



Flexibility **and** automation.  
For the masses.



### EASY ONBOARDING

- Campaign template library
- Mass creation of geo-targeted campaigns
- Automated engine account creation



### AUTOMATION & EFFICIENCY

- Advanced Search & Scheduled Actions
- Budget management
- Dimensions & Categories



### CONVERSION TRACKING

- Call Conversion Optimization™
- Kenshoo Seamless Site Tracking™ (SST) from your internal system



### PROPER ATTRIBUTION

- Cross-channel attribution
- Several attribution policies
- Path-to-conversion reporting



### HOLISTIC OPTIMIZATION

- Custom bid rules
- Algorithmic rules-based bid policies
- Kenshoo Portfolio Optimizer™ (KPO)



### OPPORTUNITY IDENTIFICATION

- Cross-channel search query reporting & keyword expansion
- In-depth reporting suite



The leading digital marketing platform for managing high volumes of SEM campaigns and Place pages for SMBs — while keeping a laser-focus on results.



## SIMPLIFIED

Automated account/campaign creation to speed up new client onboarding

## POWERFUL

Flexible budget management tools to keep your campaigns on pace

## SCALABLE

Ad template libraries and reports to help you manage many clients with fewer resources