

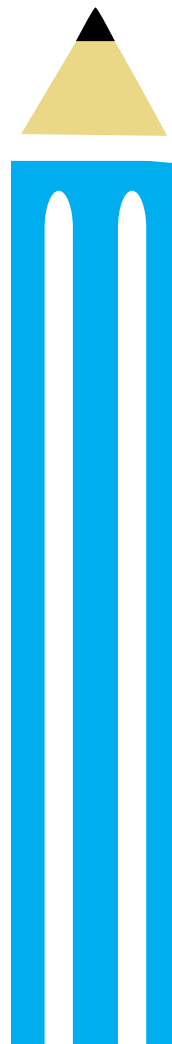
The Kenshoo Guide to Evaluating Social Advertising Technology Platforms

The Case for Kenshoo Social



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Overview

You've read the [Kenshoo Guide to Evaluating Social Advertising Technology Platforms](#) to understand the rise of social advertising and learn how to best approach your evaluation of a paid social advertising technology platform. Now get the details on how the Kenshoo Social platform can help you efficiently execute and maximize your paid social program.

Kenshoo Social is an advanced platform to automate the creation, management, and optimization of highly-targeted social marketing campaigns

Kenshoo Social has tools to address:

- ▶ Campaign Creation & Management
- ▶ Reporting & Analytics
- ▶ Bid & Budget Optimization
- ▶ Advanced Capabilities – e.g. mobile support, attribution, and cross-channel integration

Kenshoo Social has committed to developing innovative solutions that provide measurable performance and efficiency improvements for the world's most sophisticated social marketers running the largest, most complex campaigns.

Read on to learn how Kenshoo can help you succeed at social!

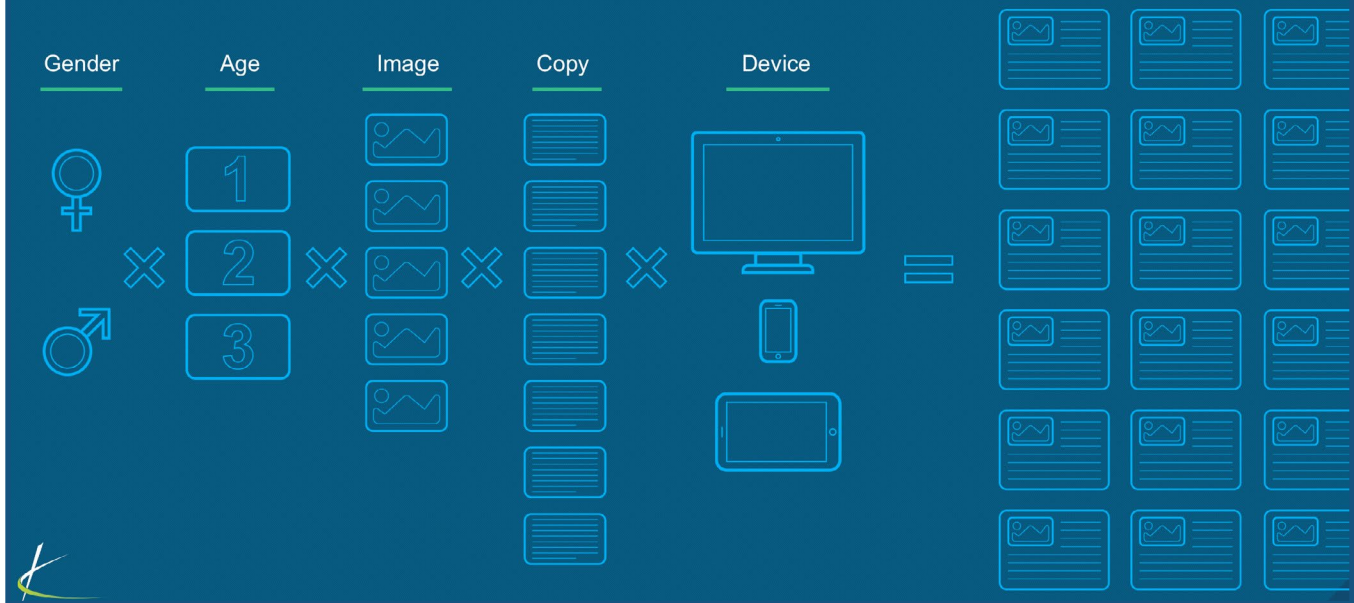
Intuitive Campaign Creation & Management Workflow

Improve your scale and efficiency

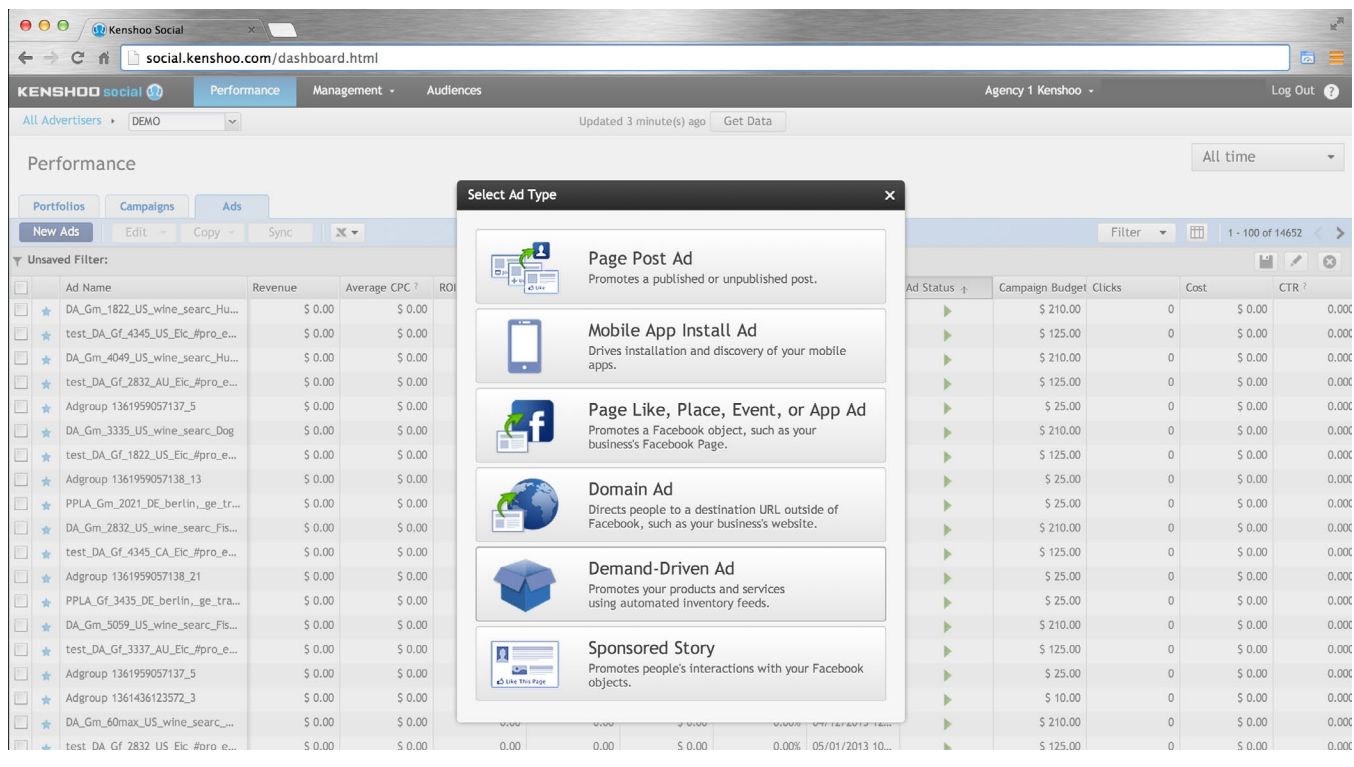
The lifespan of social ads is short, requiring frequent ad creation on a large scale. Kenshoo Social increases the efficiency of your team with technology automation that simplifies the process of creating and managing thousands of ads and campaigns across devices.

Whether you're targeting desktop or mobile, Kenshoo Social's intuitive campaign creation wizard enables you to quickly create and manage thousands of permutations of ads and campaigns across highly granular demographic and interest targeting segments.

Increase Your Scale and Efficiency



Advanced bulk management tools with editing and copying capabilities enable you to quickly make mass changes and duplicate high-performing campaigns. Audience and creative libraries allow you to save best performing audience segments to easily reuse for future campaigns. Customizable columns and filters in the performance analysis grid create a tailored experience to highlight what matters to you and provide additional productivity improvements.



In addition, Kenshoo Social offers a robust change log that details all changes made on the system by date, type, and user so that any change can be easily identified and reverted at any time and in any order.

Flexible Analytics & Reporting

Turn insights into actions

Kenshoo Social's sophisticated reporting offers the ultimate flexibility with built-in templates and customized reports to highlight actionable data, including social-specific metrics, so you can make quick, intelligent decisions. Insights are not limited to your paid social campaigns – Kenshoo offers tracking and measurement that spans activity across online media channels, including search, social, display, and more, providing path-to-conversion reporting and analytics.

The platform provides real-time, on-demand metrics from the Facebook Ads API as well as Kenshoo's proprietary conversion tracking pixel. Additionally, Kenshoo Social can integrate the advertiser's internal conversion tracking systems and virtually any third party data source (Omniture, Google Analytics, etc.).

Kenshoo Social reports are available via customizable, widget-based dashboards and are also available as customizable, scheduled and downloadable macro-driven Excel reports.

The screenshot displays the Kenshoo Social dashboard interface. At the top, there's a navigation bar with 'Kenshoo Social' and 'Performance' tabs. Below this, a table titled 'Ads' is visible, showing columns for Ad Name, Ad Type, Creation Date, Headline, Ad Status, Bid/Goals, Campaign Budget, Clicks, Cost, CTR, Frequency, Impressions, Reach, and Social Reach. A 'Select Columns' dialog box is open over the table, allowing users to customize the report. The dialog box has several sections with checkboxes:

- Connections:** Target users who are connected to, Target users who are not connected to, Target users whose friends are connected to.
- Demographic:** Age, Age Match, Gender, Interested In, Relationship.
- Education and Workplace:** College, Education, Graduation Year, Major, Workplace.
- General:** Estimated Reach, Placement.
- Geographic and Language:** City, Country, Language, State/Province, ZIP Code.
- Likes and Interests:** Broad Categories, Precise Interests.

At the bottom of the dialog box, there are 'Apply' and 'Cancel' buttons. The background table shows a list of ad groups with their respective metrics, and a 'Totals' row at the bottom.

Sophisticated Bid Optimization & Budget Management Algorithms

Spend your budget to where it will have the most impact

Generating the highest return from your social advertising campaigns requires complicated statistical analysis that is time consuming and challenging even for the most elite marketers. Since the shelf life of social ads is shorter, you need to optimize your bids, budget and creative almost immediately.

Kenshoo Social helps you spend your budget where it will have the most impact and generate the highest return. With bid optimization algorithms that are designed specifically for the Facebook bidding environment, you can choose the bid policy that best meets your defined goals, including Control ROI, Control CPA, Control CPC and Follow Suggested Facebook Bid.

In addition, you can create and schedule a virtually unlimited array of custom bid rules using Kenshoo Social's Advanced Search and Scheduled Actions capabilities. Your social ad platform should always be working to optimize your campaigns, even when you aren't at your desk. For example, you may want to set up a custom bid policy that runs each night and automatically pauses all low performing ads.

Kenshoo Social also provides proprietary budget management algorithms that automatically allocate budget to campaigns that can best meet your desired performance objectives. To take advantage of this: simply select the campaigns, set the performance goals, assign start and end dates and minimum/maximum budget changes per campaign, and the frequency of the budget changes.

The screenshot displays the Kenshoo Social dashboard interface. The main view is 'Performance', showing a list of portfolios. A modal window titled 'Edit Portfolio: Holiday Sale' is open, allowing configuration of optimization goals and budget policies. The modal is divided into two steps: '1 Select Campaigns' and '2 Define Goal & Budget Policy'. In step 2, the 'Optimization Goal' is set to 'ROI' with a target of '≥ \$ 3'. The 'Portfolio Budget' is set to '\$ 10000' and 'Daily recurring'. The 'Schedule' is set to 'Run the policy continuously starting today' with a start date of '09/26/13' and an end date of '10/26/13' at '12:00' in 'Pacific Standard Time'. The 'Frequency' is set to 'Run every 4 Hour(s)'. A 'What is a budget allocation policy?' tooltip is visible, explaining that Kenshoo Social uses advanced algorithms to optimize budget allocation based on historical performance. The background shows a table of portfolios with columns for Portfolio Name, Revenue, and Portfolio Goal.

Portfolio Name	Revenue	Portfolio Goal
Portfolio Promo 1 18 Active Campaigns	\$ 0.00	
Nov CPI 4 Active Campaigns	€ 0.00	
Mobile Inst 0 Active Campaigns	\$ 0.00	
Holiday Sale 1 Active Campaigns	\$ 0.00	
Games Nov 7 Active Campaigns	€ 0.00	
Flights Nov 6 Active Campaigns	\$ 0.00	
Female 18-35 Shoes 4 Active Campaigns	\$ 0.00	
CPA for likes 2 Active Campaigns	\$ 0.00	
Totals	\$ 0.00	0.00%

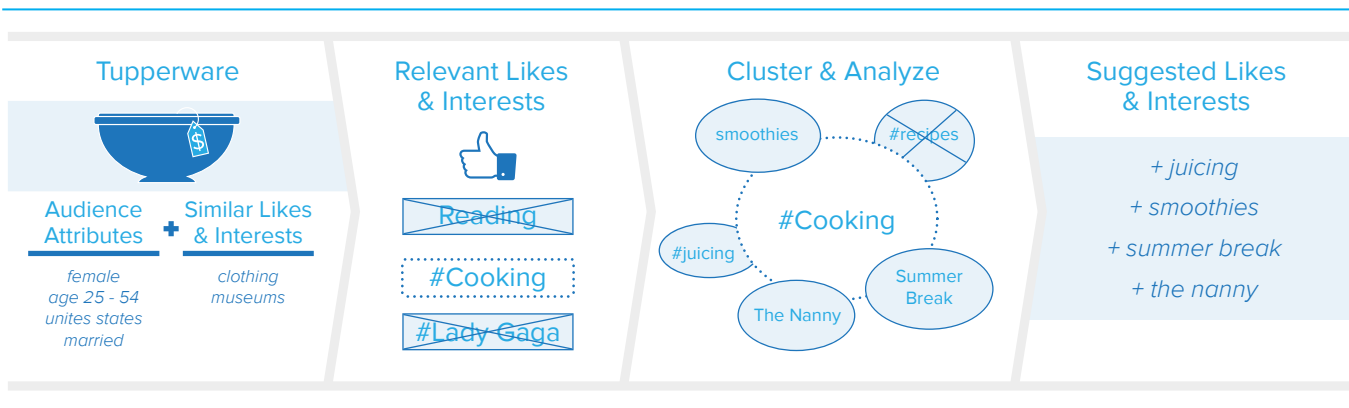
Advanced Functionality

Sophisticated Audience Targeting

Discover new audiences and converting new customers

In order to drive business growth, you need to expand your reach into new, profitable audiences and convert them into customers. Audience testing to find new prospects and customers can be like looking for a needle in a haystack.

Kenshoo Social supports all native Facebook demographic and targeting capabilities including Custom Audiences, Lookalike Audiences, and Partner Categories. In addition, Kenshoo Social helps you find profitable new customers faster and with less budget through proprietary technology that analyzes the interests of your top performing audiences and suggests new ones based on affinity and relevancy. Furthermore, Kenshoo Social can extend your campaigns to Twitter via Sponsored Tweets, Promoted Accounts, Lead Generation Cards and other ad formats.



Integrated Paid & Owned Social Media

Get your paid and owned social media working together

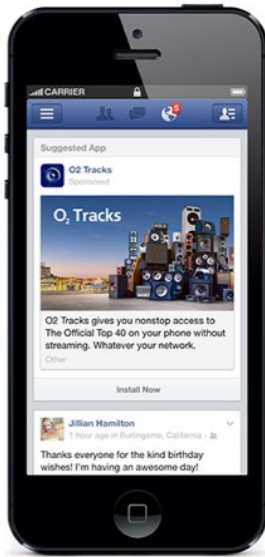


Paid and owned social media frequently exist in silos with teams implementing different strategies and measuring the success of their campaigns using different metrics. Kenshoo Social integrates with several leading social relationship platforms, such as Spredfast, Shoutlet and Tigerlily, to enable you to achieve better results through holistic social marketing program optimization.

For the first time, community managers can track the sales and revenue generated by owned media posts, enabling them to optimize their campaigns toward revenue goals in addition to brand awareness and engagement. Likewise, paid media managers can now make more effective budget decisions by selectively amplifying posts that generate the most sales and revenue, rather than relying on engagement metrics such as likes, comments and shares, which don't necessarily correlate to sales.

Mobile Measurement & Attribution

Reach your customers and drive lifetime value – wherever, whenever



With well over 1 million apps in the Apple App Store and Google Play, it's difficult to get your app discovered and installed by your target customers. It's even more challenging to get customers to re-engage with your app and to measure the value generated by your apps over time.

Kenshoo Social makes it easy to drive discovery, installations, and re-engagement with your mobile apps and to measure in-app interactions like purchases and other conversion events. Kenshoo's unique mobile app measurement technology enables you to measure the lifetime value generated by your ads and to quickly optimize your campaigns toward your most valuable mobile audiences and customers.

Cross-channel Capabilities

Leverage insights and assets from other channels

You know that it takes a lot of time to create, manage and optimize direct response social marketing campaigns. Only Kenshoo Social enables you leverage your success from other channels to improve efficiency and performance of social marketing campaigns.

Using Kenshoo Social, you can integrate your inventory feeds and copy your most successful search engine and Product Listing Ad (PLA) campaigns to automatically create pre-optimized campaigns on Facebook, saving valuable time and resources of your team. Insights from search and PLA campaigns can also be utilized to bid more effectively on Facebook Exchange (FBX) retargeting campaigns, enabling you to bid to the true value of the consumer.

KENSHOO social zvika@zrd.com

Create New Ads

- Select Products
- Edit Creatives
- Define Targets
- Define Attributes
- Review Ads

1 Select the account for the new ads, define the campaign and ad name prefix if required, and select the category and brands of the products for which you want to create ads.

General

Ad Type ?
Domain Ad

Channel Account ?
1380041192215807

Campaign and Ad Name Prefix (optional) ?
Enter text
0/15

Generate ads for:
 Products from my feed
 My top-performing products in Kenshoo Search

Category: Apparel & Accessories > Clothing > Swit
Brand: 2 brands selected

30 products with the highest ROI in the past 28 day(s)
 Add social context ?

About Top-Performing Product Ads
Ads are automatically built for up to 50 products that meet the performance criteria you define. Ads are created only for products without active ads in Kenshoo Social.
[Learn more...](#)

< Back Next > Cancel

Summary

Social media is a new and rapidly evolving channel, with major changes happening constantly. This makes it a challenge to stay up-to-date on the latest advertising opportunities and keep your team, and your campaigns, running smoothly and at peak performance. Through a unique combination of technology, expertise, and innovation, Kenshoo Social helps ensure that social media drives demonstrable value and becomes a strategic driver for your brand. Contact us today to learn more about what Kenshoo Social can do for you!

