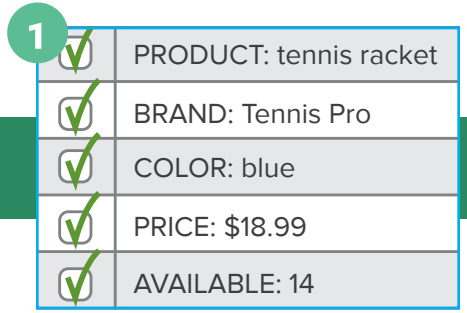
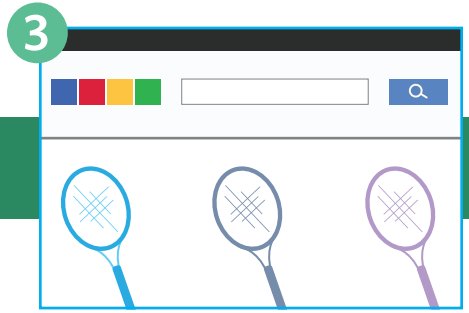
Automatically Turn Top Performing Products into Facebook Ads with Kenshoo Demand-Driven Campaigns™

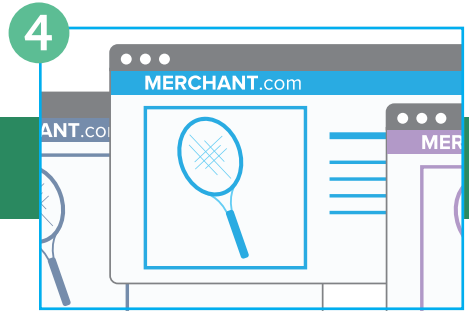


Merchant Inventory Feed

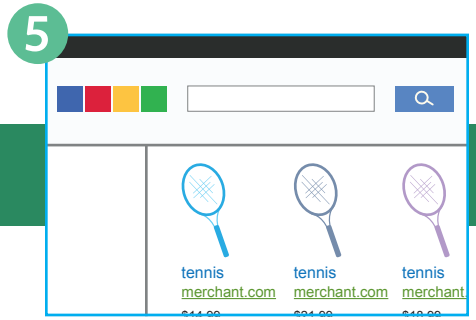
Kenshoo Universal Platform



Google Search

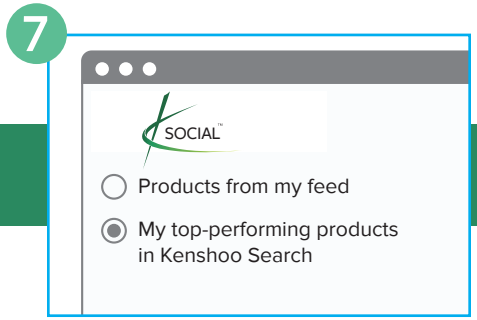


Product Page Views

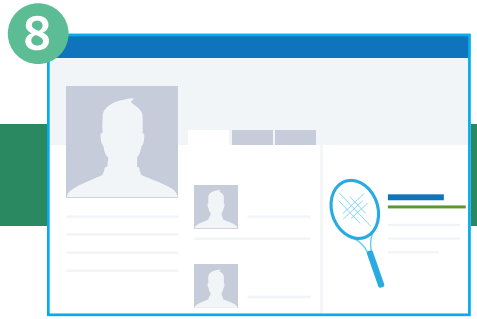


Product Listing Ads

Purchases and Revenue



Kenshoo Ad Wizard



Facebook Ads

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 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!

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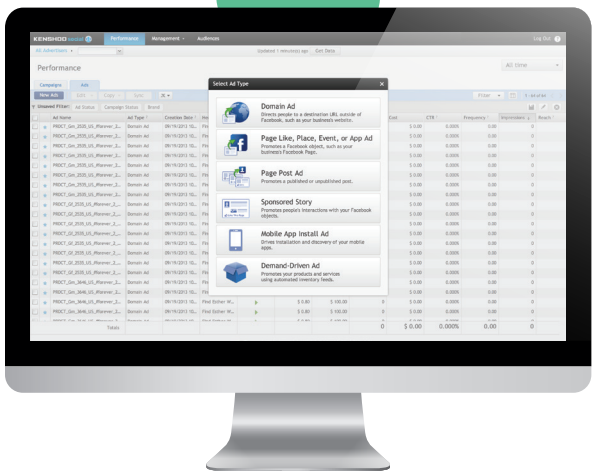
Kenshoo Demand-Driven Campaigns

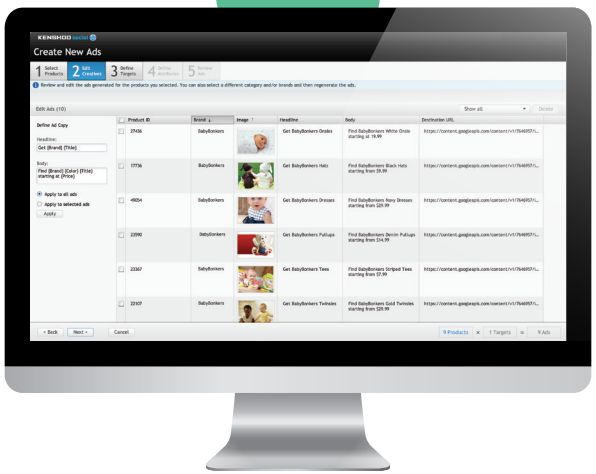
Enabling Evergreen Product Ads on Facebook and Cross-Channel Budget Optimization

1



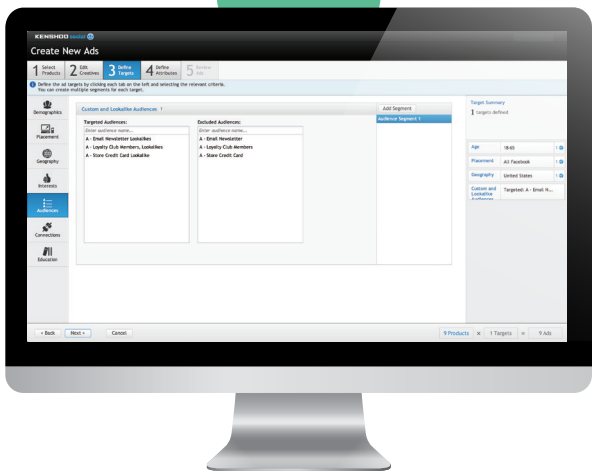
Create Demand-Driven Campaign

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

23% LOWER CPC

41% HIGHER CVR

45% LOWER CPA

62% HIGHER ROI

4x TIME SAVINGS

vs. non-DDC benchmarks

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