

A large zipper pull is shown in the center, pulling down a zipper that runs vertically through the middle of the page. The zipper teeth are green on the left and blue on the right.

Best Practices for Activating Search and Social Intersections

Using Kenshoo



Table of Contents

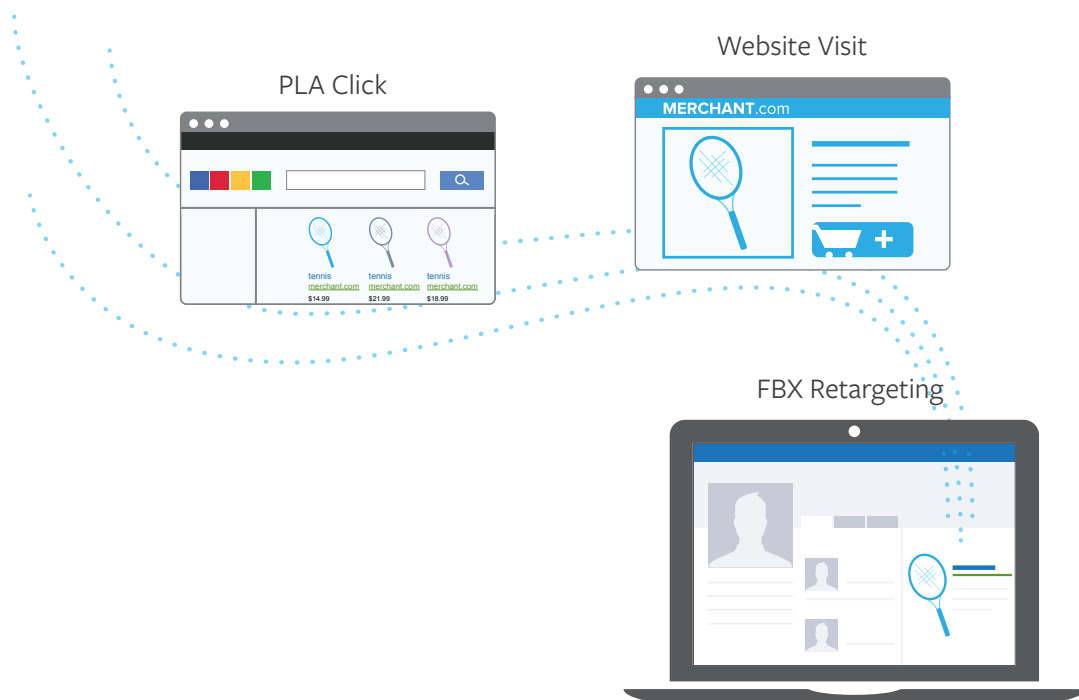
Overview	3
Enable retargeting to re-engage customers	3
Leverage channel data to activate more informed campaigns.	5
Apply multi-touch attribution to give proper credit to each interaction	6
Measure and quantify the cross-channel impact	7
Search and Social results for Kenshoo clients	7
Summary	8

You've read the [Kenshoo Guide to Search and Social Intersections](#) to understand how to leverage the push and pull of paid search and social to drive marketing results. Now, get the insider tips on how to utilize Kenshoo's advanced cross-channel capabilities to harness the intent and interaction signals from search and social to build a holistic view of consumer activity and drive the customer journey forward towards your goals.

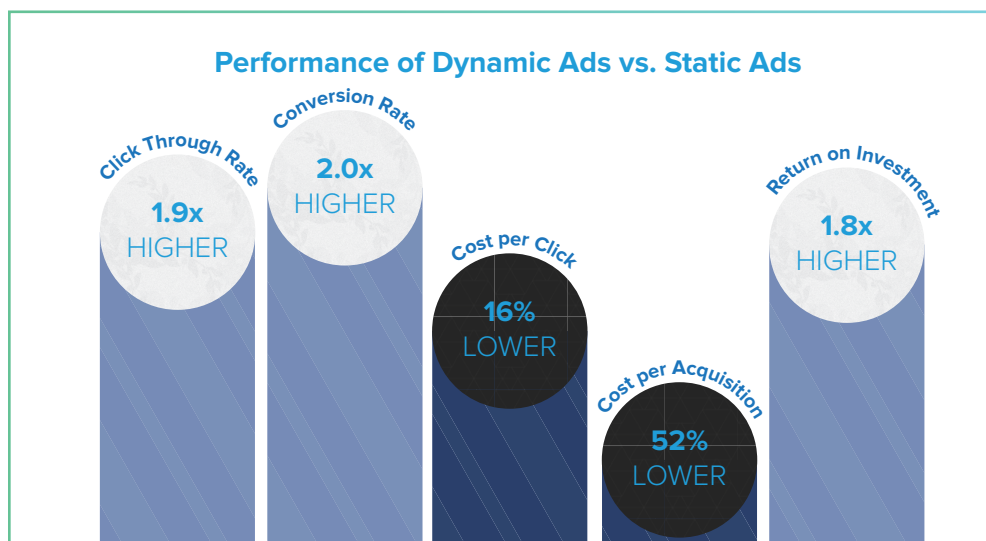
Enable retargeting to re-engage customers

Generate significant incremental conversions from consumers who have already searched for and/or visited your brand's website by retargeting them through Kenshoo.

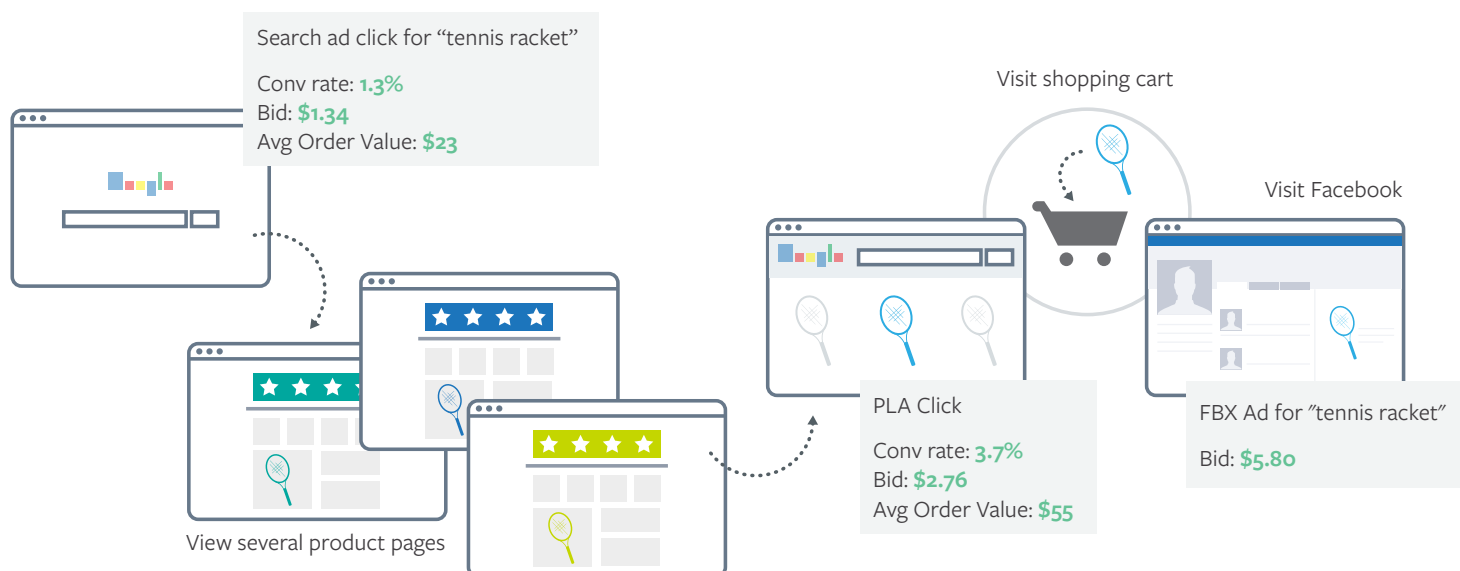
[Facebook Exchange \(FBX\)](#) represents a great retargeting opportunity and can be improved by layering in intelligence from your SEM and Product Listing Ads (PLA) campaigns. Kenshoo allows you to integrate FBX into your existing search and social advertising to create a complete direct response marketing program.



Kenshoo's FBX solution enables you to automate and scale FBX campaigns based on sales data and inventory levels. Enable dynamic FBX creative to create customized ads via your product feed to drive better performance – Kenshoo research found that [dynamic FBX ads](#) outperform static 2:1.

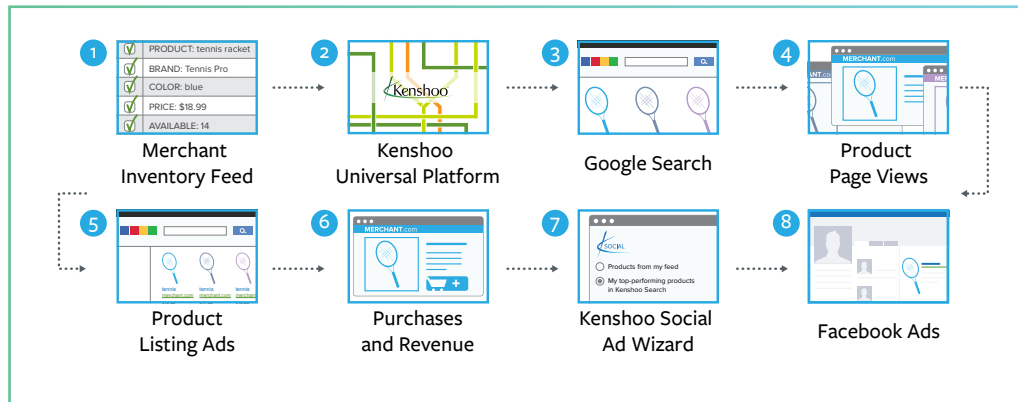


Improve FBX bidding by incorporating search and PLA performance data and use these signals to assess value of an individual customer and measure incremental ROI. Different signals (such as shopping cart visits and product page views) act as a proxy for user value; by layering on additional data from your search and PLA campaigns, Kenshoo can help you determine how much an individual customer is worth as you begin to extend your reach into FBX.



Leverage channel data to activate more informed campaigns

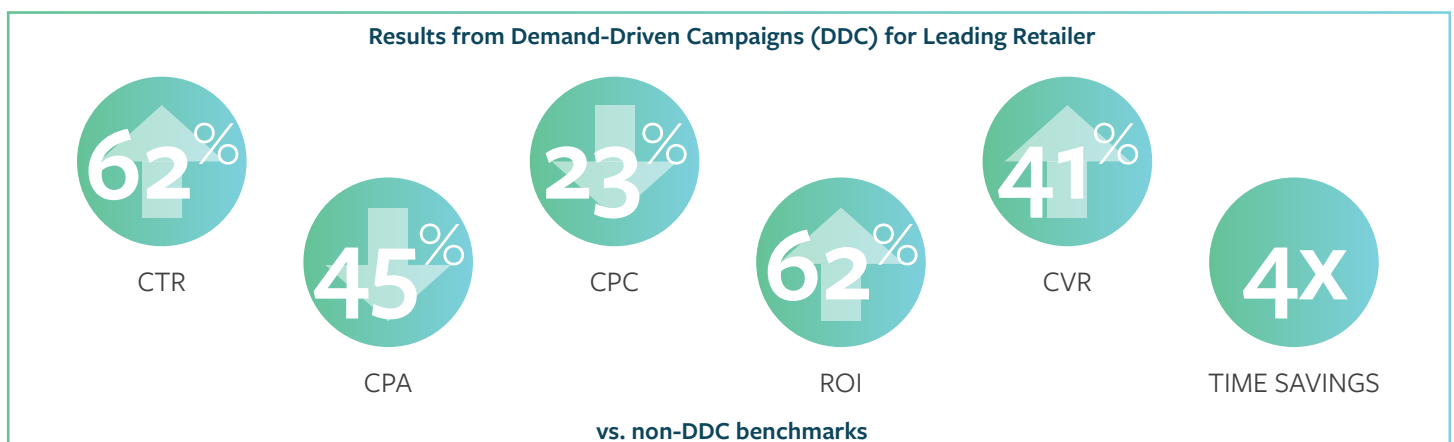
Using demand and intent signals from search, Kenshoo Social Demand-Driven Campaigns (DDC) enables you to automatically create ads on Facebook for products that are performing best in your SEM and PLA campaigns. This solution won Kenshoo recognition in [Facebook's Innovation Competition](#).



By leveraging performance data (ROI, conversion rate, and click volume) to find the best performing products in search in combination with Facebook's sophisticated audience targeting capabilities (Custom and Lookalike Audiences and Partner Categories), DDC enables you to extend your reach into new, valuable audiences on Facebook with ads for products that are most likely to perform.

The screenshot shows the 'Generate ads for' section of the Kenshoo Social Ad Wizard. It includes options to generate ads for 'Products from my feed' or 'My top-performing products in Kenshoo Search'. The 'Category' is set to 'Mens Shoes' and the 'Brand' is set to 'All brands'. A dropdown menu is open, showing 'ROI' as the selected metric, with other options being 'Conversion rate' and 'Clicks'. The text '10 products with the highest ROI in the past 1 day(s)' is visible. To the right, the 'Define Ad Copy' section shows a headline 'New [Brand] shoes!' and a body 'Get today this amazing pair of shoes for only \$[Price]'. There are radio buttons for 'Apply to all ads' (selected) and 'Apply to selected ads', and an 'Apply' button at the bottom.

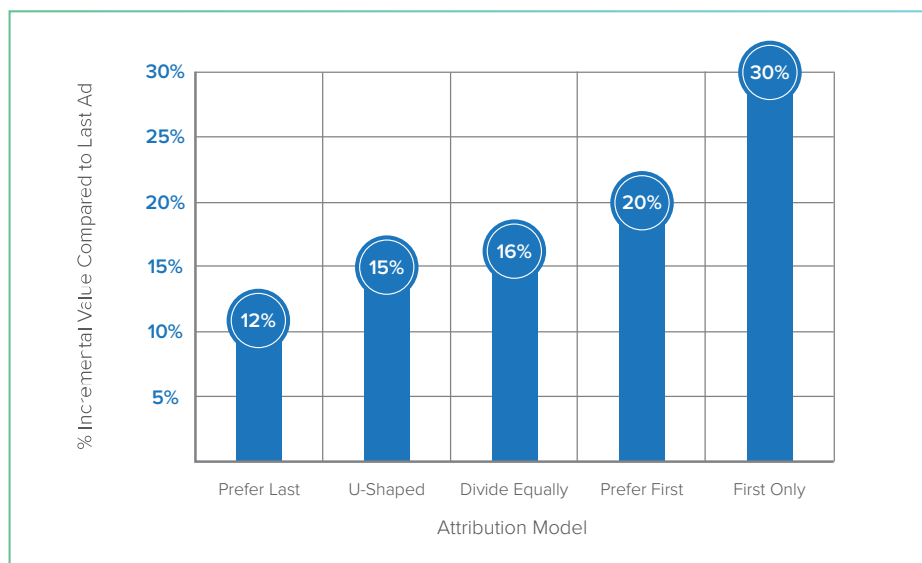
Kenshoo examined the campaign data for a [leading retailer utilizing DDC](#), and the results were quite impressive. The campaigns that connected directly to search ads and inventory systems achieved:



Apply multi-touch attribution to give proper credit to each interaction

Purchase decisions typically aren't made in a single instant, but over the course of various stages and interactions with a brand or product, and your goal as a marketer is to make an impact at each touchpoint in that process.

Kenshoo offers several standard multi-touch attribution (MTA) models and comprehensive path-to-conversion reporting so you can gain insights at each stop on the customer journey, right up through conversion. For instance, you may find that some of your Facebook ads are not leading to an immediate conversion, but are playing a key role as an introducer or influencer. The Kenshoo study, [Quantifying the Impact of Multi-touch Attribution](#), found that if you rely on a single-point model of Last Click, you could be undervaluing Facebook by up to 30%.



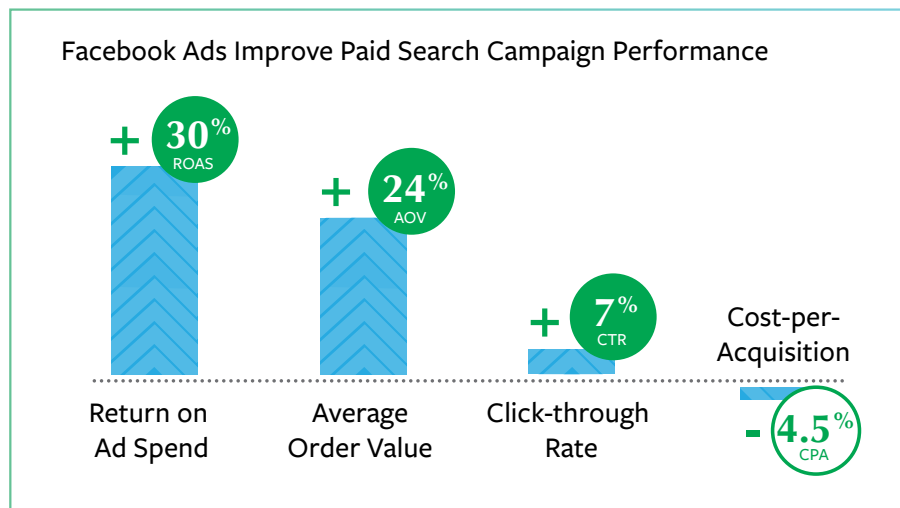
Take your attribution to the next level with Kenshoo's dynamic attribution modeling, known as [Kenshoo SmartPath™](#). SmartPath provides an understanding of the actual contribution of every consumer interaction. By taking into account factors like causality, synergy, and customer loyalty, Kenshoo SmartPath assesses the role of each ad (and organic touchpoint) in the conversion funnel and redistributes the attribution weight accordingly. Then, by connecting SmartPath to your bidding, you can improve campaign performance with automatic budgets and bids adjustments based on the actual value of each ad placement across channels.



Measure and quantify the cross-channel impact

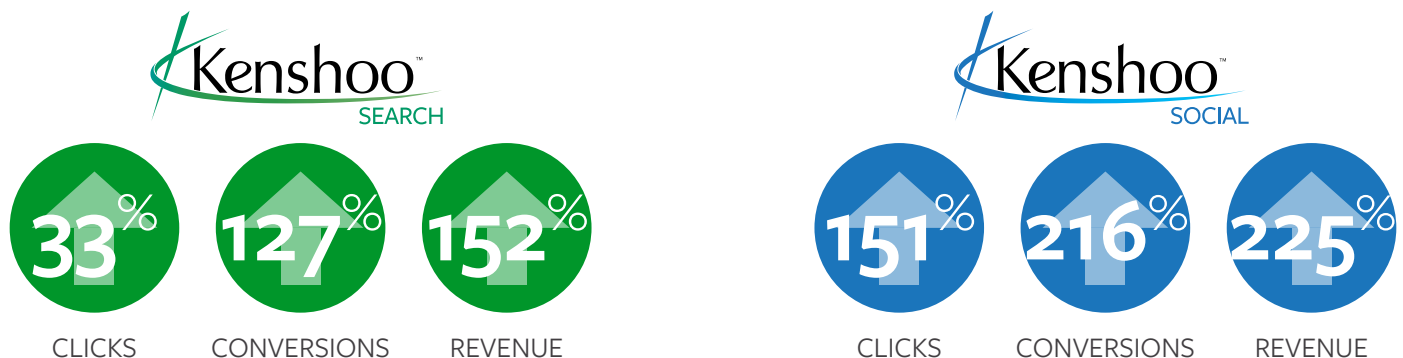
Marketers who can best understand cross-channel dynamics will be able to harness the available synergy and generate a higher return from their programs. In the recent whitepaper, [Added Value: Facebook Advertising Boosts Paid Search Performance](#), Kenshoo analyzed paid search results for a leading retailer with more than 2,500 stores across the United States. Certain segments of the target audience were exposed to both paid search and Facebook advertising while others were exposed to paid search alone.

The data showed that the paid search segments that were exposed to Facebook advertising generated 30% more return on ad spend (ROAS), while the click-through rate (CTR) was 7% higher. The average order value (AOV) when search was combined with Facebook advertising was boosted by nearly a quarter (24%) and paid search cost per acquisition (CPA) was 4.5% lower.



Search and Social results for Kenshoo clients

Marketers generate strong results from Search and Social through the Kenshoo platform. Below are performance stats for clients powered by Kenshoo for over 12 months:



This data set includes all Kenshoo Search clients and all Kenshoo Social clients that launched campaigns on or before January 1, 2013 and remained active with revenue tracking through the Kenshoo platform for a minimum of 12 months. Data in this set covers over 180 billion clicks.

Summary

With paid search and social advertising representing over half of digital marketing budgets, the time is now to start moving forward in an omni-channel marketing approach and leave behind the single, siloed channel strategy. Connecting the complementary channels of search and social will help you create the holistic view needed to activate synergies and increase performance. Kenshoo is here help you close the loop through full management capabilities for search and social advertising and an open architecture for flexible integrations across online and offline channels to make your data actionable.

In two separate evaluations, Forrester Research cited Kenshoo as “[The Sole Leader](#)” in bid management software and social advertising platforms. Kenshoo is the only Facebook strategic Preferred Marketing Developer (SPMD) with native API solutions for ads across Facebook, FBX, Twitter, Google, Yahoo, Bing, Baidu, and CityGrid.

[Contact us](#) today to learn how you can start getting the most out of your multi-channel marketing and leverage search and social to maximize your digital program!