

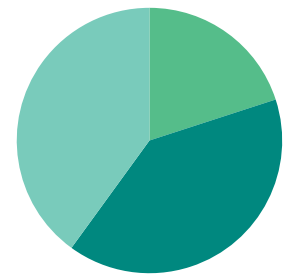
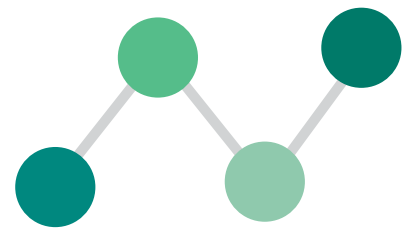
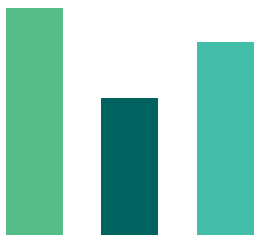
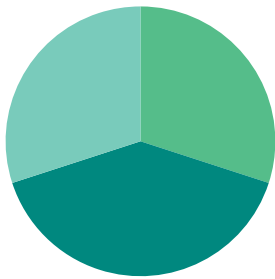


Best Practices for Budget Planning

— Using Kenshoo —

Table of Contents

Overview3
Predictive Media Optimization with Kenshoo Halogen™3
Additional Budgeting Resources by Channel.5
Search Budget Management	5
Local Budget Management	6
Social Budget Management.	6
Summary7



Overview

You've read the [Kenshoo Guide to Budget Planning for Digital Marketers](#) to understand how to get on the right path toward smarter and more effective budget planning. Now, get the insider tips on how to utilize Kenshoo's budget management tools to ensure you're aligning your marketing plans to your objectives to maximize performance and make the most optimal marketing investments.

Kenshoo's budgeting tools can provide:

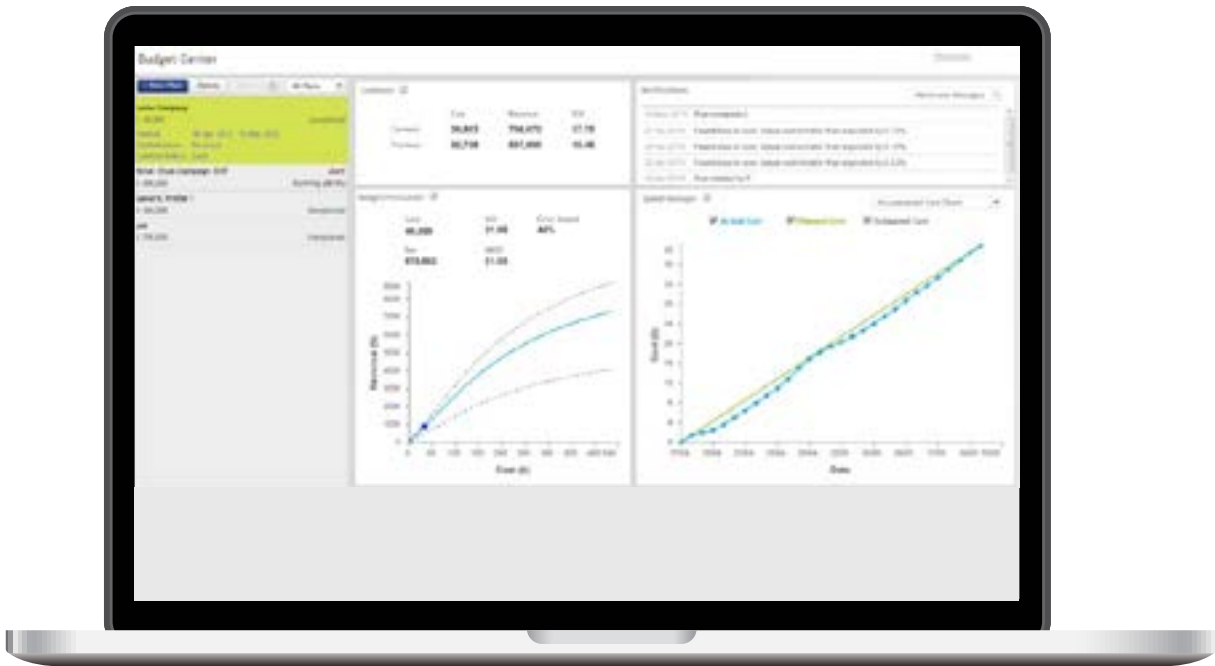
- ▶ Advanced Forecasting
- ▶ Scenario Planning
- ▶ Automated Execution
- ▶ Active Monitoring

Predictive Media Optimization with Kenshoo Halogen™

One of the biggest challenges for online advertisers is controlling spend. Marketers are not only worried about setting the right bids, but also spending their channel (or, at a higher level, their online marketing) budgets in the most efficient manner. An effective budgeting solution should help marketers forecast the expected return at the end of the budget cycle and actually execute towards that end goal.

Truly optimizing marketing spend requires integrated scenario planning, forecasting, and budget management. When armed with these tools, advertisers can find untapped market opportunity and make better investment and optimization decisions. Kenshoo Halogen is a machine learning solution that provides you with unprecedented insight and visibility into the future performance of advertising campaigns.

Halogen which allows you to view accurate scenario plans for ad campaigns, automate spend execution to reach specific goals, uncover opportunities, and ultimately, win additional budget. In addition, it integrates with Kenshoo Portfolio Optimizer™ to find growth opportunities, execute planned media spend, and automatically optimize campaigns.



Halogen enables these solutions:

Scenario Planning

- ▶ Understand the overall market potential
- ▶ Build forward-looking analysis
- ▶ Choose investment scenario

Pinpoint Returns

- ▶ Define incremental budget
- ▶ Understand potential returns
- ▶ Choose investment option

Seamless Execution

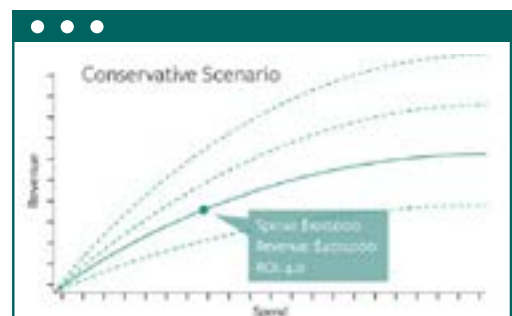
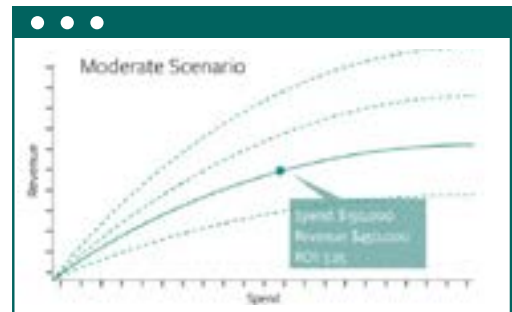
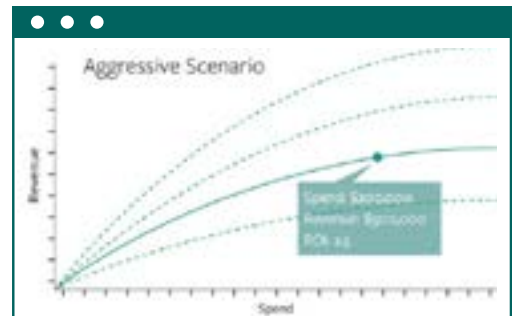
- ▶ Translate predictions into strategy
- ▶ Apply changes across portfolio
- ▶ Repeat on a daily cycle

Holistic Optimization

- ▶ Seize daily opportunities
- ▶ Eliminate overspend risk
- ▶ Achieve exact spend

Predictive Dashboards

- ▶ Reduce human analysis hours
- ▶ Improve forecast accuracy
- ▶ Uncover opportunities daily

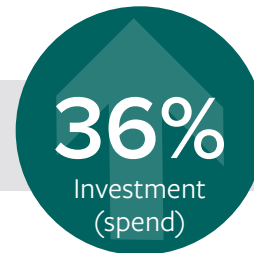


“ Halogen takes the guesswork out of planning and spending for our campaigns. The technology forecasts what we should expect to achieve with our budget and actually helps control and monitor that spend toward our goals.”

– Michael Kahn, Global President

Performics

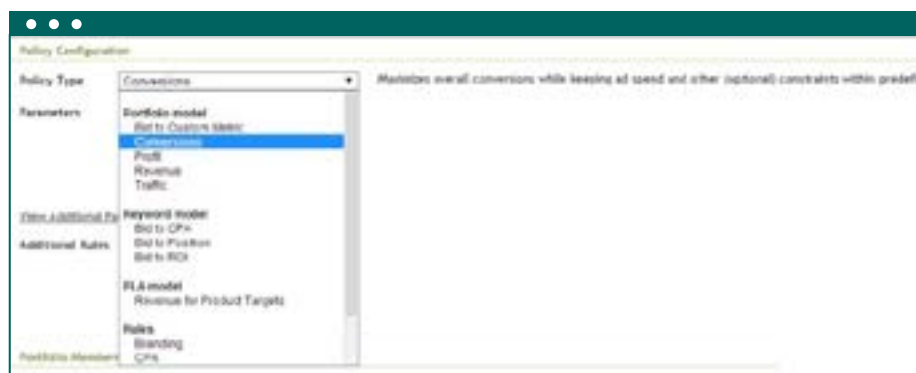
Beta test results for Kenshoo Halogen across 90 plans:



Additional Budgeting Resources by Channel

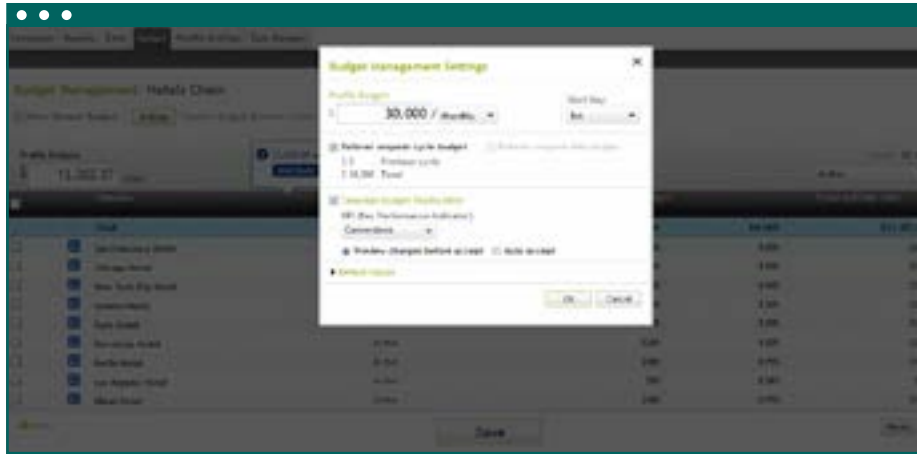
Search Budget Management

Kenshoo’s proprietary solution for portfolio bid optimization, Kenshoo Portfolio Optimizer (KPO), performs millions of calculations every day to understand the value derived from the next unit of spend invested in a portfolio. This focus on marginal ROI ensures the opportunity cost of each keyword is considered and holistic action across the portfolio is taken to maximize results and your budget. KPO technology uses statistical models and adaptive historical weighting to enable accurate bidding predictions and performance forecasting so you know what your investment will yield. By incorporating your custom marketing/performance seasonality calendars, you can inform the algorithms to expect jumps in traffic around promotions or important holidays and adjust your bids to accordingly.



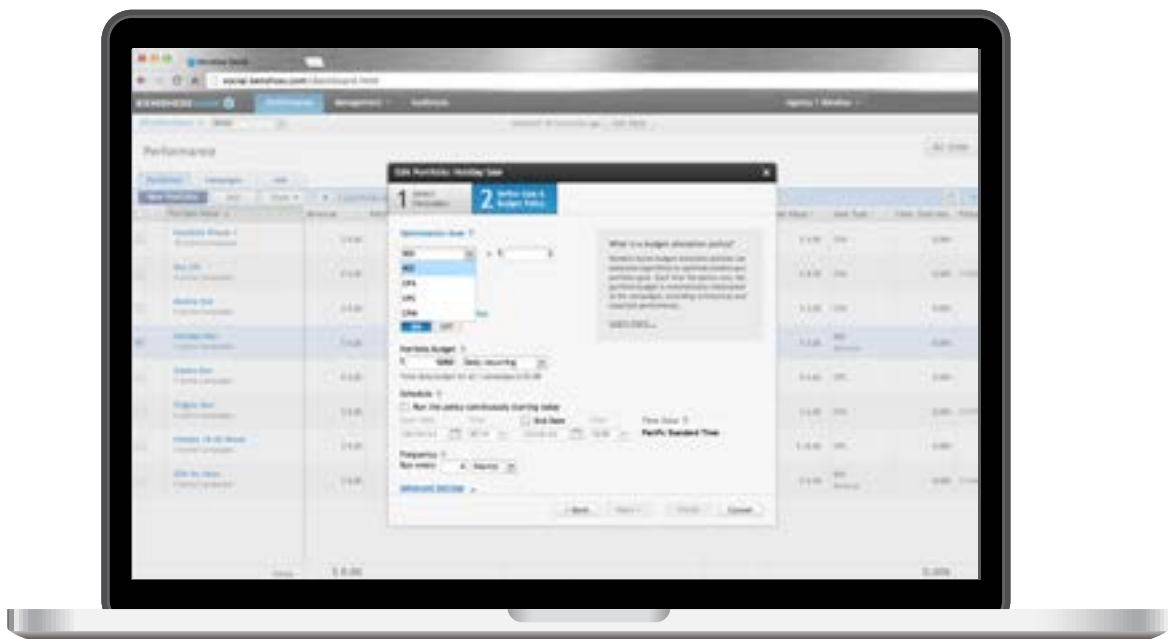
Local Budget Management

Kenshoo Local™ 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. Keep each location or campaign's individual marketing budget on track with Kenshoo Local's unique budget pacing tools. Improve performance by having budgets shifted to where your spend will be most efficient or eliminate over/under-spending by individual campaigns altogether.



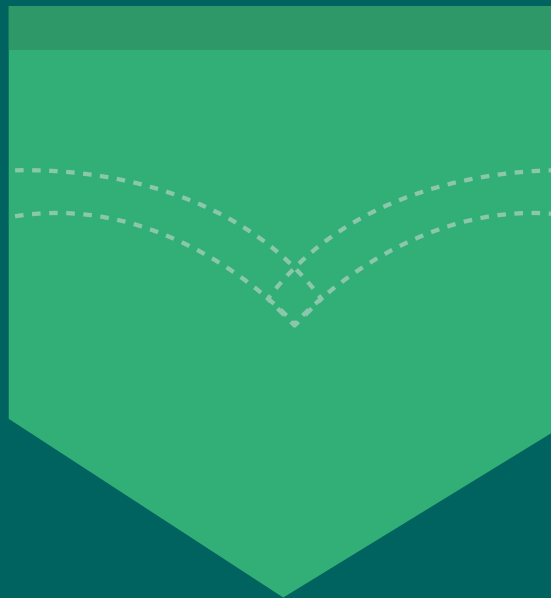
Social Budget Management

The lifespan of social ads is very short, sometimes just a few days, which means you have to create and refresh your ads frequently, further complicating bid optimization. Kenshoo Social™ offers portfolio and budget management algorithms that automatically allocate budget to campaigns that can best meet your defined performance goals. Simply create a portfolio of campaigns, set your budget to that portfolio, define your marketing objective (CPC, CPM, CPA, ROI) and enable automated algorithms to allocate/reallocate budget to the ads and campaigns that drive toward your specified objective. Predictive analytics and forecasting demonstrate how marginal ROI can be achieved with optimal budget re-allocation across campaigns and channels. Get the highest return on your social campaigns and outperform your targets with technology that starts optimizing your bids and campaign budgets within minutes.



Summary

Budget planning may be easy, but getting it right is hard. Kenshoo's solutions allow you to properly forecast, plan, and execute your budget with visibility and control. Kenshoo provides the tools needed to help you embrace the budget planning stage as an opportunity to positively impact all results throughout the year.



Contact us today to learn how you can start getting the most out of your marketing investment!