





kenshoo

Platform Solutions

 SEARCH	 SOCIAL	 ECOMM	 APPS
SUPPORTED PUBLISHERS	SUPPORTED PUBLISHERS	SUPPORTED PUBLISHERS	SUPPORTED PUBLISHERS
<ul style="list-style-type: none"> • Google • Yahoo! • Microsoft Advertising • Baidu • Yahoo! Japan • Yandex 	<ul style="list-style-type: none"> • Facebook • Instagram • Pinterest 	<ul style="list-style-type: none"> • Amazon 	<ul style="list-style-type: none"> • Apple Search Ads • Facebook • Instagram • Google UAC • Snapchat
FEATURES	FEATURES	FEATURES	FEATURES
<p>INCLUDED</p> <ul style="list-style-type: none"> • Campaign Management • Advanced Bid and Budget Optimization • Dynamic Reporting • Interactive Analysis and Business Metrics • Tracking and Attribution • Mobile Advertising • Shopping Campaigns <p>ADD-ONS</p> <ul style="list-style-type: none"> • Mass Campaign Management • Universal Channel • Feed Management 	<p>INCLUDED</p> <ul style="list-style-type: none"> • Campaign Management • Advanced Bid and Budget Optimization • Dynamic Reporting • Interactive Analysis and Business Metrics • Tracking and Attribution • Creative Manager • Personas and Audiences <p>ADD-ONS</p> <ul style="list-style-type: none"> • Universal Channel • Feed Management 	<p>INCLUDED</p> <ul style="list-style-type: none"> • Campaign Management • Advanced Budget Management and Bid Optimization • Dynamic Reporting • Interactive Analysis and Business Metrics • Automated Actions • Product Manager • Publisher Insights 	<p>INCLUDED</p> <ul style="list-style-type: none"> • Campaign Management • Life Time Value Optimization • ROI Driven Bidding • Cohort Analysis • Dynamic Reporting
TRAINING & SUPPORT			
<p>CLIENT SUCCESS</p> <ul style="list-style-type: none"> • Access to Client Success Team • Onboarding and Integration Planning • Benchmarking & Planning Sessions • Release Updates • Regularly scheduled business reviews • Monthly Virtual and/or In-Person Office Hours • Platform specific training 	<p>SUPPORT</p> <ul style="list-style-type: none"> • K24/7 Case Submission • Case Escalation Management 	<p>SUPPORT ADD-ONS</p> <ul style="list-style-type: none"> • Transitional Services • Access to Kenshoo Research • Custom Training Solutions • Custom Strategy Engagements • Executive Sponsor Program 	