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.

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.

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.

CUSTOMER FEED

xml

ATTRIBUTES

Store: 123
Metro: MSP
City: Bloomington
Category: Living Room
SubCategory: Sofa
Size: Large
Brand: King's
Item SKU: 527 510 480 10
Name: Soft Field
Color: Lime Green
Price: $550.00
Inventory: 12

AUTO KEYWORD EXPANSION

Category + Brand
Sub-Category + Brand
Category + Color + Brand
Brand + Sub-Category
Brand + Category
Brand + Name
Name + Color
Size + Name
Name + Brand
Brand + Location
Location + Inventory
Category + Location

AUTO CAMPAIGN & AD GROUP CREATION

DYNAMIC AD CREATION

King's Soft Field Sofa
Only **12 left** at $550.00.
Price Match Guarantee
www.acme.com/LivingRoom/Sofa

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.

Ad Groups by CTR — Significant, Insignificant, Invalid

Ad Classification by CTR (%) — Winners, Joint Winners, Losers, Insignificant, Invalid

Ad Groups by Conv. Rate — Significant, Insignificant, Invalid

Ad Classification by Conv. Rate (%) — Winners, Joint Winners, Losers, Insignificant, Invalid
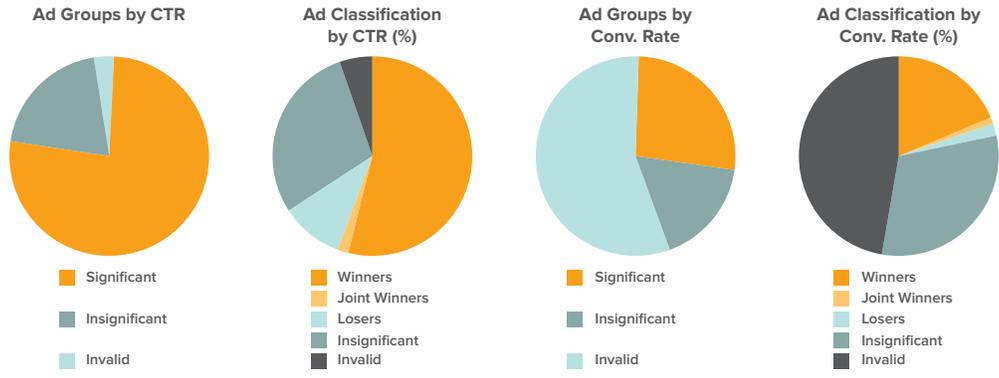
Optimize PLA performance at the Product level

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.

Product Pivot Performance Summary

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.

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.

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.

KEYWORDS   KEYWORDS WITH **ACTIVECLUSTER**   KEYWORDS WITH **ACTIVECLUSTER**

STATISTICAL SIGNIFICANCE
LOW TO HIGH
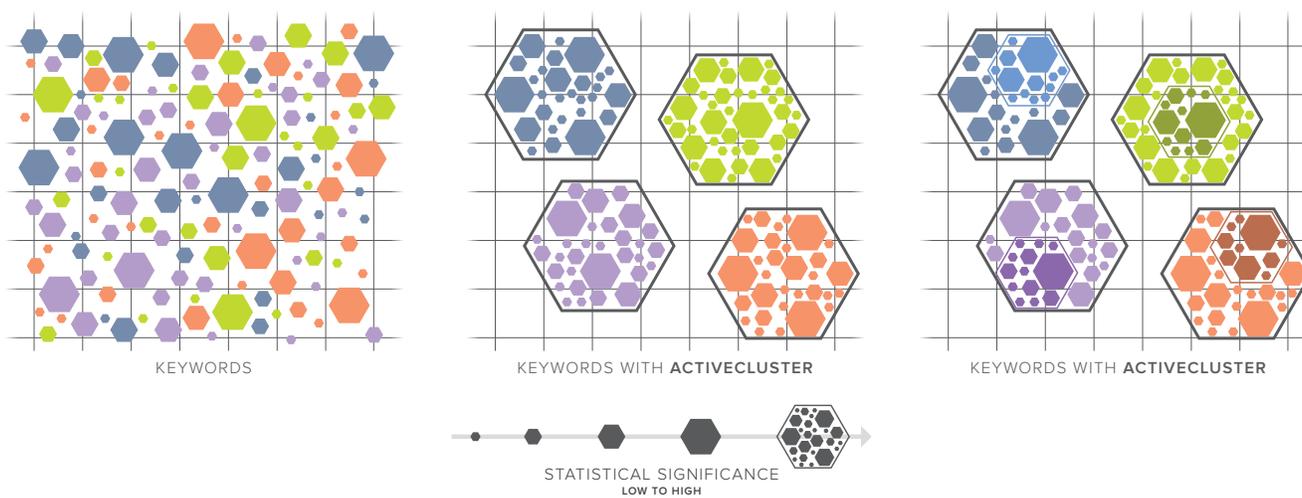
## Adjust bids quickly to react to market trends through Advanced Search

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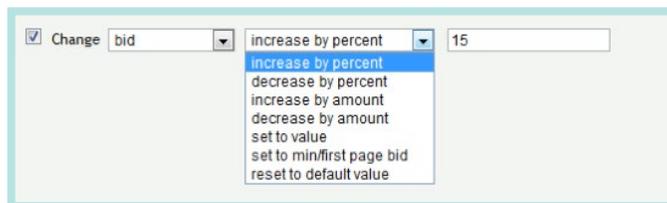
Manage your budget in three simple steps: forecast, plan, and execute

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.
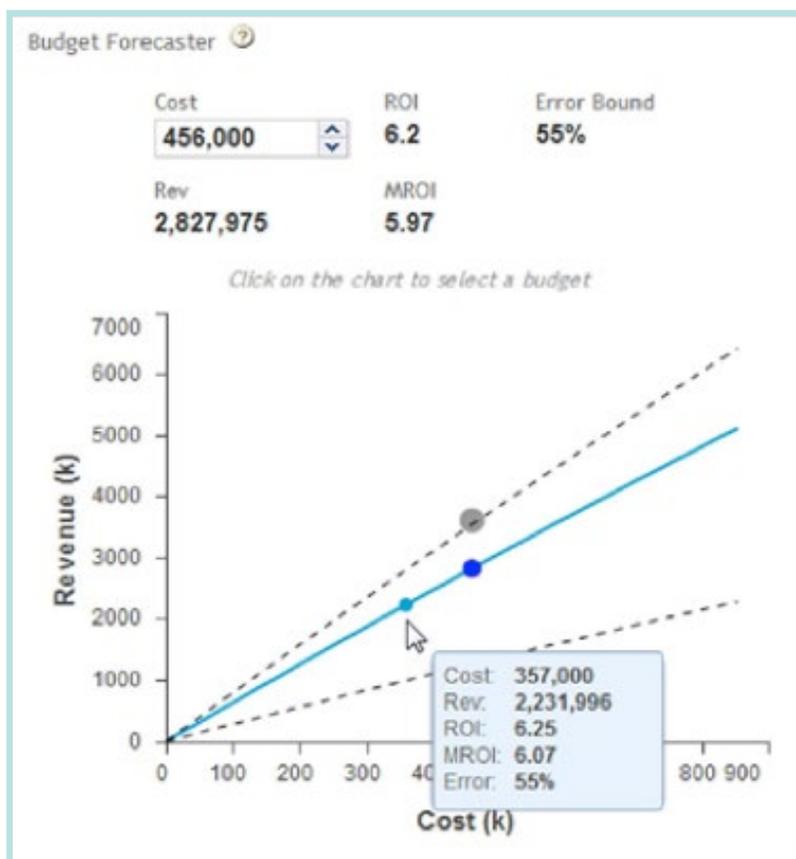
Website

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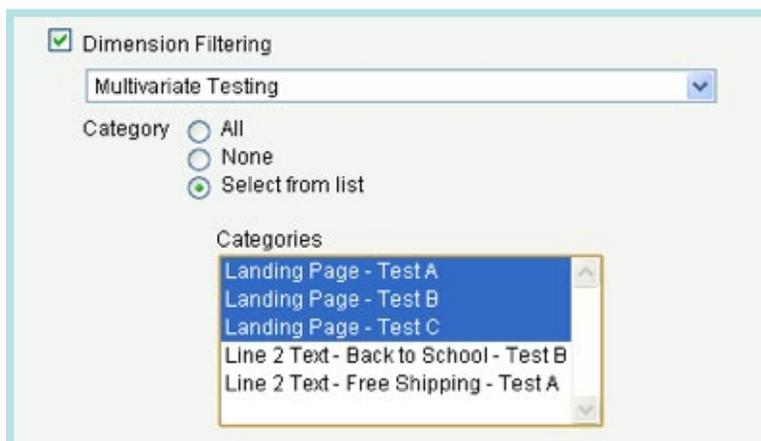
Scale your multi-location campaigns at a local level through place page syndication with CityGrid

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.

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.

CHANNELS   **SYSTEMS**

Search   Social   Local   Call Tracking   E-commerce

Retargeting   Comparison Shopping   Ad Servers   Web Analytics

Display   Mobile   Affiliates   Email   Tag Management   CRM

KENSHOO™

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.

Strategic Preferred Marketing Developer — PAGES, ADS, APPS, INSIGHTS

Facebook Exchange

API Partner

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.

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.

Sample Kenshoo SmartPath vs. Traditional Attribution Models
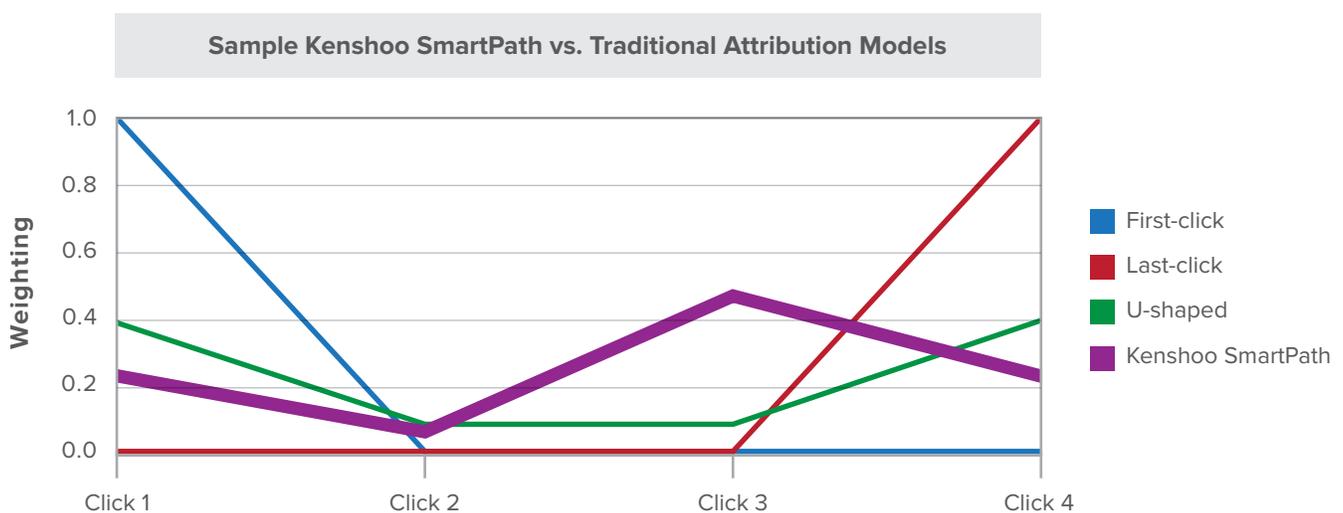
Optimize

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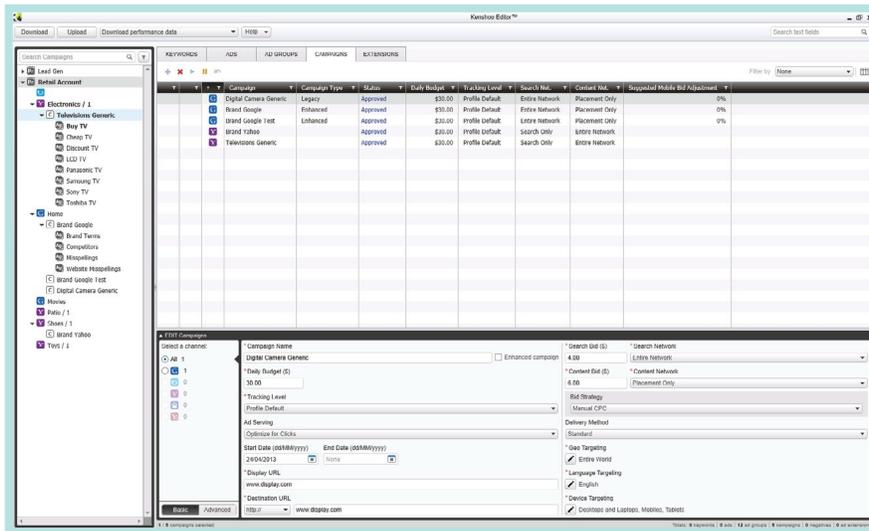
Find and edit any element in your search program on-the-fly through Advanced Search

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.
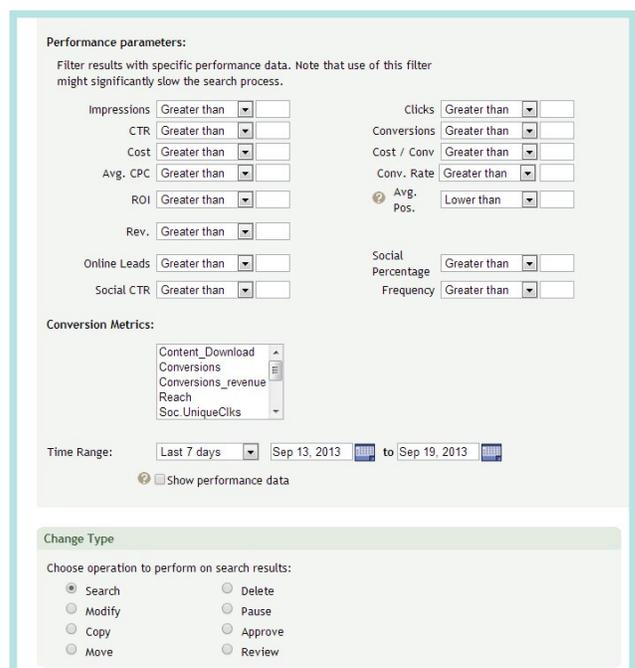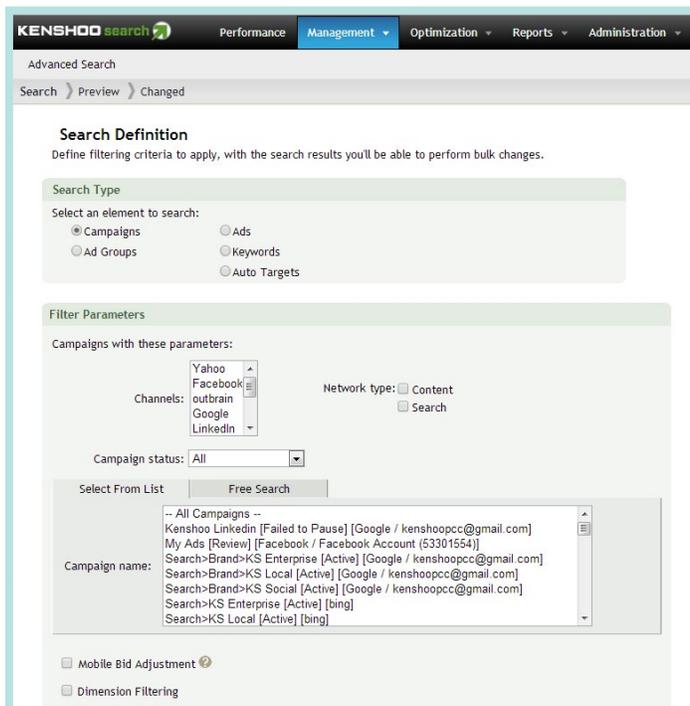
Determine how the results of your optimization are impacting performance

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.

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.

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.