



Sophisticated Search Solution

Kenshoo Search gives advertisers and agencies the control, automation, and results needed to make better investments across search marketing and online advertising



Process efficiency through controlled automation

Point-and-click your way from editing any campaign element to setting actionable alerts with powerful mass-management tools like Advanced Search and Scheduled Actions. Stay productive in an offline environment with the intuitive workflow of Kenshoo Editor.

Top 10 Global Agency reported 280 total hours saved per month with Kenshoo



Performance improvement through algorithmic optimization

Flexible bidding options include off-the-shelf algorithms and custom bid rules. The Kenshoo Portfolio Optimizer (KPO) runs predictive model-based bid policies while automatically clustering keywords to continuously optimize and maximize your business goal.

\$9.50 ROI in 2012 for Kenshoo SEM Clients



Actionable insights through holistic attribution

Unify cross-channel measurement through the Kenshoo Universal Platform. Gain unmatched insight with more than 50+ third-party integrations and Kenshoo's robust reporting dashboards, supplying the business intelligence needed to make better marketing investments.

Accor Hotels saw an 82% increase in revenue using Kenshoo's U-shaped attribution model



Global scale through infrastructure integration

With over 300 employees in 16 international locations, Kenshoo provides full global coverage and seamlessly connects your internal systems. Kenshoo's exclusive e-learning and certification programs offer additional training resources for digital marketing mastery.

\$25 billion+ annual client sales revenue directed through Kenshoo



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I chose Kenshoo because it's a great way to optimize what we do across multiple engines and it just makes life easier.”

Frank Wrenn
Project Leader



“Kenshoo’s campaign management, portfolio bid management, real-time data capabilities and cross-channel results attribution are ahead of the pack.”

Florence Su
Senior Manager, SEM and Mobile Marketing, Americas Marketing



“Kenshoo Portfolio Optimizer automates our bid management and enables much more dynamic optimization than we could perform on our own.”

Ryan Bruss
Manager, Search Engine Marketing



“Kenshoo equips our teams around the world with leading technology, tools, and local support to help deliver on our client’s search marketing goals.”

Stephanie Ridley
SVP, Global Business Director

