Kenshoo™

Industry-Leading Shopping Campaign Support

Kenshoo: "The Sole Leader" in bid management software* serving more Product Listing Ads (PLA) than any other platform**

Simplified Management

Easily understand your Shopping campaigns' structure, compare product group performance in one intuitive view, instead of drilling down into structural hierarchies, and quickly make bulk changes.

Campaigns	Ad Groups	Keywords	Ads	Product Groups

	Product Group	Bid	Imp.
C	All ▶ Accessories ▶ Scarves ▶ Brand D	$0.83	544,944
C	All ▶ Apparel ▶ Tops ▶ Brand A	$0.75	154,753
C	All ▶ Apparel ▶ Shoes ▶ Brand B	$0.83	89,151

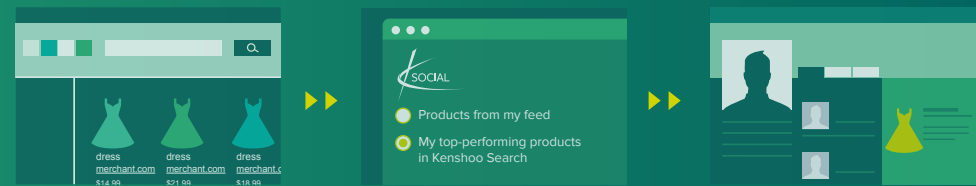## Bid Policies Designed for Shopping Campaigns

Optimizing for a product group as opposed to a keyword is a whole different ball game. Kenshoo offers a Shopping campaign-specific bid policy that analyzes product attributes and makes bid changes based on revenue per click predictions.

Holistic Reporting & Attribution

Understand PLA performance in context of your other channels with path to conversion reporting. Optimize intelligently with attribution policies that weight interactions cross-channel, product-level performance and benchmark data.

facebook ○ Google Brand ○ DISPLAY ○ Google PLA ○

Leverage Success Across Channels

Leverage PLA data to boost social advertising performance using Demand Driven Campaigns- the 2013 Facebook Innovation Competition Winner. With a few easy clicks, your best performing PLAs can be launched as Facebook ads.

dress merchant.com $14.99   dress merchant.com $21.99   dress merchant.c $18.99

SOCIAL
● Products from my feed
● My top-performing products in Kenshoo Search

Product Listing Ads   Kenshoo Social Ad Wizard   Facebook Ads

info@kenshoo.com | Kenshoo.com

Improve Your Return on Shopping Campaigns and Social Advertising

Shopping Campaigns Success

Results from Kenshoo PLA-specific bid policy for one leading retailer:

37%
REV

29%
PLA
conversions

18%
ROI
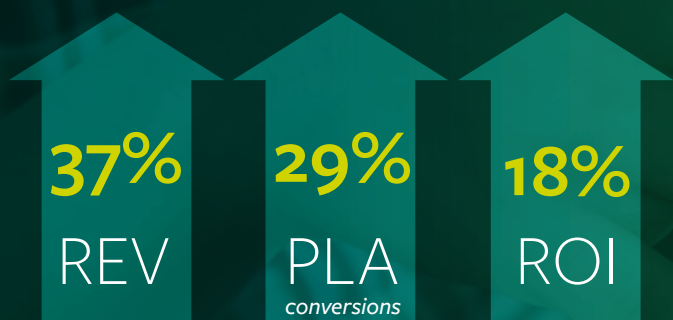
For more information about Kenshoo's Shopping Campaign Support and to get started today, please visit kenshoo.com/pla

Social Success

Results from Demand-Driven Campaigns (DDC) for leading retailer vs. non DDC benchmarks

62%
CTR

45%
CPA

23%
CPC

62%
ROI

4X
TIME SAVINGS
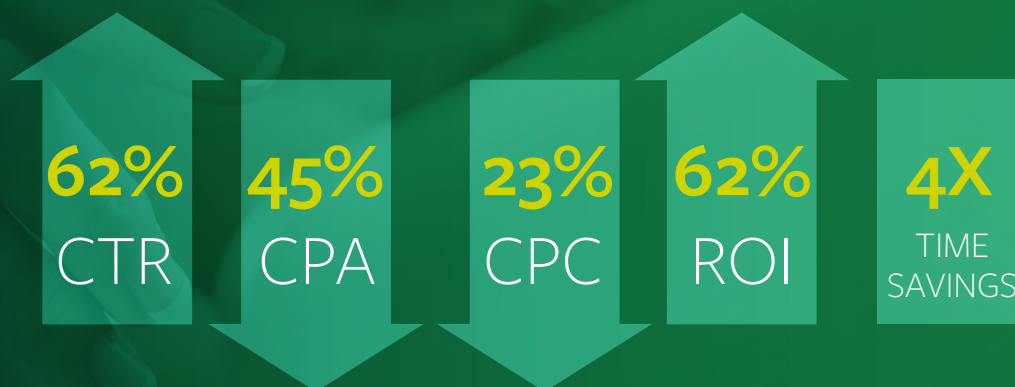
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Facebook Innovation Competition
Winner 2013
Performance Marketing