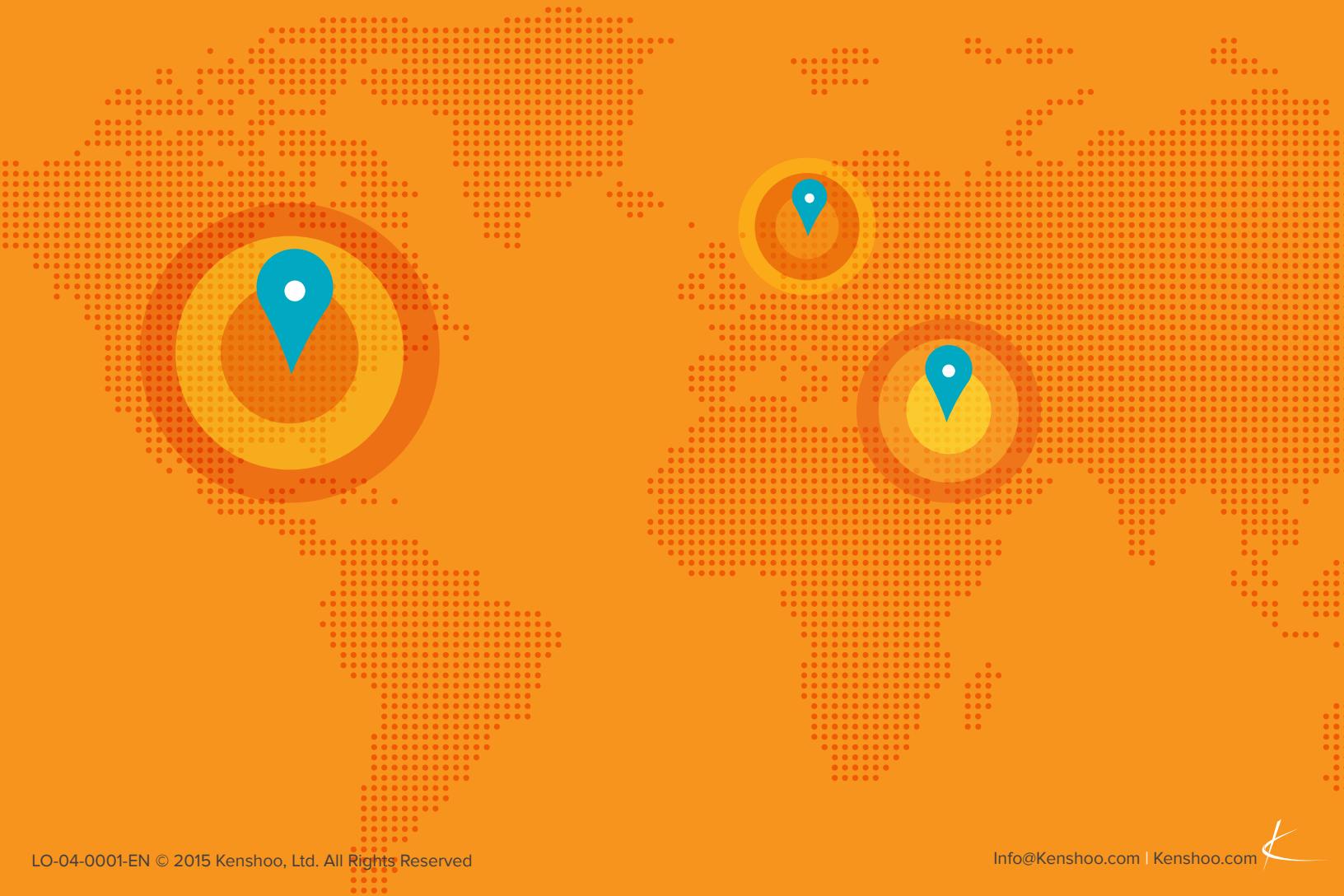


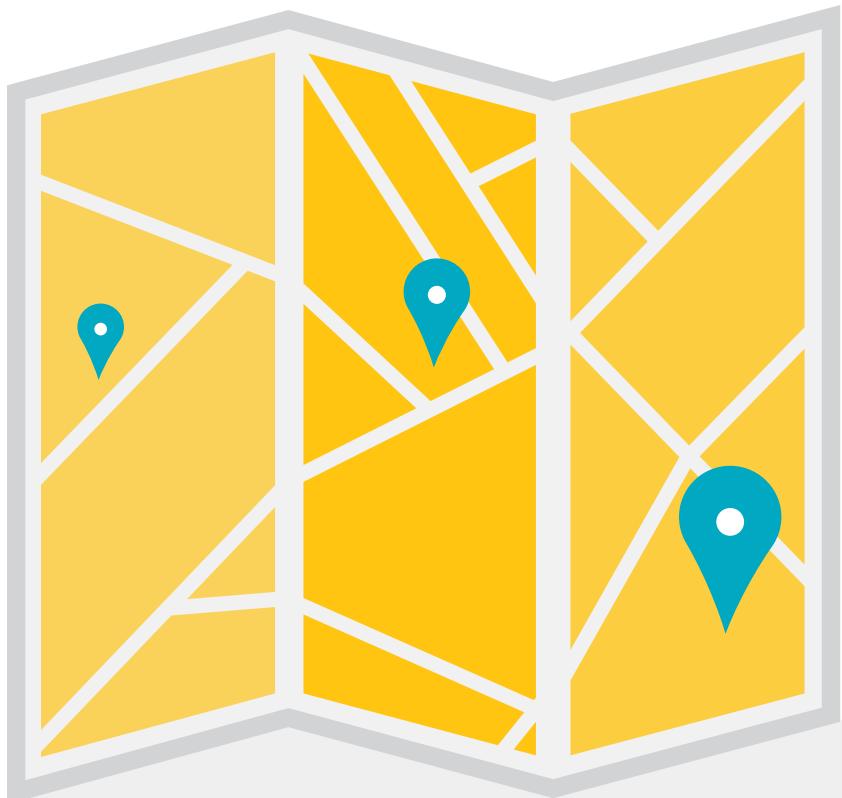


# Best Practices for Local Search Using Kenshoo



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# Overview

You've read the *Kenshoo Guide for Local Search* to understand the local marketing landscape and the abundant opportunities within local search. Now, get the insider tips available only to Kenshoo clients using the Kenshoo™ platform to maximize your local search program.

Through Kenshoo, you can effectively manage high volumes of search engine marketing (SEM) campaigns and place pages.

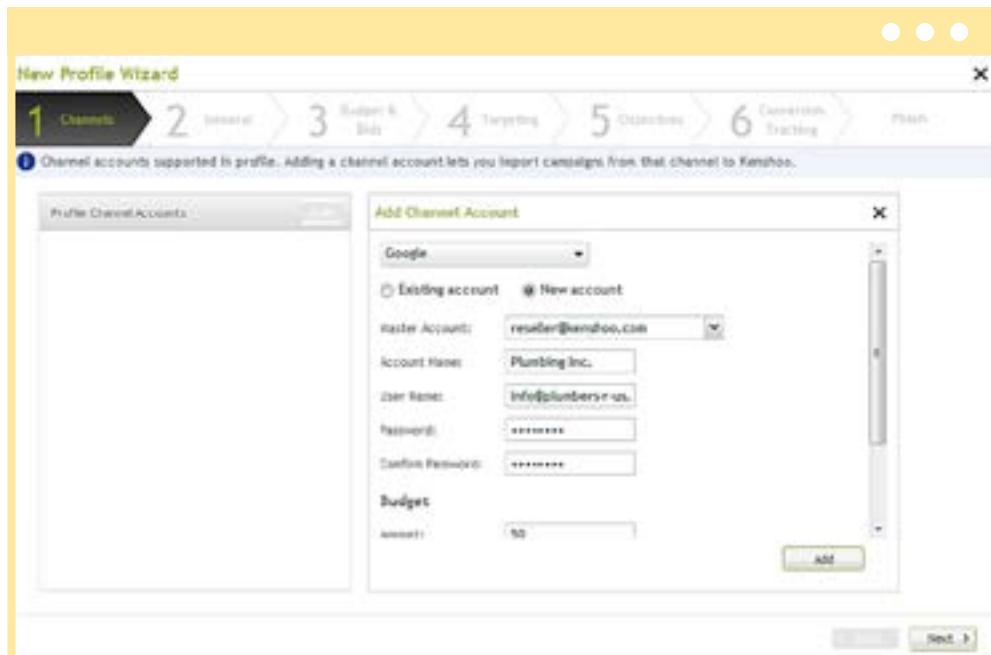
## **Kenshoo will help you:**

- ▶ **Acquire new customers**
- ▶ **Gain operational efficiencies**
- ▶ **Stay on the cutting edge**
- ▶ **Maximize marketing investment**
- ▶ **Minimize churn**

From onboarding and development to optimization and reporting, Kenshoo makes it easy to scale SEM listings and place pages. Read on to learn how you can succeed at the local level – whether you're a multi-location advertiser or small-to-medium business (SMB) aggregator.

## Streamline onboarding to get up and running quickly

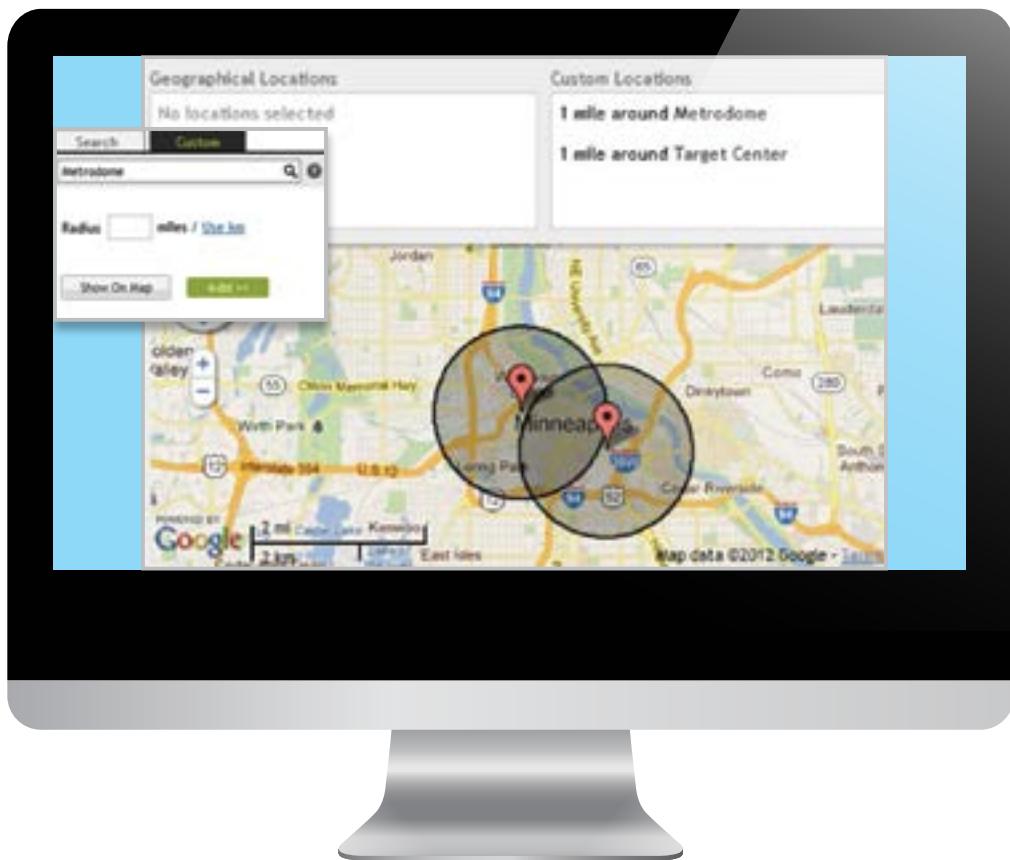
Kenshoo's comprehensive profile wizard guides you through the campaign setup process so you can launch with ease. With familiar default settings, setup can be faster and error-free. You can also create client or reseller accounts for AdWords and Bing Ads directly through Kenshoo. There's no need to start from scratch for each campaign as templates of keywords, ad groups, and ad copy can be saved for easy access and improved efficiency.



The screenshot shows the Kenshoo Template Manager interface. In the top left, there's a dropdown menu for 'Agency' set to 'Kenshoo'. Below it is a search bar with placeholder text 'Type first 3 letters...'. The main area has tabs for 'Templates' (selected), 'Import', and 'Add'. A sidebar on the left lists categories: 'My Templates' (with 'Bankruptcy Attorney' selected), 'Attorneys' (including 'Corporate Attorneys', 'Divorce Attorneys', etc.), 'Cleaning Services', 'Dentists', 'Electricians', 'German Plumbers', and 'Hotels'. The right side shows search results for 'Bankruptcy Attorney' and 'Bankruptcy Lawyer', with options to 'Import' or 'Add' them.

## Target down to the city level

Target an audience within a narrowly-defined distance from your business location. Use Kenshoo's unique mapping tool to set an exact radius, down to the neighborhood level. This hyper-local targeting allows you to reach your desired audience, maintain relevancy, and better control your campaigns so you don't waste impressions.



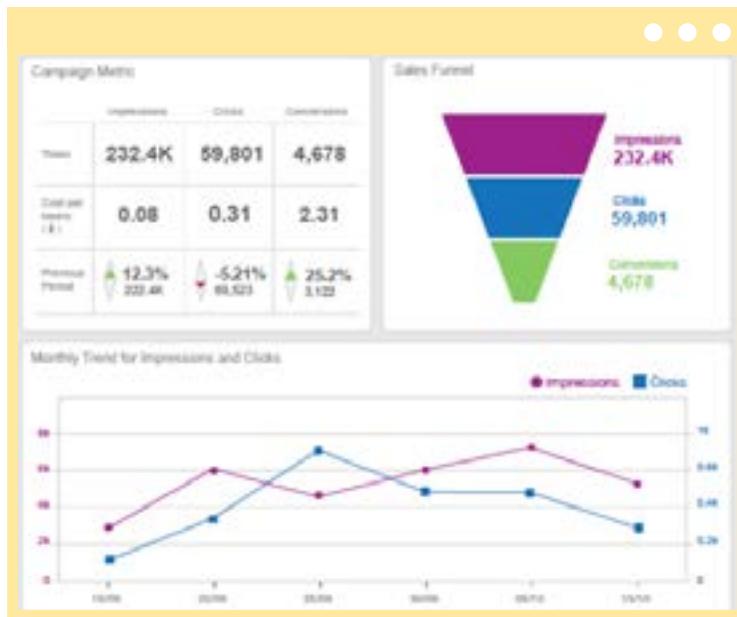
# Set KPI thresholds to better manage to your goals

Kenshoo can automatically roll over unused or underperforming budget from one campaign to the next based on key performance indicators (KPIs) like spend, cost-per-click, or cost-per-lead. Improve performance by having budgets shifted to where your spend will be most efficient or eliminate over/under-spending by individual campaigns altogether. Get an understanding of campaign performance at a glance with customizable, color-coded objectives. Simply set overall performance objectives like ad spend, clicks, conversions, calls, or revenue and chose your thresholds for the 4 status options: Excellent, Good, Weak, and Poor to easily identify at-risk accounts or areas of biggest opportunity.

# Report on what matters to you

Kenshoo offers simplified white-label reports so you can see the specific data points that matter to your business or your clients' business. Go deeper into the data by customizing a reporting dashboard through the flexible widget library. You can even define multiple reporting dashboard views including view only access to external users. Analyze performance metrics as well as churn. Kenshoo allows you to set a profile status to "Archive," thus giving you the ability to track and report on terminated campaigns and/or clients





## Enable ad extensions to create a more customized experience

Kenshoo supports the latest ad extensions like Location Extensions, Call Extensions, and Sitelinks. Create more localized ads and generate higher response rates by including addresses, phone numbers, and relevant pages within your ads. Stimulate engagement with your ads as these extensions become particularly valuable on mobile searches when potential customers can click to call your location or easily access directions to your physical storefronts.

### Example Pizza Store - Fresh and Hot

[www.example.com/](http://www.example.com/)

Get Your Favorite Pizzas! Only At Your **Pizza** Store

Order Online Now

Store Locator

Deals In Your Area

Returning Customer? Order Here

### Compare Insurance Quotes

[www.example.com/compare](http://www.example.com/compare)

Save time & money. **Compare car insurance.**

Top Companies.



## Drive more phone calls to close the loop from online to offline

By partnering with leading call tracking providers such as CallSource, Jet Interactive, Marchex, Mongoose Metrics, and TelMetrics, Kenshoo facilitates the tracking of phone calls and then applies proprietary algorithms to match calls to keywords with Kenshoo's Call Conversion Optimization (CCO). CCO allows you to provision phone numbers, associate them to specific ads, automatically retrieve nightly call reports, and optimize campaigns based on the keywords that generate the most profitable phone calls.



## Extend your reach beyond search engines through CityGrid

Get access to more than 300+ local advertising channels through Kenshoo's integration with CityGrid to extend your reach and capture additional local and mobile traffic. Simply upload your Place pages and generate exposure across properties like Citysearch, YP, and Superpages.com through Kenshoo and view your CityGrid campaign performance side-by-side with paid search on Google, Yahoo, and Bing.

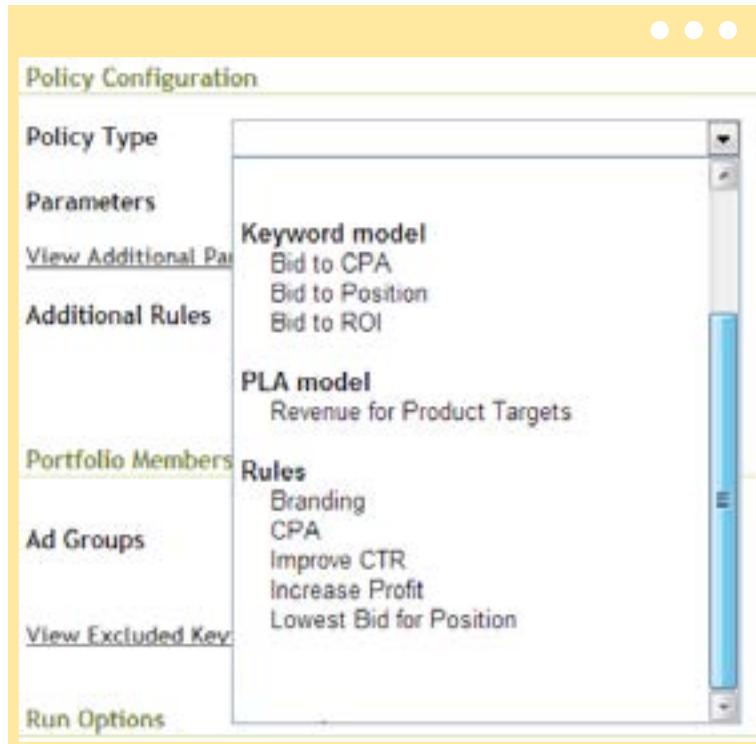


The screenshot shows the Kenshoo interface with the CityGrid integration. The top navigation bar includes Performance, Backstage, Management, Optimizations, Reports, Help, and CITYGRID. The main content area shows a campaign for "Acme Moving and Storage" with various metrics and a table of campaign details.

Campaign	Status	Daily Budget	Cost	Imp	Clicks	CTR	Avg. CPC	Cost	Cost/Click	Conv. Rate	Avg. Pos.
Total		\$478.00	\$12,880	2,218,096	16,008	0.80%	\$0.30	367	\$32.40	2.21%	
Managed Data											
<input checked="" type="checkbox"/> CityGrid - Acme Moving	Approved	\$38.00	\$899	-	1,798	-	\$0.30	56	\$17.38	2.05%	1
<input type="checkbox"/> Bing Adwords - Acme Moving and Storage	Approved	\$29.00	\$575	15,254	1,521	1.02%	\$0.20	21	\$18.35	2.05%	1
<input type="checkbox"/> Bing Adwords - Moving and Storage	Approved	\$108.00	\$2,586	495,321	3,880	0.80%	\$0.17	38	\$66.39	2.05%	2
<input checked="" type="checkbox"/> Google Adwords - Acme and Storage	Approved	\$20.00	\$1,471	152,458	7,402	1.11%	\$0.16	194	\$11.12	2.05%	4
<input checked="" type="checkbox"/> CityGrid - Storage Companies	Approved	\$25.00	\$552	-	1,294	-	\$0.30	34	\$15.18	2.05%	1
<input checked="" type="checkbox"/> Google Adwords - Acme_Storage	Approved	\$58.00	\$1,488	121,872	3,088	3.34%	\$0.17	22	\$64.36	1.03%	3
<input checked="" type="checkbox"/> Google Adwords - Acme_Mobile	Approved	\$28.00	\$534	8,487	823	1.00%	\$0.33	12	\$68.33	1.46%	2
<input checked="" type="checkbox"/> Google Adwords - Acme_Storage_Mobile	Approved	\$28.00	\$534	8,487	823	1.00%	\$0.33	12	\$68.33	1.46%	2

# Execute automated and flexible bid management

Kenshoo offers several automated bidding solutions to solve for your unique business needs including keyword models, rules-based policies, and custom bidding options. Advanced algorithms and statistical models automatically update bids, expand converting keywords, and improve campaign performance. Keyword model policies use patent-pending ActiveCluster™ technology to optimize based on the predicted value of each keyword. The algorithm groups keywords with similarities across multiple attributes, removing the barrier to entry for lower volume campaigns. Kenshoo's algorithms support ad group-level mobile bid adjustment recommendations so you can feel confident in your enhanced campaigns bidding strategies.



## Summary

Local search represents a growing opportunity for both SMBs and multi-presence advertisers. As local budgets grow, so does the competition in the market, making it vital for businesses to be able to be easily found at this crucial inflection point when consumers are in discovery mode.

With tools for easy onboarding, mass management, and local optimization, Kenshoo enables you to effectively scale your local search program. To discover more of what Kenshoo can do for you, visit [KenshooLocal.com](http://KenshooLocal.com).