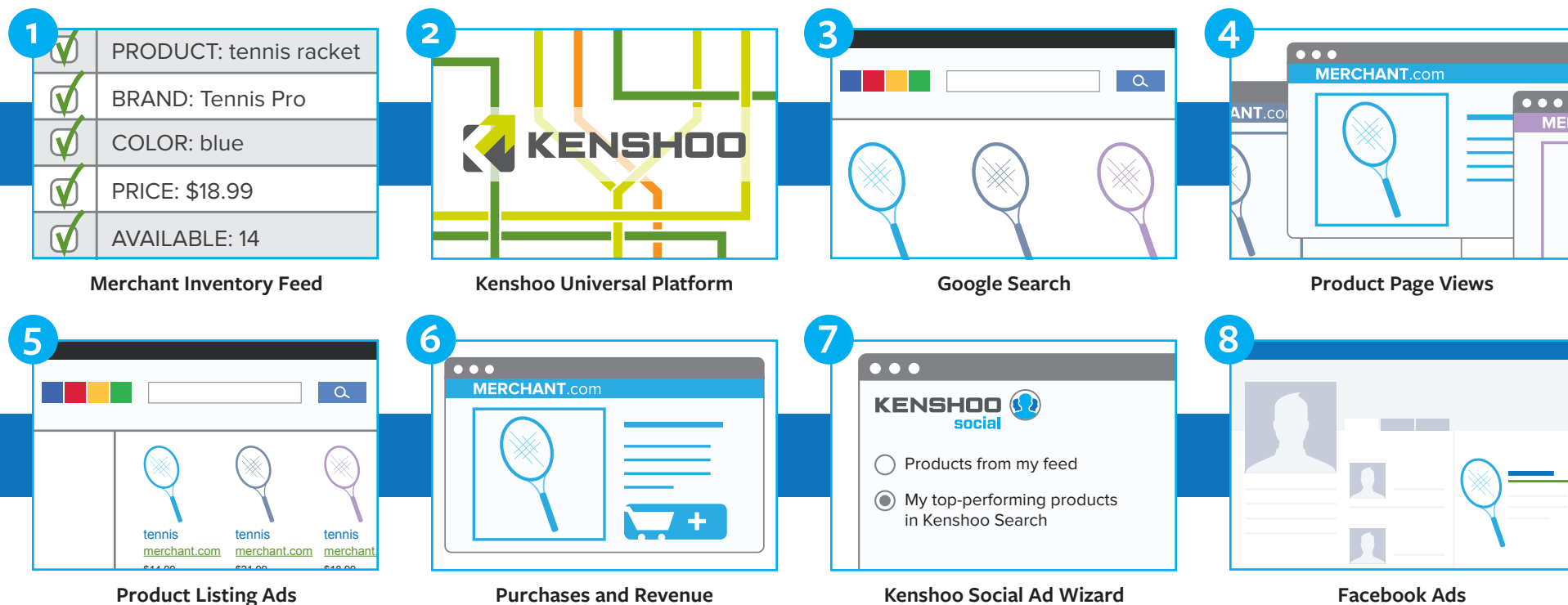


Automatically Turn Top Performing Products into Facebook Ads with Kenshoo Social Demand-Driven Campaigns™



The Old Way (Manual)

- Analyze sales performance data from backend systems
- Select top products to advertise
- Gather product info, images, prices, landing pages, etc.
- Create ad copies, polish assets, create tracking URLs

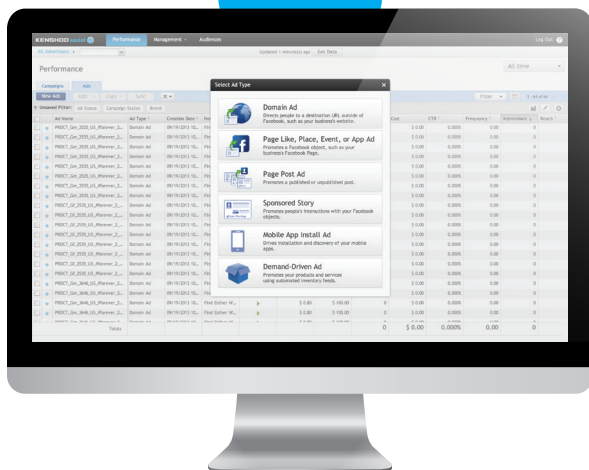
The Kenshoo Social Way (Automated)

- Leverage trend signals from inventory systems
Likes, loves, shares, wishlists, sales volume, etc.
- Identify performance triggers from SEM and PLA campaigns
CVR, ROI, click volume, etc.
- Dynamic ad copy and audience targeting templates
- Go!

Kenshoo Social Demand-Driven Campaigns

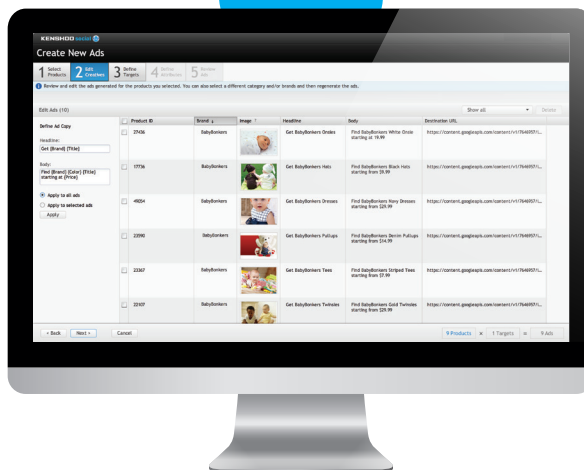
Enabling Evergreen Product Ads on Facebook and Cross-Channel Budget Optimization

1



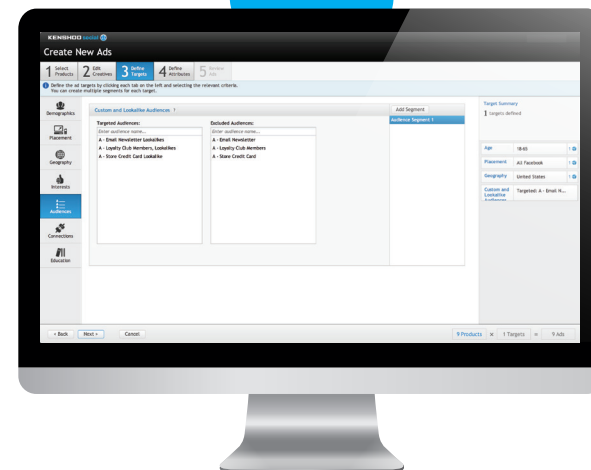
Create Demand-Driven Campaign

2



Customize Ads with Dynamic Attributes

3



Reach New and Existing Customers with Lookalike and Custom Audiences

Results from Demand-Driven Campaigns (DDC) for Leading Retailer

62% HIGHER CTR

45% LOWER CPA

41% HIGHER CVR

23% LOWER CPC

62% HIGHER ROI

4X TIME SAVINGS

vs. non-DDC benchmarks

