RETURN ON AD SPEND

Automation tools like **ZonTools** can help you launch powerful PPC campaigns that optimize your ad spend and boost new sales

Want to learn more? Check out our blog on [6 Ways to Optimize Creative Campaigns on-and off-Amazon in Q4](#), and explore the [full suite of tools](#) at [Carbon6.io](#)

