



# Seasonal Best Practices for Retailers using Kenshoo



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# Overview

Hopefully you've read the *Kenshoo Guide for Retail Search Marketers: Optimizing Your Path to Seasonal SEM Success* to understand the top-line strategies you can deploy during the peak shopping season. Now get the insider tips available only to Kenshoo clients for using the Kenshoo platform to maximize performance.

Have yourself a merry little search season by leveraging these best practices for the 6 key areas of your program: keywords, ads, bidding, website, follow-up tactics, and optimization.

## Keywords

### Inform your SEM strategy with SEO insight

View SEO and SEM data side-by-side through Kenshoo's integrations with leading SEO platforms: BrightEdge, Conductor Searchlight, and Rio SEO. Monitor SEO ranking against key metrics for individual search terms to find areas of program synergy. Discover organic search terms that are driving traffic to your site but are not utilized in your SEM campaigns and expand your library with these effective keywords.

Keywords										
Quick Add EDIT Set Status Tracking To Channel Change Log Q X Lst										
Search Grid Q Active & Approved										
Keyword	Status	Bid	Imp.	Clicks	CTR	Conv.	Cost *	Organic Rank	Cost/Conv.	Conv. Rate
Totals		\$1.34	9,298	350	3.76%	6.33	\$246.80	0.00	\$38.99	1.81%
Content Total		\$0.00	4	0	0.00%	0.00	\$0.00	0.00	\$0.00	0.00%
<input type="checkbox"/> kenshoo.com	Active	\$1.38	2,466	94	3.81%	0.00	\$71.01	1.00	\$0.00	0.00%
<input checked="" type="checkbox"/> [kenshoo.com]	Active	\$1.38	3,084	70	2.27%	1.00	\$52.84	1.00	\$52.84	1.43%
<input type="checkbox"/> [kenshoo inc.]	Pending	\$1.38	394	64	16.24%	1.00	\$38.81	2.00	\$38.81	1.56%
<input type="checkbox"/> [kenshoo search]	Active	\$1.33	388	35	9.02%	0.83	\$24.01	2.00	\$28.81	2.38%
<input type="checkbox"/> kenshoo search	Active	\$1.33	528	15	2.84%	0.00	\$11.42	1.00	\$0.00	0.00%
<input type="checkbox"/> [kenshoo ltd]	Active	\$1.31	236	17	7.20%	2.00	\$10.42	10+	\$5.21	11.76%
<input type="checkbox"/> kenshoo software	Active	\$1.66	387	13	3.36%	0.00	\$9.57	1.00	\$0.00	0.00%
<input type="checkbox"/> "kenshoo.com"	Active	\$1.38	1,131	14	1.24%	0.00	\$9.50	1.00	\$0.00	0.00%
<input type="checkbox"/> [kenshoo software]	Active	\$1.38	50	8	16.00%	0.00	\$4.55	10+	\$0.00	0.00%

### Easily harvest new keywords and optimize channel activity

The *Keyword Suggestion - Channel Opportunity* report finds high value keywords that exist only in a single engine. Quickly add those keywords to other engines to drive in some last minute revenues and give your campaigns an extra jingle this time of year. Expand your keywords even more by using the combinations function within the Kenshoo keyword tool to automatically create concatenations of keywords with holiday iterations.

### Generate Keywords

☒ Expanding - Use Pipes:
 

☐ Google Keyword Expanding [description](#) [parameters](#)
☐ Typos [description](#) [parameters](#)
☐ Thesaurus [description](#) [parameters](#)
☐ Translator [description](#) [parameters](#)
☐ Keywords cleaner [description](#) [parameters](#)
☒ Combinations++ [description](#) [hide parameters](#)

Phrases to append from left:  
 (separate by either commas or newlines)

Phrases to append from right:  
 (separate by either commas or newlines)

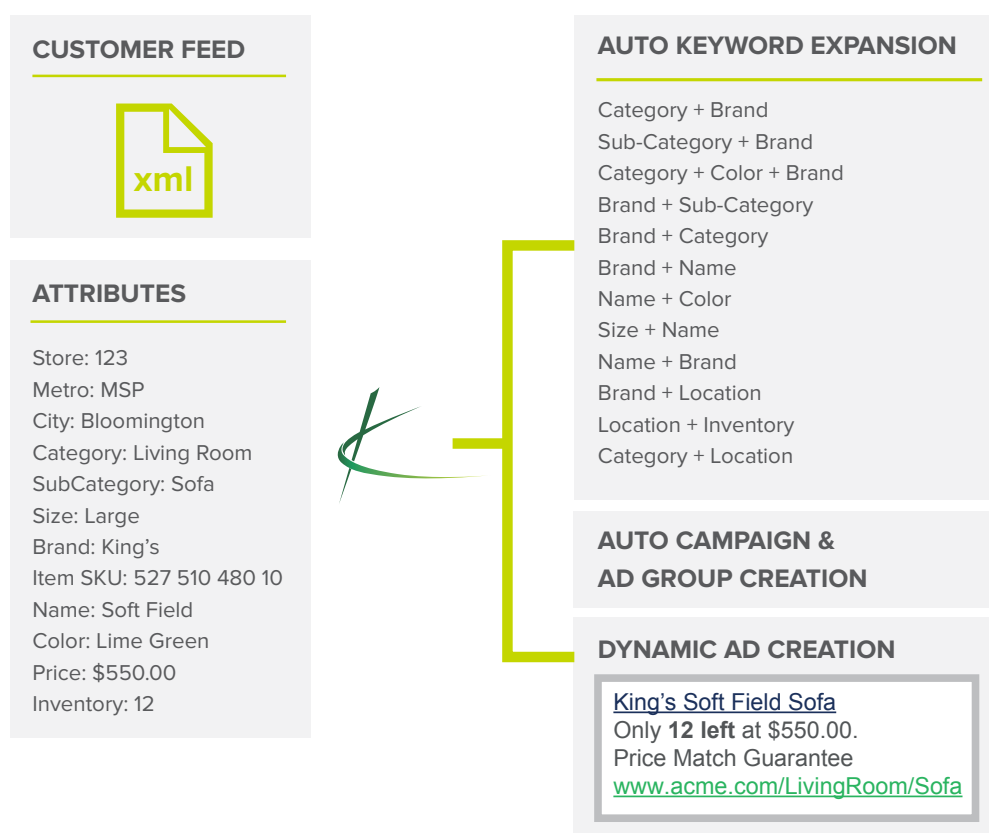
## Prevent irrelevant clicks on your Product Listing Ads (PLA) with negative keyword suggestions

Although PLAs use Product Targets instead of keywords, as an advertiser, you can add negative keywords to prevent irrelevant clicks, reduce the cost non-performing clicks, and improve overall PLA quality. The *PLA Negative Keyword Suggest* report compares the search terms that triggered PLAs to the expected and actual CTR of the ad group. Search terms with a CTR below the acceptable threshold are suggested as negative keywords. Clear out the clutter and refine your program throughout the season.

Campaign	Ad Group	Keyword	Match Type	Status	Clicks	Impressions
Product Listing Ads	Baby Shower	cheap baby shower invitations	Exact	Approved	10	1704
Product Listing Ads	Baby Shower	pumpkin baby shower invitations	Exact	Approved	0	320
Product Listing Ads	Birthday	photo birthday invitations	Exact	Approved	1	462
Product Listing Ads	Birthday	mermaid birthday party	Exact	Approved	1	512
Product Listing Ads	Religious Invites	baby boy invitations	Exact	Approved	0	244
Product Listing Ads	Birthday	dinosaur birthday party	Exact	Approved	3	789
Product Listing Ads	Baby Shower	storybook themed baby shower	Exact	Approved	0	292
Product Listing Ads	All Other Products	cool business cards	Exact	Approved	1	684
Product Listing Ads	Business Cards	cool business cards	Exact	Approved	2	851

## Ensure coverage of your entire product catalog through RealTime Campaigns™ (RTC)

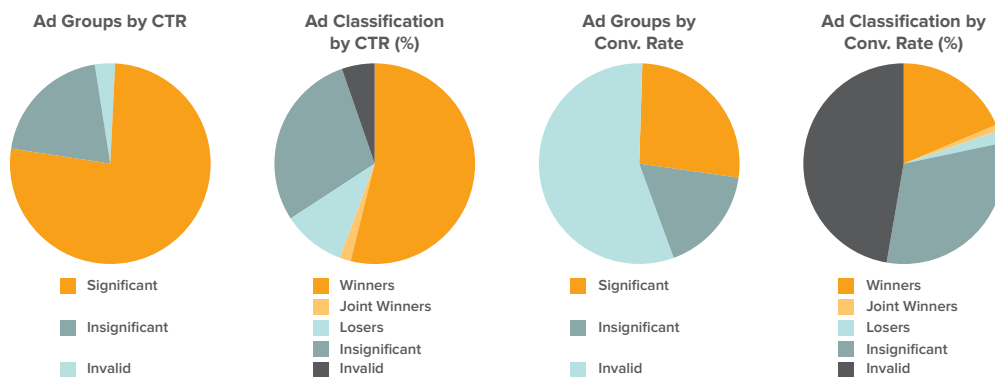
Your product catalog may contain hundreds of thousands of SKUs for which you want to create keywords and corresponding ads to ensure your virtual shelves are stocked this season. Activate the long-tail and dynamically scale your program through the automatic inventory feed synchronization of Kenshoo's RealTime Campaigns. Simply choose the elements from your product feed that you want to become keywords, ad text, and categories for your ad groups and let RTC do the rest.



# Ads

## Execute testing efficiently with Kenshoo's A/B Statistical Significance Report

A/B testing is an essential tactic to understand the effectiveness of ads during the end of the year shopping season. Kenshoo's *A/B Statistical Significance* report helps you evaluate testing results more efficiently. Did the call to action of "Act Fast and Save" or "Hurry - Limited Quantities" work better? Quickly identify winning and losing ads through the automated analysis of either click-through rate (CTR) or conversion rate using statistical significance then apply the learning in bulk via Kenshoo Editor.



## Optimize PLA performance at the Product level

Product Listing Ads are a newer format so it's critical to understand performance down to the product level. Analyze the performance of each product with tracking down to product id level in Kenshoo and report on metrics such as clicks, conversions, and revenue. Use these insights to optimize promotional line text and get the most out of this high-impact format designed to catch the eye of shoppers.

Daily performance aggregated per product. Shows performance metrics for each Product Target (PT) that includes the product ID.							
Sort By: Clicks							
Product ID	Product Target	Product Clicks	PT Clicks	Product Conv.	PT Conv.	Product Rev.	PT Rev.
SKU999	All Products	437	297	12.80	9.80	~419.52	~0.00
	abcdefg=scas,sa		140		3.00		~419.52
SKU1234	All Products	398	398	10.00	10.00	~118.50	~118.50
product_id_for_targ	All Products	300	300	7.00	7.00	~114.31	~114.31
product_id_for_targ	All Products	290	290	7.00	7.00	~114.69	~114.69
SKU2348	adwords_grouping	275	155	80.00	30.00	~1,187.22	~572.78
	adwords_grouping		120		50.00		~614.44
product_id_for_targ	abcdefg=scas,sa	240	240	5.00	5.00	~114.69	~114.69
SKU1111	abcdefg=scas,sa	104	104	4.00	4.00	~76.59	~76.59

## Update promotions with ease via Scheduled Actions

It's 11:59 pm on Thanksgiving and you need to turn on your Black Friday sales and promos. Kenshoo's Scheduled Actions automatically activates and/or pauses multiple variations of promotional ad copy at a predetermined time, simplifying both management and QA for the promotion or sale so you can rest easy.

### Add Scheduled Action

Action Name

Black Friday Promo Launch

Send email when action completes run

elly.Wrath@Kenshoo.com

Always

Schedule

11/29/13

Time

12:00 am

Time Zone

US/Eastern

Recurrence

Once

Action Results

Automatically accept results

Automatically upload to channels

Run action

After yesterday's performance data is available

As scheduled

Add

# Bidding

## Set an overall goal for your program and let model-based algorithms optimize the portfolio

Kenshoo Portfolio Optimizer™ (KPO) leverages advanced algorithms to compile historical data and build hundreds of thousands of statistical models to determine how the next unit of spend will yield the best results based on the goal for the entire portfolio. The revenue and profit policies can be paired with Kenshoo Budget Center™ to execute and monitor budget spend plans. So, if you want to increase revenue within a ROI constraint across an entire portfolio and ensure it spends effectively and precisely throughout your holiday season budget cycle, KPO and Budget Center have you covered. Have a mobile strategy too? KPO supports enhanced campaigns by offering mobile bid adjustment recommendations down to the ad group level.

**Policy Configuration**

Policy Type
Maximizes overall conversions while keeping ad constraints within predefined limits

Parameters

Advanced Parameters:

Cost Threshold:
\$

Highest Avg. Position:

Lowest Avg. Position:

Marginal CPA:
\$

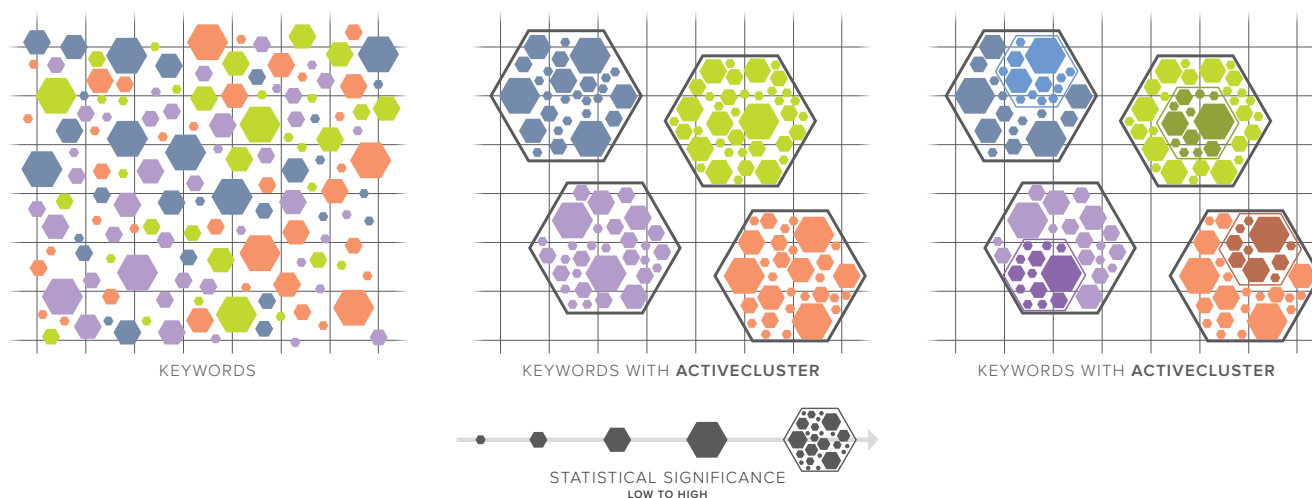
Max CPC:
\$

Max Portfolio CPA:
\$

Max Daily Spend:
\$

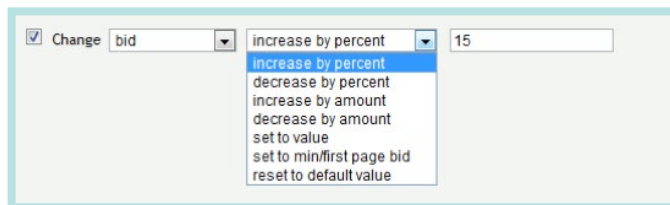
## Power up campaigns that have lower volume of keywords through ActiveCluster™

Have newer, lower volume holiday campaigns but don't want to sacrifice advanced bidding strategies? Remove the barrier to model-based optimization with Kenshoo ActiveCluster for Keyword Model Policies, which groups keywords with similarities across multiple attributes. Statistical significance of the keyword clusters is re-evaluated daily to ensure the policy's performance is optimal. For your PLAs, activate a bespoke policy for Product Listing Ads that maximizes revenue for each product target within minimum ROI and max bid constraints.



## Adjust bids quickly to react to market trends through Advanced Search

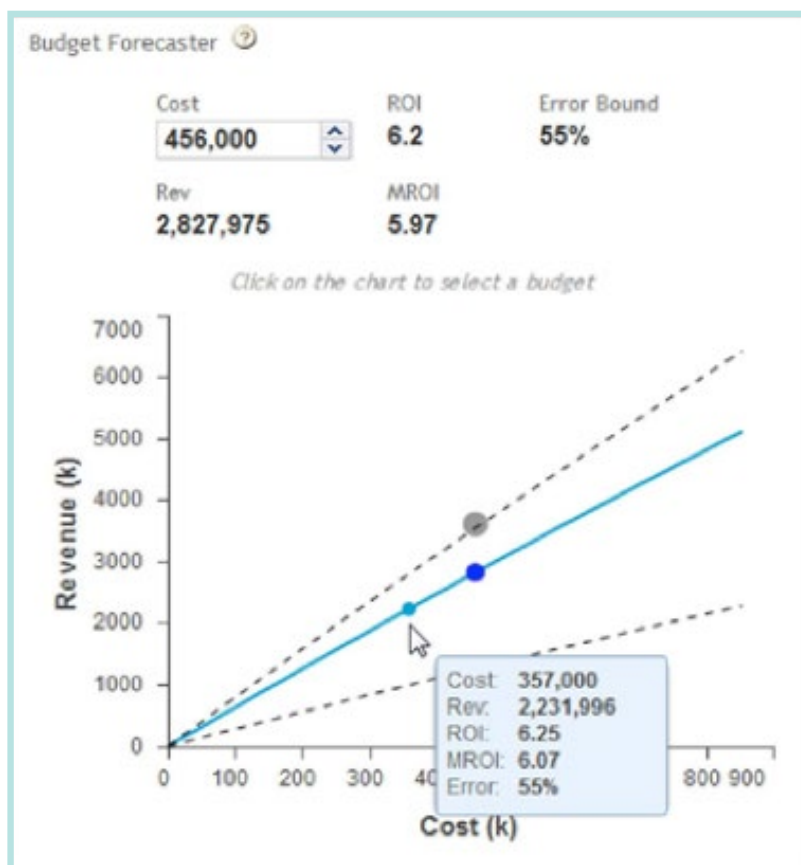
Gain the ultimate flexibility with the ability to manually update bidding based on the specific areas of a program on which you would like to hone in. Create your own custom rules-based bidding policies for granular control. For example, find the keywords pointing to a specific piece of inventory you'd like to sell more stock of and boost all the bids by 15%.



The screenshot shows a bidding adjustment interface. It includes a checkbox labeled 'Change' which is checked. Next to it is a dropdown menu currently set to 'bid'. To the right of this is another dropdown menu set to 'increase by percent', and further right is a text input field containing the value '15'. A dropdown menu is open below the 'increase by percent' dropdown, showing several options: 'increase by percent' (highlighted), 'decrease by percent', 'increase by amount', 'decrease by amount', 'set to value', 'set to min/first page bid', and 'reset to default value'.

## Manage your budget in three simple steps: forecast, plan, and execute

With the quick pace of the holiday shopping season, it's important to ensure that you have the ability to properly forecast, plan, and execute your budget. Kenshoo Halogen™ allows you to create and view scenario plans to understand market potential and get accurate forecasts. Take advantage of opportunities to maximize your budget on key dates without compromising overall budget pacing. Integrate Halogen with KPO for automated execution and seamless bidding and budgeting to keep you on track during your busiest time of year.





# Website

## Understand how landing pages are performing by tagging with Dimensions

Dimension tags can be applied to track several common elements — for example, all ads or landing pages for your Cyber Monday sale. Set up a query via Advanced Search to include a minimum data threshold and create automated optimization actions. For example, you may choose to increase bids on keywords and ads with strong performing landing pages during your promotional periods based on their conversion rate.

☒ Dimension Filtering

Multivariate Testing

Category ☐ All ☐ None ☒ Select from list

Categories

- Landing Page - Test A
- Landing Page - Test B
- Landing Page - Test C
- Line 2 Text - Back to School - Test B
- Line 2 Text - Free Shipping - Test A

## Scale your multi-location campaigns at a local level through place page syndication with CityGrid

Extend your local reach with traffic from CityGrid and tap into the network's access to hundreds of top local search sites and mobile applications. Multi-location retailers can benefit from the ability to scale location-based campaigns through central Place pages, connecting the online experience to brick and mortar stores. Understand the marketing activities by your various locations and monitor performance during key shopping dates to drive optimization decisions.

KENSHOO LOCAL													
Performance Management Optimization Reports Help													
CityGrid@kenshoo.com Log Out													
Performance Processes: Profile: Acme Moving and Storage Bookmarks													
Profiles > Acme Moving and Storage Search Keywords													
Acme Moving and Storage Last 30 days Mar. 16, 2013 - Apr. 14, 2013													
Show more info...													
ADD EDIT Set Status Tracking Bid Policies From Channel To Channel Bulk Export Change Log Advanced Search													
Search Grid All Channels and Active & Approved													
	Campaign	Status	Daily Budget	Cost	Imp.	Clicks	CTR	Avg. CPC	Conv.	Cost/Conv.	Conv. Rate	Avg. Pos.	Account Manage
Totals													
Managed Total			\$470.00	\$12,988	2,218,696	18,808	0.90%	\$0.58	367	\$27.43	2.23%		
<input type="checkbox"/>	CityGrid - Moving Campaign	Approved	\$30.00	\$898	-	1,798	-	\$0.50	50	\$17.96	2.78%	-	Laura Smith
<input type="checkbox"/>	Bing Mobile - Moving and Storage	Approved	\$20.00	\$575	95,254	1,521	1.60%	\$0.38	31	\$18.55	2.04%	1	Laura Smith
<input type="checkbox"/>	Bing Desktop - Moving and Storage	Approved	\$100.00	\$2,586	465,321	3,850	0.83%	\$0.67	98	\$26.39	2.55%	2	Laura Smith
<input type="checkbox"/>	Google Enhanced - Moving and Storage	Approved	\$225.00	\$6,425	952,458	7,452	0.78%	\$0.86	194	\$33.12	2.60%	4	Laura Smith
<input type="checkbox"/>	CityGrid - Storage Campaign	Approved	\$25.00	\$652	-	1,294	-	\$0.50	34	\$19.18	2.63%	-	Laura Smith
<input type="checkbox"/>	Google Camp - Auto - Desktop	Approved	\$50.00	\$1,488	621,012	2,088	0.34%	\$0.71	32	\$46.50	1.53%	3	Laura Smith
<input type="checkbox"/>	Google Camp - Auto - Mobile	Approved	\$20.00	\$364	84,651	805	0.95%	\$0.45	12	\$30.33	1.49%	2	Laura Smith



# Follow-up Tactics

## Integrate your various media channels and back-end systems to see the full picture

Having a holistic perspective of your marketing activities is important all year round but the impact of activating this cross-channel intelligence to comprehensively view your KPIs is heightened during the peak shopping season. With more than 100 completed third-party integrations and capabilities to incorporate any channel, Kenshoo can serve as your true north for campaign management, attribution, and optimization.



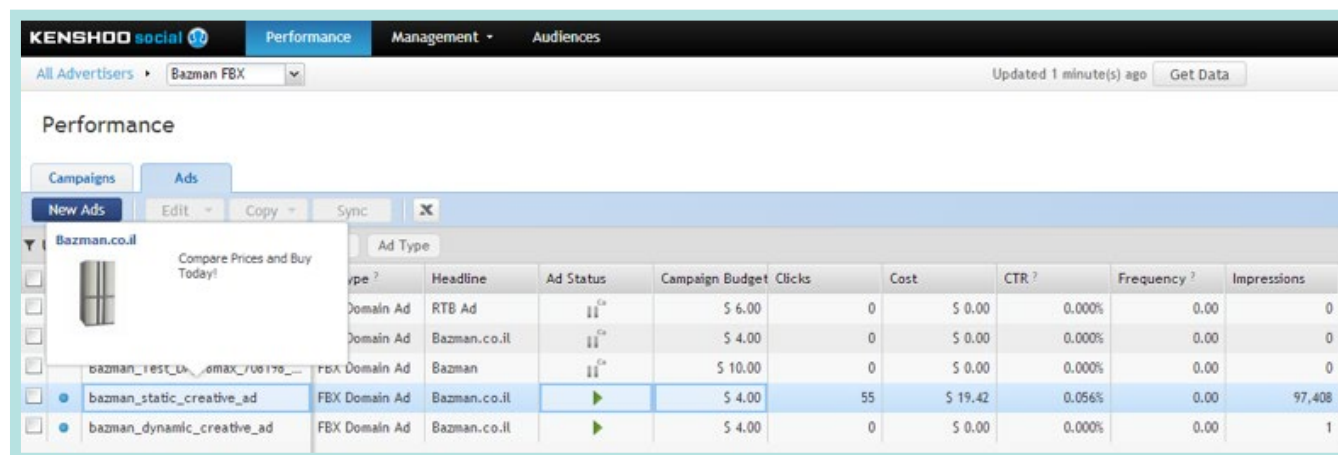
## Expand beyond SEM to influence the entire customer journey

Consumer activity can span multiple screens and multiple channels, and this is amplified during the holidays. To really understand consumer behavior across channels, you must operate in a holistic manner and search + social is a good place to start. Kenshoo Social is the only Facebook Strategic Preferred Marketing Developer (sPMD) with native access to the Facebook Exchange (FBX) and the Twitter Ads API. Through Kenshoo Social, you can optimize your social reach and discover your best customers at all stages of the buying process this holiday season.



## Re-engage with customers through display re-targeting partnerships and exclusive Facebook Exchange access

Don't miss out on opportunities to reconnect with shoppers who have visited your site through display ads and the Facebook Exchange (FBX). Complement your seasonal search program with the high performing direct response found in retargeting through Kenshoo's partnerships with Criteo and Kenshoo Social's direct access to FBX. Kenshoo Social is the only provider leveraging search keywords to create retargeting audience segments as well as product targets from PLA to create dynamic feed-based ads on FBX.

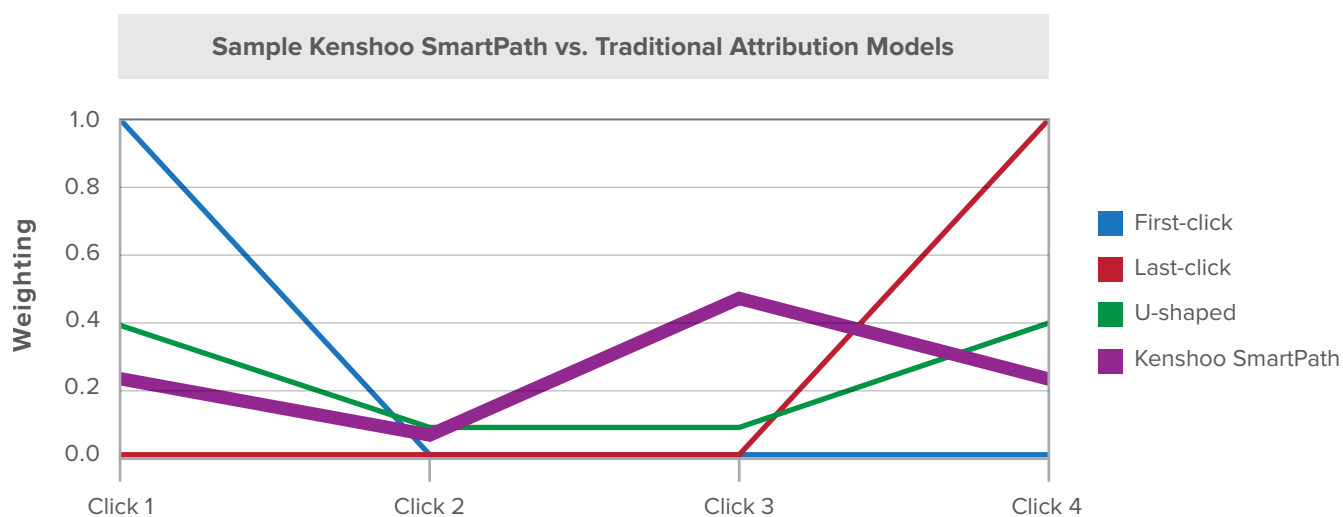


The screenshot shows the Kenshoo Social Performance dashboard. The 'Performance' tab is active, displaying a table of ad performance metrics for 'Bazman.co.il'. The table includes columns for Ad Type, Headline, Ad Status, Campaign Budget, Clicks, Cost, CTR, Frequency, and Impressions. The 'bazman\_static\_creative\_ad' is highlighted, showing 55 clicks, a cost of \$19.42, and a CTR of 0.056%.

Ad Type	Headline	Ad Status	Campaign Budget	Clicks	Cost	CTR	Frequency	Impressions
Domain Ad	RTB Ad	Co	\$ 6.00	0	\$ 0.00	0.000%	0.00	0
Domain Ad	Bazman.co.il	Co	\$ 4.00	0	\$ 0.00	0.000%	0.00	0
Domain Ad	Bazman	Co	\$ 10.00	0	\$ 0.00	0.000%	0.00	0
FBX Domain Ad	Bazman.co.il	Co	\$ 4.00	55	\$ 19.42	0.056%	0.00	97,408
FBX Domain Ad	Bazman.co.il	Co	\$ 4.00	0	\$ 0.00	0.000%	0.00	1

## Apply dynamic attribution backed by machine-learning and algorithmic decisioning to bid to the true value of each customer engagement

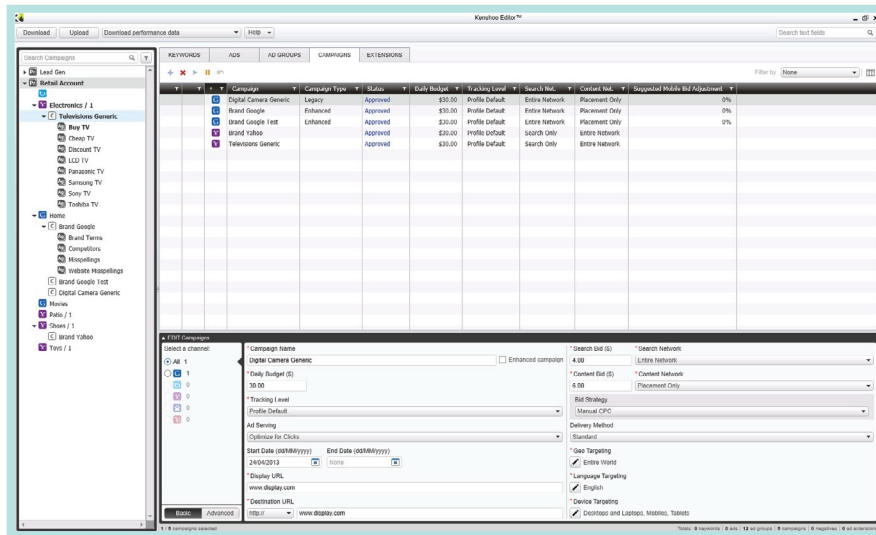
Replace off-the-shelf attribution with Kenshoo SmartPath™, which uses mathematical modeling to create a unique value allocation for each interaction in any given conversion path. This means you can understand each consumer's journey—eg, the shopper first arrived via search, visited again with a PLA click, and converted after an FBX ad—and also accurately value each of those interactions to create more informed bidding.



# Optimize

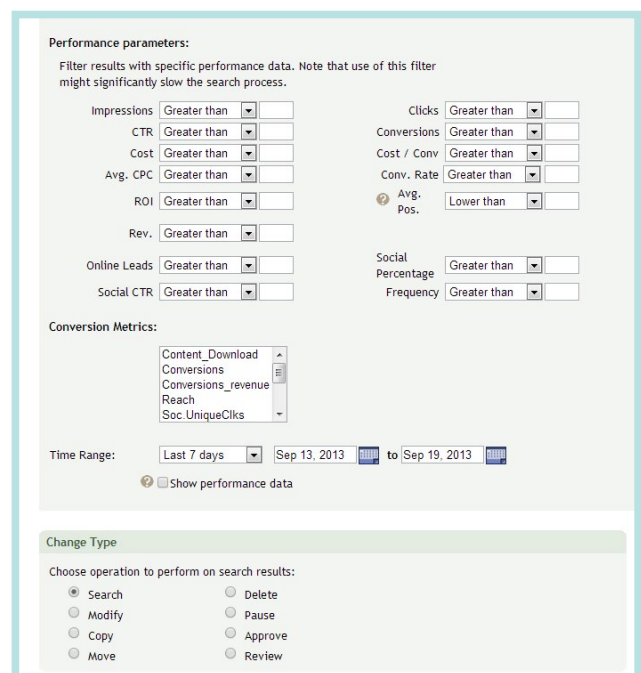
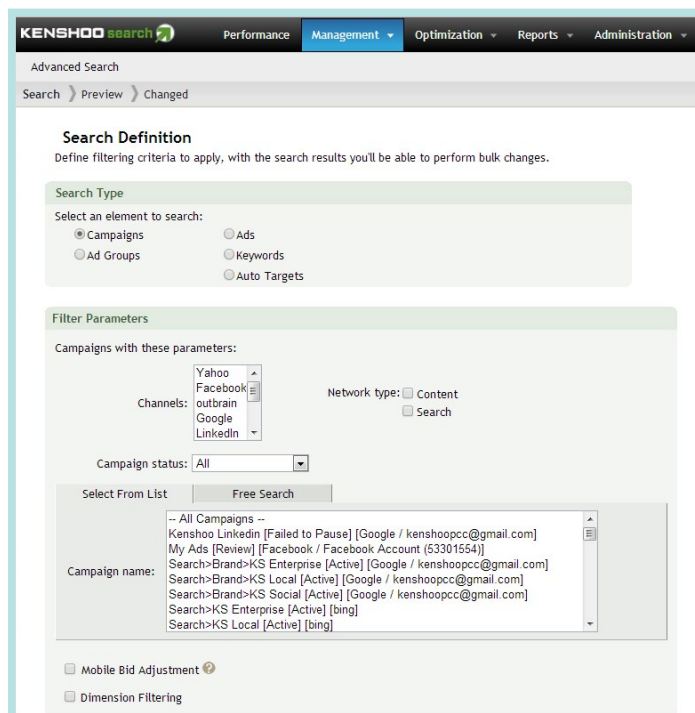
## Complete tasks in bulk, across channels, and offline with Kenshoo Editor

Manage your complex campaign structures across search engines with ease through Kenshoo Editor. The Advanced Edit option allows you to effortlessly apply promotional creative to multiple ad groups and across channels to make those key changes on important dates like Cyber Monday and Free Shipping Day. You can also easily move successful campaigns to different profiles or accounts to scale your holiday success.



## Find and edit any element in your search program on-the-fly through Advanced Search

Benefit from the ultimately flexibility of Advanced Search this season and use the tool to expose seasonal keywords that have less than minimum bids. Make bid optimizations to react to spikes around Cyber Monday and other key dates. Combine the power of Advanced Search with Scheduled Actions to automate reports to be sent to your inbox on a regular basis and create custom alerts to flag performance on new ads and keywords.



## Determine how the results of your optimization are impacting performance

Quickly understand how a promotional event or new copy change affected performance and take action by viewing metric deltas right in the grid or via the reporting widget. Further analyze the impact of changes through keyword and ad level fusion reports by including Quality Score. Use these reports to analyze how optimization efforts have affected your Quality Score and overall performance.

	Campaign	Flags	Daily Budget	Clicks +	Δ % Clicks	Δ Clicks	Prev Clicks	Prev Conv.	Conv.	Δ Conv.	Δ % Conv.
	Totals		\$538,872.42	347,822	↑	0.36%	1,233	346,589	14,887.14	13,787.68	-1,099.46 ↓ -7.39
	Managed Total		\$538,872.42	347,822	↑	0.36%	1,233	346,589	14,887.14	13,787.68	-1,099.46 ↓ -7.39
<input type="checkbox"/>	Televisions Demo (Do Not Edit)		\$200.00	146,956	↑	10.01%	13,377	133,579	5,200.75	5,367.29	166.54 ↑ 3.20
<input type="checkbox"/>	Televisions Generic		\$200.00	127,499	↓	-4.96%	-6,650	134,149	5,994.96	5,335.54	-659.42 ↓ -11.00
<input type="checkbox"/>	Televisions Demo		\$200.00	25,430	↑	13.42%	3,008	22,422	979.48	953.11	-26.37 ↓ -2.69
<input type="checkbox"/>	Laptops Generic		\$200.00	19,474	↓	-21.04%	-5,188	24,662	987.78	676.43	-311.35 ↓ -31.52
<input type="checkbox"/>	Televisions Generic		\$200.00	18,967	↓	-4.47%	-887	19,854	801.80	722.58	-79.22 ↓ -9.88
<input type="checkbox"/>	Greenlawn PLA Campaign		\$501.00	9,156	↓	-20.75%	-2,398	11,554	905.36	716.13	-189.23 ↓ -20.90
<input type="checkbox"/>	Digital Cameras Lone Tail Crawler		\$1,000.00	228	↓	-11.97%	-31	259	10.37	11.67	1.30 ↑ 12.54
<input type="checkbox"/>	Brand Yahoo		\$2,500.00	112	↑	1.82%	2	110	6.64	4.93	-1.71 ↓ -25.75
<input type="checkbox"/>	exemptions 11 12 15 59 0032		\$1,000.00	0	0.00%	0	0	0.00	0.00	0.00	0.00
<input type="checkbox"/>	cucCamp10 1345635434827		\$24.20	0	0.00%	0	0	0.00	0.00	0.00	0.00

KENSHOO search							
Campaign Name	Ad Group Name	Keyword	Quality Score	Imp.	Clicks	CTR	Avg. Pos
Search>Brand>KS Enterprise	Core Brand>Exact	[kenshoo]	Great (9.18)	9,620	961	9.99%	1.18
Search>Brand>KS Enterprise	Core Brand>BMM	+kenshoo	Great (9.18)	7,432	249	3.35%	1.50
Search>NonBrand>KS Enterprise	PPC Tools>BMM	+ppc +software	OK (6.32)	4,892	59	1.21%	2.28
Search>NonBrand>KS Social	Facebook Ads>BMM	+fb +ads	Poor (1.82)	4,816	35	0.73%	1.91
Search>NonBrand>KS Enterprise	PPC General>BMM	+ppc +campaigns	Poor (3.23)	3,421	19	0.56%	6.09
Search>NonBrand>KS Enterprise	PPC General>BMM	+mobile +ppc	OK (5.37)	2,122	23	1.08%	2.89
Search>NonBrand>KS Enterprise	PPC Tools>BMM	+ppc +tool	OK (5.03)	1,981	28	1.41%	2.55
Search>Brand>KS Social	Core Brand>Exact	[kenshoo social]	Great (9.14)	483	65	13.46%	1.04
Search>NonBrand>KS Enterprise	PPC Tools>Exact	[ppc management software]	OK (6.48)	368	19	5.16%	5.69
Search>Brand>KS Enterprise	Core Brand>BMM	+kenshoo +ppc	Great (9.00)	41	2	4.88%	3.69

## Don't forget the device when optimizing

Utilize the *Fusion: Keyword by Device* report for insights into where you should optimize for mobile traffic, allowing you to easily pull cross-profile data at the keyword level to see additional device-type segmentation for your enhanced campaigns. Identify keywords, groups, or campaigns that drive a high amount of mobile traffic and consider creating tailored mobile preferred ads. Remember, all KPO and ActiveCluster policies support mobile bid adjustment (MBA) recommendations and Advanced Search enables you to make targeted MBA optimizations.

Profile Name	Campaign Name	AdGroup	Keyword	Device	Match Type	Bid	Mobile adjusted bid	Quality Score	Impressions	Clicks	CTR	Conversions	Cost
Profile A	Campaign A	Ad Group A	Keyword A	Computer	Broad	\$ 26.57	0	5.00	116,000	500	0.43%	10.00	\$ 49.64
Profile A	Campaign A	Ad Group A	Keyword A	Mobile	Broad	\$ 26.57	0	5.00	53,000	66	0.12%	1.00	\$ 248.46
Profile A	Campaign A	Ad Group A	Keyword A	Tablets	Broad	\$ 26.57	0	5.00	30,000	400	1.33%	7.00	\$ 71.01
Profile A	Campaign B	Ad Group B	Keyword B	Computer	Broad	\$ 20.22	0	5.10	73,000	300	0.41%	3.00	\$ 24.45
Profile A	Campaign B	Ad Group B	Keyword B	Mobile	Broad	\$ 20.22	0	5.00	31,000	50	0.16%	1.00	\$ 42.19
Profile A	Campaign B	Ad Group B	Keyword B	Tablets	Broad	\$ 20.22	0	5.14	14,000	250	1.79%	3.00	\$ 211.19

## Summary

From ads to optimization, Kenshoo is here to help make your SEM program a bit more merry and bright during the seasonal shopping push and throughout the year.

Your Kenshoo representative is just a call or email away to answer any questions you may have and help brainstorm ways to capitalize on opportunities.