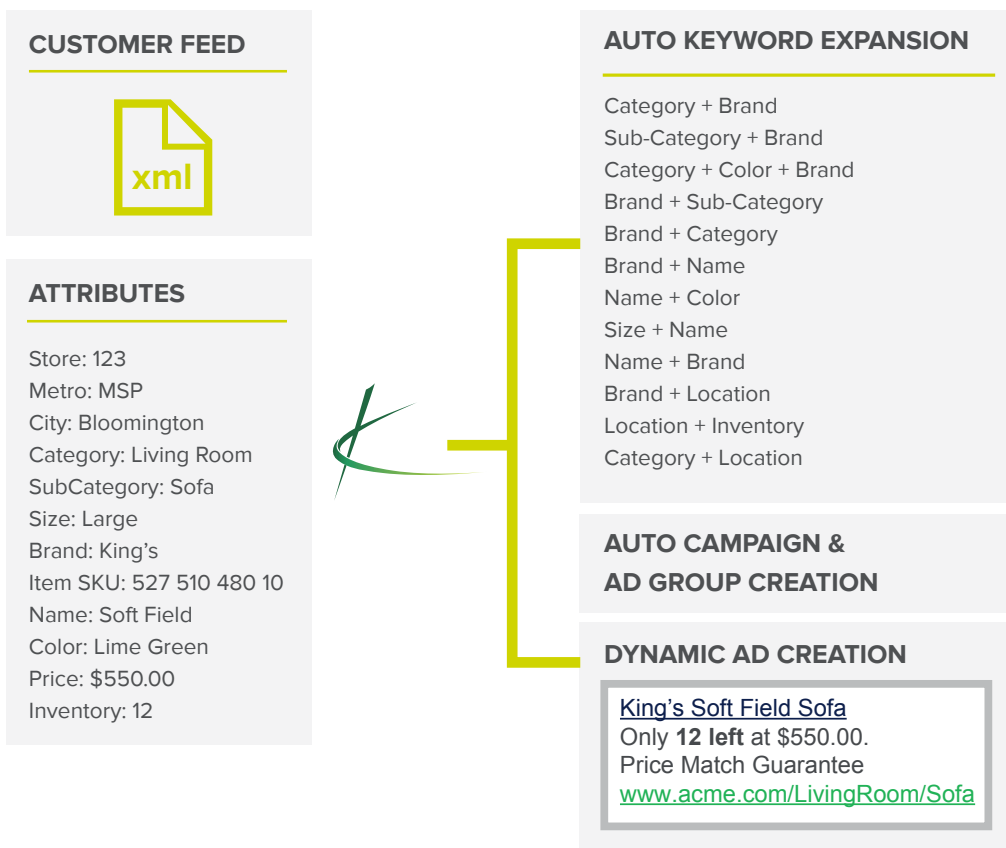




Kenshoo RealTime Campaigns™ (RTC)

Kenshoo RealTime Campaigns™ (RTC) connect and synchronize your actual inventory and other dynamic variables with your online search marketing program. Kenshoo's proprietary technology automates the building of sophisticated search marketing campaigns using highly focused and relevant keywords that drive traffic directly to value centers of your conversion funnels.

RTC runs from an automated process designed to support the management of millions of keywords, bids, ad campaigns, and ad groups while allowing you to retain strategic control over the campaigns. RTC fully supports bid management through both rules-based and portfolio-based algorithms, as well as the ability to bulk change any element in a campaign.



RTC BENEFITS

INCREASED ROI

RealTime Campaigns is tied directly to the most relevant pages in your website. This deep link connection places more customers further down the conversion funnel, increasing your conversion rates by bypassing pages where potential sales are lost.

RTC increases quality score and response rates by using keywords that are taken directly from your landing pages and are used in the ad text. This also increases the value to your customers by dynamically updating ad text with current prices and special promotions.

THE LONGER TAIL

Successfully managing the long tail of keywords is one of the most time consuming tasks that search marketers face. RTC is built to scale the tail; Kenshoo's automated processes handle the building, maintenance, and synchronization of your search marketing programs on the largest of scales.

INTEGRATION WITH INVENTORY

By utilizing your own inventory or website feeds, you have a direct link between your products and offerings and your marketing program. RTC gives you the ability to advertise only what you have and not what you don't have. With SKUs and promotions constantly changing, it is important to have an advertising platform that can keep pace.

REALTIME UPDATES

RTC updates as the market changes. Responding quickly to competitor's prices and promotions is a necessity for all online retailers. RTC assures that new customers see your most compelling offers as our system syncs in real-time with your ecommerce platform.

Maximize your Return on Ad Spend as you eliminate budget being spent on items that have been discontinued or are out of stock. Pull the most up-date information from dynamic websites and drive customers to the most relevant pages without having to worry about website up-dates conflicting with your marketing activities.

PROOF POINT



TheHut, the UK's third-largest online retailer of entertainment products as well the UK's largest online retailer of health and beauty products, partnered with MediaVest to manage their paid search marketing campaigns. Kenshoo's RealTime Campaigns was utilized to build out advanced paid search campaigns which created ads for every DVD, Blue-Ray and Video Game title that they held in inventory.

REALTIME CAMPAIGNS VS. REGULAR CAMPAIGNS		
ROI	BRAND EXPOSURE (IMPRESSIONS/COST)	COST-PER-CLICK
+18%	+228%	-47%



HOW RTC WORKS

BUILDING

The campaign manager, with assistance from the Kenshoo support team, will set the attributes with that you want to build the campaign, choosing the elements to pull out of the feed to become keywords, ad text, and categories for ad groups. From there, RTC will take over and automatically create all of the elements in the search program.

ONGOING MAINTENANCE

Changes in inventory such as promotions or price changes are managed automatically by RTC. All ad text changes and keyword additions are taken automatically based on the attributes defined in the building stage. All non-active items (out of stock, closed registrations, for example.) will be automatically paused until they are updated in the feed. The ongoing maintenance of active RTC requires less than 3 hours a month on average.

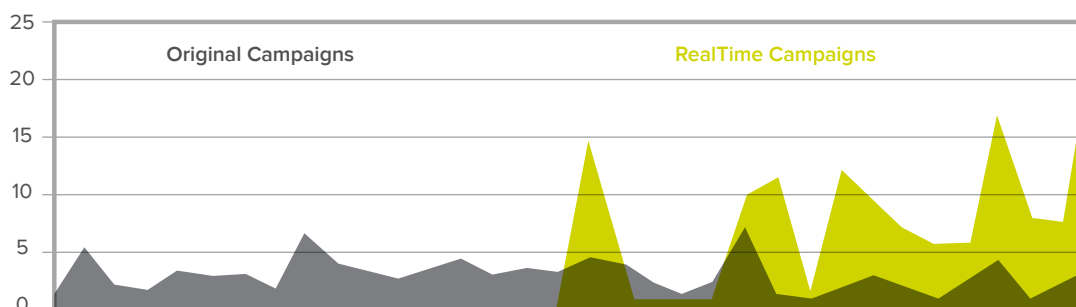
CAMPAIGN OPTIMIZATION

You can optimize RTC in several ways. Ad text can be changed, added, or deleted both on a micro (ad group) and a macro (multiple campaigns) level. Keywords can be paused or deleted at any time. Many other factors can be optimized as well, including geo-targeting and keyword harvesting from the tracking system.

BID OPTIMIZATION

There are no bid algorithm restrictions associated with running RTC. You can use the full suite of Kenshoo's bid optimization features including portfolio-based and rules-based policies as well as hybrid combinations found only in Kenshoo. Additionally, you can set the desired level of control on the level of bid change automation if you'd like to review or approve bid changes.

PROOF POINT



Top 500 internet retailer
drove 200%+ increase in ROI
through RealTime Campaigns

ROI increased on average
from \$ 2.94 to \$ 6.41

2.6 Million Keywords and
1.5 Million Ads Created into
Highly Granular Campaigns
(categories, styles, SKUs)