



Kenshoo's Shopping Campaigns Support: Capturing New Opportunities

The Challenge: Google has changed the rules of the game. Instead of relying on the free Google Product Search, merchants now have to pay to advertise via Google Shopping. Not only does this mean adding tracking to your product feed, building your product targets, and understanding how product ads interact with text ads, but you also have to decide how to spend your marketing budget in yet another auction.

The Solution: To help you capitalize on this new opportunity, Kenshoo supports Google Shopping campaigns, enabling you to manage Product Listing Ads and Product Groups within the Kenshoo UI. Activate this search ad format with its product rich information such as product image, price, merchant name, and promotional text, and utilize Kenshoo to track, optimize, and report on PLA performance.

Kenshoo's patent-pending PLA offering delivers benefits for Google Shopping:

- Control and Efficiency: Manage and optimize PLAs in the Kenshoo UI
- Improved Performance: Kenshoo's custom bid policy for Shopping campaigns and algorithms for negative keyword suggestions drive stronger results
- Holistic Attribution and Reporting: Measure the entire path-to-conversion, track down to the product-level, and understand PLAs' contribution to your ROI

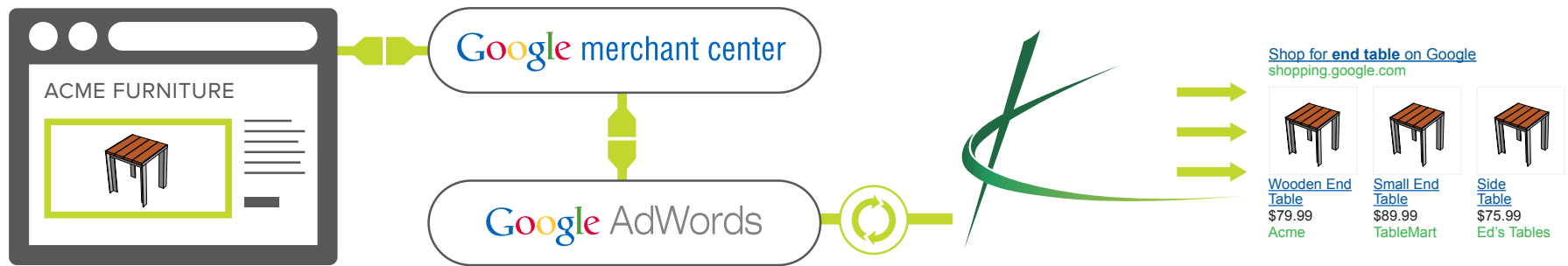




With the holiday season approaching, arm yourself with Kenshoo's Product Listing Ads functionality to stay ahead of the curve:

- Upload/Download/Bi-Directional Sync
- Create and view Product Ads, edit status and promotion text
- Copy Campaign for Product Ads
- Track clicks, conversions, and revenue at the product-level
- Report on Product Ad, Product Target, and Product performance
- Keyword Suggestions - PLA Negatives
- Query and modify promotional text in Advanced Search
- Scheduled Actions on Product Targets
- Bid on Product Targets, either manually or using custom PLA bid policy
- Bulk Import/Export for Product Ads

To take advantage of PLA in Kenshoo, simply:



1

Connect your product feed in the Google Merchant Center

2

Connect your Merchant Center account to your AdWords account

3

Sync Kenshoo and AdWords

4

Manage, optimize and report on PLAs directly in Kenshoo UI